

Netflix use during Covid crisis

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Received date: **October 29, 2024**; Accepted date: **November 04, 2024**; Published date: **November 30, 2024**

Citation: Mita Ghosh, Netflix use during Covid crisis, **Compulsive Habits Treatment and Recovery** vol 1(1). DOI: 10.9567/ISSN.2024/WSJ.92

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Method and Design

The term research methodology is the systematic process that can help to solve the research problem. To conduct this research, this study will use a mixed-method research approach to collect data regarding the increase in Netflix account purchase decisions during the COVID-19 pandemic. This mixed method combines the quantitative survey and qualitative secondary thematic analysis. According to Wipulanusat *et al.* (2020), the method of study encompasses the entire research process, from theoretical underpinning to data collecting and analysis. This research method will help to understand the research problem. This study will use the hypothesis testing research methods that is the statistical process. The efficacy of this statistical process can avoid incorrect conclusions and decisions. This study will use a random sampling method and these statistical tools will help to measure the hypothesis test. A research design helps in generalising results when cautious in population definition, sample selection, and statistical analysis (Pandey & Pandey, 2021). The significance of this research approach is to collect data based on participants' experiences and perspectives on Netflix usage during the Covid crisis. This research will collect data from 100 participants and the age would be above 18 years old as well as who would be native English speakers. This age range would be selected to reduce the potential confusion which is related to the developmental differences in language processing. Again, this study will collect data from diverse socio-economic backgrounds and participants who can ensure the generalizability of findings. By collecting data from this population, it would be helpful for the researcher to understand the syntax across a vast range of demographics who have purchased Netflix accounts during the COVID-19 pandemic. In addition, the language proficiency test would verify participants' language background, which can help meet the criteria for native English speakers. On the other hand, this study will exclude those participants who do not use Netflix, and who have language, inconsistency responses.

Design

This stimulation will be incorporated based on the survey questionnaires and these surveys include closed-ended questions. This quantitative data collection process will present the pattern of Netflix usage such as frequency, types, changing habits, and more. Quantitative research is a methodical, objective, and deductive approach to problem-solving (Mohajan, 2020). These quantitative survey questions will design Netflix usage behaviour. This quantitative research method deals with the research objectives that include statistical and numerical data collection through the survey. This variable would be manipulated and controlled based on the quantitative research. This variable will be manipulated to examine the cause-effect relationship and carry out comparative analysis or interventional analysis within a particular population. On the other hand, this quantitative research method deals with variables, and as per the requirement that can impact the research study. Effective data gathering starts with a research plan that provides practical and theoretical insights. Research designs use bridge principles to convert empirical features to theoretical notions, ensuring validity (Pesämaa *et al.*, 2021). On the other hand, whenever the hypothesis is true, it can create a big difference in how well people can understand and how they respond in situations where the complexity of the syntax is changed. Again, this hypothesis cannot be approved whenever there are no significant changes between the conditions. The significance of counterbalancing can address and deal with the effects and possible biases. By reducing the limitation of confounding factors, it controls the internal validity of the study. In addition, participants' comprehension may depend on their language, socio-cultural background, mental resources, and more. The effectiveness of these variability can change the outcomes which can confirm or disprove threats. Furthermore, the statistical test can differentiate the difference in how these circumstances can prevent the important factors while presenting clear effects. Again, the randomization and counterbalancing can

produce challenges throughout the experimental circumstances.

Procedure

This study will collect data from the online survey among 100 participants by assessing Netflix usage patterns before and during COVID-19. This procedure can help to collect accurate and relevant data regarding the research topic which is based on the participant's own experience. On the other hand, this study will conduct a thematic analysis based on the research objectives and collect information from online sources.

Results

This study will use Statistical Package for the Social Sciences (SPSS) software tools for analysing this data. To help visualise data, SPSS has several graphing methods in the graph menu, and it also has chart design tools to make it even easier (Abbasnasab Sardareh, Brown & Denny, 2021). This software tool will help to investigate the primary data regarding the use of Netflix before and during COVID-19. The hypothesis test indicates that there is a significant difference in either the level of understanding or response time. It is the result that can be confirmed based on the hypothesis. This hypothesis result will show a significant increase in the use of Netflix during the pandemic compared to the pre-pandemic. According to Nayak & Singh (2021), the purpose of hypothesis testing is to determine the validity of a statement. On the other hand, the disconfirmation results will manifest there are no significant changes in the decreased use of Netflix during the pandemic. Again, the qualitative result will indicate the themes that decrease the interest in streaming due to financial issues, screen time, increased stress, uncertainty, and more. On the other hand, the contribution of the interpretation result will involve examining the effect size. For example, participants' language proficiency, cognitive skills, and more are related to the interpretation of the result. On the other hand, this study will recognise the potential challenges that will interpret the results. For example, people have different language proficiency, and cognitive skills among participants which will introduce variability in their comprehension performance. Again, unexpected findings can arise due to the factors that will not control this study design. Addressing these challenges will involve considering the limitations of the study as well as discussing potential effects for further research.

Analysis, Significance, and Conclusion

By understanding the usage patterns of Netflix before and during the COVID-19 pandemic. By using the quantitative data collection method which will provide a strong experimental method this study aims to provide new insights regarding the topic of usage of Netflix before and during the pandemic. Addressing the research limitations of

the previous studies will make the current research. Whenever the previous research has created a connection between synaptic complexity as well as comprehension based on the number of studies that relied on observational correlational methods. It has also reduced the ability to make the causal conclusion for research. By implementing the experimental manipulation of syntactic structure, this study will provide a stronger strategy for investing in the causal relationship between synaptic complexity and comprehension (Rahman, 2020). On the other hand, this research finding has a number of effects regarding the theoretical framework for usage the Netflix before and during the pandemic. The efficacy of this hypothesis will provide empirical support for this study. As a result, it can contribute to the development of cognitive methods for language processing. Furthermore, the identification of the particular syntactic features that can impact the comprehension may inform language learning and intervention strategies. For example, it helps to understand the syntactic structures that may present a greater challenge for comprehension. By using qualitative and quantitative data collection methods, this study will provide a holistic approach to language, individual preferences, media consumption habits, and more. Quantitative data is data that is based on numbers, can be counted, or can be measured. Interpretation is the foundation of qualitative data, which is descriptive and pertains to language. It can determine how many, how much, or how frequently something occurs by using quantitative data. It can have a better understanding of the why, how, or what happened behind specific behaviors with the assistance of qualitative data. Again, it will provide the insight that will be gained from the research that may have applications in the clinical environment. Again, the significance of this research process lies in its possibility to address the basic questions regarding the use of Netflix pre and during the COVID-19 pandemic. In essence, funding agencies will be interested in supporting this research due to its potential to advance theoretical understanding (Rahman, 2020). It will improve the practical outcomes which are related to language proficiency. Again, the result of this study is probably interesting to researchers, educators, and practitioners in linguistics, psychology, education, and speech-language pathology. By sharing the results in peer-reviewed journals, it will help to enhance the dissemination of knowledge across the academic community which will also promote discussion among scholars studying language processing and comprehension.

Conclusion

This study has concluded that the proposed research will present a valuable contribution to understanding the use of Netflix pre and during of COVID-19 pandemic. It will provide in-depth insight into how the Covid-19 pandemic increased the usage patterns of individuals. By using experimental methods and strong statistical analysis, this

study will explain the tools that can support this argument. Moreover, the findings of this research have the potential effects for understanding the theoretical model for language processing. It will improve the outcome for people with language-related difficulties.

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