

THE IMPACT OF STREAMING PLATFORMS (NETFLIX) ON THE LEISURE ACTIVITIES AND
SOCIAL HABITS OF STUDENTS IN EKEHUAN CAMPUS.

BY

EDEAWE HAPPINESS OMOYEME
ART2100907

UNIVERSITY OF BENIN
BENIN, CITY

JULY,2025

THE IMPACT OF STREAMING PLATFORMS (NETFLIX) ON THE LEISURE ACTIVITIES AND
SOCIAL HABITS OF STUDENTS IN EKEHUAN CAMPUS.

BY

EDEAWE HAPPINESS OMOYEME
ART2100907

DEPARTMENT OF MASS COMMUNICATION,
FACULTY OF ARTS,
UNIVERSITY OF BENIN,
BENIN, CITY, NIGERIA.

JULY,2025

THE IMPACT OF STREAMING PLATFORMS (NETFLIX) ON THE LEISURE ACTIVITIES AND SOCIAL HABITS OF STUDENTS IN EKEHUAN CAMPUS.

BY

EDEAWE HAPPINESS OMOYEME
ART2100907

A PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF BACHELOR OF ART (B.A) DEGREE IN MASS COMMUNICATION

JULY,2025

DECLARATION

I declare that this project is based on a study undertaken by me in the department of Mass Communication, Faculty of Arts, University of Benin, under the supervision of Dr. Nonso Nnabuife for the purpose of acquiring a Bachelor Of Arts (B.A) degree in Mass Communication.

All findings and analysis in this study of product of my personal research, where the views of others have been used and expressed, they were duly acknowledged.

.....
EDEAWE HAPPINESS OMOYEME
ART2100907

CERTIFICATION

I, the undersigned certify that this project work was carried out by EDEAWE HAPPINESS OMOYEME, under my supervision and had been approved and accepted in partial fulfillment of

the requirements for the award of Bachelor Of Arts (B.A) Degree in Mass Communication of the university of Benin, Benin city, Edo state, Nigeria.

.....

DR. NONSO NNABUIFE.
Project Supervisor

.....

DATE

.....

DR. DANIEL EKHAREAFO
Head Of Department

.....

DATE

DEDICATION

I wholeheartedly dedicate this project to my amazing family, whose unwavering love, support, and encouragement have been the backbone of my academic journey. Your belief in me has made this achievement possible.

ACKNOWLEDGMENTS

Firstly and most importantly, I am deeply grateful to God Almighty, my Heavenly Father, the source of my strength, wisdom and perseverance, for guiding me through this journey of excellence. His unwavering presence, protection, and abundant grace have been my pillars of strength, enabling me to achieve this milestone.

My heartfelt appreciation goes to my loving family, who have been my rock throughout this journey. To my brothers, Peter and Michael, who have been like father figures to me, providing

unwavering support and guidance. To my sisters, Blessing and Elizabeth, who shared my burdens and encouraged me to persevere. And to my amazing mother, whose love and presence have made all the difference. I love and appreciate you all dearly.

I extend my sincere gratitude to Dr. Nonso Nnabuife, my project supervisor, for his expert guidance, patience, and invaluable cooperation. His contributions have been instrumental in shaping this research. I also appreciate Prof. Mrs. Comfort Obaje for her motherly love and support throughout my academic journey. To Dr. Daniel Ekharefo, our Head of Department, who has been a father figure for me in school, I appreciate the dedication and commitment to ensuring that we receive the best possible education both in practicals and theories. And to all my dedicated lecturers, I thank you for your significant contributions to my educational journey.

To my benefactors, I am grateful for your kindness and generosity. Miss Mercy Ogbonna, my Big Mummy, Aunt Stella, Mrs. Julie Beremeh, cousin Love, cousin Edith, cousin Obehi, and all my amazing cousins, your support has meant the world to me. May God bless and richly reward you all.

To my special friends, Esther, Purity, Charis, Anthonia, Agatha, Sebastian, Christopher, Ofure, Edith, and many others, I thank you for your love, support, and encouragement. May the good Lord bless and prosper the works of your hands.

I would also like to express my gratitude to my spiritual director, Rev. Fr. Athanasius Emaka Agbo, and the entire members of The Nigeria Federation of Catholic Students, Uniben, Ekehuan Campus, St. Francis Chaplaincy. You all have been my family and have shown me the true meaning of love.

Lastly, I want to thank my mentor, Papa Kehinde Paul Adejo, for taking me under his wing and teaching me the ways of the Lord. Your guidance, support, and love have been invaluable to me. And to all my amazing NFC Papas, Papa Ifeanyi, Papa Henry, Papa Emmanuel, Papa Nathaniel, and Papa Collins, I thank you for being a source of inspiration and guidance. May God bless you all abundantly.

TABLE OF CONTENTS

Title page.....	i
Declaration.....	ii
Dedication.....	iii
Acknowledgments.....	iv
Table of contents.....	v
List of Tables.....	vii
Abstract.....	X

CHAPTER ONE: INTRODUCTION

1.1 Background of the study.....	1
1.2 Statement of the problem.....	
1.3 Objective of the study.....	
1.4 Research Questions	
1.5 Significance of the study	
1.6 scopes of the study	
1.7 Operational Definition Of Terms	

CHAPTER TWO: LITERATURE REVIEW

2.1 Growth of streaming platforms	
2.2 Streaming platforms and leisure activities	
2.3 Netflix	
2.4 Social Habits and interaction	
2.5 Empirical Review	
2.6 Theoretical Framework	

CHAPTER THREE: RESEARCH METHOD

3.1 Reach Design	
3.2 Population of the study	
3.3 Sample size	
3.4 Sampling Technique	
3.5 Instrument for Data Collection	
3.6 Method of Data Administration	
3.7 Validity of Research instruments	
3.8 Method of Data Analysis	

CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS

4.1 Introduction	
4.2 Data Presentation	
4.3 Discussion Of Findings	

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary	
5.2 Conclusion	
5.3 Recommendations	
5.4 Suggestions for Further Studies	
5.5 Limitations of study	

REFERENCES.....	
-----------------	--

LIST OF TABLES

TABLE 1: Statistics of the Questionnaire Administrated Retrieved.....	
TABLE 2: Statistics of the Gender of Respondents	
TABLE 3: Age Distribution of Respondents	
TABLE 4: How often Respondents use Netflix	
TABLE 5: How many hours a day does respondents spends watching Netflix	
TABLE 6: What type of content Respondents mostly watch on Netflix	
TABLE 7: How Respondents prefer watching Netflix alone or with others	
TABLE 8: How does influence Respondents choice of leisure activities	
TABLE 9: How Netflix affects the social interaction of Respondents with friends and family	
TABLE 10: How Respondents discuss Netflix shows or movies with friends or classmates.	

TABLE 11: How many new social connections or friendship respondents have made through Netflix.

TABLE 12: How often does Respondents multitask while watching Netflix

TABLE 13: The effect of Netflix usage on respondents academic performance

TABLE 14: Respondents priority of Netflix over academic responsibilities or assignment

TABLE 15: How Netflix helps respondents manage stress or relax after a long day of studying

TABLE 16: Experience respondents have like physical discomfort as a result of prolonged Netflix usage

TABLE 17: The impact rate respondents give Netflix on their physical health

TABLE 18: Experiences of any mental or emotional changes due to watching Netflix

TABLE 19: How Netflix has influenced modern students culture

TABLE 20: If respondents will consider reducing watching Netflix if it has a negative impact on their academic or social life

TABLE 21: What will make respondents change their Netflix usage habits

ABSTRACT

This study investigates the impact of streaming platforms, particularly Netflix, on the leisure activities and social habits of students at the University of Benin, Ekehuan Campus. With the rising popularity of on-demand digital entertainment, the research explores how students engage with Netflix, how it influences their time management, academic performance, stress levels, and interpersonal relationships. A quantitative method was employed using structured questionnaires distributed to 177 respondents. The findings revealed that while Netflix offers relaxation and entertainment benefits, excessive use can negatively affect academic productivity and physical well-being. Additionally, while a small percentage of students formed social connections through shared content, many reported limited real-life social engagement. The study concludes that Netflix significantly shapes student leisure patterns, offering both benefits and challenges. It recommends digital media literacy, time management education, and

awareness campaigns to help students balance screen time with academic and social responsibilities.

CHAPTER ONE INTRODUCTION.

THE IMPACT OF STREAMING PLATFORMS (NETFLIX) ON THE LEISURE ACTIVITIES AND SOCIAL HABITS OF STUDENTS.

1.1 Background of the study

Leisure according to the Oxford Learner's Dictionary, is a time when you are not working or studying, and you are free to do what you enjoy. It can also mean having the time to do something without rushing.

It has been noted that what many students do with their leisure activities in one way or the other affect their social habits and how they behave and relate with one another.

Netflix's popularity has expanded dramatically in recent years, with many students constantly streaming TV series and movies. In recent years, the world has witnessed a significant shift in the way people consume entertainment, with the rise of streaming platforms like Netflix, Hulu, Amazon Prime, and others. These platforms offer on-demand access to a vast array of movies, TV shows, documentaries, and original content, all available at the click of a button. The convenience of watching content whenever and wherever one wants has revolutionized how people engage with media.

This study examined the impact of the Netflix platform on the behaviors and social habits of university students, in an attempt to find out the reasons and motives behind watching the Netflix platform, especially in light of the high number of subscribers to this digital platform and the impact this platform has on student behavior.

For students, this shift has had a profound impact on their leisure activities and social habits. Traditionally, students spent their free time engaging in social activities such as hanging out with friends, participating in sports, attending events, or watching scheduled TV shows. However, the introduction of streaming services, especially Netflix, has led to a significant change in how students spend their leisure time. Binge-watching, a practice in which viewers consume multiple episodes or an entire season of a show in one sitting, has become increasingly popular among students. This behavior has raised concerns about its potential effects on students' academic performance, health, and social lives.

One of the primary impacts of streaming platforms is the shift in how students use their leisure time. Binge-watching, made popular by Netflix, has led many students to spend extended hours glued to their screens. This behavior often replaces more active or social activities, such as sports, hobbies, or spending time with family and friends. In some cases, it can lead to students spending entire weekends or long evenings watching shows, which might contribute to a more sedentary lifestyle.

Furthermore, the easy access to global content provided by platforms like Netflix exposes students to a wide variety of cultures, ideas, and perspectives. Students can watch movies or shows from different countries and regions, gaining exposure to international cultures and broadening their worldview. While this can have positive effects by fostering cultural awareness, it also raises concerns about cultural homogenization and the possible influence of certain types of content on students' attitudes and behavior.

Another important factor to consider is the impact of streaming on students' academic performance and time management. With the rise of binge-watching, many students report difficulty in balancing their academic responsibilities with their entertainment habits. The temptation to watch "just one more episode" often leads to procrastination, late-night watching, and disruptions in sleep patterns, all of which can negatively affect students' focus, productivity, and overall well-being.

As more students turn to Netflix and other streaming platforms as their primary source of entertainment, questions have emerged about the broader implications of this trend. How has this shift in entertainment consumption affected the way students interact socially? Has it replaced face-to-face interactions with virtual ones, or does it encourage new forms of socialization, such as online discussions and watch parties? Additionally, how does binge-watching influence students' daily routines, including their time management, study habits, and physical well-being?

The advent of streaming platforms has also made it easier for students to access content from various cultures, broadening their horizons and influencing their worldviews. However, this exposure to global media has its own set of challenges, including the potential for cultural homogenization or the spread of harmful content.

This study explores the various dimensions of Netflix's impact on students, focusing on how these platforms influence their leisure activities, social interactions, and overall lifestyle. By examining both the positive and negative effects of streaming services, this research will provide valuable insights into how modern entertainment consumption shapes the lives of today's students.

By understanding the impact of streaming platforms on students, this research hopes to shed light on how modern entertainment consumption is reshaping student life and provide recommendations on how students can manage their leisure time in a way that balances entertainment with other important aspects of life.

1.2 Statement of the problem

Parents and guidance who struggle for finances send their children to the university with hopes that they would not only be groomed in knowledge but also in character. The popularity of streaming platforms like Netflix among students raises concerns about the potential impact it will have on their leisure activities, social habits, and overall well-being.

In recent years, the popularity of streaming platforms like Netflix has revolutionized the way students consume entertainment. Unlike traditional television, which followed scheduled programming, streaming platforms provide students with the ability to watch content on-demand, whenever and wherever they want. This shift has led to the emergence of a new phenomenon—binge-watching, where students watch multiple episodes or entire seasons of shows in a single sitting.

While streaming platforms have undoubtedly become a major part of students' lives, there is limited research on how they influence students' leisure activities and social habits. The impact of these platforms on students' daily routines, time management, and overall well-being remains largely unexplored. For example, how much time do students spend on platforms like Netflix? Does this consumption replace traditional social interactions, outdoor activities, or even academic responsibilities?

The widespread adoption of streaming platforms, such as Netflix, has transformed the way people spend their leisure time and interact with others. However, the impact of these platforms

on the leisure activities and social habits of students is not well understood. Students are a vulnerable demographic, as they are often heavily influenced by their social environment and are in a critical stage of personal development.

Excessive use of streaming platforms may lead to a decline in physical activity, social isolation, and decreased face-to-face interaction, ultimately affecting students' mental and emotional well-being. Furthermore, the addictive nature of streaming platforms may distract students from their academic responsibilities, leading to decreased productivity and poor academic performance.

Therefore, this study aims to investigate the impact of streaming platforms, specifically Netflix, on the leisure activity and social habits of students, and to explore the implications of these changes for students' overall well-being and academic success.

This study aims to investigate the effects of Netflix on students' daily lives and explore the implications for their academic success and mental health and also help to better understand the effects of streaming platforms on students' lives and provide recommendations for balancing entertainment with other important aspects of student life.

1.3 Objective of the study

The main objectives of this study include.

- To examine the impact of streaming platforms (Netflix) on the leisure activities and social habits of students.
- Assess how Netflix and similar streaming platforms influence students' leisure activities.
- Examine the effect of streaming platforms on students' social habits and interactions.
- To examine the relationship between Netflix usage and students' academic performance and productivity.
- Evaluate the potential health consequences of increased streaming on students.

1.4 Research Questions

- What is the impact of streaming platforms (Netflix) on the leisure activities of students?

- How do Netflix and similar streaming platforms influence students' leisure activities?
- What effect do streaming platforms have on students' social habits and interactions?
- What is the relationship between Netflix usage and students' academic performance and productivity?
- What are the potential health consequences of increased streaming on students?

1.5 Significances of the study

This research work serves as a critical review of the Impact of Streaming Platforms (Netflix) on the Leisure Activities and Social Habits of Students. This work would therefore help to address the growing concerns about the impact of excessive screen time on physical and mental health, social relationships, and academic performance. The findings of this study can inform the development of policies and guidelines for responsible streaming platform usage among students, ultimately promoting healthy usage habits and improving student well-being.

This research contributes to the growing body of literature on the impact of streaming platforms on society, particularly among young adults. By examining the leisure activities and social habits of digital natives, this study sheds light on the ways in which technology shapes their daily lives. The results of this study can also inform social learning theory by examining how students learn and adopt behaviors related to streaming platform usage

Furthermore, this study provides insights for parents and educators about the potential benefits and drawbacks of streaming platform usage among students. By understanding the impact of streaming platforms on students' leisure activities and social habits, educators and policymakers can develop targeted interventions to support students' academic performance and overall well-being. Overall, this study has practical implications for promoting healthy streaming platform usage habits, improving student well-being, and enhancing academic performance.

For students, the study will raise awareness of the impact of excessive streaming on their time and social interactions, encouraging healthier habits. Educators and academic institutions will benefit from insights on how streaming affects productivity, potentially leading to programs that help students balance entertainment with academic responsibilities.

Policymakers can use the findings to develop regulations or initiatives that promote balanced screen time and address any negative impacts on students' well-being. Finally, this research will contribute to the broader academic field by filling the gap in understanding the specific effects of streaming platforms on students' lives, providing valuable data for future studies.

1.6 Scope of the study

The essence of this research is to evaluate the impact of streaming platforms (Netflix) on the leisure activities and social habits of students. The research intends focus on undergraduate students of the University of Benin for easy analysis of data. This will help minimize cost and avoid complexities that may arise as a result of involving a large population.

1.7 Definition of Operational Terms

The definition of key words that constitute the research work and the major words that may be used frequently in the course of carrying out this research work will be defined as sub-heading to ensure easy comprehension of this work.

Netflix: Netflix is a popular online streaming service that allows users to watch a wide variety of TV shows, movies, documentaries, and original content on-demand. It operates on a subscription-based model, where users can access content via the internet on various devices, such as smartphones, tablets, smart TVs, and computers.

Binge-Watching: Binge-watching refers to the act of watching multiple episodes or an entire season of a TV show in one sitting, often over an extended period of time.

Addiction: Addiction is a psychological and physical condition characterized by a compulsive need to engage in a specific activity, despite negative consequences. In the context of streaming, addiction refers to excessive and uncontrollable use of streaming platforms, where an individual spends long hours watching content at the expense of other important activities, such as studying, working, or socializing.

Streaming Platforms: Streaming platforms are online services that deliver audio and video content to users over the internet. Examples include Netflix, YouTube, Hulu, and Amazon Prime Video.

Leisure Activities: Leisure activities are activities people engage in during their free time for enjoyment, relaxation, or recreation.

Social Habits : Social habits refer to the typical patterns or behaviors that individuals follow when interacting with others. These habits include how people communicate, socialize, and engage with their peers, both online and offline.

Student: An individual who is formally enrolled at a school, a college or university, or another educational institution.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter reviews existing studies on how Netflix, a streaming platform, affects students' free-time activities, social interactions, academic performance, and overall well-being.

2.2. THE GROWTH OF STREAMING PLATFORMS

Streaming platform revolution is not merely a technological innovation; it represents a cultural shift in how we engage with the media. Platforms like Netflix, Hulu, and Spotify have redefined our relationship with entertainment, and how we relate with one another, our social interaction and habits.

In the early 2000s, streaming was a nascent technology dominated by sites that offered limited video options. However, with advancements in streaming platforms, streaming has evolved into a primary medium for content delivery. The launch of Netflix's streaming service in 2007 marked a pivotal moment, transitioning from DVD rentals to an instant-gratification model.

An area once dominated by cable TV was changed entirely in 2007 when Netflix changed its business model from being a mail-in DVD service to an online platform that gave viewers immediate access to its list of movies at their viewing pleasure.

Looking back, the rise of the streaming service industry started with Youtube, before its acquisition by Google. While the company did not stream TV shows or movies, its business platform is what ultimately drove Netflix to change from a mail-to-home service to the typical streaming service we are all familiar with today.

Several key factors allowed streaming services to prosper. Some of which include the following:

2.2.1 Convenience and Accessibility: Streaming platforms allow users to access content at any time, from anywhere, without the constraints of traditional broadcast schedules. The ability to watch shows and movies on demand has significantly shifted viewing patterns, especially among students, who often prefer watching content in their free time, on their terms.

2.2.2 Variety and Personalization: Platforms like Netflix offer a wide range of content, from movies and TV shows to documentaries and original programming. Netflix's personalized recommendation system also tailors suggestions based on viewing history, enhancing the user experience and encouraging prolonged engagement.

2.2.3 Mobile and Multi-Device Accessibility: With the rise of smartphones and mobile devices, streaming platforms have become more accessible. Students, in particular, can now watch their

favorite shows while on the go, whether in class breaks, commuting, or at home. This ease of access has made streaming the preferred entertainment choice for many young adults.

2.2.4 Affordable Subscription Models: Compared to traditional cable TV services, streaming platforms offer more affordable subscription plans, which has contributed to their widespread adoption, particularly among students with limited budgets.

Given that companies like Netflix's main competition were cable TV, streaming service companies offered a lot to consumers that made their services far more attractive. Streaming services were more affordable, gave viewers access to more shows and movies at one time, avoided advertisements, and allowed watchers to enjoy from anywhere on any platform, all categories that cable TV could not compete with. This led to binge watching as viewers were able to watch their favourite programmes at the comfort of their homes or wherever they find themselves.

This led to the streaming service industry being valued at \$554.33 billion in 2023, with 2024's revenue expected to hit \$43 billion.

The 2020s marked a significant turning point in the subscription-based streaming services landscape. As competition intensified, the market witnessed a proliferation of diverse TV shows and movie titles across various providers. However, this increased competition also led to a frenzy among companies to secure rights to popular content, resulting in many households feeling compelled to subscribe to multiple services.

In the US, the percentage of households with streaming service subscriptions skyrocketed from 50% in 2015 to 83% in 2023. To stay ahead in this crowded market, streaming service providers explored alternative strategies to produce original content and maintain revenue growth.

One approach was for streaming services to produce their own content. Pioneers like Amazon Prime Video, Netflix, and Apple+ have been producing exclusive shows and movies, often in partnership with high-profile talent. For instance, Netflix's collaboration with Adam Sandler yielded hit movies like *Murder Mystery* and *Murder Mystery 2*, following a lucrative \$250 million contract extension.

Another strategy employed by streaming services was acquiring competing companies. This approach allowed companies to expand their content libraries and eliminate competition. Notable examples include Disney's acquisition of Hulu from Comcast, valued at \$8.6 billion, as well as Paramount's merger with Skydance and Disney's acquisition of 21st Century Fox. These deals underscore the evolving nature of the streaming industry, where consolidation and strategic partnerships are becoming increasingly important.

As technology continues to advance, the future of streaming platforms promises to be dynamic and engaging. Innovations such as AI-driven content creation and improvements in streaming quality are poised to drive further growth and enhanced viewer experiences.

The rise of original content production has also been a game changer; platforms are not just distributors but also creators, producing award-winning series and films that compete with traditional studios, thereby reshaping the entertainment landscape. In all we know that the future is bright for streaming platforms as the streaming service industry is unclear and only time will tell how well they will expand and grow.

2.3 STREAMING PLATFORMS AND LEISURE ACTIVITIES

In recent years, streaming platforms have changed how people, especially students, engage with leisure activities, creating new avenues for entertainment and social interaction. From binge-watching series on Netflix to live gaming on Twitch, the impact of streaming is undeniable, reshaping how we spend our free time and connect with others (Geektown, the role of streaming in shaping leisure activities 2024).

Streaming platforms, particularly Netflix, have dramatically changed the way students engage in leisure activities. Traditionally, students spent their free time engaging in various hobbies such as outdoor sports, reading, or socializing. However, with the rise of on-demand content, many students now devote a significant portion of their leisure time to watching shows, movies, and documentaries on platforms like Netflix neglecting social bonding and interaction.

The rise of streaming has revolutionized the way students connect with others who share similar passions, transforming solitary activities into communal experiences. Interactive platforms like group discussions, chat time with friends and real-time engagement between various students, giving rise to vibrant communities where meaningful relationships and networks are forged.

By encouraging active participation, these platforms transcend traditional passive viewing, enabling users to engage in live chats, join fan groups, and host virtual watch parties. Moreover, immersive events such as virtual concerts and online gaming tournaments further amplify this sense of community, replicating the excitement and camaraderie of in-person gatherings.

There are various factors which contribute to the shift in leisure activities by students. They include

2.3.1 Binge-Watching Culture: One of the defining features of Netflix and similar platforms is the ability to binge-watch entire seasons or even series. This change in how content is consumed has led to more passive forms of entertainment, displacing other activities that students once enjoyed, such as reading, physical exercise, or engaging in social events.

2.3.2 On-Demand Content: The availability of vast libraries of content on streaming platforms means students can access entertainment based on their preferences and schedules. Unlike traditional TV, which operates on a fixed schedule, Netflix offers flexibility. Students can watch their favorite series whenever they have free time, turning leisure time into a more individualized and customizable experience.

2.3.3 Multitasking and Convenience: Many students now incorporate streaming into other activities. For example, students may watch Netflix while eating, studying, or even socializing online.

Although streaming platforms have replaced many traditional leisure activities, they also offer new ways for students to engage in entertainment. However, concerns exist about the extent to which binge-watching and the growing reliance on digital content for leisure may negatively impact students' physical and mental health, as well as their social skills.

With the recent emerging of streaming platforms replacing the social interaction of students in one way or the other have a great impact on the students making students lose the value of networking for future purposes.

2.4 NETFLIX

Netflix an American subscription video on-demand over the top streaming service. The service primarily distributes original and acquired films and television shows from various genres, and it is available internationally in multiple languages. It began as a DVD rental service in 1997, evolving to a subscription-based streaming service, and is now a global entertainment giant.

In 2000 the company introduced a personalized movie recommendation system, which used an algorithm to predict an individual's movie preferences based on their previous choices. In 2007 Netflix introduced streaming services that allow subscribers to access content directly over the Internet. Netflix partnered with makers of video game consoles, Blu-ray players, and other electronics to enable video streaming on those devices. Netflix introduced a streaming-only plan by 2010 and that same year introduced an app for iPhones (the app became available on some Android devices by 2011).

Fernandez (2021) reported that as of January 2021, Netflix recorded 203.7 million paying subscribers in the world, thus making it the leading streaming services and company in the video-on-demand industry. Netflix is a member of the Motion Picture Association (MPA); hence its production and distribution of content from countries all round the world. Netflix became the leading media and entertainment business by

market capitalization on July 10th, 2020, and was reported to generate an operating income of \$1.2 billion that same year.

As streaming became its primary revenue generator, Netflix shifted its focus to producing original content in 2013. By 2023 Netflix boasted more than 3,600 original titles. In 2022 Netflix announced plans to begin cracking down on password sharing, noting that more than 100 million households had shared their account passwords with others which has made Netflix more accessible to people especially students who now have the privilege to access Netflix from family subscription at the comfort of their school's environment.

Another significant factor for the success of Netflix is its mobility which allows users to stream content on its website or watch content on its software application on a range of supported platforms such as smartphones, personal computer, tablets, digital media players, smart televisions and video game consoles among others.

This is why students find it hard not to get so involved with Netflix because it is easy to access and on platforms that are almost impossible to live without. The introduction of binge-watching, a practice where viewers watch an entire season of a show in one sitting, became a hallmark of Netflix's viewing experience.

This shift towards binge-watching changed how people, particularly younger audiences like students, consumed media. With its auto-play feature, Netflix encouraged users to continue watching episodes consecutively, creating an addictive cycle of continuous content consumption. This has led to changes in students' leisure activities, with many opting to spend hours on the platform rather than engaging in physical, outdoor activities or socializing in person.

Furthermore, Netflix's sophisticated recommendation algorithm helped shape students' viewing preferences by offering tailored suggestions based on their watching history, making it easier for them to discover new content. These algorithms not only impacted viewing patterns but also helped create a shared cultural language among students, as they often engage in discussions about trending shows or movies on social media platforms, creating virtual communities around Netflix content.

However, while Netflix provides an array of entertainment options, it has also raised concerns about its effects on social behaviors. Increased screen time, especially due to binge-watching, has been linked to a decline in face-to-face socialization and, in some cases, can result in social isolation. Students, particularly, may experience disruptions

in their academic lives and personal relationships, as prolonged viewing habits can reduce their ability to focus on other essential activities like studying or engaging in outdoor social events. Netflix's extensive reach and diverse offerings have encouraged students to spend more time in the comfort of their homes, adjusting their social habits in line with the convenience and personalized experience that streaming provides.

In summary, Netflix's evolution from a DVD rental service to a global streaming giant has reshaped not only the entertainment industry but also the social and leisure habits of its users. For students, Netflix has become a central part of their daily routines, influencing how they spend their free time, how they interact with peers, and how they consume content. As the platform continues to grow and innovate, its influence on student behavior, social interactions, and academic life remains an important area of study.

2.5 SOCIAL HABITS AND INTERACTION

Social habits and interactions involve behaviors and actions that occur between two or more individuals, encompassing various forms like communication, cooperation, competition, and conflict, all of which shape social structures and relationships. It is the acts, actions, or practices of two or more people mutually oriented towards each other's selves, that is, any behavior that tries to affect or take account of each other's subjective experiences or intentions.

Social habit deals with how we relate with our peers, environment and the community at large. Social habits are based upon the inaugurating ties, which are the information-carrying connections between people. It is therefore important that as individuals we get involved with one another and interact with each other to be able to bring the best out of us.

It's important to note that human beings are social creatures. We have an inherent desire to connect, to belong, and to interact with others. Social habits and interactions are essential to our well-being, our happiness, and our sense of purpose. By nurturing these connections, we build stronger, more resilient communities, and we become better versions of ourselves.

Just as Aristotle once said "Man is by nature a social animal..." It's important that one communicate with each other to help deal with the struggles of life.

"Social connections are key to happiness and well-being." - Shawn Achor, Positive Psychologist.

Social habits and interactions are crucial in shaping an individual's development, especially during the student years. They influence how students build relationships, form social networks, and navigate their academic and personal lives. Positive social habits and interactions contribute to a sense of belonging and emotional well-being, which are essential for overall mental health. Through social interactions, students learn important skills such as communication, empathy, and conflict resolution, which are vital for their personal and professional futures.

Effective socialization also plays a critical role in students' academic success. Engaging in collaborative activities, group study sessions, or even informal discussions can enhance learning outcomes and academic performance. Social interactions outside of the classroom, such as participating in clubs or community events, allow students to build leadership, teamwork, and problem-solving skills, all of which are valuable in the real world.

Moreover, social habits influence students' cultural and social awareness. Engaging with a diverse group of people helps broaden their perspectives, making them more open-minded and inclusive. These interactions foster a better understanding of different viewpoints, beliefs, and experiences, contributing to a more cohesive and tolerant society. In addition, socializing can have a positive impact on physical health, as active engagement in group activities, sports, and outdoor events is linked to improved fitness and well-being.

It is therefore an integral aspect to students' personal growth, academic success, mental health, and social development, making them an essential aspect of life during these formative years.

But over time, since the invention of streaming platforms, particularly Netflix, have played a significant role in transforming social habits and interactions, particularly among students. The shift from traditional media consumption to on-demand streaming has impacted how students spend their leisure time and connect with others.

One of the most noticeable changes brought about by streaming platforms is the culture of binge-watching. With Netflix's release of entire seasons at once, students tend to watch multiple episodes or even an entire season in one sitting. This behavior can lead to social isolation, as students may prefer staying at home watching their favorite shows instead of engaging in physical activities or socializing with peers. The convenience of

streaming content at any time makes it easier for students to prioritize individual entertainment over face-to-face interactions.

Although Netflix promotes individual consumption, it has also led to a transformation in group socialization. Instead of gathering in person for outdoor activities, students now often come together to watch TV shows or movies. These group viewing sessions, whether in person or virtual, serve as a new form of social engagement. The shared experience of watching and discussing shows provides students with an opportunity to bond with one another, even if they are physically distant. Platforms like Netflix have created new ways for students to engage socially, such as forming watch parties, online fan communities, and discussing shows on social media.

Netflix has contributed to the growth of online communities where students can share their views on shows, discuss theories, and interact with fans globally. Social media platforms like Reddit, Twitter, and Facebook have become hubs for Netflix discussions, with users engaging in conversations about plotlines, characters, and their favorite episodes.

These online spaces allow students to connect with like-minded individuals, strengthening social ties based on shared interests. However, while online interaction has grown, face-to-face communication may be diminishing as more students opt to interact through digital channels.

Streaming platforms, by offering personalized content recommendations, have altered how students communicate with one another. Rather than relying on news, current events, or physical activities as topics of conversation, Netflix shows and movies now serve as a significant cultural reference point. Students use shared media experiences to communicate and bond, often discussing the latest episodes or favorite shows. This shift reflects a broader change in communication styles, with social interaction increasingly mediated by digital content rather than direct interpersonal exchanges.

2.6 Empirical Review

This empirical review is drawn from a few related studies, a section that will focus on reviewing research articles, findings, and studies related to the impact of streaming platforms like Netflix on students' leisure activities and social habits.

Nawal Zulfa Mohammed Sokiri (2023) The effects of watching Netflix on university students' cognitive and emotions.

The study examines the impact of watching Netflix on university students' cognitive abilities and emotional well-being. As Netflix has become an increasingly popular streaming platform, especially among students, the research explores how binge-watching and prolonged exposure to Netflix content may affect students' mental and emotional health.

The study highlights that excessive viewing of Netflix can lead to a reduction in students' attention span, making it difficult for them to focus on academic tasks such as studying or class participation. This decrease in cognitive engagement is attributed to the replacement of activities that stimulate the mind, like reading or problem-solving, with passive media consumption. Furthermore, the research points out that binge-watching can negatively impact memory retention, as students who spend extended hours watching shows may struggle to concentrate on their schoolwork, resulting in poor academic performance.

The study also mentions that many students use Netflix as an escape mechanism, avoiding stress and emotional challenges. While this might provide temporary relief, it can lead to emotional numbness, as students disconnect from addressing important personal or academic matters.

Moreover, the study emphasizes the social impact of Netflix watching, particularly the tendency of students to socially isolate themselves. Instead of participating in social activities or interacting with friends, students often choose to stay alone, binge-watching Netflix content. This shift away from face-to-face interactions weakens social bonds and reduces opportunities to develop social skills. Additionally, the research highlights that the time spent watching Netflix can lead to procrastination, resulting in delayed academic work and increased stress. As students prioritize entertainment over their academic duties, their academic performance suffers.

The study concludes by recommending a balanced approach to media consumption. While Netflix can be a source of entertainment and relaxation, students must manage their time effectively, ensuring that academic responsibilities take priority. It also calls for greater awareness of the effects of excessive Netflix consumption, encouraging universities to provide students with guidance on maintaining a healthy balance between leisure and academic commitments.

The research also points out that while entertainment has its benefits, such as relaxation and enjoyment, excessive streaming can contribute to unhealthy behavioral

patterns, including binge-watching. It urges students to maintain a balance between academic responsibilities and leisure activities.

Binge-Watching and college students motivations and outcome Swati Panda 2017

The study **"Binge-Watching and College Students: Motivations and Outcomes"** explores the motivations behind binge-watching among college students and the subsequent outcomes of this behavior, which is highly relevant to understanding the impact of streaming platforms like Netflix on students' leisure activities and social habits. The study identifies key motivations for binge-watching, including the desire for entertainment, stress relief, and the social pressure to stay up-to-date with popular TV shows.

It highlights that Netflix and similar streaming platforms provide a convenient way for students to unwind after a long day of academic work. However, the study also emphasizes the negative outcomes associated with binge-watching, particularly its effects on academic performance and mental health. Excessive time spent watching shows leads to procrastination, sleep deprivation, and feelings of guilt, anxiety, and depression. Moreover, binge-watching has social consequences, often resulting in isolation as students choose screen time over engaging in face-to-face social interactions or participating in extracurricular activities.

Despite these drawbacks, the study also acknowledges that binge-watching can sometimes foster social connections, as students bond over shared viewing experiences. This study underscores the need for students to find a balance between their leisure activities and academic responsibilities to avoid the negative impacts of excessive Netflix consumption.

The impact of Netflix on viewer behaviour and media consumption: An exploration of the effect of streaming services on audience engagement and entertainment (Ms. Harleen Kaur &Dr. Rubaid Ashfaq 2023).

The study **"The Impact of Netflix on Viewer Behaviour and Media Consumption"** delves into how streaming services, particularly Netflix, have influenced the way people engage with media, especially in the context of modern entertainment consumption. The rise of platforms like Netflix has significantly altered traditional viewing habits by providing viewers with on-demand access to vast libraries of content, allowing them to

watch shows and movies whenever and wherever they want. This flexibility has reshaped how audiences, especially younger viewers such as students, consume television and film, encouraging them to view content in a continuous, binge-watching manner. The study suggests that this shift in how people engage with media has had profound implications on their overall media consumption patterns, including how much time they spend watching content.

The study highlights that Netflix's design, featuring personalized recommendations and an extensive range of genres, has increased user engagement. Viewers are not only consuming more content, but they are also becoming more invested in long-running, serialized shows that allow for deeper emotional connection and prolonged viewing sessions. This transformation has led to a greater level of engagement with TV shows, as viewers feel more connected to characters and storylines, often resulting in binge-watching behavior. For students, this means prioritizing entertainment over other activities such as academic work, social interactions, and physical activity. As students engage with Netflix for hours at a time, they may experience disruptions in their daily routines, leading to academic procrastination, poor sleep patterns, and a decline in physical well-being.

One significant finding from the study is the impact on students' social habits. The study observed that binge-watching has the potential to cause social isolation, with students spending more time in front of screens and less time participating in face-to-face social interactions. This is especially concerning in the context of university life, where students are expected to balance academics, socialization, and personal development. The study further suggests that although binge-watching might foster socialization in the form of shared viewing experiences with friends or peers, it can also lead to a lack of in-person engagement, weakening social ties outside the digital realm.

Additionally, the research examines how Netflix, by offering easy access to content, has influenced entertainment preferences. Unlike traditional television, which is bound by scheduled programming, Netflix allows users to access content at any time. This has led to a change in how people, particularly students, approach television viewing. The study points out that this on-demand feature encourages students to watch entire seasons or series in one sitting, which not only impacts their time management but also reduces their engagement in other leisure activities such as sports, outdoor activities, or reading.

While Netflix offers convenience and accessibility, the study stresses that its influence is not without consequences. The prolonged use of streaming services can affect

students' mental health, contributing to feelings of guilt or stress, especially when they realize that binge-watching has interfered with their academic and social responsibilities. Additionally, students may experience sleep disturbances, as late-night binge-watching can impact their sleep patterns and overall health.

In conclusion, the study underscores the positive aspects of Netflix, such as its ability to provide personalized entertainment and encourage social engagement through shared viewing experiences. However, it also cautions about the negative implications of excessive streaming, particularly when it comes to time management, academic performance, mental health, and social well-being. The study advocates for a more balanced approach to streaming, encouraging students to be mindful of how much time they spend on Netflix and other streaming platforms to avoid the negative effects associated with binge-watching.

2.7 Theoretical Framework

Theory according to Vein McQuail (1987) says that theories are set of ideas of various status and origin which may explain or interpret some phenomenon, whereas Babbie (1989) describes theory as a generalised and more or less comprehensive set of statements relating different aspects of some phenomenon. Practically, these definitions emphasised the intellectual rigor that is involved or ought to be involved in the formulation of a theory (Folarin,1998). In mass communication theories are important because they enable us deduce statements that is based on the happenings in the society. They help in explaining the reason for phenomena.

The following are theories that relate to this research and add more depth to it. They include:

USES AND GRATIFICATION THEORY

Uses and Gratifications Theory (UGT) was developed by Katz, Blumler, and Gurevitch in 1973. It focuses on the idea that individuals actively seek out media to satisfy specific needs, contrasting with earlier theories that viewed audiences as passive receivers. The theory, which is also called utility theory, seeks to explain what functions a particular kind of media content serves in a particular circumstance. The theory claims that the media do not do things to people, rather people do things with the media.

UGT argues that audiences are not only active participants but also conscious of the media content they consume to fulfill needs related to entertainment, information, social interaction, or personal identity.

Uses and gratification theory has a lot to do with how Netflix's impact on students is significant. Students actively choose to watch Netflix as a form of entertainment, helping them relax and unwind after the stresses of academic life. Netflix offers them a platform to satisfy their need for leisure and escapism. Furthermore, Netflix can serve as a tool for social interaction, as students discuss shows with friends, join online fan communities, or organize watch parties. Additionally, students may turn to Netflix for emotional support, watching certain genres to alleviate stress or manage emotions like loneliness or anxiety.

UGT also helps explain binge-watching behavior, where students continue watching shows or entire seasons to fulfill their desire for closure or to keep up with peers. These behaviors align with UGT's concept of actively seeking content that provides gratification.

In the context of your research, UGT can help explain why students are drawn to Netflix. Whether it's to relax, escape reality, or connect with others through shared viewing experiences, students find specific satisfactions in their media consumption. The theory also sheds light on the social effects of Netflix viewing, as students may form or deepen friendships through shared media experiences. As they continue watching content that aligns with their interests, they are also engaging in social behaviors that influence their social interactions and leisure activities.

SOCIAL COGNITIVE THEORY

Social Cognitive Theory (SCT)*, developed by Albert Bandura in the 1960s, focuses on how individuals learn and model behaviors by observing others. The theory emphasizes the importance of cognitive processes in understanding how people acquire new behaviors, particularly through observational learning, imitation, and modeling. It suggests that learning occurs in a social context, even without direct reinforcement. The theory identifies three key elements: personal factors (such as cognitive, affective, and biological events), behavior (which includes responses to observed events), and environmental factors (which include external influences and the social environment). This interaction between personal, behavioral, and environmental factors is known as reciprocal determinism.

The impact of Netflix on students' leisure activities and social habits, Social Cognitive Theory provides valuable insight into how students adopt viewing behaviors and social habits through exposure to media content. According to social cognitive theory, students are likely to observe and model behaviors they see on Netflix, such as the way

characters interact, cope with stress, or navigate social situations. These behaviors can then influence the students' own social habits and leisure activities. For example, students might model certain social behaviors, such as having deep conversations with friends about TV shows or organizing social events like watch parties, after observing similar behaviors on Netflix. The theory also helps explain how students learn new behaviors and perceptions related to leisure activities, often adopting what they see in the shows or films they watch.

Additionally, the theory explains the role of media in shaping student attitudes and behaviors, as Netflix provides both a platform for entertainment and a means to observe and engage in various social situations. By watching how characters in shows form relationships, handle challenges, or live in certain environments, students may incorporate these lessons into their own lives, either adopting new attitudes or behaviors that influence their social interactions. For instance, watching binge-worthy series or dramas can shape how students view social interactions, leisure activities, or even their own emotional responses to everyday situations. The theory's focus on observational learning is significant in understanding how media, like Netflix, can become a tool for learning social and behavioral patterns.

Social cognitive theory is helpful in understanding how students, through their engagement with streaming platforms like Netflix, learn from media content and incorporate it into their personal and social lives. The interaction of cognitive, behavioral, and environmental factors makes Netflix not just a source of entertainment, but also a platform for students to observe, imitate, and model behaviors that affect their leisure activities and social habits.

CULTIVATION THEORY

The theory was proposed by Gerbner and his associates in 1976. It argues that television plays an extremely important role in how people view their world. The theory posits that prolonged exposure to media, especially television, can shape how viewers perceive reality. According to Gerbner, media cultivates attitudes and beliefs that are consistent with the messages portrayed in media content, particularly in relation to social norms, values, and expectations. Cultivation Theory suggests that heavy media consumption leads individuals to adopt a worldview that mirrors the portrayals and messages they regularly encounter on screen. Essentially, the more media content someone consumes, the more they are "cultivated" to view the world in ways that reflect the media's depiction.

This theory offers insights into how long-term exposure to streaming content(Netflix) can influence the way students view social norms and their own behaviors. For example, students who frequently watch Netflix may begin to view certain lifestyle choices or behaviors portrayed in shows—such as certain ways of interacting with friends, handling relationships, or managing personal stress—as the norm. Over time, these portrayals may shape their own social habits and leisure activities. For instance, a student who regularly watches shows with group social activities or friends gathering to watch television together may come to view this as an ideal way to spend free time and may start organizing similar activities with peers.

Additionally, Cultivation Theory explains how Netflix can influence students' expectations regarding social relationships, lifestyle choices, and even emotional responses. If Netflix content repeatedly shows characters with a particular type of lifestyle, students may come to expect that lifestyle as a norm and may model their own behavior after it. The idea of "binge-watching" itself, which has become popular due to streaming platforms, may also be seen as a cultivated behavior, where students are influenced to watch multiple episodes or entire seasons in one sitting, despite the potential negative effects on their physical and mental health.

Over time, as students continually watch and absorb the content provided by Netflix, they may begin to internalize these behaviors and habits as part of their own social lives. This is where the cultivation process occurs—the consistent exposure to Netflix content molds their perceptions of leisure and social habits. For example, students may see binge-watching as a regular activity or adopt the social dynamics portrayed in shows as part of their interactions with friends, contributing to the shaping of their leisure activities.

The theory provides an understanding of how long-term consumption of streaming platforms like Netflix can cultivate certain social habits and leisure behaviors in students. By consistently exposing students to particular behaviors, attitudes, and lifestyles, Netflix can influence how students perceive the world around them and mold their personal and social lives accordingly.

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter outlines the methodology used to carry out his study. The chapter is organised according to the following headlines: research design, study population, sample size and sampling methods, research instruments, instruments validity, method of data collection, and method of data analysis.

3.1 Research Design

This study utilizes the survey research design. A survey is a study of characteristics of a sample through questioning that enables one to make generalizations concerning the population under study. It is a method used in the study of attitudinal and behavioural trends including studies on mass media usage / exposure patterns of different age groups.

According to Asemah (2012), the survey research technique is a method of collecting and analyzing social data via highly structured interviews or questionnaires, in order to obtain information from a large number of respondents presumed to be representative of a specific population.

3.2 Population of the study

A population refers to the entire group of individuals, objects, or events that share at least one characteristic of interest to the researcher, and that are being studied. Kumar (2014) defines population of the study as the total set of individuals, objects, or even having some common characteristics of interest to the researcher, and from which the study sample is drawn.

The population of this study will be Nigerians undergraduate students of the University of Benin Ekehuan Campus (UNIBEN).

University of Benin was chosen by this researcher over other universities with similar structures, traits and advantages due mainly to cost and proximity considerations. It is believed that the data generated from this study will provide answers to the research questions posed earlier.

3.3 Sample Size

Sample size refers to the number of individuals or units included in a sample, and is determined by various factors such as the desired level of precision, the variability in the population, and the level of confidence or significance.

Obaja (2003, p.5) asserts that sampling selection of some members or elements from a population for actual investigation and study.

However, since it is impracticable to study the entire elements in the population, it is necessary to draw a sample size from the population. The researcher took 10% of the students as the sample size.

N = number of people in the population

$$10/x = 100\%/1771\%$$

$$10/x = 1771/100$$

$$x = 177.1$$

$$= 177$$

After calculating by percentage, 10% of the population is determined to be 177.

3.4 Sample Techniques

The sampling technique employed for this research is the stratified random sampling technique. This method according to (Asemah, Gujbawu, Ekhareafo, Okpanachi, 2012, p. 227) involves the division of the sampling frame into homogeneous groups in order to ensure that the sample is truly representative.

As a result of this, the departments on the campus were divided into three strata comprising students from Mass Communication, Theatre Art and Fine Applied Art . Therefore, 177 questionnaires in all will be given to students in mass communication, Theatre Art and Fine and Applied Art.

This ensures that each stratum (level) is represented according to its proportion in the overall population, creating an even distribution in the selection of respondents for the study.

3.5 Instrument for Data collection

The instrument of data collection for this research is questionnaire. In order to accomplish a research objective, respond to research questions, and validate or reject any hypotheses that may exist, a questionnaire is a set of items or statements that are used to gather data in a survey.

For the success of this research and in order to make respondents express their thoughts, opinions, views freely without intimidation and restrictions the use of questionnaire was adopted.

The questions were outlined in line with the research questions the research seeks to answer.

3.6 Method of Data Administration

This refers to how the questionnaires would be administered in this study for the basis of gaining first-hand and unbiased information.

The data was administered through the distribution of questionnaires in an online Google form for wider reach of the students. After which the data would be compiled by the researcher.

3.7 Validity Of Research Instrument

to Okwechim (2011), Validity refers to the degree to which a test or research instrument measures what it claims to measure. A measure is reliable if it consistently gives the same answer. It is therefore a quality of a measure being dependable, stable, and consistent over time.

As a validity test, the instrument was subjected to face validation to ensure that the questionnaire was capable of eliciting appropriate information or data required for the study; this was done by the research supervisor.

3.8 Method of Data Analysis

The data of this study were analyzed using a presentation in a table with percentage. The use of tables with percentages allowed for easy analysis of figures, easy comparison of data, and a consistent manner that goes with using tables for presenting data (Ohaja, 2003). The method of data presentation was quantitative. The quantitative method of data analysis involves the presentation of statistics to confirm or invalidate the researcher's theses and answer whatever questions he has posed.

The tables, which have titles, include columns, rows, and figures and clearly delineate to avoid confusion of data presented. The tables also aided the explanation of the analysis and enhanced the presentation of double-option responses.

