



THE EFFECT OF BINGE-WATCHING NETFLIX DRAMAS ON MALAYSIA
UNIVERSITY STUDENTS' MENTAL DEVELOPMENT: VALUE JUDGEMENT
AND COGNITIONS IN REAL LIFE

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CHEAH SHI KANG

APPROVAL FOR SUBMISSION

This research paper attached hereto, entitled “A study on the effect of binge-watching Netflix dramas on Malaysia university students’ mental development: value judgement and cognitions in real life.” prepared and submitted by Cheah Shi Kang in partial fulfillment of the requirements for the Bachelor of Communication (Honours) Broadcasting is hereby accepted.



Date: 11th May 2023

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SUBMISSION OF FINAL YEAR PROJECT

I, Cheah Shi Kang (ID No: 1902724) hereby certify that I have completed the final year project titled **“A study on the effect of binge-watching Netflix dramas on Malaysia university students’ mental development: value judgement and cognitions in real life”** under the supervision of **Ms Kor Eng Choon** from the Department of Media, Faculty of Creative Industries.

I understand that the University may upload the softcopy of my final year project in PDF to the UTAR Institutional Repository, which may be made accessible to the UTAR community and public.

Yours truly,



Cheah Shi Kang

A study on the effect of binge-watching Netflix dramas on Malaysia university students' mental development: value judgement and cognitions in real life

Abstract

Over-The-Top (OTT) streaming services like Netflix have gained high popularity among university students. With the various genre dramas in Netflix, the university students tend to choose Netflix and binge-watch the Netflix dramas. Especially Netflix original series dramas have attracted them most because Netflix original series do not have any TV serials restriction and are able to express their creative freedom on the story. This study is conducted to examine the effect of binge watching Netflix dramas on Malaysia university students' mental development by determining their value judgement and cognitions in real life. The target audience are from 18 years old to 27 years old Malaysia university students. This research is using Google Form to conduct quantitative surveys and collect data. 100 respondents have participated in this survey. Cultivation theory will be applied in this research. According to the findings and analysis, binge-watching on Netflix dramas can affect university students in both positive and negative ways, it is based on the plot and also the genre of the dramas. The longer the hours they watch Netflix dramas, the more their value judgement and cognition in real life are affected by Netflix dramas. The limitation of this study is regarding the genre of drama that the respondents binge watch.

Keywords: binge-watching, netflix original series, tv serials restriction, cultivation theory

DECLARATION

I declare that the material contained in this paper is the result of my own work and that due acknowledgement has been given in the bibliography and reference to ALL sources be they printed, electronic or personal.

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CHAPTER I: INTRODUCTION

1.1 Background of study

Watching drama is one of the main forms of entertainment that gains high popularity among Malaysian. However, watching dramas through television has restricted the content selection. The convenience and wide availability of streaming television has transformed the traditional television viewing habits that we are accustomed to. With more people opting for online streaming platforms, new trends and patterns of media consumption such as binge-watching have emerged (Mahmoud & Wahab, 2021). Thus, the trend of using Over-The-Top (OTT) streaming services to watch dramas has been rising tremendously over the last few years because they provide several hundred show options. Along with the rapid utilization and advanced development of internet infrastructure, it has contributed to the tremendous growth of active usage of OTT streaming services in Malaysia. There are a lot of OTT streaming services. For example, Netflix, Disney +, HBO Max, We TV, Iqiyi, Prime Video and so on. Among these OTT streaming services, Netflix dramas, especially their original series, stand out among the genre. Netflix dramas are the most bingeable shows due to their bold innovative content and fast tempo plot. Moreover, Netflix releases all the new episodes of a series at once and this has led to the binge watching trend. In this fast-paced era, binge watching drama has become a new method or habit for people, especially university students to fill up their leisure time. The binge viewers do not need to wait for the update and are glued to the screen watching the series for hours. Netflix is giving more control to the viewers to choose when they want to watch and this action satisfies the binge viewers like university students.

“Lilyhammer” was the first Netflix original series which aired on 6 February 2012 (Scott, 2019). After that, Netflix is described to open a whole new golden era of television. They not only produced their original series and released it on their platform but also

collaborated with the TV station to co-produce new original series that aired on the TV channels.

Cultivation theory is applied in this research as the backbone for this research topic. Cultivation theory was developed by George Gerbner in the late 1960s and it explains the relationship between the high frequency and long term exposure to media and how this shapes the viewers' conception of social reality.

1.2 Problem Statement

Netflix dramas always have R18 scenes to grab the audience's attention. The R18 scenes include sex scenes, violence scenes, nudity scenes, offensive language scenes and so on. There are some disputes on whether the Netflix original series has excessive unnecessary sex scenes to attract the audience. This is because audiences think unnecessary sex scenes have messed up the original plot of the Netflix dramas and Netflix received a lot of complaints from other Netflix viewers. For example, the Korean Netflix original series, "Money Heist: Korea - Joint Economic Area" was complained about because there is a sex scene that sexualises women and suggests women can be easily controlled through sex (Facey, 2022). Another example from the Netflix original series "Tiny Pretty Things" that were also complained by viewers due to the obscenely unnecessary sex scenes influenced them to focus on the mystery plots (Robinson, 2020). Some people argue that this might affect the teenagers' value judgments, especially the university students and cause them to break the law. The realistic violence scene in Netflix dramas are also being worried by the public to increase people's level of emotional and psychological stimulation which can lead to aggressive behaviour.

In addition, the characters in Netflix dramas always have strong personalities and are able to influence the audience. People argue that binge watching the Netflix dramas would lead to the imitation of the characters, including the personalities, cognition, attitude and behaviour and so on. The theme of the drama or the message that brings out from the drama always align with the audience and influence them.

However, there are people who also argue that binge watching dramas can help to release dopamine which is a chemical reaction in our brain that enables us to feel pleasure. It acts as a stress reliever. Thus, this research paper is going to identify whether the Netflix dramas are going to influence university students' mental development in a positive way or negative way. Value judgements and cognitions in real life would be the main topic that would like to be discovered in this research paper.

1.3 Research Objectives

- To examine the relationship between the frequency of watching Netflix dramas and the effects on Malaysia university students' mental development in real life.
- To investigate how binge watching Netflix dramas change the value judgement of Malaysia university students.
- To determine the Malaysia university students' cognition changes after binge-watching Netflix dramas.

1.4 Research Questions

- What is the relationship between the frequency of watching Netflix dramas and the effects on Malaysia university students' mental development in real life

- How binge watching Netflix dramas change the value judgement of Malaysia university students?
- What are the cognition changes of Malaysia university students after binge-watching Netflix dramas?

1.5 Significance of Study

This study will redound to present an insight on the values judgement and cognition learnt by Malaysia university students from binge watching Netflix dramas. The longer the drama watching hours, the higher the probability of drama shaping and affecting the mental development. Most of the research papers prefer to discuss the influence of Korean drama among teenagers. However, this paper will not only focus on Korean drama but also discuss the other country's drama. In addition, other research papers also focus more on the impact of drama towards their purchasing behaviour and social skills. Only a few of it studied the effect of drama towards people's mental development. However, this research will study more on the changes of university's student on their value judgement and cognition in real life after binge watching the Netflix drama. This study aims to determine how those effects on mental development influence the people and society.

CHAPTER II: LITERATURE REVIEW

2.1 Introduction

Chapter two discusses Netflix original series, binge-watching, TV serials restriction, cultivation theory.

2.2 Netflix original series

Original series is one of the subcategories of original programming and this term was created by HBO in 1983 to introduce their in-house production. It refers to TV shows, movies, and web series produced in-house by a content provider who holds the exclusive rights to broadcast them domestically and internationally (Hidalgo-Mari, Segarra-Saavedra & Palomares-Sánchez, 2021). Netflix original series is the television drama series that is produced or co-produced by Netflix and streaming exclusively on the Netflix platform. With the successful release of “House of Cards” in 2013, Netflix started to produce their original series and develop their production to the world. “Squid Game”, “The Glory”, “Money Heist”, “Sweet Home”, “Stranger Things”, “Wednesday”, “Light The Night”, “Copycat Killer”, “First Love” are some famous Netflix original series that take the world by storm. Their creative content is diverse and covers more genres of dramas for the viewer to watch (Lytollis, 2017). Original series have become a key part of Netflix's business strategy, as they help to attract and retain subscribers. They also help to differentiate Netflix from its competitors, such as Amazon Prime and Hulu, which rely heavily on licensed content. They can also take risks with niche or controversial subject matters that may not have been greenlit by traditional networks. This creative freedom has attracted many talented filmmakers and showrunners to the platform, resulting in a range of critically acclaimed and award-winning series.

Furthermore, the binge-watching culture that has emerged as a result of streaming services has also contributed to the popularity of Netflix's original series. With the ability to watch entire seasons at once, viewers can become fully immersed in the story and characters, which can lead to a stronger emotional connection with the series and a desire to watch more (Seddeek & Othman, 2021). Besides that, a Netflix survey found that 61% of the Netflix viewers regularly watch between 2 to 6 episodes of a show in one sitting which fulfilled the requirements of binge-watching (Page, 2017).

2.3 Binge-Watching

Binge-watching refers to watching between two and six episodes of a TV show in one sitting (Alam, 2021). It is also known as marathon-watch and is a relatively common phenomenon in this era. Due to the emergence of numerous on-demand streaming services including Netflix, Hulu, HBO GO, Amazon Prime, Disney+, Crunchyroll, and Apple TV, this activity began to acquire popularity (Starosta & Izydorczyk, 2020). As mentioned above, with the ability to watch entire seasons at once, Netflix original series has also led to the phenomenon of binge-watching among Malaysian originals series.

According to a Netflix survey in 2017, Malaysia was ranked first in the list of top Asian binge-watching countries. In addition, it has been reported that 80% of Malaysian Netflix subscribers engage in binge-watching in public, placing Malaysia among the top five countries in the world for this activity on the platform (Kaur, 2018). The prevalence of binge-watching has rapidly increased in Asian countries, making it important to gain a deeper understanding of this new television viewing behavior.

Moreover, Griffiee (2013) has stated that university students are more likely to engage in binge-watching behavior than adults. This is because they have more flexible time to schedule work-life balance and enjoy binge-watching when compared to adults. The existence of the OTT Platform provides unlimited access to university students' favourite media at any time and without geographical restriction issues. This has led to an increase in binge-watching, where students watch multiple episodes in one sitting. (Shim & Kim, 2018). Watching episodes back-to-back has become the norm and it is no longer a new trend of media viewing (Flayelle et al., 2017). Ahmed (2021) stated that binge-watching drama may lead to addiction to watching drama and cause mental disorders like depression and anxiety. However, Selvakumaran stated that binge-watching can help to relieve stress, strengthen relationships and feel productive and fulfilled. This shows that the advantages and disadvantages of binge-watching have always been a controversial topic.

2.4 TV serials restriction

Some countries like China have a lot of TV serials restriction to ensure the TV shows do not deliver wrong information to the audience. In 2016, a leaked guideline from China's top body on television drama production encouraged production companies to adhere to core socialist values and avoid plots involving witchcraft, reincarnation, and superstitious beliefs (Zhang, 2022). It also prohibited storylines that blur the lines between justice and injustice. For example, China has banned approximately 20 above drama themes, including time travel, gay-themed (boy's love), palace drama, ghost-themed and so forth (Landreth, 2011). Apart from that, China's media authorization also prohibited some kind of makeup and dress code like banning tattoos, men's earrings, hair colour which stand out too much (Abby, 2019). Moreover, the China Federation of Radio and Television Social Organizations and the China Network Audiovisual Program Service Association have released the "Specifications for the Production

and Operation of TV and Web Drama Crews” in April 2022 that aimed to promote socialism and avoid religion (Yuan, 2022). It was stated that art including drama should have a social purpose (Horwitz & Huang, 2016). This statement has been strongly disagreed by some China citizens as they think that too much educational information and overcorrection will reduce their entertainment.

However, too much control on the content of TV serials has restricted the freedom of creation of writers, directors, and producers. For instance, certain themes, language, and scenes may be deemed inappropriate or offensive and therefore censored or restricted. This may lead to a lack of diversity in content and storytelling as creators are forced to conform to the guidelines set by regulatory bodies or networks. Moreover, this control can also lead to the cancellation of shows or the reworking of entire seasons, which can be frustrating for creators who may have already invested significant resources into a project. As a result, some creators may choose to take their ideas to alternative platforms that offer more creative freedom. Moreover, too much restriction also leads to dissatisfaction of the audience because those dramas are required to have a positive ending that might affect the coherence of the plot, as well as some dissection of human nature. It seems like being bland and conforming to government guidelines that aim to promote "positive energy" online.

2.5 Cultivation theory

Cultivation theory is a communication theory that was first proposed by George Gerbner in the 1960s (Perera, 2023). It suggests that the more time people spend watching television, the more likely they are to perceive the world in ways that reflect the portrayals and messages that are presented on television.

The theory proposes that over time, exposure to the dominant messages and themes of the media will shape an individual's perceptions of the world, which can lead to the cultivation of certain attitudes, beliefs, and values. According to the theory, the media's constant repetition of certain messages and portrayals can lead to a phenomenon called "mainstreaming," in which people from different backgrounds and experiences begin to share similar perceptions and beliefs about the world.

The theory has been applied to a wide range of research topics, including the effects of media violence, the portrayal of gender roles in the media, and the influence of political advertising on public opinion. While there has been some criticism of cultivation theory, it remains a useful framework for understanding the long-term effects of media exposure on attitudes and beliefs.

The relationship between binge-watching and cultivation theory is complex and multifaceted. Binge-watching, which involves consuming multiple episodes or seasons of a television show in a single sitting or over a short period of time, has become increasingly popular in recent years with the rise of streaming services such as Netflix, Hulu, and Amazon Prime Video. Cultivation theory suggests that repeated exposure to the messages and themes presented in the media can shape an individual's perceptions of the world.

In the case of binge-watching, this means that individuals who consume large amounts of television content in a short period of time may be more likely to cultivate attitudes, beliefs, and values that reflect the messages and themes presented in the content they are watching. For example, if a person spends hours binge-watching crime dramas, they may be more likely to perceive the world as a dangerous place and to have negative attitudes towards law enforcement.

Moreover, binge-watching may also lead to "mainstreaming," a phenomenon in which individuals from different backgrounds and experiences begin to share similar perceptions and beliefs about the world due to their exposure to the dominant messages and themes in the media. This can have significant implications for how people view themselves, others, and the world around them. If people are watching more of a show in one sitting, cultivation theory suggests they would view the world more through the lens of the media (Humphries, 2018).

CHAPTER III: METHODOLOGY

3.1 Introduction

This chapter discusses the related research methods, research instruments, respondents and data collection methods that will be used throughout the research process.

3.2 Research Methods

There are 2 research methods that are commonly used in research papers, which are quantitative research and qualitative research. Quantitative research has been chosen to be used in this research paper to examine the effect of binge-watching Netflix dramas on Malaysia university students' mental development, especially in their value judgement and cognitions in real life.

Quantitative research is a research methodology that is used to collect and analyze numerical data through statistical methods (Bhandari, 2022). This type of research is focused on generating objective and quantifiable data that can be analyzed to draw conclusions about a specific research question or hypothesis.

Quantitative research involves a systematic approach to data collection, which can include surveys, experiments, and other quantitative methods. The data collected is typically analyzed using statistical software and techniques to identify patterns, relationships, and trends in the data.

The goal of quantitative research is often to generalize findings to a larger population, which requires a sample size that is representative of the population being studied. This

approach allows researchers to make claims about the characteristics and behaviors of the larger population based on the findings from the sample.

3.3 Research Instruments

The research instrument that is used in this research paper is survey research. A set of questionnaires will be distributed to Malaysian university students, especially for those who watch Netflix drama through Google Form to increase the accuracy of the data. In addition, the questions that are designed in the questionnaire will be related to the research topic. Moreover, likert scale (1 - 5 rating scale) was used in Section C and Section D of this survey form, with respondents expected to rate them from 1 to 5, depending on how binge-watching Netflix dramas on Malaysia university students' mental development: value judgement and cognitions in real life.

There are four (4) sections in the questionnaire. They are 'Section A: Demographic Information', 'Section B: User Preference', 'Section C: Value Judgements', 'Section D: Cognitions'.

In Section A, there are four questions that are related to the respondents' demographic information, which are their gender, age, education level and also the monthly expenditure. In the gender question, 'Male' and 'Female' are provided for the respondents to choose. The age range has been grouped to five ranges that covers most of the targeted respondents' age, which are '18 - 19 years old', '20 - 21 years old', '22 - 23 years old', '24 - 25 years old', '26 -27 years old'. Moreover, the options available for education level questions are classified into 'PT3', 'SPM', 'STPM', 'Foundation', 'Diploma', 'Degree', 'Master', 'PhD and 'Other: Please State'. And the last question of Section A that are asked to know the monthly expenditure of the

respondents provides five options to choose, which are 'RM0 - RM500', 'RM501 - RM1500', 'RM1501 - RM2500', 'RM2501 - RM3000' and 'RM3000 above'.

11 questions are asked in Section B to clarify the user preference of the respondents towards Netflix. The first question is 'Do you watch Netflix dramas everyday?' with the option 'Yes' and 'No'. The following question 'How many hours would you spend watching Netflix drama in a day?' with five options, 'Less than 1 hour', '1 - 3 hours', '4 - 6 hours', '7 - 9 hours', and 'More than 9 hours'. As for the third question in Section B, 'Do you prefer to watch Netflix original series dramas or the hit dramas that are bought by Netflix?' is asked with three option available, 'Netflix original series dramas', 'Hit dramas that are bought by Netflix', and 'Both are acceptable'. Besides, the question 'Which genre of Netflix dramas do you prefer?' is asked while the respondents have to choose 1 answer among these 10 options, 'Comedy', 'Action', 'Horror', 'Romance', 'Fantas', 'Drama', 'Sci-fi', 'Crime', 'Mystery', 'Other: Please state'. Another question that also required the respondents to choose 1 answer among 8 options is 'Which region / country drama do you prefer to watch?'. The options are 'Korea', 'United States', 'United Kingdom', 'Taiwan', 'Japan', 'China', 'Malaysia', 'Other: Please State'. Another question 'How many Netflix dramas do you watch in a week?' is designed in the questionnaire with the options 'Less than 1', '1 - 2', '3 - 4', '5 - 6', 'More than 6'. Another similar question 'How many Netflix dramas do you watch in one month?' is also asked with the same options 'Less than 1', '1 - 2', '3 - 4', '5 - 6', 'More than 6'. Apart from that, 'What is the motivation to watch Netflix dramas?' provides seven answers for the respondents to choose one answer, which are 'Creative content', 'No TV serials restriction', 'Having easy accessibility', 'Have large number and various genre of drama', 'To fill up leisure time', 'Follow the trend', 'Other: Please State'. The following question is 'Would you repeat watching the same series again?' with two options 'Yes' and 'No' provided. Furthermore, the question would be 'Would you watch the popular Netflix series to follow the trend?' with 'Yes'

and 'No' options. Lastly, the last question in Section B is 'Which online platform do you usually use to search for the extra information of Netflix dramas?'. Eight options are available, 'Google', 'Facebook', 'Instagram', 'YouTube', 'TikTok', 'Weibo', 'Douyin', 'Twitter' and 'Other: Please State'.

Section C of the questionnaire consists of 12 questions and these questions are aimed to examine the impact of binge watching Netflix dramas on Malaysia university students' mental development, that focus on the changes of their value judgement. In this section, 1 - 5 rating scale is used to examine the result. 1 represents 'Strongly disagree', 2 represents 'Disagree', 3 represents 'Neutral', 4 represents 'Agree' and 5 represents 'Strongly Agree'. These 12 questions are 'I can accept 18+ scenes (sex scene & violence scene) in Netflix dramas', 'Do the 18+ scenes in Netflix dramas make you feel uncomfortable?', 'I feel numbness when I see violence incidents happen in real life after watching the violence scenes in Netflix dramas', 'Do you think the violence scene in Netflix dramas will increase aggressive behaviour?', '18+ scenes is one of the attractions for me to watch Netflix dramas', 'I agree with the protagonist's counter violence action in Netflix dramas', 'I like to watch the revenge plots of the protagonists in Netflix dramas', 'Do Netflix dramas influence your perception of moral judgement?', 'I dislike the injustice scenes in Netflix dramas even though I know the scenes reflect real life', 'I like to watch Netflix dramas that expose humanity', 'Do you think Netflix dramas are excessive displays of negative content?', and 'I have learned more positive outlook from Netflix dramas than negative outlook'.

There are 14 questions in Section D that are asked for examining the effect of binge-watching Netflix dramas on Malaysia university students' cognition in real life. This section also uses 1 to 5 scale with the same options, 1 represents 'Strongly disagree', 2 represents 'Disagree', 3 represents 'Neutral', 4 represents 'Agree' and 5 represents 'Strongly Agree' for

the respondents to choose. For this part, the questions are divided into several parts like their belief in the world, perception of love, new information learned, characteristic changed and so on. These questions are ‘Netflix dramas have educated me to know new things that I have never known before watching’, ‘Netflix dramas help me to build my belief in the world’, ‘I was influenced by Netflix dramas to help others’, ‘Do Netflix dramas change your outlook of love?’, ‘The character that I liked in Netflix dramas will be my mating preference’, ‘I have strong empathy with the Netflix dramas’ characters’, ‘I express my opinion if I do not agree with the character’s action in Netflix dramas’, ‘I have the same experience with certain characters in Netflix dramas’, ‘I think certain Netflix drama’s character symbolize me because I have the same characteristics as the character’, ‘I believe real life is the same with the world in Netflix dramas’, ‘I like Netflix dramas that are based on real-life events or true stories’, ‘I like Netflix dramas that pay attention to social issues or vulnerable groups’, ‘I had imitated the character’s behaviour in the Netflix dramas because I think it is the role model’, ‘I had changed my characteristics to the characteristics of the character in Netflix dramas that I liked’.

3.4 Respondents

The questionnaire will be distributed to 100 target respondents which meet specific criteria and characteristics such as those who are Malaysian university students and have watched at least one Netflix drama. The respondents have to ensure that they fulfill the above-mentioned requirement in order for the researcher to obtain accurate data. Through the survey, the researcher was able to identify the binge-watching audience using a filter question: “How many hours would you spend watching Netflix drama in a day?”.

3.5 Data Collection Methods

This research is distributed through Google Form, an online form to the targeted respondents, Malaysian university students who have watched Netflix dramas. Data are collected from university students of University of Malaya, Universiti Tunku Abdul Rahman, Sunway College University, Taylor's University, and so on. The survey forms are distributed through social media like Facebook, Instagram, and Whatsapp.

CHAPTER IV: FINDINGS & ANALYSIS

4.1 Introduction

100 respondents from various universities in Malaysia participated in this survey research, resulting in a response rate of 100%. The findings will be presented in the form of a pie chart and bar chart.

4.2 Demographic Information

Gender
(100 条回复)

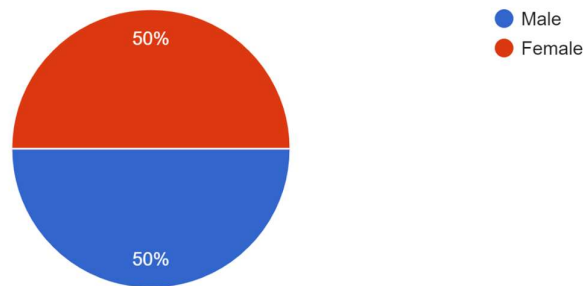


Figure 4.2.1 Gender

According to the data presented in Figure 4.2.1, an equal proportion of male (50%) and female (50%) respondents participated in the study.

Age
(100 条回复)

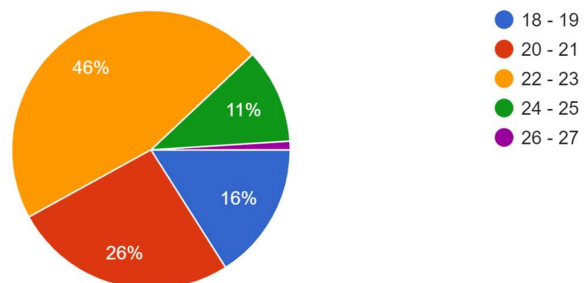


Figure 4.2.2 Age

The age range of the respondents was set to correspond with the typical age range of university students, which is between 18 and 27 years old. As depicted in Figure 4.2.2, the largest proportion of respondents, 46%, fell within the 22-23 age group. The second largest group, at 26%, was composed of 20-21 year olds, followed by 16% of 18-19 year olds. Meanwhile, 11% of respondents were aged between 24-25 years old, and only 1% of respondents were 26-27 years old.

Education Level
(100 条回复)

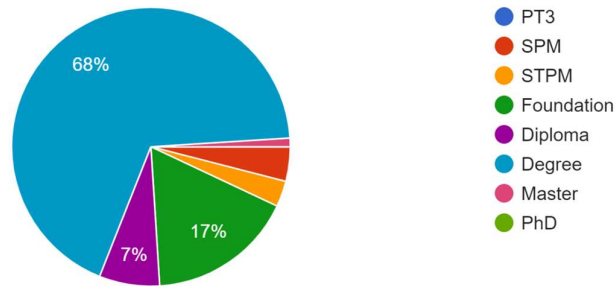


Figure 4.2.3 Education level

According to the data presented in Figure 4.2.3, the majority of the respondents (68%) have a Degree education background. 17% of respondents have a Foundation education background, 7% of the respondents are currently studying Diploma courses, 4% of respondents hold SPM education background, 3% of respondents have STPM education background and only 1% of respondents have a Master education level.

Monthly Expenditure (100 条回复)

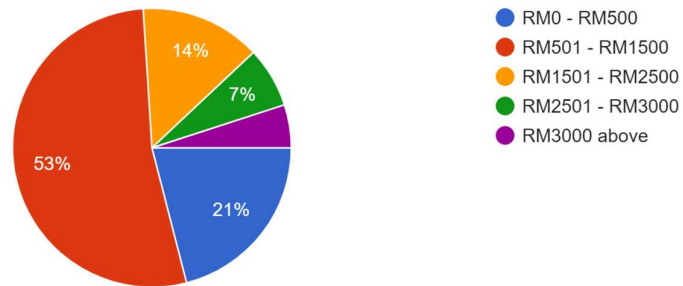


Figure 4.2.4 Monthly expenditure

According to the data presented in Figure 4.2.4, it is evident that the largest percentage of respondents, which is 53% of the total 100, spend RM501 - RM1500 on their monthly expenses. The next highest percentage of respondents, which is 21%, spend RM0 - RM500. The remaining options show that 14% of respondents spend RM1501 - RM2500, 7% spend RM2501 - RM3000, and only 5% of respondents spend RM3000 or more on their monthly expenses.

4.3 User Preference

Do you watch Netflix dramas everyday? (100 条回复)

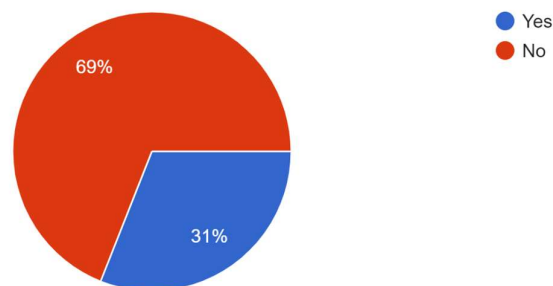


Figure 4.3.1 Watch Netflix dramas everyday

According to the data presented in Figure 4.3.1, the majority of respondents, 69%, do not watch Netflix dramas on a daily basis, while 31% of the respondents watch Netflix dramas every day.

How many hours would you spend watching Netflix drama in a day?
(100 条回复)

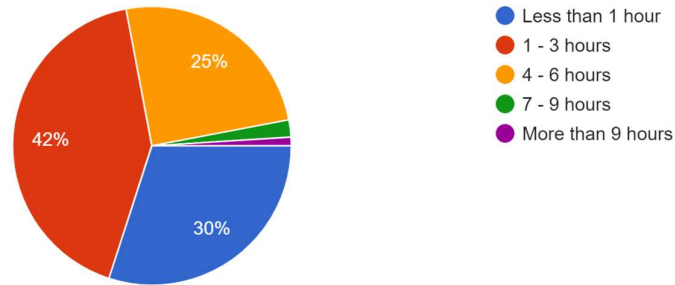


Figure 4.3.2 Hours spent watching Netflix

Based on the data presented in Figure 4.3.2, the majority of respondents (42%) spend 1 to 3 hours per day watching Netflix dramas. About 30% of respondents spend less than an hour per day, while 25% spend 4 to 6 hours per day. Only a small proportion of respondents, 2%, spend 7 to 9 hours per day watching Netflix dramas, and another 1% spend more than 9 hours per day.

Do you prefer to watch Netflix original series dramas or the hit dramas that are bought by Netflix?
(100 条回复)

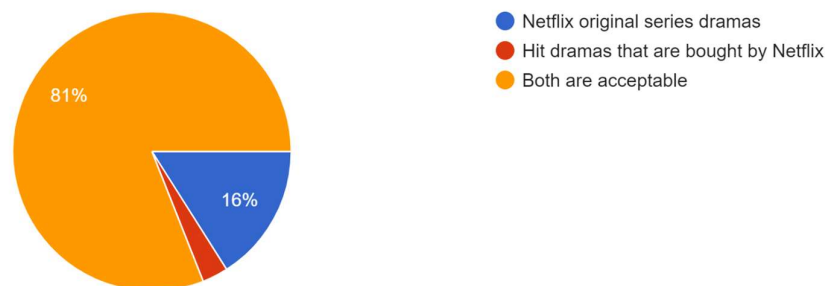


Figure 4.3.3 Preference between Netflix original series dramas and hit dramas bought by Netflix

According to Figure 4.3.3, the majority of respondents (81%) expressed a preference for watching both Netflix original series dramas and the hit dramas acquired by Netflix. However, 16% of respondents indicated a preference for watching only Netflix original series dramas, while the remaining 3% indicated a preference for watching only hit dramas that are bought by Netflix.

Which genre of Netflix dramas do you prefer?
(100 条回复)

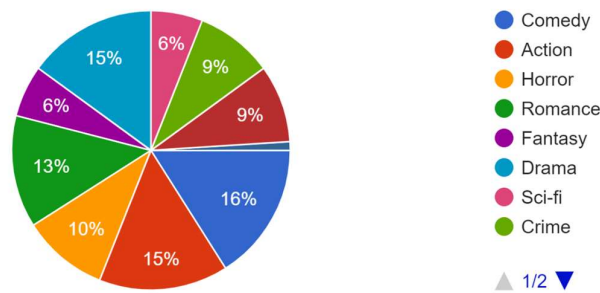


Figure 4.3.4 Most preferred Netflix dramas genre

Which genre of Netflix dramas do you prefer?
(100 条回复)

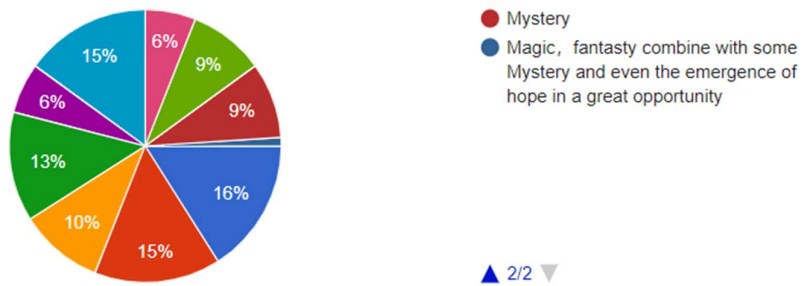


Figure 4.3.5 Most preferred Netflix dramas genre

Figures 4.3.4 and 4.3.5 present the preferred genres of Netflix dramas among the respondents. The most favored genre is comedy, with a percentage of 16%, followed by action and drama genres at 15%. The romance genre is preferred by 13% of the respondents, while 10% of them are inclined towards horror genres. In addition, crime and mystery genres are

equally preferred by 9% of the respondents, whereas fantasy and sci-fi genres occupy 6% of the respondents' preferences. It is worth noting that one respondent provided a unique answer, expressing a preference for magic, fantasy combined with some mystery.

Which region / country drama do you prefer to watch?
(100 条回复)

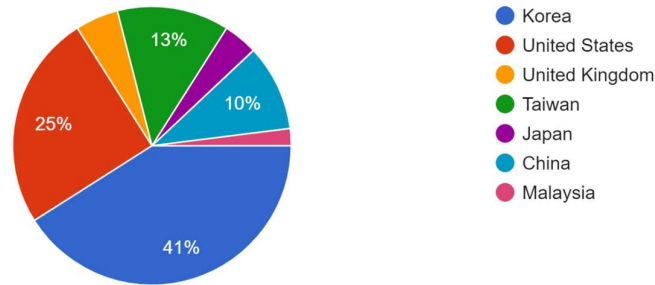


Figure 4.3.6 Most preferred region/country drama

Based on the data presented in Figure 4.3.6, it is evident that Korean dramas are the most popular among the 100 respondents, accounting for 41% of the total respondents. The second most popular option is dramas from the United States, with 25% of the respondents choosing it. Taiwanese dramas are chosen by 13% of the respondents, followed by Chinese dramas at 10%, British dramas at 5%, Japanese dramas at 4%, and Malaysian dramas at 2%.

How many Netflix dramas do you watch in a week?
(100 条回复)

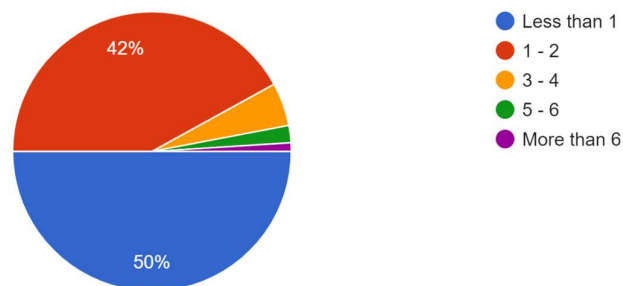


Figure 4.3.7 Number of Netflix dramas watch in a week

To examine the binge-watching behavior of Netflix dramas among the respondents, a question was designed in the questionnaire. Figure 4.3.7 presents a surprising result, with 50% of the respondents reporting that they watch less than 1 Netflix drama per week. However, 42% of the respondents watch 1 to 2 Netflix dramas in a week, followed by 5% of the respondents who watch 3 to 4 Netflix dramas in a week. Only 2% of them watch 5 to 6 Netflix dramas in a week, and a mere 1% of the respondents watch more than 6 Netflix dramas in a week.

How many Netflix dramas do you watch in one month?

(100 条回复)

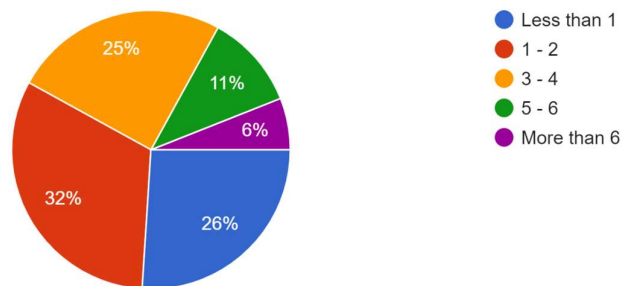


Figure 4.3.8 Number of Netflix dramas watch in a month

Based on the data presented in Figure 4.3.8, it can be observed that the questionnaire included a question that aimed to examine the binge-watching behaviour of the respondents regarding Netflix dramas. The results indicate that 26% of the respondents watch less than 1 Netflix drama in a month, while 32% of them watch 1 to 2 Netflix dramas in a month. Moreover, 25% of the respondents watch 3 to 4 Netflix dramas, 11% of them watch 5 to 6 Netflix dramas, and only 6% of the respondents watch more than 6 Netflix dramas in a month.

What motivates you to watch Netflix dramas?
(100 条回复)

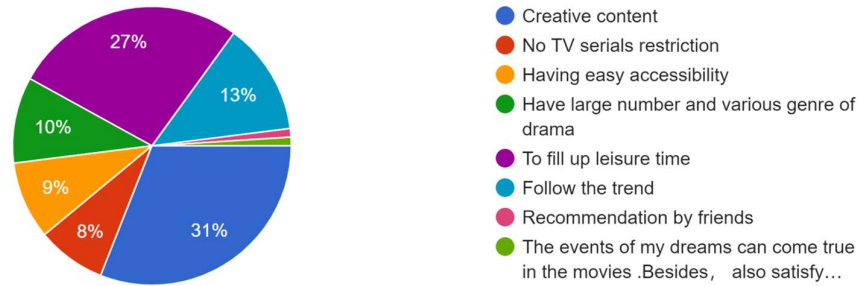


Figure 4.3.9 Motivation for watching Netflix dramas

Based on Figure 4.3.9, it is evident that 31% of the respondents watch Netflix dramas due to their creative content, while 27% of them watch it to fill up their leisure time. Moreover, 13% of them are following the trend, and 10% of them are drawn to the large number and various genres of drama provided by Netflix. Additionally, 9% of the respondents enjoy the easy accessibility of Netflix, and 8% choose Netflix dramas because they do not have TV serials restriction. Apart from these motivations, one respondent recommended watching Netflix dramas from a friend, while another respondent claimed that the creative content of Netflix dramas has inspired them.

Would you repeat watching the same series again?
(100 条回复)

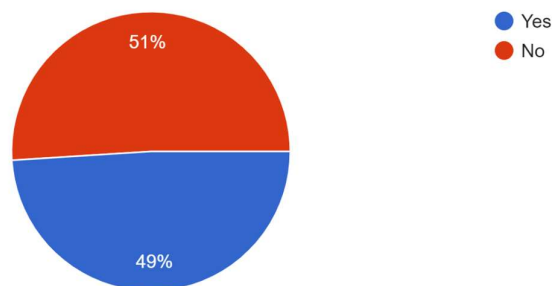


Figure 4.3.10 Preference for repeat watching the same series

According to Figure 4.3.10, it can be observed that 51% of the respondents stated that they will not re-watch the same series again, while the remaining 49% of the respondents are open to re-watching the same series.

Would you watch the popular Netflix series to follow the trend?
(100 条回复)

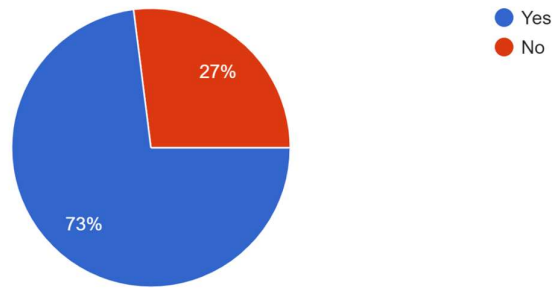


Figure 4.3.11 Watch popular Netflix series to follow trend

According to Figure 4.3.11, the majority of respondents (73%) reported that they would watch popular Netflix series to keep up with the trend, while the remaining 27% indicated that they would not watch the Netflix series based on their popularity.

Which online platform do you usually use to search for the extra information of Netflix dramas?
(100 条回复)

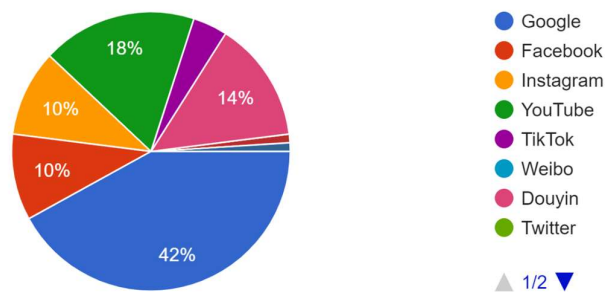


Figure 4.3.12 Most preferred online platform used for searching extra information of Netflix dramas

Which online platform do you usually use to search for the extra information of Netflix dramas?

(100 条回复)

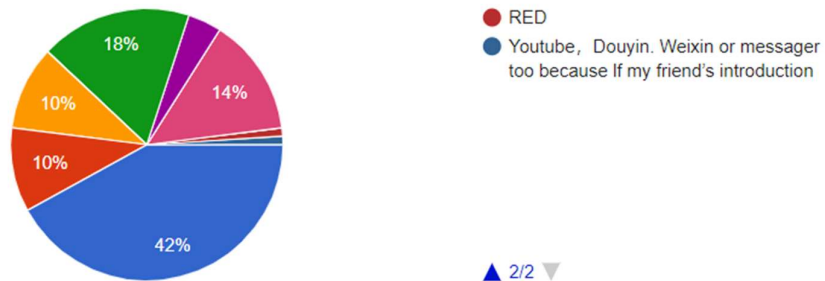


Figure 4.3.13 Most preferred online platform used for searching extra information of Netflix dramas

Based on the findings in Figure 4.3.12 and Figure 4.3.13, it was discovered that the majority of respondents (42%) use Google to search for extra information about Netflix dramas. In addition, 18% of them use YouTube and 14% of them use Douyin, while 10% use Facebook and Instagram respectively. Only 4% of the respondents use TikTok, and one respondent uses RED. One respondent reported using multiple platforms, including Weixin and Messenger, to ask friends for extra information about Netflix dramas.

4.4 Value Judgement

I can accept 18+ scenes (sex scene & violence scene) in Netflix dramas.

(100 条回复)

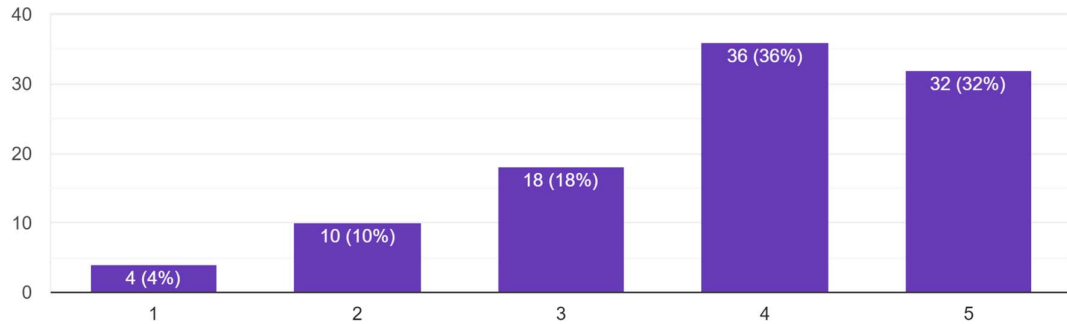


Figure 4.4.1 I can accept 18+ scenes like sex scenes and violence scenes in Netflix dramas

Based on Figure 4.4.1, the majority of respondents (68%) agree or strongly agree with accepting 18+ content like sex scenes and violence in Netflix dramas, with 32% strongly agreeing and 36% agreeing. However, 18% of respondents remained neutral, while 10% disagreed and 4% strongly disagreed with this statement.

The 18+ scenes in Netflix dramas make me feel uncomfortable.

(100 条回复)

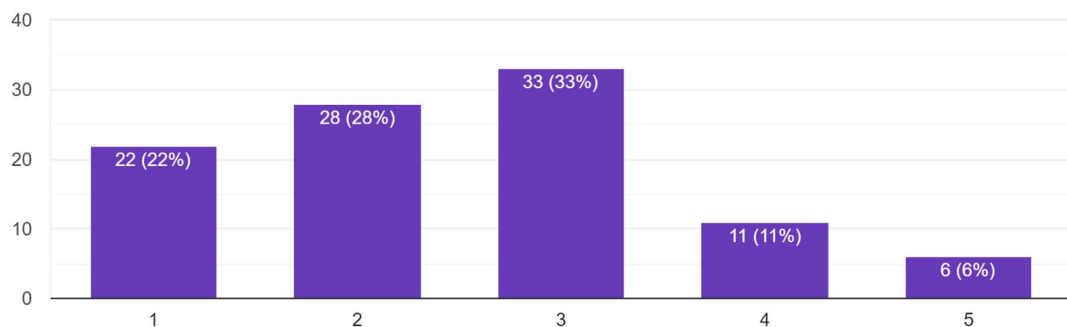


Figure 4.4.2 The 18+ scenes in Netflix dramas make me feel uncomfortable

Based on Figure 4.4.2, it can be inferred that the majority of respondents do not approve of 18+ scenes in Netflix dramas that make them feel uncomfortable, as 22% of respondents strongly disagree, 28% disagree, and 33% remain neutral. Only 11% of respondents agree and another 6% strongly agree with this statement.

I feel numbness when I see violence incidents happen in real life after watching the violence scenes in Netflix dramas.

(100 条回复)

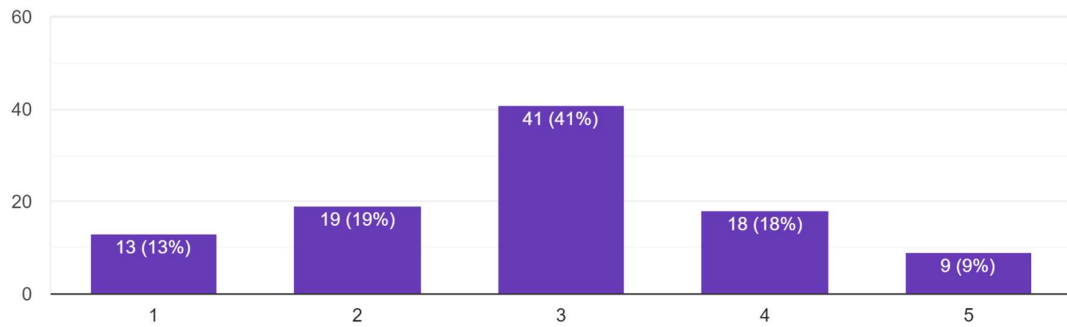


Figure 4.4.3 I feel numbness when they see violence incidents happen in real life after watching the violence scenes in Netflix dramas

Based on Figure 4.4.3, it can be inferred that the majority of respondents (41%) remain neutral when asked about feeling numbness when they see real-life violence incidents after watching violent scenes in Netflix dramas. Additionally, 19% of the respondents disagree with this statement, while 13% strongly disagree. Only 18% of the respondents agree, and 9% strongly agree with this statement.

I believe the violence scene in Netflix dramas will increase aggressive behaviour.
(100 条回复)

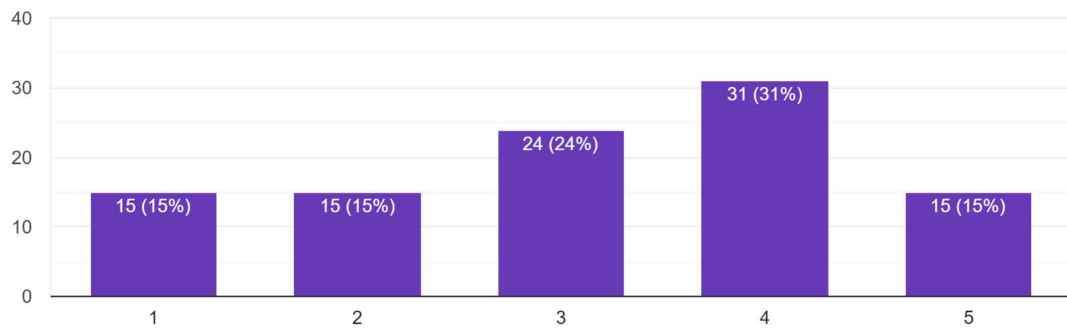


Figure 4.4.4 I believe the violence scene in Netflix dramas will increase aggressive behaviour

Based on Figure 4.4.4, it can be observed that the majority of the respondents (31%) agree that the violence scenes in Netflix dramas will increase aggressive behavior, with an additional 15% who strongly agree with this statement. About 24% of the respondents remain neutral to this statement. For the respondents who disagree and strongly disagree with this statement, each of them occupies 15% respectively.

18+ scenes is one of the attractions for me to watch Netflix dramas.
(100 条回复)

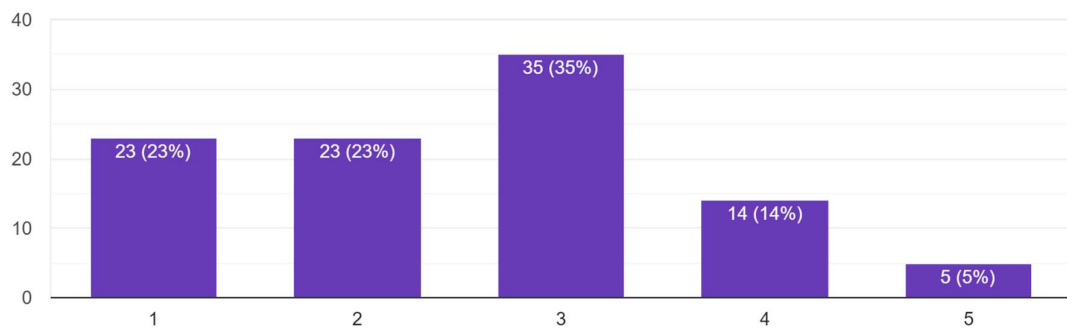


Figure 4.4.5 18+ scenes is one of the attractions for me to watch Netflix dramas

According to Figure 4.4.5, it can be seen that the 18+ scenes are not a major attraction for the respondents to watch Netflix dramas. Only 5% of the respondents strongly agree with

this statement, and 14% of them agree. The majority of the respondents (35%) remain neutral to this statement, while the respondents who disagree and strongly disagree with this statement occupy 23% respectively.

I agree with the protagonist's counter violence action in Netflix dramas.
(100 条回复)

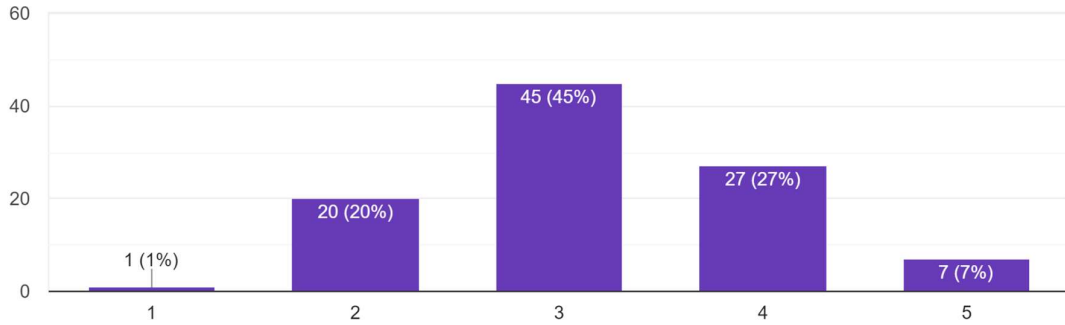


Figure 4.4.6 I agree with the protagonist's counter violence action in Netflix dramas

Figure 4.4.6 indicates that 45% of the respondents gave a neutral response to the statement about the protagonist's counter-violence actions in Netflix dramas. 27% of the respondents agreed with this statement, with 7% strongly agreeing. On the other hand, 20% of the respondents disagreed with this statement and 1% strongly disagreed with it.

I like to watch the revenge plots of the protagonists in Netflix dramas.
(100 条回复)

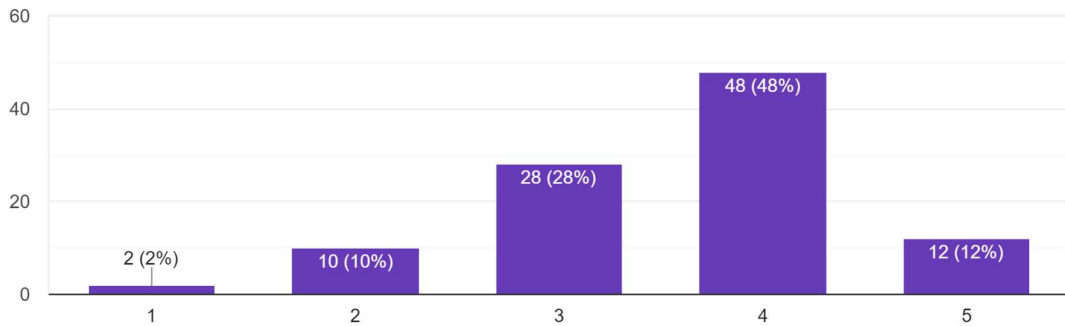


Figure 4.4.7 I like to watch the revenge plots of the protagonists in Netflix dramas

Based on Figure 4.4.7, the majority of respondents (48%) agree to watch the revenge plots of the protagonists in Netflix dramas, with an additional 12% strongly agreeing with this statement. 28% of respondents provide a neutral response to this statement while 10% of them disagree and 2% strongly disagree with this statement.

Netflix dramas influence my perception of moral judgement
(100 条回复)

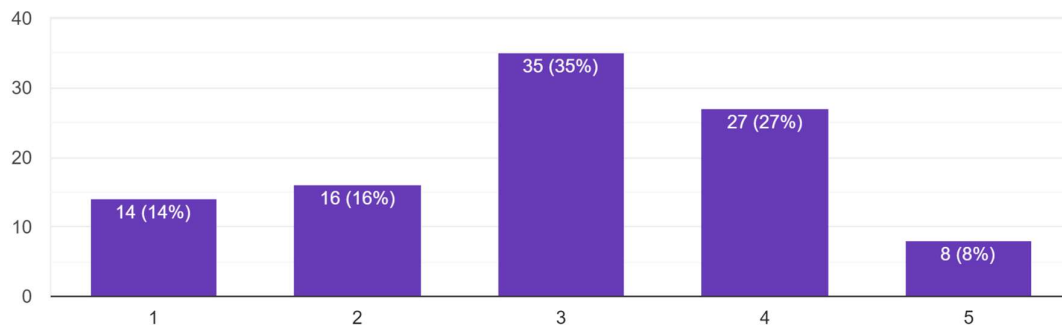


Figure 4.4.8 Netflix dramas influence my perception of moral judgement

Based on Figure 4.4.8, it can be observed that 35% of the respondents provided a neutral response towards the statement about the influence of Netflix dramas on their perception of moral judgement. However, 27% of the respondents agreed that Netflix dramas do have an influence on their moral judgement, with an additional 8% strongly agreeing with this statement. On the other hand, 16% of the respondents disagreed and 14% of them strongly disagreed with this statement.

I dislike the injustice scenes in Netflix dramas even though I know the scenes reflect real life.
(100 条回复)

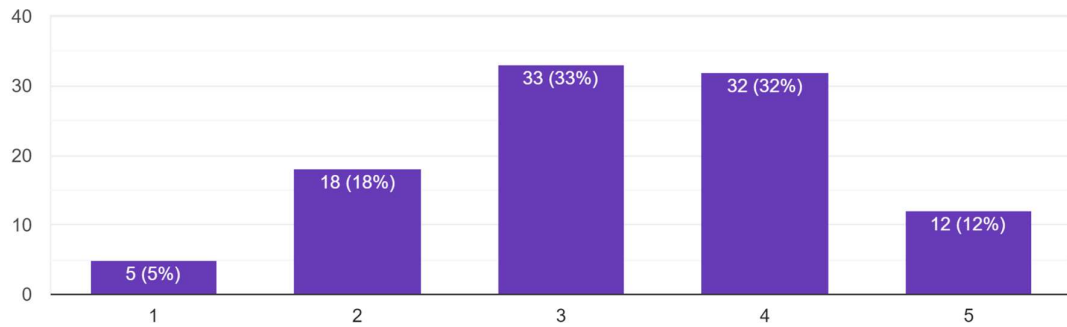


Figure 4.4.9 I dislike the injustice scenes in Netflix dramas even though I know the scenes reflect real life

Based on Figure 4.4.9, the majority of respondents (33%) remain neutral on the statement of disliking the injustice scenes in Netflix dramas even though they know the scenes reflect real life. 32% of respondents agree with this statement, with an additional 12% strongly agreeing. On the other hand, 18% of respondents disagree with this statement, and 5% of them strongly disagree.

I like to watch Netflix dramas that expose humanity.
(100 条回复)

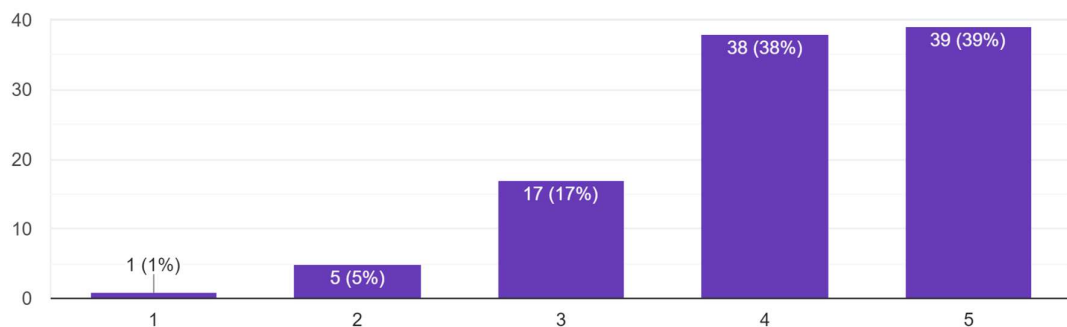


Figure 4.4.10 I like to watch Netflix dramas that expose humanity

Figure 4.4.10 indicates an overwhelmingly positive response from the respondents towards watching Netflix dramas that expose humanity, with a total of 77% respondents agreeing to this statement (39% strongly agree and 38% agree). Only 5% of the respondents disagree and 1% strongly disagree with this statement. Meanwhile, 17% of the respondents keep a neutral stance towards it.

I think Netflix dramas are excessive displays of negative content.

(100 条回复)

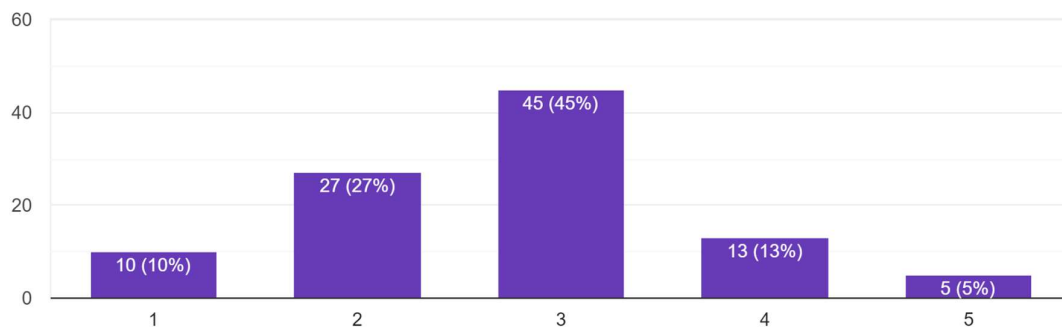


Figure 4.4.11 I think Netflix dramas are excessive displays of negative content

Based on Figure 4.4.11, the results indicate that the majority of respondents (45%) remain neutral in their response to the statement that Netflix dramas are excessive displays of negative content. 27% of respondents do not agree with the statement, with 10% strongly disagreeing. However, only 13% of respondents agree with this statement, with an additional 5% strongly agreeing.

I have learned more positive outlook from Netflix dramas than negative outlook.
(100 条回复)

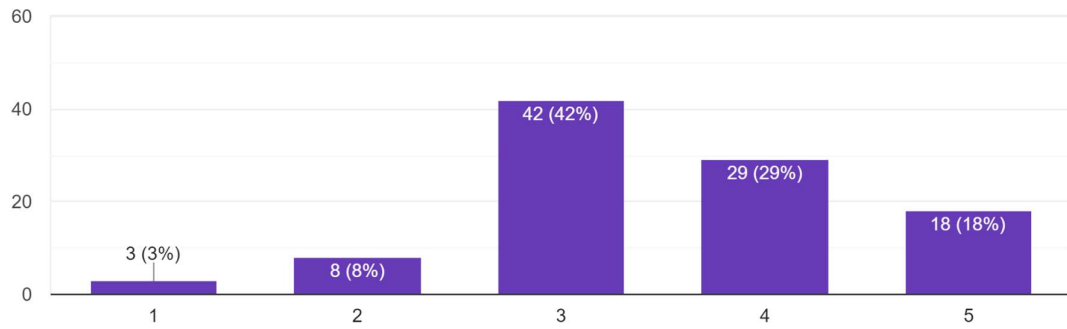


Figure 4.4.12 I have learned more positive outlook from Netflix dramas than negative outlook

Based on Figure 4.4.12, the results indicate that the majority of respondents (42%) gave a neutral response to the statement regarding learning a more positive outlook from Netflix dramas than a negative one. However, 47% of respondents believe that they have learned more positive outlook from Netflix dramas than negative outlook, with 29% agreeing and 18% strongly agreeing with this statement. On the other hand, only 8% of respondents disagreed and 3% strongly disagreed with this statement.

4.5 Cognition

Netflix dramas have educated me to know new things that I have never known before watching.
(100 条回复)

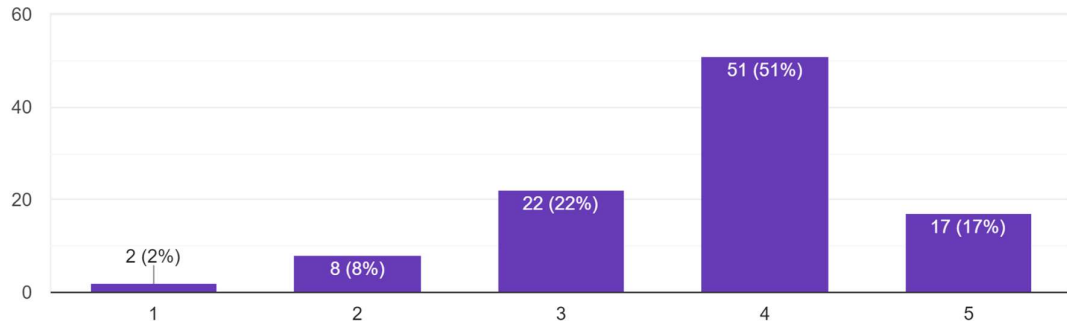


Figure 4.5.1 Netflix dramas ave educated me to know new things that I have never known before watching

According to Figure 4.5.1, a majority of respondents (68%) agree that Netflix dramas have taught them new things they didn't know before watching. Specifically, 51% of respondents agree with this statement, with an additional 17% strongly agreeing. 22% of respondents are neutral on this statement, while only 8% disagree and 2% strongly disagree.

Netflix dramas help me to build my belief in the world.
(100 条回复)

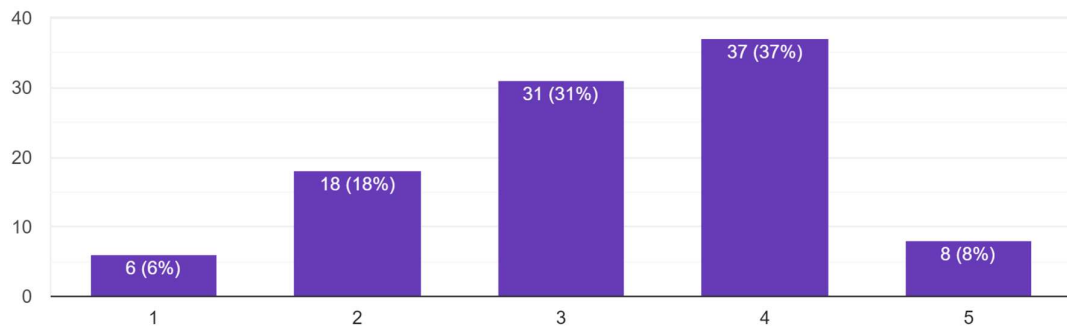


Figure 4.5.2 Netflix dramas help me to build my belief in the world

Based on Figure 4.5.2, 45% of the respondents (37% agree and 8% strongly agree) agree that Netflix dramas help them to build their belief in the world. On the other hand, 24% of them (18% disagree and 6% strongly disagree) do not think that Netflix dramas help them to build their belief in the world. However, 31% of the respondents remain neutral regarding this statement.

I was influenced by Netflix dramas to help others.

(100 条回复)

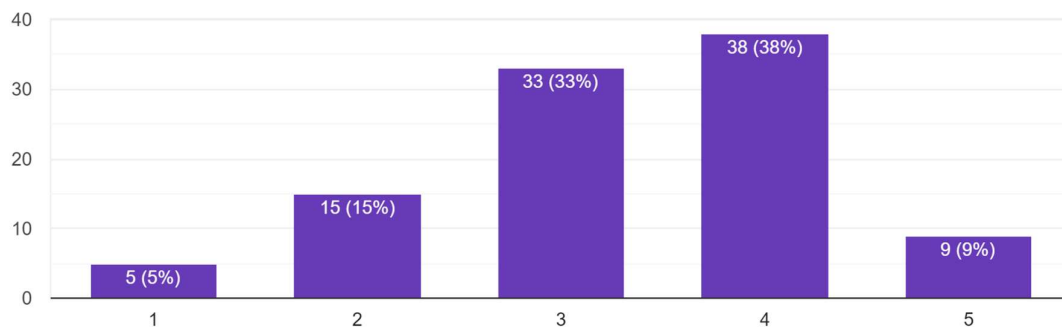


Figure 4.5.3 I was influenced by Netflix dramas to help others

Based on Figure 4.5.3, the results show that the majority of respondents (38%) agree or strongly agree (9%) that Netflix dramas have influenced them to help others. Meanwhile, 33% of the respondents remain neutral to this statement, while 20% of them disagree or strongly disagree (15% and 5%, respectively) that Netflix dramas have influenced them to help others.

Netflix dramas change my perspective of love.
(100 条回复)

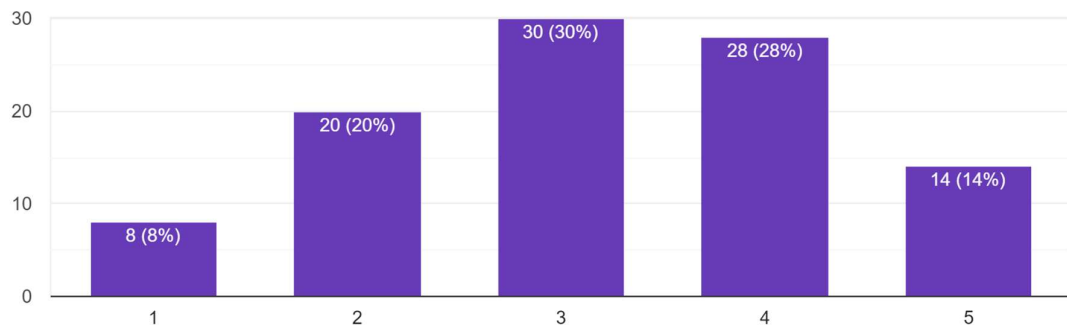


Figure 4.5.4 Netflix dramas change my perspective of love

Based on Figure 4.5.4, 30% of the respondents gave a neutral response when asked whether Netflix dramas change their perspective of love. Among those who did express an opinion, 28% agreed that Netflix dramas change their perspective of love, while 20% disagreed. Additionally, 14% strongly agreed with this statement and 8% strongly disagreed.

The character that I liked in Netflix dramas will be my mating preference.
(100 条回复)

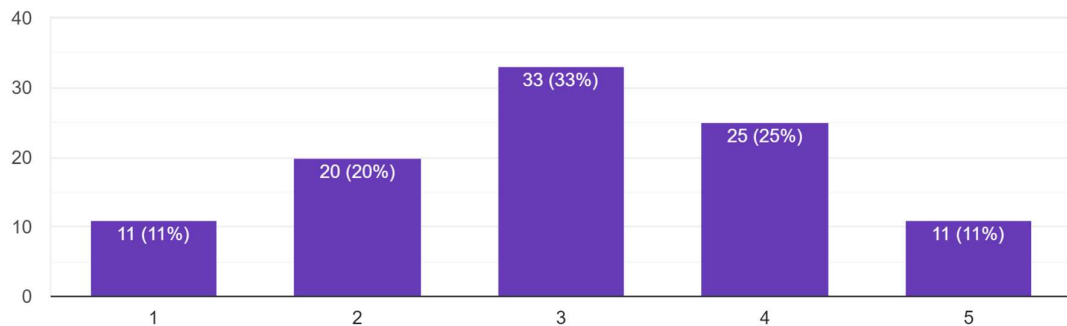


Figure 4.5.5 The character that I like in Netflix dramas will be my mating preference

Based on Figure 4.5.5, the majority of respondents (33%) remain neutral about whether they would choose a character they like from a Netflix drama as their mating preference.

However, respondents who agree or disagree with this statement are quite evenly split, with 25% agreeing and 11% strongly agreeing, while 20% disagreeing and 11% strongly disagreeing.

I have strong empathy with the Netflix dramas' characters.

(100 条回复)

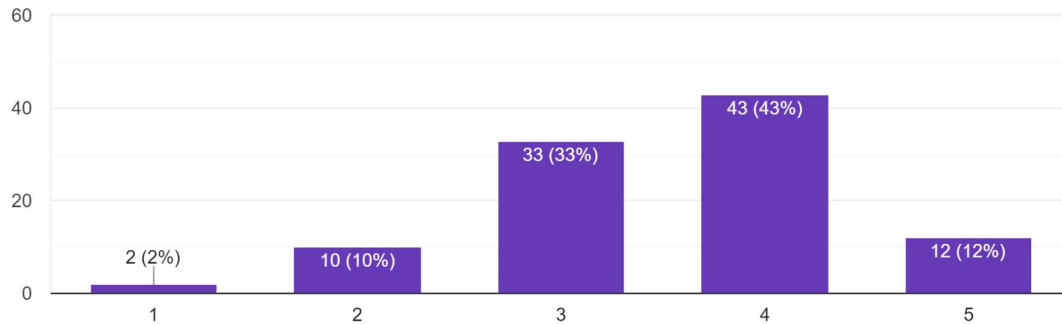


Figure 4.5.6 I have strong empathy with the Netflix dramas' characters

Based on the results presented in Figure 4.5.6, it can be seen that the majority of the respondents (55%) have a strong empathetic connection with the characters in Netflix dramas. This is reflected in the 43% agreement responses and 12% strongly agreement responses. 33% of the respondents remained neutral on this question, while only 12% of the respondents did not have a strong empathetic connection with the characters in Netflix dramas, with 10% disagreeing and 2% strongly disagreeing with the statement.

I express my opinion if I do not agree with the character's action in Netflix dramas.

(100 条回复)

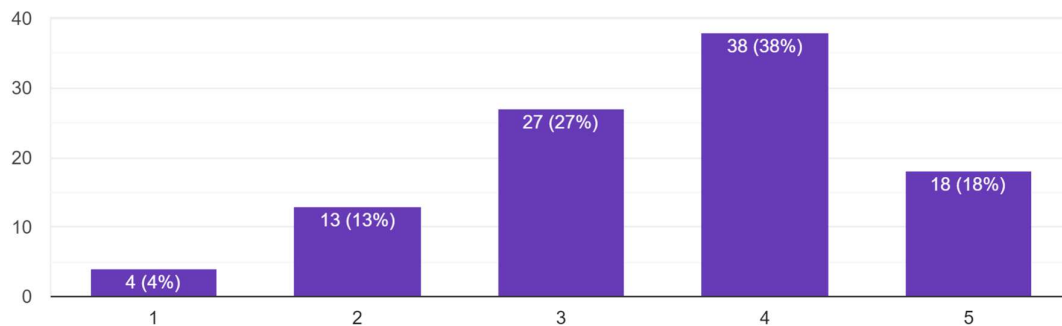


Figure 4.5.7 I express my opinion if I do agree with the character's action in Netflix dramas

Based on Figure 4.5.7, the majority of respondents (56%) will express their opinion if they do not agree with the character's action in Netflix dramas. This includes 38% who agree and 18% who strongly agree. A significant proportion (27%) of respondents chose a neutral response, while 17% will not express their opinion even though they do not agree with the character's action. This includes 13% who disagree and 4% who strongly disagree with the statement.

I have the same experience with certain characters in Netflix dramas.
(100 条回复)

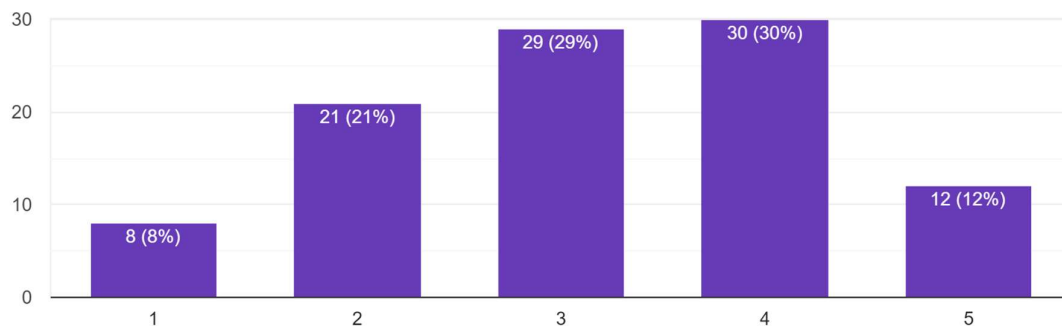


Figure 4.5.8 I have the same experience with certain characters in Netflix dramas

Based on Figure 4.5.8, the results indicate that 42% of the respondents have had similar experiences as certain characters in Netflix dramas, with 30% agreeing and 12% strongly agreeing. 29% of the respondents provided neutral responses, while 21% disagreed and 8% strongly disagreed.

I think certain Netflix drama's character symbolize me because I have the same characteristics as the character.

(100 条回复)

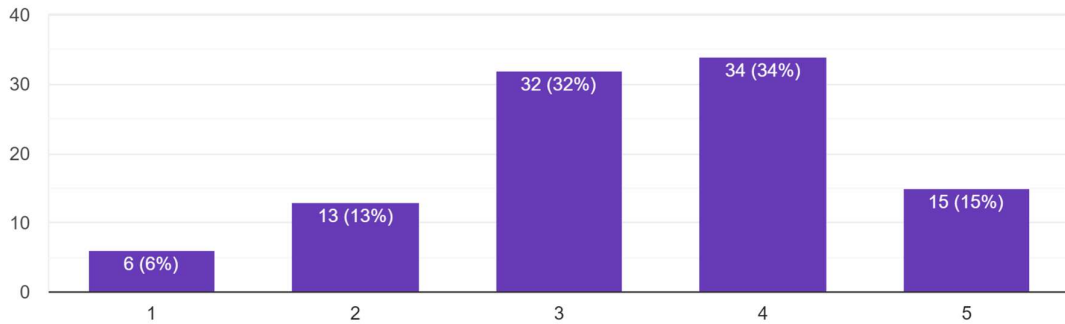


Figure 4.5.9 I think certain Netflix drama's character symbolize me because I have the same characteristics as the character

Based on Figure 4.5.9, the majority of respondents (49%) either agree or strongly agree that certain characters in Netflix dramas symbolize them because they have the same characteristics, with 34% agreeing and 15% strongly agreeing. 32% of the respondents remain neutral on this statement, while only 19% of the respondents disagree with the statement, with 13% disagreeing and 6% strongly disagreeing.

I believe real life is the same with the world in Netflix dramas.

(100 条回复)

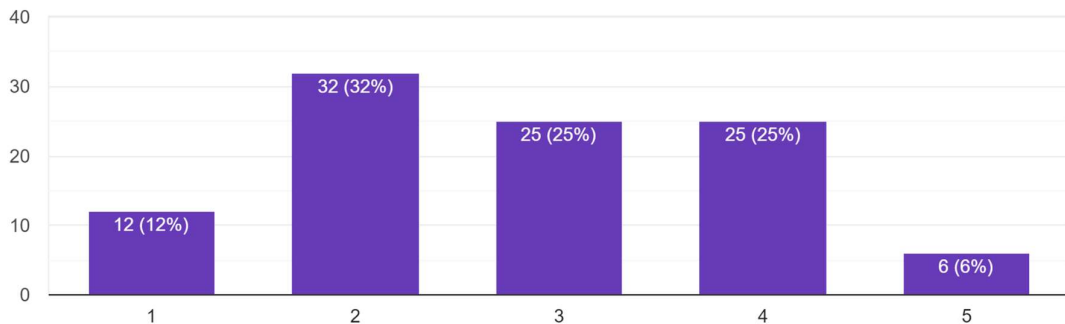


Figure 4.5.10 I believe real life is the same with the world in Netflix dramas

Based on Figure 4.5.10, the majority of the respondents (44%) do not think that the world in Netflix dramas is the same as real life. Specifically, 32% of the respondents disagree and 12% strongly disagree with this statement. The respondents who remain neutral and agree with the statement occupy 25% each. Only a small percentage of respondents, 6%, strongly agree with this statement.

I like Netflix dramas that are based on real-life events or true stories.

(100 条回复)

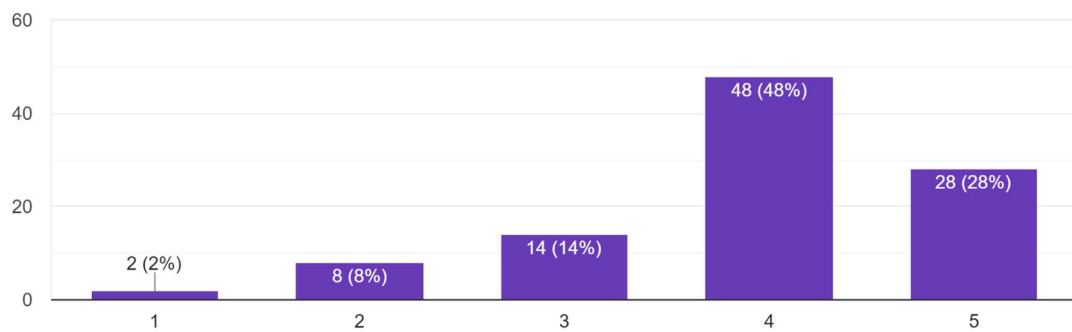


Figure 4.5.11 I like Netflix dramas that are based on real-life events or true stories

'According to Figure 4.5.11, the majority of respondents (76%) like Netflix dramas that are based on real-life events or true stories. This includes 48% of respondents who agree and 28% who strongly agree. In contrast, only a small percentage of respondents (10%) dislike such dramas, with 8% disagreeing and 2% strongly disagreeing. 14% of the respondents remain neutral regarding this statement.'

I like Netflix dramas that pay attention to social issues or vulnerable groups.
(100 条回复)

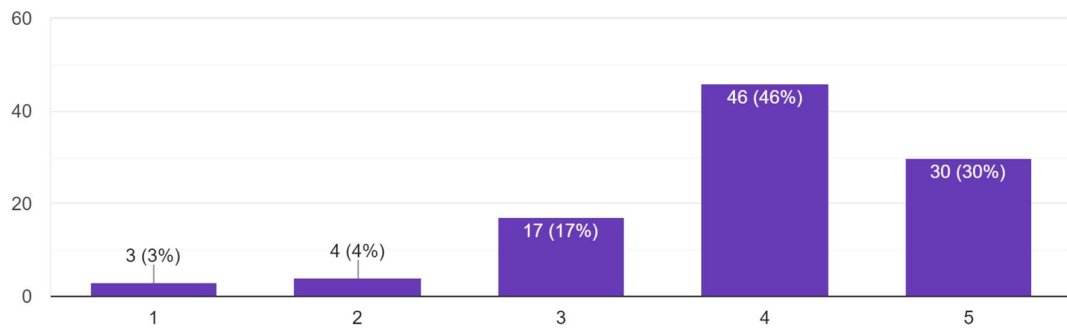


Figure 4.5.12 I like Netflix dramas that pay attention to social issues or vulnerable groups

According to Figure 4.5.12, a large majority of respondents (76%) expressed support for Netflix dramas that address social issues or focus on vulnerable groups, with 46% agreeing and 30% strongly agreeing. 17% of respondents provided a neutral response. A small percentage (7%) of respondents indicated that they do not like Netflix dramas that address social issues or vulnerable groups, with only 4% disagreeing and 3% strongly disagreeing.

I had imitated the character's behaviour in the Netflix dramas because I think it is the role model.
(100 条回复)

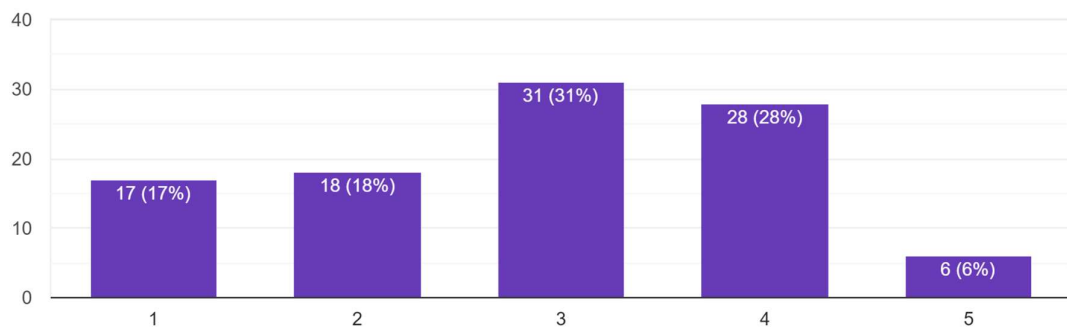


Figure 4.5.13 I had imitated the character's behaviour in the Netflix dramas because I think it is the role model

Based on Figure 4.5.13, the results indicate that the majority of respondents (31%) remain neutral to the statement that they do not imitate the character's behavior in Netflix dramas because they think it is a role model. A slightly higher percentage of respondents, 35%, disagree with the statement, with 18% strongly disagreeing and 17% disagreeing. Conversely, 34% of respondents agree with the statement, with 28% agreeing and 6% strongly agreeing.

I had changed my characteristics to the characteristics of the character in Netflix dramas that I liked.
(100 条回复)

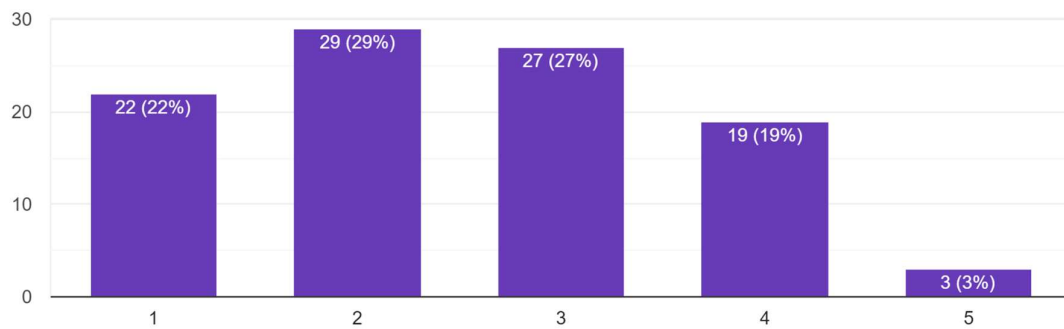


Figure 4.5.14 I had changed my characteristics to the characteristics of the character in Netflix dramas that I liked

Based on Figure 4.5.14, the results indicate that the majority of respondents (51%) do not change their characteristics to match those of the characters in Netflix dramas that they liked. This is reflected by the 22% of respondents who strongly disagree and 29% who disagree with this statement. 27% of respondents provided a neutral response. In contrast, only 22% of respondents changed their characteristics to match those of the characters in Netflix dramas that they liked, with 19% agreeing and 3% strongly agreeing.

CHAPTER V: DISCUSSION & CONCLUSION

5.1 Introduction

This chapter will be divided into 3 parts to discuss several special findings from Chapter 4 based on each research objective. In addition, limitations of this study and conclusion will also be discussed in this chapter.

5.2 Discussion

5.2.1 The relationship between the frequency of watching Netflix dramas and the effects on Malaysia university students' mental development in real life (ROI)

Motivation to watch Netflix dramas

According to the data presented in figure 4.3.9, the most common reason for choosing to watch Netflix dramas among respondents is the creative content, with 31% of the participants selecting this option. Following this, 27% of respondents reported that they watch Netflix dramas to fill their leisure time, while 13% indicated that they do so because it is a popular trend. Additionally, 10% of the respondents are attracted by the variety of genres offered by Netflix, 9% appreciate the easy accessibility of the platform, and 8% prefer Netflix dramas because they do not have the same restrictions as traditional TV series.

The Netflix subscriptions grow rapidly in the whole world. The engaging and well-written storylines make Netflix dramas presenting creative content to attract the university students. The compelling and well-written storylines that keep viewers hooked and wanting to find out what happens next. This can be particularly appealing to university students who are looking for a break from their studies and want to unwind with some entertainment. Netflix dramas frequently include diverse, relatable characters, which makes it simple for viewers to

become emotionally invested in their storylines and eager to follow their development over time.

Hours spend watching Netflix

According to figure 4.3.2, 42% of respondents spend 1 to 3 hours watching Netflix drama in a day, 30% watch less than 1 hour, while 25% of respondents watch 4 to 6 hours. Only 2% of respondents are spending 7 to 9 hours watching Netflix dramas in one day and another 1% that watch more than 9 hours.

According to Ayten and Bulat (2019), "binge-watching", which refers to watching multiple episodes at once, is a common behavior among university students. The majority of the respondents in the study were found to engage in binge-watching, with only 30% watching less than 1 hour of content at a time. The remaining 70% of respondents reported watching over 1 hour, which is equivalent to more than one episode, as Netflix series typically run for about an hour per episode. Therefore, these students can be considered binge-watching Netflix.

Netflix dramas genre

Based on the findings in figures 4.3.4 and 4.3.5, it can be observed that among Netflix dramas, the comedy genre is the most favored with 16% of respondents indicating a preference for it. The action and drama genres follow closely behind, each with 15% of respondents selecting them. Romance genres received 13% of the respondents' preferences while horror genres were selected by 10% of respondents. Additionally, the crime and mystery genres each received 9% of respondents' preferences, while fantasy and sci-fi genres were preferred by 6% of respondents each.

Goel, Sharma, and Mangle (2022) reported that the most popular genres on Netflix are drama, comedy, and action, which aligns with the findings of this study. Similarly, Suciati and Putra (2022) found that romance is the most popular drama genre, followed by action and comedy. The only difference with this study is the popularity of the romance genre. Therefore, overall, the top three most preferred genres in this study, which are comedy, drama, and action, are supported by these two articles.

The genre of drama is always one of the important criteria used to determine the impact a drama will have on its audience. Although the comedy genre has the highest percentage, “Squid Game” has been mentioned the most by the respondents which has 18 respondents listed in this survey from. This indicates that the action genre is also one of the first choices of university students, especially the male students. However, binge-watching action genre or superhero genre drama might lead to aggressive behaviour.

5.2.2 How binge watching Netflix dramas change the value judgement of Malaysia university students (RO2)

Violence scene will increase aggressive behaviour

Based on figure 4.4.4, the majority of respondents (46%) believed that the violence scene in Netflix dramas will increase aggressive behaviour. Research suggests that exposure to violent scenes in Netflix dramas may increase aggressive behavior, particularly in vulnerable populations such as children and adolescents. This is because these scenes can desensitize viewers to violence, making it more acceptable and normalized. Additionally, viewing violent scenes can lead to increased physiological arousal, which can prime individuals to act aggressively. Among Netflix original series, “Squid Game” received a lot of complaints from

viewers because of too many violence scenes and bloody scenes. There is a lot of frequent graphic violence, full nudity, and prolific profanity contained in “Squid Game”.

The study conducted by Çelik (2022) found that violence depicted in Netflix shows is often more graphic and explicit than in traditional television shows, and this portrayal can have negative effects on viewers. The article also suggests that media portrayal of violence can shape cultural attitudes towards violence, particularly towards women and marginalized groups. Therefore, the study supports the notion that violence scenes in Netflix dramas can lead to an increase in aggressive behavior among viewers.

Revenge plot

According to figure 4.4.7, 60% of respondents like to watch the revenge plots of the protagonists in Netflix dramas. This result shows that revenge-themed dramas have gained high popularity among the university students. This is because revenge-themed dramas can provide incredible satisfaction for the audience to see it aired on screen (Doton, 2023). From the question “Name at least ONE (1) of the Netflix drama(s) you have watched” in this survey form, “The Glory”, which is a revenge-themed drama has been listed 16 times as the respondents’ answer and it is the second most Netflix drama that is mentioned by the respondents. From this result, it clearly stated that the university students are enjoying to get incredible satisfaction from watching revenge plots that might not be the best course of behaviour in real life (Doton, 2023).

Watching too much revenge-themed drama can potentially alter a person's value judgment in a few ways. For example, it may lead to a distorted view of justice, where revenge is seen as an acceptable means of seeking retribution or punishment. It may also desensitize a

person to violence, making them more tolerant of aggressive behavior or even more likely to engage in it themselves. Additionally, revenge-themed dramas often depict characters who prioritize revenge over forgiveness, which can contribute to a negative and cynical worldview.

Perception of moral judgement

According to figure 4.4.8, 35% of respondents agree that Netflix dramas influence their perception of moral judgment, while 35% of respondents also remained neutral on the statement. Studies have shown that the content of media, including television dramas, can influence an individual's perception of moral judgment. Netflix dramas, which often depict complex and morally ambiguous characters and situations, may impact the way university students perceive and make moral judgments in real life.

For example, research has found that exposure to media violence can lead to desensitization to violence and a decreased sensitivity to real-world violence. Similarly, exposure to immoral behavior in media can lead to an increased tolerance for such behavior in real life. On the other hand, exposure to positive moral content in media can have a positive impact on an individual's moral development.

Marzouk et al. (2022) found that exposure to controversial and illicit content may lead to changes in users' attitudes towards topics such as sex, drugs, and politics. The authors argue that this can have both positive and negative effects on society, depending on the nature of the content and the attitudes being influenced.

5.2.3 The Malaysia university students' cognition changes after binge-watching Netflix dramas (RO3)

Build belief

According to figure 4.5.2, most of the respondents (45 %) agreed that Netflix dramas help them to build their belief in the world. Netflix dramas can help university students build their belief in the world by offering stories and characters that resonate with their own experiences and values. By seeing their own struggles and triumphs reflected on screen, students may feel a sense of validation and connection to a wider community.

For example, a Netflix drama that explores themes of perseverance and resilience in the face of adversity may inspire students to believe that they too can overcome their own challenges. Seeing characters overcome obstacles and achieve their goals can be empowering and motivating, and can help students build their confidence and self-belief.

Additionally, Netflix dramas can expose university students to diverse perspectives and experiences, expanding their understanding of the world and fostering empathy and understanding. By seeing different cultures and viewpoints represented on screen, students may be inspired to broaden their own perspectives and become more open-minded.

Overall, Netflix dramas can serve as a source of inspiration, validation, and connection for university students, helping them build their belief in themselves and the world around them. Jones et al. (2023) found that media representation of autism can have a significant impact on shaping societal attitudes towards autism. They argue that it is crucial to have accurate and inclusive portrayals of autism in popular media such as Netflix dramas. This is because such representations can help the audience to build their understanding and prevent misconceptions

towards particular groups of people, like those with autism. The study concludes that there is a need for more accurate and inclusive representation of autism in popular media to promote positive societal attitudes and perceptions.

The article examines how the Netflix miniseries 'Unbelievable' serves as an ally to make journalism more believable. Specifically, the authors focus on the series' portrayal of rape, trauma, and secondary victimization. They argue that the show's use of fictional storytelling techniques, such as the depiction of multiple perspectives and nonlinear narrative, provides a more nuanced and empathetic understanding of the trauma experienced by survivors of sexual assault. Although it is fictional, but it seems real with the It will make the fictional drama looks real and build the belief

Cultivation theory has been applied to explain that the majority of respondents in a study agreed that Netflix dramas build their beliefs about the world. This theory suggests that prolonged exposure to media content can lead to the cultivation of shared understandings and beliefs about social reality. Therefore, this study suggests that the content presented in Netflix dramas has the potential to shape the attitudes and beliefs of its viewers over time.

Real life is same with Netflix

Based on figure 4.5.10, 44% of the respondents disagree that I believe real life is the same with the world in Netflix dramas, with 25% neutral, 31% agree.

While some aspects of Netflix dramas may be based on real life events or issues, the stories, characters, and situations portrayed are typically fictionalized for entertainment purposes. Real life is much more complex and nuanced than what can be captured in a TV

show, and the experiences of real people are often different from those depicted on screen. Additionally, real life events and experiences may not always fit neatly into a traditional storytelling format.

Vulnerable groups

According to figure 4.5.12, 76% of the respondents agree that they like Netflix dramas that pay attention to social issues or vulnerable groups. This is because Netflix dramas which help vulnerable groups or discussing the social issues offer stories and characters that represent their experiences and struggles. By seeing their own challenges and issues reflected on screen, vulnerable groups may feel a sense of validation, empathy, and connection to a wider community. For example, the Korean Netflix original series “Move To Heaven” has paid attention to Autism patients and also some social issues like LGBT and Elderly people living alone issue (Abbyinhallyuland, 2021). The study by Wang and Parris (2021) analyzed the impact of the controversial Netflix series "13 Reasons Why" on viewers. The study found that while the series may provide an opportunity to start conversations around mental health and suicide prevention, it may also perpetuate harmful myths and glorify suicide. Thus, responsible storytelling in popular media is crucial, and there is a need for accurate and informed representations of sensitive topics. The findings highlight the double-edged sword nature of popular media and emphasize the importance of media creators being cautious in their portrayal of sensitive topics, as they have the potential to both positively and negatively affect viewers.

5.3 Limitations and future research

The primary limitation of this study is the small sample size of only 100 respondents. Therefore, it may not be appropriate to generalize the findings to all university students in Malaysia. Future studies should consider increasing the sample size to obtain more

representative and objective results that can be generalized to the entire population of Malaysia's university students. Moreover, the online survey is considered as quantitative research and it cannot have an in-depth interview to know clearly on the respondents' condition.

The second limitation mentioned is related to the geographical location of the universities from which the respondents were collected. The study only included mostly respondents from Selangor and Kuala Lumpur universities, which means that the sample may not be representative of university students from other states in Malaysia. This limitation may also affect the generalizability of the findings. To overcome this limitation, future studies should include a wider range of universities across different states, the ideal situation is include every state's university students in Malaysia to ensure that the findings are more accurate and objective, and can be generalized to all university students in Malaysia.

The third limitation of this study is its short duration, which was only about six months. Moreover, the researcher were also occupied with other assignments during this period, which affected the time and energy they could dedicate to this study. A longer time period and more focused attention on this study could have resulted in more thorough and well-polished research. Therefore, future studies could allocate more time and resources to conduct research to address this limitation.

5.4 Conclusion

In conclusion, binge-watching Netflix dramas can have a significant impact on university students' value judgement and cognition. Cultivation theory that was adapted in this research suits the main objective of the research to determine the impact of binge-watching to university students' mental development. The heavy exposure on Netflix dramas can affect

them in both positive and negative ways, it is based on the plot and also the genre of the dramas. The longer the hours they watch Netflix dramas, the more their value judgement and cognition in real life are affected by Netflix dramas. The findings show that too much violence can lead to aggressive behaviour. Although 18+ like sex scenes are not an attraction for the respondents to watch Netflix dramas, Netflix should pay attention to this issue and take more control over this kind of content to concentrate back on the main theme and maintain the coherence of the plots. However, the engaging and well-written storylines and relatable characters of Netflix dramas always grab university students' attention to focus on social issues and vulnerable groups which can help to build students' belief. Moving forward, it is important for Netflix to balance the entertainment value of their content with responsible control over sensitive themes and content. By doing so, they can continue to provide a platform for meaningful storytelling that inspires and motivates university students.

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Questionnaire

1. Name at least ONE (1) of the Netflix drama(s) you have watched.

Section A: Demographic

1. Gender: Male / Female
2. Age: 18-19 / 20-21 / 22-23 / 24-25 / 26 - 27
3. Education Level: PT3 / SPM / STPM / Foundation / Diploma / Degree / Master /Other
4. Monthly Expenditure: RM0 - RM500 / RM501 - RM1500 / RM1501 - RM2500 / RM2501 - RM3000 / RM3000 above

Section B: Consumer Preference

1. Do you watch Netflix dramas everyday?
 - a. Yes
 - b. No
2. How many hours would you spend watching Netflix drama in a day?
 - a. Less than 1 hour
 - b. 1 - 3 hours
 - c. 4 - 6 hours
 - d. 7 - 9 hours
 - e. More than 9 hours
3. Do you prefer to watch Netflix original series dramas or the hit dramas that are bought by Netflix?
 - a. Netflix original series dramas
 - b. Hit dramas that are bought by Netflix

c. Both are acceptable

4. Which genre of Netflix dramas do you prefer?

a. Comedy b. Action c. Horror d. Romance e. Fantasy f. Drama g.
Sci-fi h. Crime i. Mystery j. Other: Please state

5. Which region / country drama do you prefer to watch?

a. Korea b. United States c. United Kingdom d. Taiwan e. Japan f.
China g. Malaysia h. Others

6. How many Netflix dramas do you watch in a week?

a. Less than 1 b. 1 - 2 c. 3 - 4 d. 5 - 6 e. More than 6

7. How many Netflix dramas do you watch in one month?

a. Less than 1 b. 1 - 2 c. 3 - 4 d. 5 - 6 e. More than 6

8. What is the motivation to watch Netflix dramas?

a. Creative content
b. No TV series restriction
c. Having easy accessibility
d. Have large number and various genre of drama
e. To fill up leisure time
f. Follow the trend
g. Others: Please state

9. Would you repeat watching the same series again?

- a. Yes. b. No

10. Would you watch the popular Netflix series to follow the trend?

- a. Yes b. No

11. Which online platform do you usually use to search for the extra information of Netflix dramas?

- a. Google b. Facebook c. Instagram d. YouTube e. TikTok f. Weibo
g. Douyin h. Twitter i. Others

Section C: Value Judgement

1 to 5 scale, 1 = strongly disagree, 5 = strongly agree

1. I can accept 18+ scenes (sex scene & violence scene) in Netflix dramas.
2. Do the 18+ scenes in Netflix dramas make you feel uncomfortable?
3. I feel numbness when I see violence incidents happen in real life after watching the violence scenes in Netflix dramas.
4. Do you think the violence scene in Netflix dramas will increase aggressive behaviour?
5. 18+ scenes is one of the attractions for me to watch Netflix dramas.
6. I agree with the protagonist's counter violence action in Netflix dramas.
7. I like to watch the revenge plots of the protagonists in Netflix dramas.
8. Do Netflix dramas influence your perception of moral judgement?
9. I dislike the injustice scenes in Netflix dramas even though I know the scenes reflect real life.
10. I like to watch Netflix dramas that expose humanity.
11. Do you think Netflix dramas are excessive displays of negative content?
12. I have learned more positive outlook from Netflix dramas than negative outlook.

Section D: Cognition

1. Netflix dramas have educated me to know new things that I have never known before watching.
2. Netflix dramas help me to build my belief in the world.
3. I was influenced by Netflix dramas to help others.
4. Do Netflix dramas change your outlook of love?
5. The character that I liked in Netflix dramas will be my mating preference.
6. I have strong empathy with the Netflix dramas' characters.
7. I express my opinion if I do not agree with the character's action in Netflix dramas.
8. I have the same experience with certain characters in Netflix dramas
9. I think certain Netflix drama's character symbolize me because I have the same characteristics as the character.
10. I believe real life is the same with the world in Netflix dramas.
11. I like Netflix dramas that are based on real-life events or true stories.
12. I like Netflix dramas that pay attention to social issues or vulnerable groups.
13. I had imitated the character's behaviour in the Netflix dramas because I think it is the role model.
14. I had changed my characteristics to the characteristics of the character in Netflix dramas that I liked.