

Web Series' Consumption and Perceptions of Youth regarding Intimate Relationship Patterns

Abstract: *Web series are a prominent part of digital media with huge viewership among the youth. They are presented on web television and streamed only on an online network. The research study explored the consumption of web series and its effects on the perception of youth regarding intimate relationship patterns in Pakistan through the insight of 'uses and gratification theory' and 'cultivation theory'. The researcher used, a quantitative method and conducted a survey of 300 youngsters, both male and female of Lahore between the age of 17-24 years. The results show that youth watch web series to gratify their affective, cognitive and tension-free needs and study fully satisfied the objectives. The statistical test of a generalized linear model of ordinal logistic regression revealed that web series' consumption has significant effects on the perception of youth regarding intimate relationship patterns and the youth have similar views about intimate relationships as shown in the series.*

Contents

- [Introduction](#)
- [Statement of Problem](#)
- [Objectives](#)
- [Research Question](#)
- [Literature Review](#)
- [Methodology](#)
- [Testing Hypothesis](#)
- [Discussion and Analysis](#)
- [Conclusion](#)
- [References](#)

Key Words: Consumption, Relationship, Intimate, Impact, Web Series, Youth

Introduction

Communication is the base for human bonds. Humans not only rely on one-to-one communication, but they use technology for diminishing the gap between them (Manohar, 2018). The progress in scientific technology causes the initiation of the information age or digital age. (Bonev, 2017). Digital platforms are used by digital media and their content is also digitalized. Web Tv is a digital network that is available only via the internet (Mendonca, 2018). Most of the web tv content resembles traditional

television content, but the difference is that web tv has online streaming through the access of internet (Whedon, 2011). The youth are attracted towards web televisions because of their various advantages; it provides flexibility to users to watch the content of their choice. Web series presented on the web tv. Web series are provided in the form of seasons, which further consist of a few episodes. Web series are like TV series but stream only on an online network (Kumar, 2017). The minimum length of a web series episode is two minutes, and it can be lengthy as forty-five

* Associate Professor, Department of Public Relations and Advertising, School of Communication Studies, University of the Punjab, Lahore, Punjab, Pakistan. Email: Faiza.prad.ses@pu.edu.pk (*Corresponding Author*)

† Assistant Professor, Department of Mass Communication, Lahore College for Women University, Lahore, Punjab, Pakistan.

‡ MS Scholar, Department of Mass Communication, Lahore College for Women University, Lahore, Punjab, Pakistan.

minutes or more (August 2011). Web series can be scripted and non-scripted, mostly it is available in the form of different episodes, and maintain a sequence. It is available only on the internet (Kassabian, 2017). Web series provide liberal content without any restrictions.

The current research study focuses on the consumption pattern of web series and how web series affect the perception of youth about intimate relationship patterns in Pakistan. Intimacy and intimate are derived from two Latin words 'intimus' means 'innermost' and 'intimare' means 'to make the innermost known'. Intimacy is basically the closeness between people. It refers to emotions, thoughts, behaviour, personality traits, sexual activity, and long-term relationships between two people. It is a verbal and non-verbal communication process (Reis & Shaver, 1988). The youth of Pakistan also watch web series and they are highly interested to watch series from different countries that were based on different content and present different cultures. Therefore, this research study finds out that, how exposure to web series developed the desire for intimate relations among youth and they began to accept the dating culture in Pakistan. The research study explored how this western web series content affects the perception of youth in their daily interactions.

Statement of Problem

Digital media is growing day by day in the world. Pakistan is also among those countries which have access to the internet. Progress in digital technology causes a huge shift from television to digital media. The youth of Pakistan likes to watch various web series. It is important to focus that how the youth of Pakistan consume the content of web series and how different types of content influence the perception of youngsters, and intimate relationship patterns. The relationships between males and females increase day by day. It is observed by different social activities and scandals of youth in Pakistan. The close intimacy between boys and girls in Pakistan initiates the process of dating and innovation in technology plays a significant role in increasing dating (Sheikh, et al., 2015). It is a very alarming and thought-provoking situation for Pakistani society and culture. As web series portrays the intimate relationship between youth So, it is very

important to find out how the content of web series affects the perception of youth regarding relationship patterns.

Objectives

- To explore Web Series consumption patterns among the youth of Lahore.
- To analyze the effects of Web Series consumption on the perception of youth regarding intimate relationship patterns.

Research Question

- Q1: What are the Web Series watching habits among the youth of Lahore?
- Q2: Does the usage of Web Series gratify the needs of youth?
- Q3: Is there any similarity between the content of web series and the perception of youth regarding intimate relationships?

The Rationale of the study

In this new age, the taste of the viewers is changed as they get bored of the daily routine television shows. Due to the interest of the viewers, producers use digital platforms and made web series. Web series seem as the future of entertainment (Bhunina, 2018). According to digital media and society report, 50 % of millennials and 49% of people of generation X happily pay for buying digital entertainment content. According to the report published by yahoo, youth between the age of 13-24 years spends an average of 16.7 hours a week using online media (Weaver, 2013). This shows that youth is more interested in watching digital entertainment content. This study also wants to explore how web series impacts the youth's intimate relationship patterns youth, especially teens like to watch entertainment programs that feature love, romance and relationship (Valkenburg & Piotrowski, 2017). After analyzing the importance and increasing trends of web series among youth, the researcher chooses this topic as the focus of the study.

Significance of Study

The young generation of today's age never experiences the life without internet. They need every factor in their entertainment (Hoffman,

[2014](#)). This research study is very significant because it provides the idea of the consumption patterns of the viewers to the producers of Pakistan. This study will be very helpful in flourishing the digital industry of Pakistan. This study also helps parents to maintain a check on their young ones that which type of content they should allow them to watch.

Literature Review

The penetration of web TV and Digital media is increasing day by day and various research studies revealed the importance and penetration of digital media content in different countries. The people of Brazil shifted from the traditional medium, television to the digital medium. The research study shows that there is a large number of people who are migrated to digital platforms (Becker, et al., [2015](#)). A changing trend of watching television was also caused in Canada. The researcher explores the shift in the context of culture, cost, desire and strategies of direction in online media. People are shifting toward digital media, even though, TV is not dead (Quail, [2012](#)). The internet-based television provides more functions and channels to the audience as compared to the traditional medium, Television (Westerlund, [2014](#)). There was a huge increase in the comments and content sharing rate of the most sensational news on the Punjabi Web News channel of India (Taneju, [2018](#)). Netflix also has an effect on traditional television. The online streaming of web series on Netflix influences on storytelling practices of traditional television (Sharma, [2016](#)). Netflix also faced challenges from its beginning till now, and it makes net neutrality all around the world. (Mandal, [2017](#)). The web tv 'HULU' also changed the trends of television viewing and advertising. The media trend is changing and people are moving toward the digital platform (Rodgers, [2011](#)). There was a great influence of Web tv and streaming online television on the viewing pattern of TV. The research study on ABC full episode player and HULU also explained the impact of web tv on traditional TV (Jon, [2009](#)).

Web series are the main content of web TV. Along with the increasing usage patterns of digital media and penetration of Web TVs, the Web series has also become very popular among digital media users and digital media players. The

people of generation Y start watching web series on different Web channels in China. There were different types of gratification factors of generation Y in watching Chinese web series (Yijun, [2016](#)). The trends of web series are grown in China, likewise in many countries. The web industry has a bright future. There are some positive and negative points which should be considered by China's web industry for development in future, The reason for the success of the famous web series of China 'Go Prince Go' was its powerful production with its wonderful content and good dialogue delivery and sarcastic storytelling style. The most important reason behind its success is its marketing strategy (Yin., [2016](#)). The comedy web series by Enchufe TV is produced in Ecuador and the makers of this series used social networks and manage their social platform for promoting audiovisual material (Ortiz., [2015](#)). Web series derive from the storytelling strategies of traditional television are derivative web series. Some web series are originally made for online mediums and the content of derivative web series is different as compared to the content of original web series (Edgerton, [2013](#)). The script development of web series is different as compared to the script development for traditional TV. The scripting of web series destroys the script development of traditional television and web series scripts are more creative and it gains more viewership (Taylor, [2015](#)). The first original series on Netflix with the title 'House of Cards' has an influence on the taste and culture of the audience viewing. After this series, People's standards of content taste increased (Esack, [2017](#)). In the production of different web series, sportscasting and web shows, these are some important factors during the production process: web series makers, corporations, conglomerates and who are the advertiser and distributors of major web series and most of all that considering independent producers as in experience is not correct because they may be proved as great filmmakers. But it also doesn't mean that everyone is the producer on the internet. (Majek, [2012](#)). There was a huge history of self-dependent production of web series. In the past, it was a challenge for online producers to get advertisements and sponsorship, but with the development of the digital medium, advertisers started online advertisements and independent producers self-publish their content

on YouTube and some other sites in order to get popularity and address the huge audience. Because of changing trends in digital media, advertisers are also attracted to this new media (Christian, n.d). Now brands are projected through advertisements in YouTube videos and in different web series. Advertisement in web series has a great influence on people (Kumar, 2018). As evidence of the web series role, brands are highly attracted to the web series and they place their products in the web series. The product placement in web series influences the buying behaviour of the audience (Kakkar, & Nayak., 2019). The web series are used by different brands as an advertisement strategy. A Spanish web series 'EncuentraTuLugar' was specifically designed for the promotion of real estate (Saavedra, 2017). Different web series have different content and every type of content consumption has some influence on its users. Even though Age is also an important factor and it also impacts choosing a time for watching web series. People of different ages have different preferences for time to watch web series. (Grover & Kadam, 2019). There is also a relationship between entertainment content, political debate and political awareness among the viewers of web series. Entertainment and political content influence the emotion of the audience and initiate political and social discussion among the audience (Lee., 2019). Web series also affect the perception and psychology of youth. Web series not only influence the perception of the youth but also impact mental and physical health (Koravi., 2019).

Youngsters are highly inspired by the content of media. Media provides different types of awareness, learning and knowledge. Youth learns about love and intimacy between opposite genders through media. Dramas are the source of information for youth about intimate relationships. Television teen dramas portray intimate relationships and teen dramas create expectations about the intimate relationship (Lamb, 2018). The narratives of love in western tv series are different. The shift occurs in the meaning of love from the traditional to the modern era (Piazzesi, et al., 2018). In Kenya, youth learn dating behaviours from television reality shows on dating. The youth watch these types of shows for learning various skills of

dating (OIYE, 2015). In Barcelona and Leeds visual intimacy also transfer through social media platforms with the help of selfies and shared pictures. Badoo which is a dating app and Facebook played important role in developing visual intimacy (Miguel, 2016). There is a huge contribution of media to sexual knowledge, attitude and behaviour change of young adults in Asian cities, like Shanghai, Hanoi, and Taipei (Lou, 2012). The youth of Pakistan also adopt the dating culture. Dating culture has very adverse effects and it increases rape cases and intimate partner violence. This dating culture increases mainly due to the innovation of technology and the internet (Sheik, et al., 2015). Foreign culture diffuses in Pakistani popular culture through external media and the youth of Pakistan adopts the culture of foreign countries (Mehmood & Masud, 2019). The usage of the dating app 'tinder' is increasing day by day in Pakistan. The Youth used this dating app to fulfil their different needs (Sohail, 2019). Pakistani dramas and romantic scenes also create a disturbing situation in the psyche of the youth and these romantic scenes affect the rural and urban male and female psychological behaviour (Karim, 2016). Romantics scenes in the media influence the mind of youth. The depiction of romantic scenes in Chinese entertainment media caused premarital sexual intercourse in the youth of China, especially among the students. The media plays an important role in developing perceptions about relationships and providing a complete model of different behaviours. (Brown, 2012). Through the literature Review, it is found that previous studies focus on the various dimensions but they never discussed the effects of web series on the perception of youth regarding intimate relationship patterns. Intimacy was also discussed from the perspectives of different media but it was not explored in respect of web series. In Pakistan, research on web series was not conducted and it is very important to explore the consumption pattern of web series and its effects on the perception of youth. It is a huge gap in the research

Theoretical Framework

The theory of uses and gratification has been used in the study. The theory was proposed by Jay

Blumler, and Katz in 1974 (Vinney, 2019). Uses and gratification theory explains what the audience does with media instead of what media do with people. The audience changes the media according to their changing needs. This theory is related to the current topic under study because the uses and gratification theory explains the motives of youth behind watching web series. People have different needs to watch web series, youth watch web series for the purpose of knowledge and information, and some use them for entertainment and to satisfy their emotional needs. Many people watch web series for adopting the style of the actors and maintain their status in society. Some people watch web series for reducing their stress and to spend some quality time. Many people watch web series for escaping from different happenings of the world. Different people have different needs and it depends on the youth and how they consume the content of media. In this study, uses and gratification theory explored the usage pattern and needs of youth in watching web series.

Cultivation theory was also used in this study. This theory was given by George Gerbner and his colleagues in the 19's and they argued how the media affects the perceptions, moral values and overall viewpoints of people and when they consume much media, they started to perceive the real world, similar to the world shown by media. (Mosharafa, 2015). This theory is related to the topic under study because it provides the general framework of varying perceptions. The research study explored how the content of web series influences the youth and how the youth learn and perceive intimate relationship patterns in different ways. According to the cultivation theory, youth observe particular actions of developing intimate relationships in web series and shaped their perceptions of relationships similar to those shown in web series. The perception of the youth of Pakistan regarding intimate relations patterns changed after consuming different types of foreign web series because they present diverse levels of intimacy of a different society and the youth of Pakistan started to accept the dating culture and intimate relationships.

Methodology

In this research study, the researcher used a quantitative research method and the Survey is

conducted with the help of design questionnaires as the tool for data collection questionnaires were filled through purposive sampling from 300 respondents of Lahore between the age of 17-24 years who watch web series. The Survey questionnaire contains 0.850% of reliability. The researcher applied a generalized linear model of ordinal logistic regression test and used the software of Statistical Package for the Social Sciences (SPSS) version 17 for data analysis.

Finding and Interpretation

Table 1. Age

		Frequency	Per cent
Valid	17-20	59	19.7
	21-24	241	80.3
	Total	300	100.0

In this research study, 80.3% of the youth are between the age of 21-24 years.

Table 2. How often do youth watch Web Series?

		Frequency	Per cent
Valid	Daily	116	38.7
	Once a week	51	17.0
	2-3 times a week	61	20.3
	Once a month	57	19.0
	2-4 times a month	15	5.0
	Total	300	100.0

The results show that majority of youth watch web series on daily basis (38.7%).

Table 3. In a day, hours spent by youth watching web series

		Frequency	Per cent
Valid	1-2 hours	135	45.0
	2-3 hours	120	40.0
	3-4 hours	24	8.0
	5-6 hours	15	5.0
	7-8 hours	6	2.0
	Total	300	100.0

The findings show that, the majority of youth watch web series for 1-2 hours (45%).

Table 4. Time in which youth usually watch web series

	Frequency	Per cent
Valid Morning	8	2.7
Afternoon	14	4.7
Evening	43	14.3
Night	208	69.3
Any Other	27	9.0
Total	300	100.0

The results show 69.3% of youth watch web series at night time.

Table 5. Web channels preferred by the youth to watch web series

	Frequency	Per cent
Valid Netflix	146	48.7
You Tube	74	24.7
Amazon Prime	2	.7
Video	43	14.3
All of Above	35	11.7
Others	300	100.0
Total		

Netflix (48.7%) is the most preferred web tv for watching web series followed by Youtube, amazon prime video and other channels.

Table 6. The device used by the youth to watch web series

	Frequency	Per cent
Valid Mobile	168	56.0
Laptop	104	34.7
Tablet	9	3.0
Computer	3	1.0
Smart TV	16	5.3
Total	300	100.0

The results show that the majority of youth use mobile (56%) for watching web series.

Table 7. Reasons for watching web series

	Frequency	Per cent
Valid Time flexibility	94	31.3
Liberal Content	23	7.7
High-quality Production	61	20.3
Availability of all episodes at a time	77	25.7
Any other	45	15.0
Total	300	100.0

Time flexibility (31.3%) is the most preferred reason to watch web series.

Table 8. The content of web series is more creative as compared to the content of television

	Frequency	Per cent
Valid Strongly Agree	125	41.7
Agree	124	41.3
Neutral	43	14.3
Disagree	4	1.3
Strongly Disagree	4	1.3
Total	300	100.0

The findings show that the majority of youth (41.7%) strongly agreed with this statement.

Table 9. The most favourite theme of the web series

	Frequency	Per cent
Valid Science Fiction	25	8.3
Horror	10	3.3
Romance	13	4.3
Crime	35	11.7
Spy	14	4.7
Comedy	26	8.7
All of above	161	53.7
Other	16	5.3
Total	300	100.0

The results show 53.67% of the respondents like all of the main themes of web series.

Table 10. Favourite component in the web series

	Frequency	Per cent
Cast	15	5.0
Dialogues	55	18.3
Intimate scenes/ Relations	9	3.0
Valid Story	198	66.0
Presentation of Lavish lifestyle	13	4.3
Other	10	3.3
Total	300	100.0

The findings show that the stories of web series (66%) are the most liked component by youth.

Needs of Watching Web series

Table 11. Web series provide me with information about new concepts

	Frequency	Per cent
Never	9	3.0
Rarely	33	11.0
Valid Sometimes	132	44.0
Often	82	27.3
Always	44	14.7
Total	300	100.0

The results show that majority of youth (44%) responded that sometimes web series provides information on new concepts.

Table 12. Web series increase the factors of pleasure and happiness in youth

	Frequency	Per cent
Never	13	4.3
Rarely	30	10.0
Sometimes	135	45.0
Valid Often	102	34.0
Always	20	6.7
Total	300	100.0

The results show that majority of 45% of the youth sometimes get a factor of pleasure and happiness through web series.

Table 13. I watch web series for releasing tension

	Frequency	Per cent
Never	32	10.7
Rarely	44	14.7
Valid Sometimes	93	31.0
Often	93	31.0
Always	38	12.7
Total	300	100.0

The results show that the majority of youth give a positive response that they watch web series for releasing tension.

Effects on Perception

Table 14. Youth learn about relationships and intimacy through web series

	Frequency	Per cent
Strongly Agree	36	12.0
Agree	142	47.3
Valid Neutral	88	29.3
Disagree	28	9.3
Strongly Disagree	6	2.0
Total	300	100.0

Almost 12% of respondents strongly agreed, but the ratio of agreeing was greater (48%) which shows the acceptance of a significant majority.

Table 15. Web series creates an idealised perception of couple relationship among youth

	Frequency	Per cent
Strongly Agree	47	15.7
Agree	137	45.7
Neutral	77	25.7
Valid Disagree	30	10.0
Strongly Disagree	9	3.0
Total	300	100.0

Although those who answer strongly agreed were almost 16%, the ratio of agreeing was greater (46%) which shows acceptance of a notable majority.

Table 16. After watching the web series, the behaviour of youth changed toward intimate relationships

	Frequency	Per cent
Valid Strongly Agree	59	19.7
Agree	138	46.0
Neutral	80	26.7
Disagree	20	6.7
Strongly Disagree	3	1.0
Total	300	100.0

Almost 20% of respondents strongly agreed with the statement however the ratio of agreeing was greater (46%) which shows acceptance of a significant majority.

Table 17. Web series influence the moral values of our society

	Frequency	Per cent
Valid Strongly Agree	58	19.3
Agree	141	47.0
Neutral	80	26.7
Disagree	17	5.7
Strongly Disagree	4	1.3
Total	300	100.0

Although those who strongly agreed with the statement were almost 20%, the ratio of agreeing was greater (47%) which shows agreement of the visible majority.

Table 18. Web series have an impact on the relationship patterns of youth in Pakistan

	Frequency	Per cent
Valid Strongly Agree	48	16.0
Agree	151	50.3
Neutral	79	26.3
Disagree	19	6.3
Strongly Disagree	3	1.0
Total	300	100.0

16% of respondents strongly agreed with the statement however the ratio of agreeing was greater (51%) which shows acceptance of a significant majority.

Table 19. Web series arouse feelings that you should be in a relationship

	Frequency	Per cent
Valid Strongly Agree	49	16.3
Agree	113	37.7
Neutral	87	29.0
Disagree	44	14.7
Strongly Disagree	7	2.3
Total	300	100.0

Almost 17% of respondents strongly agreed with the statement but the ratio of agreeing was greater (38%) which shows acceptance of the visible majority.

Table 20. The romantic scene in web series inspire youth toward romance

	Frequency	Per cent
Valid Strongly Agree	56	18.7
Agree	126	42.0
Neutral	65	21.7
Disagree	40	13.3
Strongly Disagree	13	4.3
Total	300	100.0

Although those who answer strongly agreed were almost 19%, the ratio of agreeing was greater (42%) which shows acceptance of a notable majority.

Table 21. Web series promote dating culture among youth

	Frequency	Per cent
Valid Strongly Agree	62	20.7
Agree	131	43.7
Neutral	65	21.7
Disagree	39	13.0
Strongly Disagree	3	1.0
Total	300	100.0

Although, those who strongly agreed with the statement were almost 21% the ratio of agreeing was greater (44%) which shows acceptance of the visible majority.

Table 22. The friendship between opposite genders is normal

	Frequency	Per cent
Valid Strongly Agree	67	22.3
Valid Agree	150	50.0
Valid Neutral	46	15.3
Valid Disagree	30	10.0
Valid Strongly Disagree	7	2.3
Total	300	100.0

Almost 23% of respondents strongly agreed with the statement however the ratio of agreeing was greater (50%) which shows acceptance of a significant majority.

Table 23. Dating in Pakistan increased due to the liberal content of media (web series)

	Frequency	Per cent
Valid Strongly Agree	65	21.7
Valid Agree	146	48.7
Valid Neutral	53	17.7
Valid Disagree	25	8.3
Valid Strongly Disagree	11	3.7
Total	300	100.0

Although those who strongly agreed with the statement were almost 22%, the ratio of agreeing was greater (49%) which shows acceptance of a notable majority.

Table 24. Web series generate awareness about physical and sexual intimacy among youth

	Frequency	Per cent
Valid Strongly Agree	58	19.3
Valid Agree	170	56.7
Valid Neutral	53	17.7
Valid Disagree	16	5.3
Valid Strongly Disagree	3	1.0
Total	300	100.0

Almost 20% of respondents strongly agreed with the statement however the ratio of agreeing was greater (57%) which shows acceptance of a significant majority.

Table 25. Intimate scenes of web series excite sexual state of mind

	Frequency	Per cent
Valid Strongly Agree	49	16.3
Valid Agree	128	42.7
Valid Neutral	84	28.0
Valid Disagree	31	10.3
Valid Strongly Disagree	8	2.7
Total	300	100.0

Although, those who answer strongly agreed were almost 17% however the ratio of agreeing was greater (43%) which shows acceptance of the visible majority.

Table 26. Web series provides learning of how to date and develop relationships

	Frequency	Per cent
Valid Strongly Agree	40	13.3
Valid Agree	125	41.7
Valid Neutral	85	28.3
Valid Disagree	45	15.0
Valid Strongly Disagree	5	1.7
Total	300	100.0

Almost 14% of respondents strongly agreed with the statement however the ratio of agreeing was greater (42%) which shows acceptance of a significant majority.

Table 27. The youth develop relationships for the sake to maintain status or being called as cool. As shown in the web series

	Frequency	Per cent
Valid Strongly Agree	44	14.7
Valid Agree	140	46.7
Valid Neutral	82	27.3
Valid Disagree	30	10.0
Valid Strongly Disagree	4	1.3
Total	300	100.0

Almost 15% of respondents strongly agreed, however, the ratio of agreeing was greater (47%) which shows acceptance of a significant majority.

Table 28. Due to the impact of web series, the youth of Pakistan make fake or Short-term commitments

	Frequency	Per cent
Strongly Agree	44	14.7
Agree	136	45.3
Valid Neutral	68	22.7
Disagree	46	15.3
Strongly Disagree	6	2.0
Total	300	100.0

Although those who strongly agreed with the statement were almost 15%, the ratio of agreeing was greater (46%) which shows acceptance of the visible majority.

Testing Hypothesis

H1: Web series consumption has significant effects on the perception of youth regarding intimate relationship patterns in Pakistan.

Ho: Web series consumption has no effects on the perception of youth regarding intimate relationship patterns in Pakistan.

Generalized Linear Models of Ordinal Logistic Regression

Table 29. Omnibus Test^a

Likelihood Ratio Chi-Square	Df	Sig.
23.827	8	.002

Dependent Variable: Impacts
Model: (Threshold), Q1, Q2

a. Compares the fitted model against the thresholds-only model.

Table 30. Goodness of Fit^b

	Value	Df	Value/df
Deviance	562.013	740	.759
Pearson Chi-Square	1247.374	740	1.686

Interpretation

The omnibus test table shows that the P value is 0.002 which is less than the significant value ($p < 0.005$) = (0.002 < 0.005). This revealed that there are significant effects of web series consumption on the perception of youth regarding intimate relationship patterns and thus results reject the null hypothesis. In this research analysis, the goodness fit model provides non-significant values of the Pearson chi-square test and the value of deviance which suggests that data is well fitted in the ordinal regression test.

Discussion and Analysis

The study deals with the consumption of web series by the youth of Pakistan and how exposure to web series affects the perception of youth regarding intimate relationship patterns in Pakistan. The findings revealed that time flexibility is the most preferred reason to watch web series along with its creative content. The cognitive needs, affective needs, and tension-free needs of the youth are also fulfilled by web series consumption that supports the theory of uses and gratification. The results also show that the perception of youth is similar to the content they watch in web series, As the major audience of the digital world is youth that's why the web series producer brings those type of content that attracts youth, because they are more vulnerable and open-minded and most likely to accept the intimate content, that's why Intimacy and intimate relationship are a part of almost each and every web series. The results show that web series promote dating culture along with providing education on how to develop relationships and create idealised perceptions of the couple's relationship. When an audience watches a particular web series, they become emotionally attached to that program because they feel each and every emotion that is shown in the story of that program and the content of web series is without any censorship, so sexual type of content is normally included in the series and it is a known phenomenon that every individual has certain needs and sexual need is one of them when youth watch this type of content their excitement level increases which stimulate their physical and sexual state of mind and generate

the feeling that they should be in a relationship and romantic scenes in web series inspire youth toward romance and they began to accept dating culture and having the desires to be in intimate relations. Youth takes friendships between opposite genders in very normal ways, which results in fake and short-term relationships because web series promote break-ups in a very light manner. The culture of Pakistan is very different from the culture shown in web series and youth feeds the western culture which is a great threat to Pakistani cultural values. The previous studies of research also support the results that media exposure affects the perception of its viewers, whether it be of electronic media, social media or digital media, the belief and perception can be changed through media consumption. The findings are also supported by the cultivation theory, that web series affect the perceptions and beliefs of youth and they started to believe that the real world is similar to the world shown in the series. Nowadays the role of media is greater as compared to the role of the parent in the upbringing of the youth. Parents should be more responsible toward their children and keep a check on the material that their offspring's watch. The discussion and analysis of the study show that the results of the research support the objectives of the study and the resultant findings also present that exposure to web series affected the perception of the youth of Pakistan.

Conclusion

The web series is part of an emerging industry and web series are known for their flexible

nature. The youth of Pakistan also watch web series because of their flexibility and ease to watch nature at any place. The consumption of web series in Pakistan shows that majority of the youth watch web series on daily basis at night time and mostly they watch web series alone on their mobile phones. This study has been well researched and research findings revealed that web series affect the perception of youth regarding intimate relationship patterns. Web series arouse the emotions of the youth and generate awareness of physical and sexual intimacy. The intimate activities between the youth, before marriage is presented by the web series and the producers of these series never address the fatal and destructive consequence of intimate relationships and only provide the learning about how to date and develop intimate relationships among the youth of Pakistan and promote dating culture, when the youth of the Pakistan watch this type of the content, it negatively influenced on their minds. It is not bad to discuss intimacy in the web series but presenting intimacy in a lust manner is a cause of negative effect on the perception of youth, because the society and culture of Pakistan are different as compared to the culture shown in the series. The research also shows that youth also have positive views to make fake and short-term relationships just to maintain status and to be called as cool in their friend's circle. The web series, on one hand, generate acceptance of friendship between the opposite gender in Pakistani society and on the other hand make youth habitual of short-term relationships and they start taking commitments, for granted. This is actually an alarming situation.

Reference

- Ambekar, A. (2016). *How bite-sized content on web series is attracting the youth*. <https://bestmediainfo.com/2016/08/how-bite-sized-content-on-web-series-is-attracting-the-youth/>
- August, J. (2011). *What is web series?* <https://jwarrenpiece.wordpress.com/2011/02/09/what-is-a-web-series/>
- Bloom, D. (2019). *Traditional TV "Not Dead Yet" But Online Video Is Closing Fast: Study*. <https://www.forbes.com/sites/dbloom/2019/07/12/traditional-tv-not-dead-yet-but-online-video-is-closing-fast-study/#1caef65937bc>
- Bonev, A. (2017). *The Impact of the Digital Age on Human Engagement*. <https://medium.com/the-looking-glass/the-impact-of-the-digital-age-on-human-engagement-aaa42d52645>
- Brown, J. D., Zhao, X., Wang, M. N., Liu, Q., Lu, A. S., Li, L. J., Ortiz, R. R., Liao, S., & Zhang, G. (2013). Love is all you need: A content analysis of romantic scenes in Chinese entertainment television. *Asian Journal of Communication*, 23(3), 229–247. <https://doi.org/10.1080/01292986.2012.729148>
- Bhunia, A. (2018). Web Series: The Future Of Entertainment. <https://www.hlccultcritic.com/web-series-future-entertainment/>
- Becker, V., Gambaro, D., Crisnir, A., Coutinho, S., et al. (2015). Migration of Television Audience to Digital Media: Impacts on TV Schedule and Journalism. *Athens Journal of Mass Media and Communications*. 1(4), 275-288. <https://pdfs.semanticscholar.org/c367/a8ec235faeeb4aac22810a294e80d6fe4dd1.pdf>
- Christian, A. J. (n.d). *Promise and Problems: Web Series and Independent Production in Periods of Change*. University of Pennsylvania. <http://web.mit.edu/comm-forum/legacy/mit7/papers/aymar-promise-and-problems.pdf>
- Edgerton, K. (2013). *Byte-Sized TV: Writing the Web Series*. <https://pdfs.semanticscholar.org/e3ae/aa97028fe627da58c880a1ad291842f781bd.pdf>
- Esack, A. (2017). *Content Is President: The Influence of Netflix on Taste, Politics and The Future of Television*. Unpublish thesis, Georgia State. https://scholarworks.gsu.edu/cgi/viewcontent.cgi?article=1121&context=communication_theses
- Fink, A. (2014). *Conducting Research Literature Reviews: From the Internet to Paper*. Los Angeles: Sage publication.
- Grover, P., & Kadam, M. (April 2019). Web Series: The Impact of Age on the Time of Watching Web-Series (An Empirical Study of the Relationship between the Preference of Time to Watch Web Series and Age Factor). *4th National Conference On Recent Trends in Humanities, Technology, Management & Social Development*, 9. http://indusedu.org/pdfs/IJREISS/IJREISS2983_39475.pdf
- Hoffman, P. (2014). *What is The Future of Web Series?* <http://trulyfreefilm.hopeforfilm.com/2014/06/what-is-the-future-of-web-series.html>
- John, E. (2009). *Network television streaming technologies and the shifting television social sphere*. Media in Transition 6: Stone and Papyrus, Storage and Transmission Cambridg.
- Kassabian, A. (2017). "You mean I can make a TV show?" *Web series, assertive music, and African American women producers*. In S. Hawkins (Ed.), *The Routledge research companion to popular music and gender*. 79–89. Abingdon, UK: Taylor & Francis
- Kakkar, A., & Nayak, K. (2019). Analysis of Product Placement in Web Series and its Influence on Consumer Buying Behavior. *Global Journal of Management and Business Research: E-Marketing*, 19(3). 20-27. https://globaljournals.org/GJMBR_Volume19/4-Analysis-of-Product-Placement.pdf
- Koravi, V.S. (2019). Analysis Of Various Effects Of Web Series Streaming Online On Internet On Indian Youth. *International Journal for Research Under Literal Access*,2(1). https://www.academia.edu/38123561/ANALYSIS_OF_VARIOUS_EFFECTS_OF_WE

[B SERIES STREAMING ONLINE ON INTERNET ON INDIAN YOUTH.pdf](#)

- Karim, L. N., & Shezad, M. (2016). Effects of Romantic Scenes in Pakistani Dramas on the Youth of Pakistan (A Case Study of Gujrat University Students). *International Research Journal of Interdisciplinary & Multidisciplinary Studies (IRJIMS)*, 2(8), 42-49. <https://oaji.net/articles/2016/1707-1475498566.pdf>
- Kemp, S. (2019). *Digital 2019: Pakistan Report*. <https://datareportal.com/reports/digital-2019-pakistan?rq=pakistan>
- Kumar, D. (2018). *Impact of the Advertisement on the Web Series*. Delhi Technological University. [http://dspace.dtu.ac.in:8080/jspui/bitstream/repository/16602/1/ProjectReport Dinesh Kumar 2K16MBA15.pdf](http://dspace.dtu.ac.in:8080/jspui/bitstream/repository/16602/1/ProjectReport%20Dinesh%20Kumar%202K16MBA15.pdf)
- Lee, C. S. (2019). Web Series, YouTube, and Politics: Affective and Emotional Dimensions of WIGS Lauren's User Comments. *Social Media + Society*, 5(1), 205630511882076. <https://doi.org/10.1177/2056305118820766>
- Lamb, S. V. (2018). *A Content Analysis of Relationships and Intimacy in Teen Dramas on Television*. Unpublished Master's Thesis, Brigham Young University, BYU Scholars Archive
- Lou, C., Cheng, Y., Gao, E., Zuo, X., Emerson, M. R., & Zabin, L. S. (2012). Media's Contribution to Sexual Knowledge, Attitudes, and Behaviors for Adolescents and Young Adults in Three Asian Cities. *Journal of Adolescent Health*, 50(3), S26-S36. <https://doi.org/10.1016/j.jadohealth.2011.12.009>
- Majek, D. (2012). *Web television, Web series and Webcasting Case studies in the organization and distribution of television style content produced online*. <http://www.diva-portal.org/smash/get/diva2:552122/FULLTEXT02>
- Miguel, C. (2016). Visual Intimacy on Social Media: From Selfies to the Co-Construction of Intimacies Through Shared Pictures. *Social Media + Society*, 2(2), 205630511664170. <https://doi.org/10.1177/2056305116641705>
- Morgan, B. (2019). *What Is The Future Of Television?* <https://www.forbes.com/sites/blakemorgan/2019/07/05/what-is-the-future-of-television/#6d0b2d5559de>
- Mandal, G. K., Diroma, F., Jain, R., et al. (2017). Netflix: An In-Depth Study of their Proactive & Adaptive Strategies to Drive Growth and Deal with Issues of Net-Neutrality & Digital Equity. *International Journal of Management & Social Sciences*, 8(2), 152-161. DOI: <http://dx.doi.org/10.21013/jmss.v8.n2.p3>
- Mehmood, S., & Masud, M. (2019). Understanding the Diffusion and Consumption of American Popular Culture in Pakistan. *Journal of Media Studies*, 34(1), 19-40. http://pu.edu.pk/images/journal/ICS/PDF/2_V34_1_19.pdf
- Mendonca, K. (2018). *What is web tv?* <https://blog.jmvtechnology.com/en/tips-for-streaming-video/what-is-web-tv.html>
- Mosharafa, E. (2015). All you Need to Know About: The Cultivation Theory. *Global Journal Of Human-Social Science: A Arts & Humanities – Psychology*, 15(8), 22- 37.
- Miller, R. S. (2015). *Intimate Relationships* (7th ed.). Sam Houston State University, McGraw-Hill Education publisher.
- Moreau, E. (2019). *What Is a Web Series? Are They worth Watching?* <https://www.lifewire.com/what-is-a-web-series-3486070>
- Manohar, U. (2018). *Why is Communication Important*. <https://socialmettle.com/why-is-communication-important>
- Malik, S., & Gabol, I. (2017). Campus diaries: Forbidden friendships in Pakistan's universities. *Dawn Newspaper*. <https://www.dawn.com/news/1309234>
- Ortiz, C., Granda, M., Suing, A., et. al. (2015). *Social Media Management of the Web series EnchufeTv Road to the transmedia in Ecuador*. <http://dx.doi.org/10.15224/978-1-63248-081-1-121>
- Oiye, F. O. (2015). *The Impact Of Reality Television Drama On The Dating Expectations Of College Students Of Kibra*

- Constituency: A Case Study Of Tujuane.* Unpublished master thesis, School Of Journalism And Mass Communication, University Of Nairobi.
- Ponto, J. (2015). Understanding and Evaluating Survey Research. *Journal of Advanced Practitioner Oncology*, 8(2), 168-171. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4601897/>
- Piazzesi, C., Blais, M., Lavigne, J., Mongrain, C. L., et al. (2018). Contemporary Western Love Narratives and Women in TV Series: A Case Study. *Journal of Gender and Feminist Studies*. 11/2018, 177- 198. www.analyzejournal.ro/library/files/numarul_11/11_9_piazzesi_et_al_177-198.pdf
- Pallant, J. (2005). *SPSS SURVIVAL MANUAL: A step by step guide to data analysis using SPSS for Windows* (2nd ed.). National Library of Australia.
- Quail, C. (2012). Television Goes Online: Myths and Realities in the Contemporary Context. *Global Media Journal*, 18(20). 1-15. <http://www.globalmediajournal.com/open-access/television-goes-online-myths-and-realities-in-the-contemporary-context.pdf>
- Reis, H.T., & Shaver, P. (1988). *Intimacy as an Interpersonal Process*. In S.W. Duck (Ed.), *Handbook of Personal Relationships*. USA: John Wiley & Sons Ltd.
- Rodgers, M. (2011). *Hulu And The Future Of Television: A Case Study*. <https://core.ac.uk/download/pdf/6104076.pdf>
- Sharma, R. (2016). *The Netflix Effect: Impacts of the Streaming Model on Television Storytelling*.
- Segarra-Saavedra, J., Tur-Viñes, V., & del-Pino-Romero, C. (2017). Branded Web-Serie as an Advertising Strategy. The EncuentraTuLugar case. *Revista Latina De Comunicación Social*. <https://doi.org/10.4185/rlds-2017-1198en>
- Sheik, J. A., Bokhari, S. S., Farooq, S. (2015). Dating Culture In Pakistani Society And Its Adverse Effects Upon The Adolescents, In The Perspective Of Prevalent Technology And Innovations. *The Explorer Islamabad: Journal of Social Sciences*, 1(11), 398-409. https://www.academia.edu/19859097/DATING_CULTURE_IN_PAKISTANI_SOCIETY_AND_ITS_ADVERSE_EFFECTS_UPON_THE_ADOLESCENTS_IN_THE_PERSPECTIVE_OF_PREVALENT_TECHNOLOGY_AND_INNOVATIONS
- Sohail, S.A., Mahmood, Q., Khan, M. H., Gull, Z., et al. (2019). Tinder use among Pakistani adults: a socio-psychological need perspective. *Jurnal Studi Komunikasi*, 8(3). <https://doi.org/10.25139/jsk.3i3.1954>
- Taneja, V. (September 6, 2018). Punjabi journalism and web tv industry (a study based on the content and viewership of web channel tv punjab). *International Journal of Communication and Media Studies (IJCMS)*, 8(4). 25-32. <https://doi.org/10.24247/ijcmsoct20183>
- Taylor, S. (2015). "It's the Wild West out there": Can web series destabilise traditional notions of script development?. Australian Screen Production Education & Research Association Annual Conference 2015.
- Vinney, C. (2019). *What Is Uses and Gratifications Theory? Definition and Examples*. <https://www.thoughtco.com/uses-and-gratifications-theory-4628333>
- Valkenburg, P. M., & Piotrowski, J. T. (2017). *Plugged In: How Media Attract and Affect Youth*. New Haven and London, Yale University Press.
- Whiteside, N., Aleti, T., Pallant, J., Zeleznikow, J. (2018). Helpful or harmful? Exploring the impact of social media usage on intimate relationships. *Australasian Journal of Information Systems*, 22. <https://doi.org/10.3127/ajis.v22i0.1653>
- Weaver, J. (2013). *Teens Tune Out TV, Log on Instead*. http://www.nbcnews.com/id/3078614/ns/technology_and_sciencetech_and_gadgets/t/teens-tune-out-tv-log-instead
- Whedon, J. (2011). *Web Series and Web Television: An Introduction*. <http://www.charityfowler.com/writing/matx-projects/web-series-and-web-television-an-introduction/>
- Watson, W. T. (2016). *World Economic Forum Shaping the Future Implications of Digital Media for Society project report*.
- Westerlund, O. (2014). *A concept on the Internet--based television. Master's thesis*,

Royal Institute of Technology.

<https://www.divaportal.org/smash/get/diva2:839253/FULLTEXT01.pdf>

Yin, Y. (2016). *An Analysis of Chinese Web Series Development and Strategy Go Princess Go: A Case Study*.

<http://dspace.bu.ac.th/bitstream/123456789/2085/1/wei%20yijun.pdf>

Yijun, W. (2016). *Analysis of chinese generation y's viewing gratification of web series*.
<http://dspace.bu.ac.th/bitstream/123456789/2085/1/wei%20yijun.pdf>