

**To understand the impact on relationship dynamics between Binge- Watching
Behaviour and Love Attitudes in K- Drama viewers.**

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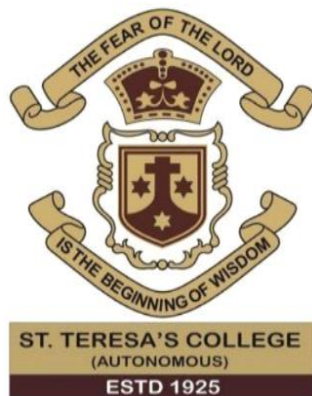
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In partial fulfilment of requirement for award of the degree of

B.Sc. PSYCHOLOGY



ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

Normally Re-accredited at 'A++' level (4th cycle)

Affiliated to: Mahatma Gandhi University

MARCH 2024

Certificate

This is to certify that the project report entitled, “To understand the impact on relationship dynamics between Binge- Watching Behaviour and Love Attitudes in K- Drama viewers.”, is a bonafide record submitted by Ms. Keziah Susan Babu, Reg.no. SB21PSY018, in partial fulfilment of the requirements for the award of the Degree of Bachelor of Science in Psychology during the academic year 2021-2024.

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Declaration

I, Keziah Susan Babu, hereby declare that the study presented in the dissertation entitled, “To understand the impact on relationship dynamics between Binge- Watching Behaviour and Love Attitudes in K- Drama viewers.”, which is submitted to the Department of Psychology, St. Teresa’s College, Ernakulam is a bonafide record of the research work carried out by me, under the supervision and guidance of Ms. Lakshmi Nair, Assistant Professor of the Department of Psychology, St. Teresa’s College, Ernakulam, in partial fulfilment of the requirements for the degree of Bachelor of Science in Psychology and has not previously formed the basis for the award of any degree, diploma, fellowship, title or recognition before.

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Acknowledgement

It is not possible to prepare project report without the assistance and encouragement of other people. This one is certainly no exception. I would like to express my deep heartfelt gratitude to the Department of Psychology, St. Teresa's college, Ernakulam for providing me with the opportunity to undertake the research.

I would like to express my sincere gratitude to Ms. Bindu John, the Head of the Department of Psychology, for her guidance and support throughout the duration of my research. I am truly thankful for her expertise, unwavering encouragement, patience and mentorship, which have been pivotal in my academic journey.

I acknowledge my indebtedness and deep sense of gratitude to my research guide, Ms. Lakshmi Nair, Assistant Professor, Psychology, for encouraging and guiding me throughout all the phases of my research.

I extend my sincere thanks to my parents, teachers and my friends who all have supported me throughout the time. I am grateful to each and every one who has given me guidance, encouragement, suggestions and constructive criticisms which has contributed immensely for this project.

Above all, I thank God Almighty for blessing me in all the stages of the project and for helping me complete the project successfully.

Thanking you

Keziah Susan Babu

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Abstract

This study explored the relationship between binge-watching behavior and love attitudes among 157 K-drama viewers aged 18-25 in Kochi. The Binge-Watching Addiction Questionnaire and Love Attitude Scale were administered. Spearman's correlation analysis revealed very weak negative correlations between binge-watching and the love attitudes of Eros (romantic love), Storge (friendship love), Pragma (pragmatic love), Mania (possessive love), and Agape (selfless love). A very weak positive correlation was found with Ludus (game-playing love). None of the correlations were statistically significant. The findings suggest binge-watching K-dramas has negligible impact on love attitudes in this sample. Limitations include the small sample size and narrow population, highlighting opportunities for future research with broader samples to further examine this relationship.

CHAPTER 1

INTRODUCTION

“Love is like the wind, you can’t see it but you can feel it.” - Nicholas Sparks

Television shows produced in South Korea are known as K-dramas, or Korean dramas. While individuals were confining themselves in their rooms during the COVID-19 era, Korean dramas saw a significant upsurge in popularity. Although Korean dramas span a variety of genres, the majority of them focuses on and depict various forms of romance between various partnerships. Through this research, I will be paying close attention to the romantic genre of K-drama. There are several varieties of romance genre depicted. Examples of different romantic genres include Rom-coms, romance in school settings, thriller- romance , office-romance, and many more.

The most romantic and cliched way possible to depict every stage of love is what makes K-drama romances unique. On the other hand, English television shows tend to focus more on the sexual aspect of romance than the crush aspect. Typical K-dramas consist of 16 episodes, each lasting 45 to 50 minutes. K-dramas captivate viewers for the full 16 episodes by showcasing the romance that develops in each one, which prevents viewers from getting bored.

With the changing time, the medium and methods of consuming virtual data has also seen a drastic change, going from scheduled television programs which were limited by accessibility to easily available repositories of seasons of shows accessible almost anywhere anytime by the viewers. This change was seen in the positive light initially, before discovering the hidden negative facets of ‘binge-viewing’ digital media content by the individual consumers. Binge-watching refers to the consumption of episodes one after the other in order to curb curiosity or just as an impulsive behaviour trait of the user- completing

seasons of the web-series at one time. Binge-watching is generally observed to be done for one of the few following reasons:

1. Production companies upload entire seasons at once to encourage such behaviours,
2. Web-series are structured with cliff-hangers at the end of every episode to keep the viewers engaged continuously, or
3. The viewers simply want to keep watching, many times as a substitute for healing emotional damages, or disturbances.

Such behaviour of binge-watching shows the addiction of viewers to virtual content that often leads to disturbances in their personal life whether it's displaying anti-social behaviours, increased emotional sensitivity or disrupted sleep-cycles leading to various health issues amongst the bingers, usually youth. (Dhanuka & Bohra,2019)

A complex emotion involving strong feelings of affection and tenderness for the love object, pleasurable sensations in their presence, devotion to their well-being, and sensitivity to their reactions to oneself. Although love takes many forms, including concern for one's fellow humans (brotherly love), parental love, erotic love, passionate love and identification with the totality of being (love of God), the triangular theory of love proposes three essential components: passion, intimacy, and commitment. Social psychological research in this area has focused largely on passionate love, in which sexual desire and excitement predominate, and companionate love, in which passion is relatively weak and commitment is strong. (APA, 2023) The expressing of love with a specific attitude or style is referred to as a "love attitude."

Binge Watching

The approach to the vision of TV series has deeply changed in the last years, and watching multiple episodes of TV content in a single session becomes a popular viewing pattern referred as binge-watching. Early studies defined binge-watching as a potentially addictive behavior showing characteristics similar to other behavioral addictions, such as loss of control and pleasure anticipation. (Forte et al, 2021)

Theories Of Binge Watching

Mood Management Theory. Mood management theory (Zillmann, 1988,1988,2000,2003) predicts that individuals will select media content that promises to optimize their moods. In The Theory of Mood Management according to Zillmann, is consumption of media messages and information according to the mood of the individuals. The theory as well hypothesizes that the state of mind of an individual uses the influence of media and the available choices to optimize the mood. There are also numbers of theoretical inferences that suggest and support the exposure to the selective media content that affects the result.

Factors Influencing Binge- Watching

There are many factors that influence the binge- watching addiction in various ways such as the easy accessibility that the viewers get to stream K-dramas on platforms like Netflix, Viki and many more. Instagram or You-tube reels/ edits related to a specific K-drama can influence a person into seeing that particular K-drama. This is one way of marketing strategy employed in order to influence the viewers as it will include release date of the entire season, favourite cast members and mainly they will show-cast an intriguing trailer which created curiosity among the viewers. Another factors that highly influence people into binge- watching is the compelling storylines,

interesting characters in each episode and unexpected plot twists can keep the viewers hooked throughout the drama. K-drama are a huge way of escaping from reality. It helps in relieving stress, anxiety and boredom from our life. People use K-drama as a mean of temporarily distracting them from reality. Understanding these characteristics can assist individuals in recognising and addressing tendencies of excessive binge-watching, which can have an influence on their mental health, productivity, and general well-being.

Love Attitude

Love is among the most fundamental aspects of the experience of being human, and thus is frequently an issue during counselling. Freud (1924) himself argued that, "A strong ego is protection against disease, but in the last resort we must begin to love in order that we may not fall ill, and we must fall ill if, in consequence of frustration, we cannot love".

Similarly, Sternberg and Grajek (1984) notes that, Love can be among the most intense of human and emotions, and is certainly one of the most sought after. People have been known to lie, cheat, steal, and even kill in it's name, yet no one knows quite what it is. (Arnold & Thompson, 2007). The expressing of love with a specific attitude or style is referred to as a "love attitude."

Theories Of Love Attitude

Sternberg's Triangular Theory Of Love. Sternberg's triangular theory of love, was developed in the late 1980s by psychologist Robert Sternberg. According to Sternberg's theory, the notion of love is represented as a triangle with three components. Some of these varieties of love are concerned with the love between two people in a romantic or sexual relationship, but they also apply to other kinds of interpersonal interactions.

The first part is Intimacy which refers to feelings of closeness, togetherness, and bondedness. Then comes passion which is defined as sensations and wants that result in physical attraction, romance, and sexual completion and lastly, it is decision/commitment, which contains sentiments that encourage a person to stay with someone and strive towards shared goals. Finding a balance between the physiological need for sex and the desire for love is critical, and the lack of all three components is referred to as non-love.

Lee's Love Styles. Lee (1973/1976) forged a classification of several different approaches to love. After an extensive interview procedure and complex data reduction techniques, Lee proposed a typology of love styles that formed a closed circle. Lee identified three primary types of love styles: Eros (romantic, passionate love), Ludus (game-playing love), Storge (friendship love), and three main secondary styles: Mania (possessive, dependent love), Pragma (logical, "shopping list" love), and Agape (all-giving, selfless love). These secondary styles were conceived as compounds of pairs of primary styles. Analogous to chemical compounds, the secondary styles are qualitative transformations of the "base primary elements." Thus, Mania is a compound of Eros and Ludus, but Mania is qualitatively very different from either primary. In the same fashion, Pragma is a compound of Storge and Ludus, but has very different properties. The same holds true for Agape, a compound of Eros and Storge. One implication of the analogy to chemical compounds is that although the six love styles are logically interrelated, each style has qualitative properties independent of all of the other styles. Empirically, measures of these six love styles should be orthogonal to each other. In sum, the love styles are all equally valid ways of loving. There is no one type of love, but rather many different types.

Factors Affecting Love Attitude

There are several factors that might impact one's love attitude, and media as well as peers are two of the most significant. The way media depicts love and relationships may impact attitudes and beliefs of the viewer. Media depictions of idealised love, romanticism, and beauty standards can impact people's expectations and views about love. Cultural conventions, beliefs, and traditions all have a profound influence on how people see love. Cultural expectations concerning romantic relationships, marriage, and gender roles impact how love is expressed, perceived, and appreciated. Prior relationships, family dynamics, and childhood experiences all influence one's thoughts and attitudes about love. Positive or unpleasant experiences might have an impact on future relationship expectations, trust, and attachment patterns. Age, life stage, and developmental stages may all have an impact on how people feel about love. Young people may prioritise passion and excitement in relationships, but elderly people may prefer stability, friendship, and emotional support. Individual differences in personality traits, such as openness, extraversion, agreeableness, and neuroticism, can influence attitudes toward love. For example, individuals high in openness may seek novelty and exploration in relationships, while those high in agreeableness prioritize harmony and cooperation. These elements interact in complicated ways to impact people's attitudes, beliefs, and behaviours towards love, adding to the depth and diversity of human experiences in romantic relationships.

Statement

To understand the impact on relationship dynamics between Binge- Watching Behaviour and Love Attitudes in K- Drama viewers.

Rationale Of The Study

The research of studying K-drama viewers binge-watching behaviour and love attitudes provides unique insights into the intricate interplay of media consumption, cultural influences, and relationship dynamics. We can obtain a better grasp of the impact of media in moulding people's views and experiences of love and intimacy by investigating the psychological mechanisms that underpin their reactions to romantic storylines. The study's results may have practical consequences for media literacy programmes, relationship counselling, and initiatives targeted at encouraging healthy media usage habits. Understanding the possible hazards and advantages connected with binge-watching Korean dramas can help individuals make educated decisions regarding their media intake and the influence on their personal relationships. Investigating the influence of binge-watching behaviour on relationship dynamics might help us understand how media consumption patterns interact with real-life relationship experiences. It is necessary to investigate if excessive binge-watching of romantic dramas connects with relationship satisfaction, conflict resolution tactics, and communication habits among viewers.

CHAPTER II

REVIEW OF

LITERATURE

“Binge- watching in times of COVID- 19: A longitudinal examination of changes in affect and TV series consumption patterns during lockdown” (Vera, Joel, Christine, Pierre, Daniel, Adriano, & Maeva,2023) conducted a study based on COVID-19 pandemic lockdowns who have had major negative effects on individuals’ mental health and psychological well-being. Isolated at home, people may engage in recreational activities such as binge-watching (i.e., viewing multiple episodes of a TV series in 1 session) as a strategy to regulate emotional states. This is a longitudinal study examining whether binge-watching was associated with changes in positive and negative affect throughout this period. Results from the longitudinal analyses principally showed that male gender and social motives for TV series watching predicted a decrease in negative affect levels. A problematic binge-watching pattern characterized by loss of control was the single predictor of an increase in negative affect over time. These findings suggest that TV series watching patterns effectively increased during the first COVID-19 lockdown. Watching TV series for social motives emerged as a protective factor, whereas problematic binge-watching seemed to act as a maladaptive emotion regulation strategy throughout these unprecedented circumstances.

“ The Effect of Binge- Watching Netflix dramas on Malaysia University students’ Mental development value judgement and cognitions in real life” (Kang, 2023) conducted a study where the target audiences are from 18 till 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 was applied. Findings indicated that, 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 Effects of Netflix Binge watching on Egyptian teenagers’ Academic Achievement” (Osman, Farag & Mansur, 2021) conducted a paper where they tried to determine the exposure time and binge watching rates of Egyptian teenagers to Netflix in addition to determining the content type that stimulates the binge watching phenomena for teenagers of age 1 to 20. The research uses a quantitative data method through designing a survey to Measure the effects of Netflix as a platform and the binge watching phenomena on The Egyptian students’ academic achievements. Thus, The research is applied by using a nonprobability sampling method, specifically depending on the convenient sampling , consequently the survey is administrated online to 200 Netflix users of Egyptian students. The results indicated that the most preferred type of content is series , Teenagers preferred to watch Series more than Movies.

Forte, Favieri, Tedeschi and Casagrande (2021) in “Binge- watching : Development and Validation of the Binge- Watching Addiction Questionnaire”. This study aims to validate a short self- report questionnaire focused on assessing binge- watching behaviour and determining whether it shows characteristics similar to addictive behaviour. The validity and reliability of the BWAQ were tested with both exploratory and confirmatory factor analyses in independent samples. The results are supported by the correlational analyses that indicated a higher tendency to engage BW associated with greater depression and impulsivity levels, confirming an adequate capacity of the questionnaire to assess some aspects associated with problematic or addictive behaviours.

Loeber, Reiter, Averbeck, Harbarth, Brand (2020) in “ Binge- Watching Behaviour: The Role of Impulsivity and Depressive Symptoms”. The aim was to assess how depressive symptoms, impulsivity and their potential interaction are related to the

consequences of binge- watching. The predictive validity of depressive symptoms, impulsivity and their interaction and the variance explanation when considering further personality traits was analysed using stepwise hierarchical multiple linear regression analysis. The result found that, impulsivity puts individuals at risk to overindulge in positive activities and develop problematic behavioural patterns. Female gender was a significant predictor with regard to negative consequences from binge- watching and remained significant when the individual variables were entered in the regression analysis.

Dhanuka and Bohra (2019) in “Binge-Watching: Web-Series Addiction amongst Youth” examined the study behaviour of youth towards Web Series and study the effects of binge watching on physical and mental wellbeing of youth. Their research unveiled their occupation has a significant level of impact on their decision to binge-watch. The results also mention that the decision to binge-watch is independent from other variables such as age and gender. About 95% of the respondents in the age group of 18-25 have admitted to watch web-series, with approximately 81% of them watching it online. Their conclusion revealed the negative impact of binge-viewing on emotional, physical, psychological and social health of these young individuals.

“Binge watching and college students: motivations and outcomes” (Panda & Pandey, 2017) explored various motivations that influence college students to spend more time binge watching and the subsequent gratifications. Data were collected through a mixed method approach. The first stage involved qualitative interviews and focused group discussions with college students. The second stage involved administering a questionnaire to address the research question. Findings indicated that social interaction, escape from reality, easy accessibility to TV content and advertising motivate college students to spend more time binge- watching, than they intend to spend more time doing it.

“Investigating the factor structure of the love attitude scale with Malaysian Samples” (Shahrazad, Mohd, Hoesni & Chong, 2012) investigate the reliability and validity of the Love Attitude Scale (LAS) in this study. This scale has 24 items which measures six love styles namely Eros, Ludus, Storge, Pragma, Mania and Agape. Respondents were 200 individuals ranging from 20-25 years old (100 male and 100 females). Respondents involved in this study were individuals with a partner and have experiences in love. Data were analyzed using alpha Cronbach analysis and factor analysis. Results from factorial analysis showed that the Love Attitude Scale succeeded in extracting six factors as suggested with 67.56% variance. Findings indicated that this scale is appropriate for use in the Malaysian context and the love styles dimension as suggested by LAS is appropriate for cross cultural context.

“The role of loneliness, gender and love status n Adolescnets’ love styles” (Neto& Pinto, 2012). This study explicitly tested the role of loneliness, gender and love status in love attitudes. They mainly used correlation and One- way ANOVA. Findings indicated that loneliness was negatively associated with Eros for males and females, and positively correlated with Ludus for males. Additionally, the findings point to the importance of Pragma love style for females.

“Socially Desirable Responding and Impression Management in the Endorsement of Love Styles” (Martin & Davies, 2010) In 2 experiments, the researcher investigated the social desirability of different love styles (Eros, Ludus, Storge, Pragma, Mania, and Agape). In Experiment 1, the Marlowe-Crowne measure of social desirability (D. P. Crowne & D. Marlowe, 1960) was correlated negatively with possessive, dependent (Mania) love styles in both men and women. In men, social desirability was correlated positively with romantic, passionate love (Eros) and game-playing love (Ludus), but negatively with all-giving, selfless love (Agape). In women, social desirability was

correlated positively with Agape, but negatively with Ludus. In Experiment 2, the researcher replicated these findings using an impression management manipulation (good, bad, and honest responding). The gender differences in social desirability of different love styles are explained in terms of traditional and nontraditional gender role socialization.

“Love Attitude Styles as the predictors of positive and negative affect” (Ozer& Tezer,2008) This paper predicted the positive and negative affect. For this purpose, Love Attitude Scale: Short Form and Positive and Negative Affect Schedule were administered to 133 (70 women, 63 men) graduate students enrolled in various faculties of Middle East Technical University. The results of two separate standard multiple regression analysis revealed that passionate love style (Eros) was the significant predictor of both positive and negative affect whereas possessive/dependent love style (Mania) and selfless love (Agape) were found to be the significant predictors of negative affect.

“Relationship satisfaction: The role of love styles and attachment styles” (Fricker& Moore, 2002) used three adult attachment styles: secure, avoidant and anxious/resistant (Hazan and Shaver 1987) and six lovestyles: Eros, Ludus, Storge, Mania, Pragma and Agape (Lee 1973) to predict sexual and relationship satisfaction. The sample of 111 (64 women, 46 men, 1 sex unstated) were either currently or recently in a relationship of three months or more. Regressions to test a mediational model of sexual satisfaction on relationship satisfaction showed that the Eros lovestyle had a direct positive effect on relationship satisfaction and an indirect positive effect on relational satisfaction via sexual satisfaction, while Ludus and avoidant attachment both exhibited direct negative effects on relationship satisfaction, and indirect negative effects on relationship satisfaction via sexual satisfaction.

“Dating Partner Preferences: A Function of Similarity of Love Styles” (Hahn, Blass, Corte, 1997) The mating of similar individuals with regard to the 6 love styles was

investigated. The six love attitude styles were examined. Participants were 152 undergraduate students. They indicated their preferences. Correlational analyses revealed that, participants did not prefer people similar to themselves on love style. The most consensually desired love styles were Storge and Agape. The least consensually desired love styles was Ludus. No differential preferences by gender were found.

“Love: American style, Russian style & Japanese style” (Sprecher, Aron, Hatfield, Cortese, Potapova & Levitskaya, 1994). This study was undertaken to examine young women's and men's orientations toward love in three very different cultures: Japan, Russia, and the United States. The findings were, Many cultural differences were found in the love variables, but the effect of culture was not always in the expected direction as well as some of the gender differences and similarities found in previous love research and also in the U.S. sample of this study were not replicated in the Japanese and/or Russian samples.

“Individual and partner love styles: Implications for the quality of romantic involvements” (Morrow, Clark & Brock, 1995). The goal of this study was to explore the association between the love styles endorsed by respondents and their romantic partners on the one hand, and the quality of their romantic involvements on the other. A sample of 186 couples at a large southern university completed a questionnaire that included a shortened version of Hendrick & Hendrick's (1986) Love Attitudes Scale (LAS) designed to assess six love styles originally proposed by Lee (1973). The results of correlational and multiple regression analyses indicated that the respondent's own love style scores were the best predictors of relationship quality. Finally, the associations between several demographic variables (relationship status, age, relationship duration) and respondents' love styles suggest that individuals' love attitudes may be subject to change as a result of time and/or experience. These findings suggest that individuals'

beliefs about love have important implications with regard to the relationship outcomes experienced by both themselves and their romantic partners.

CHAPTER III

METHODS

Aim

To understand the impact on relationship dynamics between Binge- Watching behaviour and Love Attitude in K- drama viewers.

Objectives

- Explore how binge- watching K-dramas affects individuals perceptions and behaviours related to love and romantic relationships.
- The research might seek to understand the potential positive or negative effects of binge- watching on relationship satisfaction, communication patterns, and conflict resolution strategies among K-dramas viewers.

Hypothesis

H1: There is a significant relationship between binge- watching and love attitudes in K- drama viewers

H2: There is no significant relationship between binge- watching and love attitudes in K- drama viewers.

Research Design

Spearman's Correlation was used for this study that quantifies the strength and direction of association between two ranked variables.

Operational Definition

The approach to the vision of TV series has deeply changed in the last years, and watching multiple episodes of TV content in a single session becomes a popular viewing pattern referred as binge-watching. Early studies defined binge-watching as a potentially

addictive Behavior showing characteristics similar to other behavioral addictions, such as loss of control and pleasure anticipation. (Forte et al, 2021)

Love attitude scale was developed by Hendrick and Hendrick (1986) on the basis of Lee's typology of love styles (Lee, 1973). They concentrated on three primary and three secondary love styles. The primary love styles are Eros (romantic, passionate love), Ludus (game-playing, somewhat manipulative love), and Storge (friendship-like love), while the secondary love styles are Mania (dependent, possessive love), Pragma (rational, "shopping-list" love), and Agape (selfless love) (Hendrick & Hendrick, 1986). Through a series of studies, Hendrick and Hendrick developed the 42-item Love Attitude Scale, comprising 7 items measuring each of the six love styles. (Hendrick & Hendrick, 1986, 1989).

Sample

A sample of 157 participants belonging to the age group 18-25 who have met the criteria, participated in this study.

Population

K-drama viewers in Kochi, age between 18 to 25.

Inclusion Criteria

- Individuals within the age 18- 25
- Individuals who watch K-dramas

Exclusion Criteria

- Individuals who do not see K-dramas

Sample Design

The sampling design used for the study was purposive sampling.

Tools Used For Data Collection

Consent and demographic details of the participants were taken prior to the study.

Binge- Watching Addiction Questionnaire (BWAQ)

The Binge- Watching Addiction Questionnaire scale was designed by Guiseppe Forte in 2021 to measure the extent of binge- watching behaviour. It consist of 20-item questionnaire and the participant need to respond to each item using a 5- point scale, ranging from 0 (NEVER), 1 (RARELY), 2 (SOMETIMES), 3 (OFTEN), 4 (ALWAYS). Higher score on this scale suggest a higher likelihood of binge- watching addiction.

Love Attitude Scale (LAS)

This is a 42-item questionnaire designed by Clyde Hendrick and Susan S. Hendrick in 1986 to measure attitudes toward love. The questionnaire combines attitudes toward one's (current/recent/hypothetical) partner with attitudes about love in general. The scale is broken into 6 subscales (7 items each) that each represent a different love style .Participants need to respond to each item using a 5-point scale, ranging from 1 (strongly agree), 2 (moderately agree), 3 (neutral), 4 (moderately disagree), 5 (strongly disagree).

Procedure

The data in the present study has been collected from the population by giving out an offline questionnaire. Consent was asked before beginning the questionnaire to make sure that the confidential of the participant's detail be maintained. This was followed by a few

demographic questions regarding the participants. The Binge- Watching Addiction Questionnaire was presented followed by the Love Attitude Scale questionnaire. The participant took no more than 10 minutes to complete the questionnaire and it was ensured that they filled every item of the questionnaire. The questionnaire were scored according to the scoring guidance given in them and final result was obtained using thr IBM SPSS Statistics 29.0.2.0.

Ethical Consideration

- Research participants were not subjected to harm in any ways whatsoever.
- Respect for the dignity of research participant was prioritised.
- Full consent was obtained from the participants prior to the study.
- The protection of the privacy of the participants was ensured.
- Adequate level of confidentiality of the research data was ensured.
- Anonymity of the individual and organisations participating in the research was ensured.
- Any deception or exaggeration about the aims and objective of the research was avoided.
- Any type of communication in relation to the research was done with honesty and transparency.
- Any type of misleading information, as well as representation of primary data findings in a biased way was avoided.

Statistical Analysis

Statistical analysis was performed using the software application IBM SPSS Statistics 29.0.2.0. The Kolmogorov- Smirnov test was used to determine whether the data was normal. To examine the relationship between the study variables, Spearman's correlation was performed.

Normality Test

Table 1

Summary of Kolmogorov- Smirnov test of Binge watching, Eros, Ludus, Storge, Pragma, Mania and Agape.

	Significance
Binge- watching	.200*
Eros	<.001
Ludus	<.001
Storge	.001
Pragma	<.001
Mania	.004
Agape	.017

The Kolmogorov-Smirnov test of normality shows that variables binge – watching, Eros, Ludus, Storge, Pragma, Mania and Agape are not normally distributed in the sample ($p < 0.05$)

CHAPTER IV

RESULT AND

DISCUSSION

The main objective of the study was to explore any possible significant relationships between binge watching and love attitude styles in K- drama viewers. Spearman's Correlation was used to find the relationship between the variables.

Table 2

Indicates the descriptive Statistics of the variables among 100 Indian gamers

	N	Mean	Std. Deviation
Binge- watching	157	40.64	14.941
Eros	157	18.50	7.457
Ludus	157	25.16	6.321
Storge	157	17.03	6.096
Pragma	157	19.28	6.053
Mania	157	20.34	5.967
Agape	157	18.13	7.067

Here, the mean and standard deviation of Binge- watching, Eros, Ludus, Storge, Pragma, Mania, Agape. The mean and Std. Deviation of Binge- watching was found to be 40.64 and 14.941; The mean and Std. Deviation of Eros was found to be 18.50 and 7.457; The mean and Std. Deviation of Ludus was found to be 25.16 and 6.321; The mean and Std. Deviation of Storge was found to be 17.03 and 6.096; The mean and Std. Deviation of Pragma was found to be 19.28 and 6.053; The mean and Std. Deviation of Mania was found to be 20.34 and 5.967; and that of Agape was found to be 18.13 and 7.067 respectively.

Table 3*Summary of Spearman's rho between dimensions*

	Binge- Watching
Eros	-.125
Ludus	.019
Storge	-.069
Pragma	-.055
Mania	. -.121
Agape	-.012

*. Correlation is significant at the 0.05 level (2-tailed).

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

The variables Binge-watching and Eros were found to have a weak negative correlation, $r(155) = -.125$, $p = 0.121$, which is not statistically significant at the 0.05 level which means that the variables are not statistically significant.

The variables Binge-watching and Ludus were found to have a very weak positive correlation, $r(155) = .019$, $p = 0.818$, which is not statistically significant at the 0.05 level which means that the variables are not statistically significant.

The variables Binge-watching and Storge were found to have a very weak negative correlation, $r(155) = -.069$, $p = 0.390$, which is not statistically significant at the 0.05 level which means that the variables are not statistically significant.

variables Binge-watching and Pragma were found to have a very weak negative correlation, $r(155) = -.055$, $p = 0.494$, which is not statistically significant at the 0.05 level which means that the variables are not statistically significant.

The variables Binge-watching and Mania were found to have a weak negative correlation, $r(155) = -.121, p = 0.132$, which is not statistically significant at the 0.05 level which means that the variables are not statistically significant.

The variables Binge-watching and Agape were found to have a very weak negative correlation, $r(155) = -.012, p = 0.885$, which is not statistically significant at the 0.05 level which means that the variables are not statistically significant.

CHAPTER V

CONCLUSION

Conclusion

The aim of this study is to understand the impact on relationship of dynamics between Binge- Watching Behaviour and Love Attitudes in K- Drama viewers. Among 157 participants in Kochi and Binge- Watching Addiction Questionnaire scale and Love Attitude Scale has been used. Spearman's rho correlation was used for the statistical analysis and the result shows that they have a very weak negative correlation among variables. Therefore there is no significance between the variables binge -watching and Eros, Ludus, Storge, Pragma, Mania and Agape.

Findings

- The variables Binge-watching and Eros were found to have a weak negative correlation, which is not statistically significant at the 0.05 level.
- The variables Binge-watching and Ludus were found to have a very weak positive correlation, which is not statistically significant at the 0.05 level.
- The variables Binge-watching and Storge were found to have a very weak negative correlation, which is not statistically significant at the 0.05 level.
- The variables Binge-watching and Pragma were found to have a very weak negative correlation, which is not statistically significant at the 0.05 level.
- The variables Binge-watching and Mania were found to have a weak negative correlation, which is not statistically significant at the 0.05 level.
- The variables Binge-watching and Agape were found to have a very weak negative correlation, which is not statistically significant at the 0.05 level.

Implication

- The findings of this research could aid in the further understanding on the influence of binge watching on different love attitude style.
- The research finding can also help in studying similar impact among a younger population group, with a broader geographic location.
- The findings can also aid in raising awareness and propel future studies to accurately identify what leads to binge watching K-dramas, as to implement proper measures to effectively reduce the binge- watching addiction.

Limitation

- The study was conducted within a brief timeframe, focusing on individuals who only watch K-dramas aged between 18 and 25. Future studies in this domain could broaden their scope to include participants under 18, considering the notable rise in the watching K- dramas among this demographic in recent years.
- Various factors contribute to the limitation of my questionnaire as it was long so some participants started to become impatient, potentially compromising the accuracy of their responses regarding their opinions. To enhance the depth of findings, future studies could integrate more samples and include scales with less items.
- The population was focused only in Kochi, it would be hard to find a more definite result pertaining to a specific area. Therefore, future studies could take the initiative to conduct a more focused study of the same domain with larger areas.
- The sample size is really less so future studies could focus on an even broader sample size to find more accurate results.

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APPENDICES

Appendix A

Informed Consent

Hello, I am Keziah Susan Babu, final year B.Sc. Psychology student from St. Teresa's College. As part of my final year research, I am conducting a study on understanding the impact on relationship dynamics between Binge- Watching Behaviour and Love Attitudes in k- dramas under the guidance of Assistant Professor Ms. Lakshmi Nair. Your participation in this survey is completely voluntary and there are no foreseeable risks associated with this project. Kindly be rest assured that all information collected would be used for academic purposes only and will remain strictly confidential. Please feel free to answer questions honestly and openly as your responses will be kept anonymous.

Thanking you in advance.

Please put a tick mark if you agree to participate in this study

I agree ☐

Appendix B

Binge-Watching Addiction Questionnaire

	Never	Rarely	Sometimes	Often	Always
1) How many times have you been watching TV series more than you would have liked?	0	1	2	3	4
2) Do you happen to neglect household chores to spend more time watching TV series?	0	1	2	3	4
3) Do you often read reviews and opinions about new TV series?	0	1	2	3	4
4) Do people you hang out with complain about the amount of time you spend watching TV series?)	0	1	2	3	4
5) Do you happen to check out the new on-demand releases before doing anything else important?	0	1	2	3	4
6) Do you try to minimize when someone points out the time you spend watching TV series?	0	1	2	3	4
7) How many times do you find yourself diverting your attention from negative thoughts with the consoling thought of your favorite TV series?	0	1	2	3	4
8) Do you happen to foretaste the moment you will watch a TV series again?	0	1	2	3	4
9) Do you happen to think that your life without the TV series would be boring,	0	1	2	3	4

empty, and joyless?					
10) Do you happen to react abruptly, raise your voice, or rudely reply if someone disturbs you while you are watching a TV series?	0	1	2	3	4
11) Do you sleep less to stay up late to watch a TV series?	0	1	2	3	4
12) Do you happen to concentrate on your thoughts on TV series and fantasize about the evolution of the plot?	0	1	2	3	4
13) Do you happen to find yourself saying “one more episode and I’ll turn it off” when you watch a TV series?	0	1	2	3	4
14) Do you try to minimize or hide how much time you spend watching TV series?	0	1	2	3	4
15) Do you often feel depressed, irritable, or nervous when you can’t watch a TV series?	0	1	2	3	4
16) Do you happen to choose to spend more time watching a TV series rather than hanging out with others?	0	1	2	3	4
17) Do you happen to feel good when you are able to watch a TV series again?	0	1	2	3	4
18) Do you happen to think that people overestimate the time you spend watching TV series?	0	1	2	3	4
19) Are you interested in new releases TV series?	0	1	2	3	4
20) Does thinking about the moments when you watch your favorite TV series help you manage your stressful	0	1	2	3	4

moments?					
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Appendix C

Love Attitude Scale

	Strongly agree	Moderately agree	Neutral	Moderately disagree	Strongly disagree
1. My lover and I were attracted to each other immediately after we first met.	1	2	3	4	5
2. My lover and I have the right physical "chemistry" between us.	1	2	3	4	5
3. Our lovemaking is very intense and satisfying.	1	2	3	4	5
4. I feel that my lover and I were meant for each other.	1	2	3	4	5
5. My lover and I became emotionally involved rather quickly.	1	2	3	4	5
6. My lover and I really understand each other.	1	2	3	4	5
7. My lover fits my ideal standards of physical beauty/handsomeness.	1	2	3	4	5
8. I try to keep my lover a little uncertain about my commitment to him/her.	1	2	3	4	5
9. I believe that what my lover doesn't know about me won't hurt him/her.	1	2	3	4	5
10. I have sometimes had	1	2	3	4	5

to keep two of my lovers from finding out about each other.					
11. I can get over love affairs pretty easily and quickly.	1	2	3	4	5
12. My lover would get upset if he/she knew of some of the things I've done with other people.	1	2	3	4	5
13. When my lover gets too dependent on me, I want to back off a little.	1	2	3	4	5
14. I enjoy playing the "game of love" with a number of different partners.	1	2	3	4	5
15. It is hard to say exactly where friendship ends and love begins.	1	2	3	4	5
16. Genuine love first requires caring for awhile.	1	2	3	4	5
17. I expect to always be friends with the one I love.	1	2	3	4	5
18. The best kind of love grows out of a long friendship.	1	2	3	4	5
19. Our friendship merged gradually into love over time.	1	2	3	4	5
20. Love is really a deep friendship, not a mysterious, mystical	1	2	3	4	5

emotion.					
21. My most satisfying love relationships have developed from good friendships.	1	2	3	4	5
22. I consider what a person is going to become in life before I commit myself to him/her.	1	2	3	4	5
23. I try to plan my life carefully before choosing a lover.	1	2	3	4	5
24. It is best to love someone with a similar background.	1	2	3	4	5
25. A main consideration in choosing a lover is how he/she reflects on my family.	1	2	3	4	5
26. An important factor in choosing a partner is whether or not he/she will be a good parent.	1	2	3	4	5
27. One consideration in choosing a partner is how he/she will reflect on my career.	1	2	3	4	5
28. Before getting very involved with anyone, I try to figure out how compatible his/her hereditary background is with mine in case we ever	1	2	3	4	5

have children.					
29. When things aren't right with my lover and me, my stomach gets upset.	1	2	3	4	5
30. When my love affairs break up, I get so depressed that I have even thought of suicide.	1	2	3	4	5
31. Sometimes I get so excited about being in love that I can't sleep.	1	2	3	4	5
32. When my lover doesn't pay attention to me, I feel sick all over.	1	2	3	4	5
33. When I am in love, I have trouble concentrating on anything else.	1	2	3	4	5
34. I cannot relax if I suspect that my lover is with someone else.	1	2	3	4	5
35. If my lover ignores me for a while, I sometimes do stupid things to get his/ her attention back.	1	2	3	4	5
36. I try to always help my lover through difficult times.	1	2	3	4	5
37. I would rather suffer myself than let my lover suffer.	1	2	3	4	5
38. I cannot be happy unless I place my lover's	1	2	3	4	5

happiness before my own.					
39. I am usually willing to sacrifice my own wishes to let my lover achieve his/hers.	1	2	3	4	5
40. Whatever I own is my lover's to use as he/ she chooses.	1	2	3	4	5
41. When my lover gets angry with me, I still love him/her fully and unconditionally.	1	2	3	4	5
42. I would endure all things for the sake of my lover.	1	2	3	4	5