

LET'S TALK SERIES: BINGE-WATCHING VS. MARATHON. THE DUALITY IN THE CONSUMPTION OF EPISODES FROM THE GROUNDED THEORY

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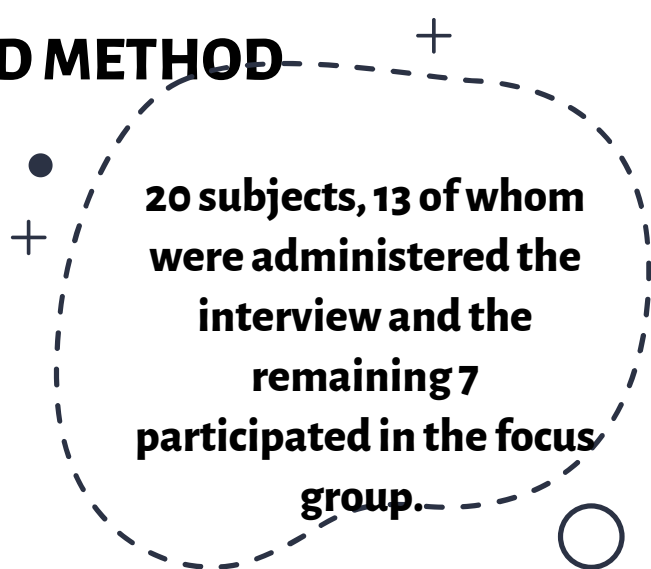
INTRODUCTION

Binge-watching refers to the consecutive viewing of episodes of a fictional series, usually of the drama genre, in a single session.

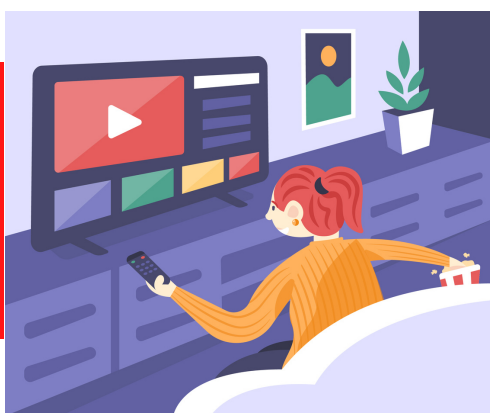
The digitisation of audiovisual content and its easy accessibility have made this context possible.

May spend too much time viewing, which can lead to wasted time, poor personal hygiene or eating habits, and even harm their social relationships.

OBJECTS AND METHOD



Be a user of an online video platform



Have watched a full season of a fiction series in the last six months.

CONCLUSIONS

Two distinct manifestations emerge which, even with the same number of chapters viewed during the same session, start from different motivations, provoke different experiences and result in different effects.

The unit of viewing is each individual episode, which is linked to the next by the curiosity of the plot and the attractiveness of the protagonists, to whom binge-viewers develop strong attachments.

The negative physical effects of unplanned marathon running are remarkable. It is sedentary, it is linked to unhealthy eating habits, and it is often done at the cost of lost sleep.

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