

## **List of appendices**

Appendix no. 1: Interview guide (list)

Appendix no. 2: Interview with Diana (transcript)

Appendix no. 3: Interview with Bethany (transcript)

Appendix no. 4: Interview with Tina (transcript)

Appendix no. 5: Interview with Julia (transcript)

Appendix no. 6: Interview with Kayla (transcript)

Appendix no. 7: Interview with Simon (transcript)

Appendix no. 8: Interview with Emma (transcript)

Appendix no. 9: Interview with Henry (transcript)

## **Appendix no. 1: Interview guide (list)**

### **Binge-watching**

- Do you know what the term binge-watching means? If yes, could you explain it to me please?
- What are the first three associations that come to your mind when you think of this activity?
- How often do you binge watch? How much do you usually watch in one sitting?
- When you binge watch, what does it feel like? Can you compare it to some other activity or media?

### **Technological gratifications**

- Most of the time, is your binge-watching planned or does it happen by accident?
- Do you feel like the streaming platform itself encourages you to binge-watch?
- How carefully do you choose your content? Do you ever binge-watch anything just for the sake of binge-watching?
- For you, is binge-watching more satisfying than watching TV? Why/Why not?

### **Psychological gratifications**

- Normally, when you log into your streaming platform account, what do you expect? What do you want to feel or achieve?
- Do you think your binge watching habit affects your social life? How?
- Do you ever binge watch to escape reality? Is that a common motivation for you?
- When you're really enjoying a show, is it easy for you to stop watching? Or can it be really difficult?

## Appendix no. 2: Interview with Diana (transcript)

- Interviewer : Okay, so the goal of this interview is to find out why you binge-watch and how it makes you feel. So to start with, I would like to ask you this question. Do you know what the term binge watching means?
- Diana: Yes, I do. It's like when you sit down and you open Netflix, for example, and then you can stop. And so you pretty much watch the whole season or series all at once.
- Interviewer : Yeah, that's about it. Binge-watching is consumption of several episodes of a television series in one sitting. There are several different definitions, but binge-watching usually entails watching 2 or more episodes of a show. Okay, so what are the first three associations that come to your mind when you think of this activity?
- Diana: Only three words?
- Interviewer: Yeah.
- Diana: Bed, tea, series?
- Interviewer : Okay, sure, why not. And will you please tell me how often do you binge-watch and how much do you normally watch in one sitting? What does your binge watching look like normally?
- Diana: I mean, it really depends. So one time it can be like four episodes per day, if I'm sure I don't have anything else on my list, like daily schedule, so I can watch like four episodes in a row. But, um, if we're talking about two episodes, it can be just before going to bed, I can watch two, maybe three episodes if they're short of a show, which is also called binge watching, as I just found out. Um, yeah. So I, if binge watch, probably I specifically say that today is the day of Netflix or any other series if I'm watching this and I'm just watching it and I'm trying not to, um, be mean to myself saying that it's too much of, like, you're wasting your time. You just want to rest and that's fine. So you can spend this whole day just watching the series.
- Interviewer: So for you, if you only watch three episodes or four, it's not really, binge-watching in your mind?
- Diana: I mean, two is not binge watching in my mind. Three is probably that limit. So I guess four is definitely binge-watching. And of course that depends on the show. So like, if it's just 20 minutes, I would say 2 episodes it's fine. Cause it's not even the whole hour, just 40 minutes. And uh, if it's like one hour show, then of course watching four episodes is like a half a day.
- Interviewer : And so when you binge watch, what does it feel like? Can you compare it to some other media or some other activity?
- Diana: Definitely not, because I can not read for four hours. I would never, I would quit after first hour and I will be making myself read even in this first hour. Um, so what can I compare it to? I mean, like maybe some kind of hobby, which I used to have in the childhood. Now I don't. So like a real hobby when I was completely into and I was in this hobby flow and I couldn't do anything else but craft, like drawing, whatever. Um, as for right now, I don't know, actually like nothing else grabs my attention so well like a series does. I mean,

of course it depends how good this series is, because if it's a terrible one and I don't want to watch it, like, what's the point? Uh, I mean, I'm gonna be on my phone while watching the series and everything.

Interviewer: That's very interesting. So when you normally binge-watch, is it planned or it just kind of happens by accident? Or do you plan to spend a day binge-watching?

Diana: Well, um, so like, based on the definition you've given me that binge-watching is just two episodes or more, then it happens quite often as it turns out. But if we're talking about longer, like let's say three hours, it has to be probably planned or like my day was going very bad and I wanted to comfort myself with watching the episodes of something, and it turns out to be three episodes because I have a bad day, so I can allow myself to watch something rather than make myself do things that would bring me back to my awful day.

Interviewer : But if you have a great day, you do not binge-watch?

Diana: Definitely not. Yeah. Maximum could be like a short, short time, the end of the day, just before going to bed instead of reading books.

Interviewer : Interesting.

Interviewer : Uh, and do you feel like the streaming platform itself encourages you to binge watch?

Diana: Maybe the thing that I'm paying for it, it does because I'm such a greedy person and sometimes it's like, okay, I've paid my money. So yeah, I have to come back and open it once again and explore. Maybe there's some opportunities for me or I paid for it and I haven't watched anything this month, so it's kind of useless. So maybe I should catch up on those 10 bucks, right? Um, otherwise I don't think that like, that it's so interactive or user-friendly that it makes me watch stuff. It makes me want to explore it, like, especially if we're looking at Netflix. You can click on those, um, those different buttons and see what's happening. And then it's all user-friendly and all the trailers are coming up easily to you. But it's not like it makes me watch it if I don't want to.

Interviewer: And how carefully do you choose your shows? Do you ever binge-watch anything just for the sake of binge-watching?

Diana: No. I would say I choose them pretty carefully, or I have friends who can suggest series to me. And I usually ask them for their opinions. Uh, but, um, otherwise I think I'm quite careful at choosing the shows I watch. It's not like I, you know, I'm about to go to bed and then I want to explore how frogs are born and I can watch pretty much every single episode on that topic. Not really. So I watch something that has been either recommended, or I have heard good reviews about it from all over the internet, or I just want to be in the mainstream, when everyone is talking about this trendy show. And I want to see it

Interviewer : Yeah, of course. And for you, is binge watching more satisfying than watching TV? Why or why not?

Diana: Of course it depends on the show. It highly depends on the show. If there is a good show on TV, um, that would be an option, but it's like rarely. Or during the last couple of years, it's never been that, that the show has been good on

TV and I decided to choose that. If I'm not using the streaming platform itself, I would just Google and see this show somewhere online. So like I never turn on TV. I don't even remember holding the, um, remote control in my hands for the past four years maybe.

Interviewer : And can you think of any way in which TV is better than streaming platforms? For your personally?

Diana : For me personally, because I was thinking about like different age groups, um, how is it better? Well, it's like always available. At least it was in my childhood. So you come home, you don't have to open the laptop, but you just click one button and there it is. As for now, the benefit. Sometimes you can laugh at things on TV because you don't get a chance to watch that much advertisement on, on streaming platforms, uh, or on YouTube. And, uh, it's funny. Some shows there are funny because yeah, that's kind of the television. They need to hold people's attention.

Interviewer: Yeah. Yeah. I think you're right. There's really like no ads on streaming platforms at all, but usually it's like a good thing for many people.

Diana : Yeah, not like, I'm anticipating to see an advertisement. No, but just in case that, I mean, if there was a benefit than, yeah. That's like the only one, I don't think there are any, actually any benefits of watching TV.

Interviewer: That's interesting. Um, so now let's go back to the streaming platforms. So when you log into your streaming platform, what do you expect? What do you want to feel or achieve?

Diana : If anything, I just want to rest and I want this to grab my attention and completely like, um, absorb me so that I won't be in my normal reality, but in a reality with my favorite actors or movie characters, whatever. Um, what did I expect to see? Hmm. Like, just that I'm taken out of my reality. And that something really grabs my attention or like, of course, if I'm already very much into the characters, into the show, into the whole, um, like plot, I want to see what's happening there. So I'm highly involved and I want to see what's happening next. So that's it.

Interviewer: So from what you just said, can we say that your biggest reason to do it is to kinda like hide from the real world and to go a different one?

Diana : Not like I'm hiding from it. I am aware I'm in different reality, or at least I try to remind myself about that, but I just want the TV series to be that interactive and that interesting that I don't have to think for one hour about my reality. Like I know I'm here. I know I'm not in the movie itself, but it's good that it grabs my attention. I like the way that I'm sure something can grab my attention so well. So like, I understand that books will not, that just like maybe a hobby would not, or listening to a podcast, or going outside. It's still like the same reality, but when I'm watching it, I like, I'm sure if I go to Netflix, I will be absorbed. And that's a good feeling to have, that's like something definite, it's something constant.

Interviewer: And do you think your binge watching habit affects your social life?

Diana : It's really hard to say in terms of the current situation we're in, like the quarantine and all the lockdown measures because, I mean, definitely 100% when I was having a more active life, when I was actually going outside and doing things outside and interacting with people, um, I was not watching that

much of any TV shows or any series or anything. And I was not even subscribed to any streaming platform.

- Interviewer: Oh really? So since when are you on the streaming platforms?
- Diana : Since March, 2020.
- Interviewer: So you signed up right after everything closed down, basically.
- Diana : Yeah. Yeah. So you knew you don't want to be in this reality, so to kind of get away from it.
- Interviewer : So do you feel like if you could, you would be more social if you didn't watch? Or it kind of replaces your social life in a way?
- Diana : It doesn't replace my social life or it doesn't replace the need for it. So like, I still feel like I don't have enough social interactions and I don't meet a lot of new people or any new people, and I really like that. And if the situation or the conditions were different, I'm sure I wouldn't be watching so much, um, of the series. So just, you know, that's like something to substitute, in the conditions we are given.
- Interviewer : Great, I've got one last question. When you're really enjoying the show, is it easy for you to stop watching or can be really difficult?
- Diana : It can be really difficult. It's even more difficult to, you know, get out of the reality of the show. So you're so engaged, you're so involved. You're so into it, that then you open your eyes. You're not there. And that's weird because you have the feeling that you were actually in that movie, like you're dreaming and you're near the character and you can see that with your own eyes. Um, so of course it's hard to get back and to stop watching it. Um, it's different because yeah, of course, if you've been watching it for 20 minutes, you can tell yourself, Oh, 20 minutes have passed and there, there it is. You have to come back. And so it's not that absorbing, but if the show has been there for like three hours and you're actually binge-watching something, yeah, you're so much into it that you can't really stop. Or you have to make yourself stop and you're physically not able to continue watching. I mean, at some point you stop. Yeah. Because it's still your, your mind is so, um, I dunno, I can't even explain it. So like, you're physically unable to watch more because you don't feel like you're in the right place. Like your mind is there, but you're physically here. And at the same time, like, you can't really think properly. All you're thinking about is that series or the ending, how the plot will evolve or something. So you can't actually focus on what's happening around you. And that becomes a problem. And you just don't want to do it again.

### **Appendix no. 3: Interview with Bethany (transcript)**

- Interviewer : So the goal of this interview is to learn why you binge watching and how you feel when you binge watch. So to start with, I would like to ask you if you know what the term binge-watching means. Could you explain it to me if you do?
- Bethany: I think I do know what it means. It's like watching many episodes of your favorite series and just watching it very fast. And one after another.
- Interviewer : Yeah, that's right. So binge watching is basically consumption of several episodes of a television series in one sitting. And could you please tell me,

what are the first three associations, the three words that come to your mind when you think of this activity?

Bethany: Um, three words that come to my mind when you say binge watching? Netflix, series, episode.

Interviewer: Ok, great. And how often do you do binge watch and how much do you normally watch in one sitting?

Bethany: Well, I don't know if I can say that I binge-watch a lot in the sense that we discussed. I try not to watch series in my free time because I feel like I spent a lot of time with my computer when I do some school stuff or work. So when I have free time and I don't have to do school or work, I try to go out, or read, or do just something else then using the computer. But what I sometimes do, I watch videos or series when I work, and I guess you could say that it's binge-watching. Like, last time I watched Unorthodox series and it has three or four episodes, and I watched it all in one sitting. But that's because I have like seven or eight hours of work so I can watch seven or eight hours of series. But yeah, I don't know if that's binge watching because it's not like in my free time.

Interviewer : Ok, so you basically do not binge watch in your free time.

Bethany : I think I wouldn't watch the whole series if I didn't work at the same time.

Interviewer : Mm hmm. Do you think you would have watched it at all?

Bethany : Yeah. Yeah, I would. But not like in one sitting.

Interviewer: And have you always had this, like, mindset towards binge-watching or has it changed over time?

Bethany : Um, I would say I have never been a big binge watcher, but, uh, before corona, when there were more opportunities to, you know, go out, I think I spent less time on my computer, so I would sometimes watch a series in the evening, but not really often, not like every day or maybe not even every week. I think I had like periods of time when I watched a series, for example, I watched, um, The Gilmore Girls, which is a really long series. It has like five five seasons. And each season has maybe twenty, twenty five episodes. So I watch that and yeah I, I could watch three or four episodes in one sitting, but then when I finished watching it, I wouldn't watch any series for, I don't, know a month or two.

Interviewer : Uh, so when you binge watch what, what does it feel like? Can you compare it to some other activity or media?

Bethany : Oh, well, it definitely feels like I'm losing time. You know, I don't feel good about it when I know that, I don't know, I could sleep instead of watching this series or do something else. But, um, usually when I binge watch. it was it was like usually in the evening. So I started watching a series at, I don't know, eight o'clock, eight thirty and I would watch longer than I would usually stay awake, you know, like I would go to sleep between 10 or 11, but when I watched a series, I would go to sleep maybe at midnight. Mm hmm. So, yeah, it doesn't feel good.

Interviewer : So would you say it was a bad habit that you wanted to get rid of?

Bethany : Not really. I knew that this wasn't something that I would do a lot, so I knew that I would finish the series and then I wouldn't watch another one for some

time. So I knew that it didn't feel good at the moment, but I didn't think it was a huge problem for me.

Interviewer: Yeah, of course. Ok, so most of the time, is your binge watching planned or did it happen by accident?

Bethany : Uh, well, so when I talked about binge watching or watching series while working, that's almost planned, I would say, because I know that I will work and I can watch something and feel like I'm doing two things at the same time. But, when I binge watch, in the typical sense, it's usually not planned, it happens by accident.

Interviewer : Yeah. So just started and couldn't stop

Bethany : Yeah. Yeah.

Interviewer : And do you ever, or have you ever felt like the streaming platform itself encourages you to binge watch?

Bethany : I think it does because it shows you the recommended movies or series that it thinks you will like or you will want to watch. But I don't think that it often shows something good for me. It doesn't usually show a good recommendation for me. So sometimes I, I wanted to, you know, watch something. So I try to look up something I could watch, but it wasn't good. Maybe I'm too picky. So sometimes I didn't even find anything that I would I would watch. Usually I watch something that's recommended to me by someone I know, by a friend. So that's the recommendation.

Interviewer: Yeah, not Netflix, but your friends. That makes sense. And so to tie up to that question and like the stuff you said now, how carefully do you choose your content? Do you ever binge watch just anything just for the sake of binge watching.

Bethany : No, I don't think so.

Interviewer: Even when you watch while working, you still try to choose a show that you would really like?

Bethany : Yeah. Yeah.

Interviewer: Ok, so would you say you're really watching or more like listening on the background?

Bethany : Something in between, maybe. I try to watch it, but I know that I don't have my full attention on my work and not on the series. So sometimes it's hard to watch the series while working because yeah, I don't give my full attention to it and I like, I lose the plotline. So I started in the past month or two, I started watching Bridgerton and the Crown. But I only saw the first episode of Bridgerton and the Crown maybe three or four. But then I stopped because I realized that I don't really know what it's about because I didn't pay attention to it.

Interviewer: Yeah, but you chose not to keep watching it in your free time and just gave it up?

Bethany : Yeah. For now I'm not saying that I will not watch it in the future. Maybe I will. But yeah, for now I stopped because I didn't know what I was watching really.

Interviewer: So like would you say you want to binge watch but only if...

Bethany : I really don't like feeling like I'm losing my time. So I usually don't binge watch in the sense that I would start watching something at 7:00 p.m. and watch for the next five or six hours I don't do that. Mm. I'm not saying I've never done that or that I will never do it again, but it's not something that I would do often or normally. Usually no.

Interviewer : So for you there are like more bad feelings about it than good ones.

Bethany : Yeah, definitely.

Interviewer : Ok, great. For you, is binge watching more satisfying than watching TV? Why or why not? How would you compare them?

Bethany : Well, I think that I only watch TV with my parents when I go home for the weekend. We sometimes watch something in the evening. Usually the, uh, program starts at eight, eight fifteen. So, um, I sometimes watch with them, but yeah I perceive binge watching, like something that you usually do alone. You don't have to do it alone, you can binge watch with a friend or boyfriend, I don't know, whoever. But you usually binge watch on your own. And maybe typically people binge watch on their own. I don't know. And watching TV for me, it's I know it's not a good way of spending time with your family, but it's still a way of spending your time with them, you know. So yeah, sometimes I watch TV with them on the weekends with my parents because I want to spend more time with them. And I know that if I wouldn't watch TV with them, it would only mean that we spend two less hours together. You know, and we don't see each other a lot during the day because they usually work or I also have things to do. So we only see each other in the evening. So we don't usually have a dinner together or sometimes we do, but we spend one or two hours together before the TV starts. And then sometimes we watch TV for another hour or two. But I wanted to say that watching TV is for me now, it's a way of spending time with my parents, but I don't think I would watch it without them, on my own.

Interviewer: So from from what I heard, like overall, you have more positive, outlook on TV than on binge watching? Just like the whole experience for you personally.

Bethany: Oh, I don't know. I wouldn't say it like this. Maybe I wouldn't say it's the opposite either. But I, I think it's just a bit different. But none of it is worse or better or sometimes when I watch a series, uh, it's something that I really want to watch and I and I really enjoy it. And when I watch something with my parents, maybe the content or the film or anything that's on TV, it's maybe not that interesting for me, but I I'm there with them just to be with them. But yeah. So it's just different. Yeah.

Interviewer : That makes sense. Totally. And now, to go back to the streaming platforms. Normally when you log into your streaming platform account, what do you expect? What do you want to feel or achieve, if anything?

Bethany : I guess I just want to find something to watch, or maybe I'm looking for something in particular.

Interviewer : Any particular emotion you know you are going to feel?

Bethany : I would like, maybe, to relax.

Interviewer : Yeah, of course.

Bethany : And watch something interesting, amusing.

Interviewer : Do you prefer fun content rather than dramatic content or you don't have any preference?

Bethany : I think I don't have any preference. I talked about Unorthodox, which is definitely not a comedy or very amusing content, and I liked it. Or it was, you know, interesting for me to watch. But I also talked about Gilmore Girls, which is really just something to relax, and to watch, and enjoy. And it's nothing too hard. Yeah, I don't think I have a preference. I watch both.

Interviewer : And I know you have said a few things about this before, but do you think binge watching habit affects your social life?

Bethany : I don't think it affects my social life because I think I really don't do it too often. I can imagine the person who binge watches five days a week, that probably has an effect on his life or social life. But yeah, I really don't think that I binge watch binge watch a lot. So I don't think it has an effect on my social life. Well, maybe it has an effect on my social life in the sense that sometimes, I don't know the series that people talk about. That's the only thing that comes to my mind.

Interviewer: But still, this is not enough of a reason for you to actually watch it and spend twenty hours of your life watching it?

Bethany : I remember around two years ago and everyone watched Game of Thrones, so I haven't watched it and I'm not planning on watching it. And everyone talks about it all the time. But I didn't feel feel bad for not not knowing what they're talking about because I knew that they would talk about it for a week or two or a month, but then they would stop. And of course it stopped.

Interviewer : So, like, you're not really afraid to miss out in that sense.

Bethany : No, no, I'm not.

Interviewer : All right. Yeah, that's actually one of the things we haven't spoken about yet. Do you ever binge watch to escape reality? And if so, is that a common motivation for you?

Bethany : No, I don't think I do that.

Interviewer: So you never seek that feeling of escape or it's not something on your mind?

Bethany : No. And if yes, then definitely not in binge watching. Yeah, as I as I told you, when I watch series, I usually do it in my work time and I don't think I would do it much in my free time.

Interviewer: Do you maybe feel like it sort of lets you escape the work that you don't want to do. That. dread.

Bethany : Yeah, yeah, that could be because I have a job that is, it can be interesting, but it's doing the same thing all the time. And this will sound weird, but it's maybe too easy, you know. It's so easy, so I don't know. I know I'm not more productive when I watch something working, but I feel a bit more productive. And I'm not saying it's good. Like, I feel better when I do two things at the same time. And so that's maybe that's the escape.

Interviewer: Yeah. That's quite interesting. And like when you're really enjoying the show, is it easy for you to stop watching or can be really difficult? Like try try to think of a show that you really enjoyed?

Bethany : Yeah, it's not always easy when I really enjoy it. And there's something, you know, dramatic and you want to know what's going to happen next. It's not easy to stop, but I mean, you have stop at some point. So. Yeah, but I don't have many of this experience. Of course it happens to me, but just a few times, I would say.

Interviewer: Um, do you feel like you're purposely trying to avoid this experience or just you don't care for it?

Bethany : Yeah, the second option for sure.

#### **Appendix no. 4: Interview with Tina (transcript)**

Interviewer: So the goal of this interview is to find out why you binge-watch and how will you feel when you do that. To start with, I would like to ask you if you know what the term binge-watching means, and if yes, could you explain it to me?

Tina: Oh yeah, of course. So for me binge-watching is mainly a lot of time spent, um, at my computer, usually watching shows or series . that are not that beneficial for me when it comes to my growth let's say. And, um, yeah, that's it.

Interviewer: Yeah, that's right. Binge-watching is basically the consumption of several episodes of a TV show or series in one sitting. And what are the first three associations or words that come to your mind when you think of this activity?

Tina: Okay. So for me, it's definitely Netflix. Um, Netflix, that'll be the first one. Then being lazy. Yeah. Laziness. And the last one would be unproductive.

Interviewer: Yeah. That makes sense. And could you tell me how often do you binge-watch and how much do you normally watch in one sitting?

Tina: Usually in case that there is, uh, there is like a good series, uh, it can happen to me, and I can have a binge, uh, approximately once per month. And by this, I mean, I'm spending like a whole day watching a series.

Interviewer: So you do not do it very often, but when you do, you watch a lot, is that what you mean?

Tina: Yeah, I would say like once a month? And it's like one whole day spent by, uh, one whole day spent by binge-watching.

Interviewer: Yeah. Okay. And when you do that, what does it feel like? Can you compare it to some other activity or media?

Tina: Yeah. Okay. Uh, so since I'm not doing it that often, it feels pretty relaxing and I don't feel that guilty, but I can imagine that people can feel guilty sometimes if, um, if they're being unproductive for a long, long time. Um, what can I compare it to? Hm. I don't know.

Interviewer: I mean, if there's nothing you can compare it to, that's totally fine. Uh, okay. And, uh, when you binge watch, is it usually planned or it's kind of an accident that just happens?

Tina: Um, most of the time it is planned because, um, I'm doing it through the weekend. I know I have a day off. Uh, so it cannot happen by accident.

Interviewer: Okay. So you never really stay up all night on a week day watching something?

Tina: Probably no.

Interviewer: And do you ever feel like the streaming platform itself encourages you to binge watch?

Tina: Oh, yeah, of course. I mean, uh, I would say Netflix is built that way to keep you on the platform. And, um, when one episode is over, you are served with another right away. So that helps us a lot to keep binge watching, I guess. Yeah.

Interviewer: And do you feel like it works on you this, like, those tricks?

Tina: Depends on the series. Like when there is a top tier series that I really enjoy, I want to see it anyway and in case it's not that good, I don't care about Netflix's algorithms and stuff. So I'd . just close it.

Interviewer: That makes sense. And so normally, how carefully do you choose your content? Do you ever watch just anything or do you want to watch a specific series?

Tina: Um, I would I'm choosing carefully what I'll be watching since it's a lot of time to spend on that. And I spend a lot of time choosing the content on the platform, just scrolling there, because there is so many things and so many options that you can choose from. Um, so I would say it's not very random. It's, uh, it's like a decision process going on there or something.

Interviewer: So when you have like a binge day planned, do you know what exactly you want to watch? Or you have the feeling like okay, I'd like to watch something and chill?

Tina: Okay. So I don't usually specify what shows, uh, maybe in case someone recommended me something, I'll look into it and see if it's good for me. But, uh, other than that, I don't really specify what kind of content I want to watch, but, uh, I usually have go-to types of shows and genres and stuff.

Interviewer: Okay. So like there's no one show, but you still kind of know what you want to watch?

Tina: Yeah, I would say so.

Interviewer: Um, great. For you personally, is binge watching more satisfying than watching TV? Like, do you ever watch TV?

Tina: So I don't have a TV. I don't watch TV at all. Maybe once per month when I'm at home with my mom. Um, and so I would say binge watching is much better since I can actually choose the content and I have my ad block on, so I don't have to watch like an hour of advertising. But the main thing for me is that I'm able to choose the content I want to watch. So for instance, I can watch documentaries and be kind of productive, or I can watch something relaxing, but it's my, decision to do it.

Interviewer: So for you, there's like no way in which TV is better than binge-watching?

Tina: No, not really.

Interviewer: Okay, let's go back to the streaming platforms. So usually when you log into your streaming platform account, what do you expect? Is there a particular feeling you want to experience? Is there something you want to achieve? If anything?

Tina: Hmm. So usually if I open my Netflix or HBO or whatever, I want to learn something new. I want to have a good experience by watching something. Some like good quality stuff, not just a random TV show about being too hard to handle or something. And yeah, so I would say, um, what I expect is, uh, great curated content.

Interviewer: So do you see it like art in a way, not just entertainment ?

Tina: Yeah, I would say definitely an art because, uh, I enjoy watching movies that are usually from like the top directors and stuff. So kind of an art, isn't it?

Interviewer: And do you ever watch many movies in a row? Do you ever binge movies?

Tina: Um, not that often, but it can happen that I actually watched several movies in a row, but it's pretty rare.

Interviewer: So do you feel like for you, you feel better after watching movies than, uh, shows ?

Tina: Um, it's hard to say because some of the series I feel like are, um, often made on a similar level and quality as movies, especially lately. So I would say there's not much difference. Yeah. If you choose carefully, then you can always find good content.

Interviewer: Yeah. Do you feel like your binge watching ever affects your social life in any way?

Tina: Oh yeah. Sometimes it can happen that, I'm being super introverted and I just want to stay home, watch Netflix and don't see anyone. But I wouldn't say that there is a huge impact on my social life because I don't see people any way.

Interviewer: Do you feel like if your mood is good, you'd rather go out and if it's not, you'd rather stay inside and bine-watch?

Tina: Um, I would say I can binge-watch in any mood, but, um, usually, when I'm in a good mood, I just want to go out and explore something rather than lying in bed and being alone.

Interviewer: Yeah, of course. And to tie up to that, do you ever binge watch to escape reality? Is that a common reason for you?

Tina: Of course, it's perfect! Like if you're in a bad mood or you just want to be alone and watch something for a few hours and rest, I guess. So it is sort of escaping reality thing as well.

Interviewer: If you are in a bad mood, is that your first choice of spending the day?

Tina: No, no, it's not. If I have a bad mood, I would rather go to the gym first and then maybe binge watch and rest. So like, if I don't have too much energy, but, it's like the second or third option on my list.

Interviewer: So if those two do not work, then you go to binge watching?

Tina: Yeah, I would say so.

Interviewer: Do you feel like the other ways are better for you, healthier?

Tina: Well, I mean, like gym just always works for me, so that's why it's my go-to.

Interviewer: And when you're really enjoying the show, is it easy for you to stop watching or it can be quite difficult?

Tina: So I don't binge-watch that often, so I would say if I really enjoy the show, I would rather just keep watching and finish it all at once in one sitting rather than stopping in, because yeah, it's pretty hard.

Interviewer: Do you think the reason why you don't watch that much is because you know that it's hard to stop? Or you just do not want to binge-watch at all?

Tina: I would say the first reason is that I don't want to waste time looking for the right series because I'm pretty picky. And the second reason is that I would rather try to read a book or something and do something productive.

Interviewer: So if you spend the whole day, just watching some stuff, you feel like your day has not been productive?

Tina: Yeah. I do feel unproductive while I'm watching some Netflix series or whatever, but, um, you don't have to be productive every day, so, it's fine every once in a while.

## **Appendix no. 5: Interview with Julia (transcript)**

Interviewer: The goal of this interview is to find out why you binge-watch and how you feel when you do it. So I would like to ask you if you know, what binge-watching watching is, and if yes, can you explain it to me please?

Julia: Yes. Um, as I understand, binge-watching watching is watching a TV show in big bulks, I guess, like a whole season, in a short period of time. And that's really the way I usually watch TV shows.

Interviewer: Yeah, that's perfect. Basically, binge-watching is consumption of several episodes of a series in one sitting. And what are the first three words that come to your mind when you think of this activity?

Julia: Relaxing, food, doing nothing.

Interviewer: Great! Could you tell me how often do you binge-watch and how much do you usually watch in one sitting?

Julia: I would say like six episodes, six 40-minute episodes per sitting. Um, if there's like a new TV show coming out and if it's interesting, it can be like a full season in one night.

Interviewer: In one night or in one day?

Julia: Um, you can start like, you know, after my Workday. So it would be like 8:00 PM and I will just keep watching until I finish.

Interviewer: Do you sometimes stay up all night?

Julia: Not often, but it happens. I watched Cable Girl recently and I did like seven or eight episodes or even more in one sitting.

Interviewer: Okay. And so when you you binge watch, what does it feel like? Can you compare it to some other activity or media maybe?

Julia: Um, I think when you binge-watch like the biggest feeling I have is just being fully consumed by that, that type of media, especially if the plot is super interesting. It's really hard to just say no and stop watching the show because you want to know what's going to happen next. Um, so it does give you a feeling of like a virtual reality. So I wouldn't even say it's like media it's more like an AR experience, I guess, like a computer game sometimes, especially if it's like a really engaging show. Um, on the other hand, sometimes if it's like a lighter show, it could feel more like a, you know, like when you're scrolling TikTok or Instagram Reels, and it's just like, you want to keep going, but it doesn't mean that doesn't mean it really consumes you, you're just stuck there for no particular reason, it's just because you're lazy and you're just so relaxed and you don't want to turn it off and do something else.

Interviewer: And usually is your binge-watching plan or it happens by accident?

Julia: It's usually planned. It's usually when I'm not busy, when I know that I'm going to have a day off and yeah, I just do it. Sometimes it may come unplanned, very rarely, but again, it has to be a free day. So it's still, there is some sort of plan into it. So, but if I know, for example, that like I'm making lunch and I want to watch one episode of a show and then it just gets me hooked and I'm like, okay, well I'll watch another episode. Well, okay. Maybe one more. And then it just goes on.

Interviewer: Yeah, right. Uh, and do you ever feel like the streaming platform itself encourages you to bring it?

Julia: Oh, absolutely. And I only use Netflix and the fact that next episode just automatically goes on. I mean, there are so many instances when I would be, um, like sitting and watching something, an episode of Criminal Minds or Gilmore Girls, and like Gilmore Girls, I've seen it so many times and I know every single episode. And so if the next one starts I'm like, oh yeah, I know this one is going to be good, let me just stay here.

Interviewer: Oh, so you rewatch old shows too?

Julia: Yeah.

Interviewer: That's interesting. Is there any reason why you do it?

Julia: I think it feels safe, especially I usually rewatch lighter shows like Friends or Gilmore Girls. Um, I also rewatched The Office. Um, yeah, so like something that I, I know what's going to happen, but it doesn't really matter because I just enjoy the show, the characters and the humor, I guess, in the shows, it's nice to even have it in the background. Um, yeah. And usually if I am watching it, it's like, I'm still doing something else. So like I'm either on my phone or I can be reading something. So I think it's a bit of a different binge watching than like starting a new show and actually being focused on it.

Interviewer: And how carefully do you choose your shows? Do you ever binge-watch anything just for the sake of watching something?

Julia: I think I'm very careful with selecting the new shows. It's like, if I am going to be spending so much time on it, because I know that if I start a show, I will binge-watch it, like there's no other way, so it has to be a good one. So I usually watch something that is recommended by my friends or roommates now. Or when I see my roommates watching something in our living room on TV, and if I enjoy the show, like I can be in the kitchen and I can hear it or see it. And so I'm like, Oh, okay, that looks interesting. So then I start watching it, but just like randomly finding something? No, never. I need some proof that it's going to be worth it.

Julia: Yeah, of course. And for you, is binge-watching more satisfying than watching TV?

Interviewer: What do you mean by watching TV?

Interviewer: Watching regular, scheduled TV.

Julia: Um, I would say yes, but it's the circumstances of where I'm at. Like, I haven't had a TV for over five years at this point. So when I was at school in Lithuania, I didn't have a TV. Um, then I would come back home. My parents are rarely home, so no one watches anything, like our cable broke years ago and no one ever fixed it. So, and the remote control has been lost for a year and a half. So we don't use the TV back home. We would just hook the computer to the TV and like watch a movie from a streaming service or some website. And right now I have Roku, which is technically like a smart TV and I do have cable, but it's only like the news. So there's really no other choice for me. And even with that, I think I would have preferred a streaming service because I'm watching what I want, what I, what I know, and whenever it's convenient for me, I don't have to adjust my schedule to the TV schedule.

Interviewer: So for you, there's really no way in which TV is better than binge-watching?

Julia: No.

Interviewer: Okay, all right. So normally when you log into your streaming platform account, what do you expect? Are you seeking a certain feeling?

Julia: I don't think I have any expectations about the feelings. I think I want to have a clear picture of what shows I'm watching. Um, I want a user-friendly interface. That's one thing. Um, I also, I appreciate good suggestions. I like having those trailers that are like already animated so I don't even have to go and like click on it. So I think I like to be properly informed. And from the shows, I think

just like a feeling of like escaping my own daily routine, relaxing, fully unwinding.

Interviewer: And do you think your binge-watching habit affects your social life in any way?

Julia: Maybe in a positive way, you know, it's like a good topic to discuss with people? I don't really, I don't usually sacrifice like going out to binge watching because I only watch something if I'm home and usually going out and meeting people, it's a priority.

Interviewer: And do you ever watch with someone else, like your friends?

Julia: Not really. I mean, I can discuss the show with a friend who I know has seen it or is watching it.

Interviewer: Okay. And do you ever binge watch to escape reality? I know you've touched upon this already. So is binge-watching your top choice when you want to escape reality?

Julia: Um, not always. Well, it does happen to me when I feel burnt out because I have a very busy schedule and like a lot of things which, um, like involve a lot of mental work. So whenever I want to fully escape everything that I have to think about, I just put on a TV show where it's like, I can watch someone else's life and not think of mine. But not always that, sometimes it's just like, I want to do something different, you know, and I want something going on, like some kinds of background noise, I guess. But I wouldn't say like escaping reality. It's just something, something interesting to do in the day. And, um, yeah, I would say that would be the main reason, to do something different and to do something just to relax, not, not necessarily escape from reality, but just to relax.

Interviewer: Yeah. Of course. And when you really enjoying the show, is it easy for you to stop watching or can be really difficult?

Julia: Can be really difficult.

Interviewer: How do you deal with that?

Julia: I mean, I just go with the flow. Like I will, I know my limits and I would say sometimes if I feel tired, I'll go to bed. If I, if I know that I don't have anything important going on in the morning, I'll just be watching through the night and I'll sleep until later. During the day, for example, I will only binge-watch if I can allow it today, if I don't have any meetings, I don't have any super important stuff to do. I will binge-watch and it has no effect on me, you know, it's like I could have been doing, I don't know, reading a book for a day or going for a walk. I'm just watching something, you know, I'm relaxing on my couch. So it's like, it doesn't have any really negative effects. Or maybe, I mean. Sometimes I can feel quite guilty about it. Like this Friday, I did tons of work and I was really tired. And I, I was initially planning to sit down and like write applications for internships, but in the back of my mind, I also knew that I can do it on the weekend or on Monday because I will have time. That's why I, when I started watching the show and like being on my computer, you know, playing a game, I could stop but I didn't want to stop because I just thought to myself, like, I can do these things later. Like, the applications and stuff, realistically. And still, I did feel guilty the next day, really guilty that I was like, I just wasted half of my day. But at the same time, I know that I also

spend a lot of energy on other things. So I guess people have to be a little more forgiving to themselves, especially if it's not like something critical because I know that if it was really critical, like if it had been critical for me to do those internships, I would've done them.

Interviewer: Yeah. Sure. I would also like to go back to one thing that you mentioned, you've said something about playing games, is that right? Is that something you do in your free time?

Julia: Yeah. Just one game, I play the Sims.

Interviewer: Oh, okay. And for you, is binge-watching similar to playing games in any way?

Julia: I think they are similar in a way of like escaping and fully unloading your mind. You don't really have to think about anything, but also I can only compare it to watching like an older show where I know what's going to happen there. Like you feel in control. The reason why I play the Sims, I don't really play for the gameplay of like the human life or whatever, but it's just like, I'm building things, creating things, just letting my creative potential to open up. And, um, I will, I usually do it and I have like a TV show that I know playing in the back. Kind of like in the background.

Interviewer: So it's common for you to play and watch at the same time?

Julia: Yes.

Interviewer: Is that how you watch old shows normally?

Julia: Yeah. I never watch watch an older show unless like, I haven't seen it for a whole while and I don't know what's going to happen, but usually I can rewatch show which I watched like only a year ago. It's just comforting, it feels safe.

Interviewer: Okay, and if that's what you seek from an old show, what do you seek from a new show? Anything in particular?

Julia: Yeah. I mean, for sure some excitement and something interesting, you know, it always has to be like either interesting plot twists or like an interesting idea that the show raises, so it's just something different. Yeah.

## **Appendix no. 6: Interview with Kayla (transcript)**

Interviewer: The purpose of this interview is to find out why you binge-watch and how you feel when you do it. So to start with, could you please tell me if you know what binge-watching is? If yes, how could you explain it to me?

Kayla: Mm. I think I know what it is. I know this concept as when you, uh, watch the whole TV series in one sitting, or maybe a few, like, episodes of a series in one night. That's what I consider binge-watching.

Interviewer: Yeah, that's right. Binge watching is consumption of several episodes of a TV show in one sitting. And what are the first three associations or words that come to your mind when you think of this activity?

Kayla: Netflix, TV series, free time.

Interviewer: Perfect. And could you tell me how often do you binge watch and how much do you normally watch in one sitting?

Kayla: Um, I used to binge watch almost every day, I would say, when I don't have a lot of work. So for example, now I'm writing my bachelor's thesis, so I don't have time for it, but when I only have my work and nothing else, I would say I watch three to four times a week, two or three episodes at once, sometimes more.

Interviewer: All right. Does it normally happen on weekdays or weekends?

Kayla: Both.

Interviewer: Do you ever watch more than that? Any extreme binge-watching experiences?

Kayla: So, I remember it to this day and like, back then, I had no idea that binge watching is a thing, or maybe at that time it didn't exist at all. But when I was teenager, maybe like 14 years old, I watched the Vampire Diaries and one night I was watching and watching and suddenly, like, the sun was rising. So I realized I watched through the whole night and I went to sleep at like five o'clock in the morning. It was only like once in my life and I never did this again, but yeah, sometimes I watch like four to five episodes when it's the weekend. I don't have to get up and go anywhere.

Interviewer: Yeah, I get it. Um, so when you binge watch, what does it feel like? Can you compare to any other activity or media?

Kayla: Um, when I binged watch Bridgerton, like maybe in, February, it was after a really long time that I binged-watched something because I had a lot of work to do, and I was really busy. So like I went a few months or at least few weeks without binge-watching. And when I was binge-watching Bridgerton, it was really exciting. And I remembered like how it makes up for the boring life we have right now. Like, I was completely satisfied with spending the night in and watching like a few episodes in one night. And it was really amazing and exciting. And, um, yeah, it was better than going somewhere for me at that moment and meet real people. So, yeah, I prefer it sometimes over going out with my friends.

Interviewer: And usually, is your binge-watching planned or it happens by accident? Like you only mean to watch maybe one episode.

Kayla: I would say both, sometimes I say to myself, I deserve to treat myself and like, when I know that on the weekend the weather is going to be bad, I'm just going to plan a binge-watch to have a nice day in, but sometimes I just plan to watch one episode and go to sleep. Like, for example, on work days. But when I watch something really exciting, I do maybe two, two and a half, three episodes.

Interviewer: So for you, it is like a treat.

Kayla: Yes. Exactly.

Interviewer: And do you ever feel like the streaming platform itself encourages you to binge-watch?

Kayla: Yeah, of course, like Netflix is, I guess, built that way that they want you to binge-watch because they release entire seasons at once and they play the

episodes one after another, without you needing to do anything. So I think Netflix definitely encourages it. And when I had HBO it, I remember it worked quite differently and I didn't like it. So I would say Netflix is encouraging the most.

- Interviewer: So you feel like those tricks work on you?
- Kayla: Yeah, definitely. Yeah, but I binged-watch even before I had Netflix, so I would say it works on me, but I think I would, uh, play the episodes even if it didn't start automatically, when it's a really good show.
- Interviewer: Hmm. So like, it's still your choice.
- Kayla: Yes, I would say so.
- Interviewer: And how carefully did you choose your content? Do you ever watch anything for the sake of watching?
- Kayla: No. This is something I never do. I usually spend a lot, like a lot of time when I want to watch something, but I don't have anything like in the middle, like when I finish something, then I either have to have something planned or I spend a lot of time choosing what to play. And sometimes I spend even like 30, 40 minutes browsing and I don't find anything. So I either go to YouTube or Instagram or just do something different because I get so frustrated that, like, I couldn't find anything because there's so many things.
- Interviewer: Would you say you have high standards? Do you only watch specific type of content? Or like, why do you think it takes you so long?
- Kayla: Mm, I usually don't want to commit to something that's really long, for example has like 10 seasons. So that's one thing. Second one is, I don't think I have like a good taste or anything, but I have some type of series that I like to watch or like something I've known about for a long time and I'm really looking forward when I get to it. But yeah, I don't know. I'm just indecisive, I guess.
- Interviewer: So in the end, what is the key criteria? Like when you make a choice, why do you choose that one and not something else?
- Kayla: I usually read the reviews and the ratings on ČSFD. So I don't like to watch something when I don't know how it's rated and what people say about it, because I don't want to watch anything that I might not like, and spend time on something I will not like, so for me, it takes so long because I'm like, I find it on Netflix usually, and then I look it up on Google and ČSFD to find the reviews. So it takes a really long time. And usually when the reviews are mixed, then it depends on whether I have the mood to watch this or that. So sometimes I wanna watch girly stuff or maybe a crime series, so it really depends.
- Interviewer: And do you always watch new shows, or you rewatch some old ones too?
- Kayla: Yes, I do, but only the really long ones and usually comedies that you can have on like when you cook or clean. So I don't rewatch anything intense, but like I rewatched, uh, Sex and the city, like four times, Gilmore girls, How I Met Your Mother, Big Bang Theory? Uh, maybe some other. So usually the ones that have many episodes and seasons, and you can just have them on any time,

anywhere, but not anything intense that I would have to focus on. I wouldn't rewatch anything and give my full focus to it for a second time.

Interviewer: And for a new show, do you just watch or can you do something else too?

Kayla: No, when I watch something new, I never do anything else. I do something else only with podcasts, but when I watch something, I only focus on it. So maybe that's why I'm not watching just anything, and I am really picky about it.

Interviewer: Hmm. That's very interesting. And for you personally, is binge-watching more satisfying than watching normal TV?

Kayla: I don't really watch much TV nowadays because I don't have a TV and I only watch TV with my mother. And then we usually go for something we both like, which is not maybe what I would go for when I'm alone. So I would say binge-watching is better for me right now, or I like it more because I get to choose what I watch. And when it's TV, I'm not the only one who's choosing. But, uh, when there is a really good movie, I enjoy it just the same as Netflix.

Interviewer: And is there any way for you that TV is better than streaming platforms and binge-watching? Can you think of anything at all?

Kayla: Yeah. Like it's better because there's not that much movies and series going on. So when something is on, I just play it and watch it without thinking about it really much. But when I'm on Netflix, I spend a lot of time like looking up reviews. So it's easier when you maybe don't have a lot of time and you wanna just, like when you're cooking or cleaning, you just put anything that's on TV. So I'm not that picky about movies and series in the television.

Interviewer: When you log into your streaming platform account, what do you expect? Is there any feeling you're seeking? Do you want to achieve anything?

Kayla: Um, when I'm logging in, I'm either looking forward to continue something what I'm watching right now, or I know that there is a big decision ahead of me and I have to choose like, from the bunch of stuff. So it's either the excitement of continuing something or like confusion, confusion about what I'm going to watch.

Interviewer: Mm. So you sometimes feel stressed when you open it?

Kayla: Yes, absolutely.

Interviewer: But even if it stresses you out, you still think it's worth it, spending so much time choosing what to watch? Although it stresses you out, you still don't try to choose faster.

Kayla: Yes. Yes. Sometimes, it ends up that I'm not watching anything. Like when it takes maybe more than five minutes, like 10, 20, 30, I know I'm not going to choose anything anymore. So it's a waste of time because either I go for anything that comes to me after 30 minutes of choosing and I just click it and like, okay, I'm going to watch this. I don't want be choosing anymore, but I, uh, turn it off after maybe two minutes because that's not what I want. That's not what I was feeling like. So usually, when it takes more time, it ends up that I'm not watching anything. I don't know why it happens to me, but like, if I'm coming to Netflix and I don't know what I want to watch, I usually don't watch

anything and go to a different platform. I don't know, it's like there so much to choose from that I just can't choose.

Interviewer: And, do you think your binge-watching habit affects your social life in any way?

Kayla: No. I think it did at some point of my life, but it was with only a few TV series. I can't remember which ones, but like I had a few ones that, for example, I remember I was with my friends playing board games somewhere and I got frustrated and I was wishing to be home and continuing this TV series. So yeah, I would say sometimes, not very often, but it happens to me that it has an impact on my social life.

Interviewer: And is there any good impact? It doesn't have to be negative, it can be both, it can be positive.

Kayla: Mm. I don't think I ever had positive impact on my social life with watching a TV series. A few negative ones, but not that much.

Interviewer: So when you want to leave your friends and go binge-watch, what do you feel? Why is it a negative experience? Because, you know, it's your choice, it doesn't necessarily have to be negative.

Kayla: Yeah. think like when I go home and I imagine like in 30 minutes I'll be watching the show, I kind of sometimes feel a little embarrassed that I left them. But it's nothing that I would consider seriously. I just sometimes felt weird and a little embarrassed when I thought this, but nothing serious.

Interviewer: But why do you think you feel embarrassed? Is there any particular reason you could point out?

Kayla: I think because we are always told since we are kids, like with your friends, it's supposed to be the best time of your life. Like the most important thing is to socialize and build connections with people. And like binge watching, it's not productive. It's just relaxing. So maybe sometimes you feel like you are overdoing it and you should be more productive in some way. And then being with friends is not productive either, but it's building good connections that we were told we should have for life. So maybe this is why it's embarrassing.

Interviewer: And do you ever binge watch to escape reality? Is that a common motivation for you?

Kayla: I would say yes, because usually after work, I really don't want to go to sleep unless I change my thoughts from the work to something different. So like, to be fully satisfied with the day, I want to have something from like another world than mine. So usually, it's a really good way for me to turn my brain off after work and after a whole day off doing something. So not really, like I hate my life and I don't want to be in it, so I'm going to binge-watch for the rest of my life, but to, like, escape, my thoughts before going to sleep and to calm down.

Interviewer: And if you have a happy fun day, do you still want to do it, or is it only on mundane or maybe sad days?

Kayla: No, I do it on happy days as well, because it's kind of my habit to watch something before I go to sleep, more than like reading books or just, I don't like to go to bed and go straight to sleep. I watch something every day, even if

it's like only for 10 minutes of something. I don't know why, but I just do it every night.

Interviewer: So for you, it's like a routine kind of thing as well?

Kayla: Exactly.

Interviewer: And, when you're really enjoying a show, is it easy for you to stop watching or can it be really hard? And how do you deal with it?

Kayla: When I really enjoy the show and I don't have to get up the next morning and do anything, I just watch till I'm absolutely like half asleep. And when it's on a work day and I'm watching something I really like, but it's not maybe built that way that like it has cliffhangers at the end, I don't have that much of a problem to go to sleep after one episode because I learned to value my sleep. So I usually go to sleep every day at the same time and especially on the work days. So on work days, I would say I can turn off anything. And on weekends, it's a little bit harder if I don't have to wake up early. It really depends on how much sleep I'm going to get that night.

## **Appendix no. 7: Interview with Simon (transcript)**

Interviewer: The purpose of this interview is to find out why you binge-watch and how you feel when you do it. So to begin with, I would like to ask you if you know, what binge watching is, and if yes, could you explain it to me please?

Simon: Uh, okay. I don't know the clinical definition, but I guess that's when you watch many episodes of TV show in a row, you don't sleep and you lose any contact with the real world, your friends and stuff, and yeah, that is just when you don't really control your consumption of Netflix content, sort of.

Interviewer: Yeah, basically, binge-watching is consumption of several episodes of a show or series in one sitting. But from what you said, do you feel like it has a negative connotation?

Simon: Um, I would say that it might have a negative feedback on your social life. However, it might also have a positive side, to have some rest, for example, or to have a mental break that might actually help people to find some balance when they are really stressed at work.

Interviewer: Yeah. It's true. And what are the first three words that come to your mind when you think of binge watching?

Simon: Netflix, night, TV shows.

Interviewer: Hmm. And you said night, do you usually binge watch at night? Is that common for you?

Simon: Actually it might start in the evening and then go till like three in the morning, I would say. But it does not really happen that much because unfortunately I do have a job. But, I used to binge watch, like till three, at least three in the morning.

Interviewer: Oh, is that how you binge-watch usually? Like, how often do you binge-watch and how much do you normally watch in one sitting?

Simon: Um, let me think. I would say that for me binge-watching happens approximately once in two months, I would say. So it's like one TV show that really hooks my attention, and I really try to finish it within one or two days.

Interviewer: So like how many hours can you watch at once?

Simon: Um, I would say from 12 to 15 episodes in a row, but like that would be watching TV shows and doing sometimes simultaneously. So like, I don't know, cleaning up or doing stretching, some work or I dunno, some routine stuff and then watching that on the background.

Interviewer: Uh, and so like, are those like one hour episodes or 30 minutes episodes? Just to clarify,

Simon: One hour or fifty minute episodes normally. I mean, it happens sometimes, for example, with Money Heist, I was in the UK and I didn't have a lot of work or studying to do. And especially one week I was really sick, so I just had to stay in my room and that show was something to entertain me. So why not?

Interviewer: Yeah, of course. So when you watch, what does it feel like? Like, can you compare it to any other activity, any other media or anything?

Simon: Um, at first it feels really satisfying and it feels like a new experience. Like you're going out with your friends to a new place, sort of like an activity, but then I would say like the last three episodes that you're watching do not really bring that much satisfaction anymore. However, you still keep doing it. But yeah, like the last episodes, they don't really bring that much joy because you already tired and you're probably falling asleep, and you don't really enjoy the process that much anymore. You just want to finish and to know what is actually happening at the end of the episode or season.

Interviewer: Yeah, same. Um, so usually is your binge-watching planned or it happens by accident?

Simon: I've never thought that you can plan a binge-watching session, but okay.

Interviewer: I mean, if you know a show came out and you know you want to see it, you might say, like, okay, I'm free on Saturday, I'll watch it all.

Simon: Uh, maybe, okay, if it is a show that I already started and that is like the fourth season or something, and I really know that I'm going to like it and I wanna watch it all and then discuss everything with my friends and stuff. So I would probably plan it ahead. Like, I dunno, like TV shows like Sex Education or something that everybody watches and I really enjoyed their previous content. I would say that when I know the date, I would actually plan that I'm going to watch it within one or two days. Yeah.

Interviewer: But it's not common?

Simon: Well, when I stumble across a new TV show, I'm not able to predict whether I'm going to like it so much that I'm going to binge-watch. But if that is something I binge-watched before, and there is a new season, so probably that's going to happen with this TV show. And that's going to be like, sort of planned, I guess.

Interviewer: And if you start a random new show, do you usually intend to watch just one episode or you intend to watch several?

Simon: Um, I usually try to watch approximately two episodes or three. And if I do like it, I keep watching. Um, if I don't really enjoy that, if I don't like the humor or the visual content of it, I just quit and go to the next one.

Interviewer: That makes sense. And do you ever have a feeling that the streaming platform itself encourages you to binge watch?

Simon: Oh, yeah. So many ways. Actually, Netflix has that button like next episode, and that still works even if you don't press it. So that is sort of the feature that encourages that. Um, also they always remind you where you stop, which TV show you started, even if that was like a year ago or something, they always change the covers to keep you interested in the TV shows. So you just press it and they have like a good click through rate and stuff. Um, yeah, I would say those features really encourage you to keep watching TV. And I'm actually pretty surprised that Netflix doesn't have push notifications. Maybe I turned those off. Maybe not.

Interviewer: So those tricks work on you?

Simon: I would say especially when the episode starts by itself, I would say yes, because like sometimes I take a few seconds to think whether I'm going to watch the next episode, but then it has already started. And I was like, okay, just like maybe five or 10 minutes of these episodes and it will turn it off in the middle. Uh, so yeah, I think that particular feature does affect me a lot.

Interviewer: Interesting. And how carefully do you usually choose your content? Do you ever binge-watch anything just for the sake of watching something?

Simon: Um, usually no. Like there are a few ways that I started watching TV shows. That is either somebody recommends it to me, like a friend of mine, they really liked the show and they already told me a bit about the plot and the characters and stuff. And I thought that would be a good fit for me. Or like I've seen a trailer or maybe even a TikTik video or a post on Instagram. I really liked maybe some joke or some like short video that I found on social media. And I just look it up, start watching. And that might turn into a binge watching session.

Interviewer: So you never just click on a random show?

Simon: Usually not. If I'm really tired, I click on random trailers, but to be honest, I've never ended up actually watching through the TV show after I just randomly chose the trailer, and started watching it. It never happened to me.

Interviewer: And do you have any criteria for the shows you watch? Is there a particular type or vibe you're looking for?

Simon: That depends on the mood really. Like that can get really different. Sometimes I go for really easy watching, you know, like the Big Bang Theory or Friends type, just to have it on the background and do some like work simultaneously. Sometimes I watch something really dramatic with like murder blood, something like that. Sometimes I do like documentaries or something that is visually appealing and I might binge watch those because I like the picture that I'm looking at or the information that I'm getting from that. I think that would be like the three main types of content that I choose to binge.

Interviewer: So you said like for fun show, it just kind of plays on the background. And with dramatic or documentary shows, is that the same kind of scheme, or you just watch and do nothing else?

Simon: If that is a documentary I usually do like to concentrate on it because it does contain a lot of information and if I don't really pay attention to it, I'm not going to catch it. And regarding dramatic stuff, I do watch it, like, because of the emotions I get, because of the nerve. So if I don't really pay attention to it, I'm not going to really live that experience. So I try to pay attention. With sitcoms and stuff, they are really easy to catch up. They don't have that complicated plot or anything to follow. So it's pretty easy to jump on and off from that type of content.

Interviewer: Yeah. That's true. Let's take a step away from streaming platforms for a second. Do you feel like binge-watching is more satisfying than watching TV?

Simon: Um, for me it is more satisfying because, to be honest, I do not really remember the last time when I was watching something on TV, but still, each episode was released just once per day or even per week. And I lose the connection that I had. Within the week. I might even forget what happened in the previous episode. When you watch it on a streaming platform, you are actually in control of how many episodes you're going to consume and you actually can get used to the characters really quickly. You're like literally living with them and you have some sort of bond with them and you just feel their emotions. You're really worried and excited about their life, events that they're having on the show. So for me, it is much more satisfying than watching something on TV.

Interviewer: Hmm. Do you think you'd like some shows less if you didn't binge-watch them but just watched them on TV?

Simon: To be honest, I think that I wouldn't like them that much, like the empathy for the characters would really decline on my side.

Interviewer: Yeah. I mean, it makes sense definitely. Normally when you log into your streaming platform account, what do you expect? Like in terms of what feeling are you seeking or what do you want to achieve?

Simon: Um, I wanna get like a chill vibe, but at the same time, with new experience, or emotion, or information. So like, that is a bit weird, but something that feels comfortable, but something new at the same time. So that it does bring you joy and new experience, but it is something expected. Something you are in control of. Something relaxing and fulfilling at the same time.

Interviewer: Okay. Do you think your binge watching habits affects your social life in any way?

Simon: Um, well, when I do binge-watch, I think so, but that happens rarely. So if it is one weekend out of like two months, I wouldn't say that it has a huge impact on my social life. Even without binge-watching, I might sometimes choose to spend the weekend on my own and not go out with anyone. I can just stay home, do some work or just relax by reading books. Like that kind of social distancing might happen for me even without binge-watching. So I wouldn't say it change my relationship with my friends or family. It's more of a way to spend time at home and unwind, I don't sacrifice going out for the sake of binge-watching.

Interviewer: And do you ever binge watch to escape reality? Is that a common motivation for you?

Simon: Let me think, that is a good question. Maybe some times when I feel bored and I don't really know how to entertain myself in any new, exciting way. So I might start watching something just for the sake of experiencing something new.

Interviewer: Would you call it a way to kill time?

Simon: It is definitely not to kill my time because like when I binge-watch something, I truly enjoy it. I like the content to be either really visually appealing or contain interesting information or exciting plot twists. So I do enjoy that a lot. I don't really want just to kill time. Maybe in some way it is like escaping reality because I wouldn't have those experiences in real life.

Interviewer: You said you binge-watch when you're bored. And do you ever binge-watch when you're feeling down? Is that something you would consider?

Simon: Um, to be honest, I wouldn't binge-watch a TV show when I feel really down. I wouldn't binge-watch something new. I might watch something that I'm familiar with, like I watched it a while ago, so I'm familiar with the plot and what is going on. But when I feel really down or sort of depressed, I wouldn't really start binging a new show. I guess it's pretty different with new shows and old shows, yeah.

Interviewer: And when you're really enjoying the show, is it easy for you to stop watching or can be really difficult? Like how do you deal with that?

Simon: It might get really difficult and have no idea how to deal with it.

Interviewer: Okay. So is it like a big problem for you?

Simon: Uh, like I wouldn't say that it affects my work or any social activities. It's more like when I turn on a TV show and I really really like it, and that problem only lasts for a few days. But yeah, I don't really think about any shows when I'm at work or when I'm with my friends. That is not something I think about all the time.

Interviewer: Awesome. Is there anything else that you would like to add?

Simon: Sure. So many thoughts. Um, for example, I like, I literally watched one TV show, Big Bang Theory, so many times it's crazy. So I literally know all the things they're going to say right now, but sometimes I still turn it on instead of music or when I'm trying to fall asleep. I tried to start meditating before sleep a few days ago, but it didn't work for me as well as watching the big bang theory for like the fourth time. I just know what they're going to do and say, and it really calms me down. So I fall asleep really quickly.

## **Appendix no. 8: Interview with Emma (transcript)**

Interviewer: Okay, welcome to our interview. The first question, do you know what the term binge watching means?

Emma: Uh, yes I do.

Interviewer: Could you explain in to me?

Emma: Yeah, binge-watching is watching many episodes or hours of shows or series. Like many in a row, in one sitting.

Interviewer: Yeah, that's perfect. Binge watching is consumption of several episodes of a television series in one sitting. Okay. The next question, what are the first three associations that come to your mind when you think of, uh, this activity?

Emma: Netflix, bed, relaxation.

Interviewer: Great. And how often do you binge watch? How much do you usually watch in one sitting?

Emma: I think it really depends on the day, uh, because I watch more on weekends than I do on weekdays. Uh, but yeah, I would say I binge-watch at least a little bit almost every week. Maybe once in two weeks. On a weekday, I can watch something in the evening. I can watch maybe two episodes or three or more if the show is really good, although I try not to so that I can go to sleep at a reasonable time and be ready for work the next morning. And on a weekend, I don't really control myself that much if I really like a show. I don't really watch more than like six episodes per day or in a row. I mean, I guess I can watch a whole show in a day if it's like eight episodes, but I'll watch maybe like three in the morning and like three in the evening. So, yeah, but I guess it's never, it's never like eight per day. It's it's too much for me.

Interviewer: Well, it also depends on how long the episodes are.

Emma: Yeah, that's true. That's true, actually. Yeah. So if it's only like 20 minutes, then I can watch like seven and eight and it's going to be just four hours and I would feel fine about it.

Interviewer: Okay. So when you binge watch, what does it feel like? Can you compare it to some other activity or media?

Emma: Hmm. When I binge-watch it's, I am really immersed into the story and. I might not even realize that, you know, time has passed. I think I really get into that world and kind of forget about my life and what's happening around me.

Interviewer: Um, can you can compare it to some other activity?

Emma: Yeah. Mm. I mean, I can feel the same way if I'm watching a movie, but the movie has to be really good for me to like, be so much into it. And, you know, if it's a show and I've been watching it for three hours, then there's a higher chance that I will be really immersed into the story. And compared to other media, it's kind of like a flow mode when I'm just really focused on this one thing. So I guess if I was like playing a game, maybe like on my phone or computer, when all my focus is on this thing and I don't really do anything else and all my thoughts are on this object, on this thing I'm doing or watching.

Interviewer: Okay. And most of the time is your binge watching planned or does it happen by accident?

Emma: It kind of depends, of course. On a weekday, I can kind of plan it because if I know I don't have too much going on, I know that I have time to do it. Like if I know I have free time, it's one of my top ways to spend it. I can plan that, you know, I'm going to watch like a few hours, but it can also happen that I just

watch one episode to see if I like the show, and then it really like sucks me in and it's really hard to stop. I mean, if I had to do work, I would do work obviously. But if it's just like something not that important or not that urgent, you know, I can be like, okay, well, I can do that tomorrow and just watch stuff. Recently, I was supposed to meet my friend at like 7:00 PM. And then I started this show like in the afternoon and and then I really wanted to watch one more episode. So I said to her, hmm, I have work to do, can we meet at 8? And she was like, yeah, sure. But, you know, that's how much I was into it. I didn't even know that show before that day, but I started and it just sucked me in.

Interviewer: And do you feel like the streaming platform itself encourages you to binge-watch?

Emma: Oh yeah, I think there are a few features that are meant to make us watch more. When you finish one, episode, Netflix and HBO start another one immediately. So for you to stop, you have to do something and click and for you to keep watching you just, you just sit there and it starts, by itself. Sometimes, I'm like, wait, I have to be fast and click close so that it doesn't start. If I'm sure I want to stop, then of course I'll stop, but if I'm not sure, and I'm still thinking and it starts, and I see like a frame of something interesting, I'm like, well, I'm going to watch for five minutes and see now how this cliffhanger ends. But then I'm like, okay, 20 minutes. And then it's been 50 minutes and I watched the whole thing. Oh, and there are recommendations too. But I think those things, they just make me spend more time on Netflix, but sometimes I would just like walk into my profile to see what's happening there and if there's any new show. I'll just like click on those little trailers and, uh, you know, maybe add some things to my list, but I'm not going to watch anything. And sometimes I also feel like there are so many things and trailers shouting at me that it's really hard to choose. Cause like they all look good or they all look bad, you know, it deppends. But yeah, I would say it makes me spend more time on the platform for sure. And sometimes when I'm working and I have like a short break, I can look into my profile and check what's happening there. If there is any new show that looks good, I say to myself that okay, in the evening, I'm going to watch this. I just browse it to have this feeling like, oh, I'm gonna watch something great tonight or this weekend. And that makes me really excited.

Interviewer: So when you add some things to your list, you always come back to them and you really watch them or not really?

Emma: I have so many stuff on my list that it would take forever to watch them all. And yeah, it's like a super long list and I just, add, add, add, and just goes on forever. So I do have a feeling that there is stuff to watch all the time. It's like, never that I think, Oh, there's nothing to watch. Or maybe I just like those little trailers, I don't know.

Interviewer: And how carefully do you choose your content? Do you ever binge watch anything? Just for the sake of binge-watching?

Emma: Uh, no. I'm someone who, when I watch something, I really watch it and I do not do anything else. I can be on my phone a bit, but not too much because I really want to see everything that's happening there. And, well, like in two seconds there might be a clue that's really important later or like a look or something like a shadow, I don't know. But it's also connected to the fact that I watch drama shows mostly. So I don't really watch light shows because I think if it's a dramatic show, I'm like drawn into it more intensely. And I like that

feeling. So yeah, I mean, I know I can spend like many hours on it, so I try to choose really carefully. And I also like to watch shows that have won Emmys, Golden Globes or some other awards. Um, yeah. I usually want to watch high-quality content that has some artistic value as well.

Interviewer: So you don't binge-watch just for the sake of watching, you choose your content quite carefully?

Emma: Yeah. I mean, sometimes I'm in a mood of watching something, but if I do not have a specific show or mood in mind, I might just ended up not watching anything because I just can choose. And I do something else, like read or watch YouTube instead

Interviewer: Yeah, okay. And for you, is binge watching more satisfying than watching TV? Why or why not?

Emma: Yeah, for sure. For me, it's really important that I watch high-quality content and on TV, it's more like to please more people cause it's like a mass media. And TV is also like, there's probably only one TV in the house usually, or maybe two. So if you watch something on TV, you probably do it with someone else and you know, you have to find something that two people will like, or three or four and it's kind of hard to choose. And where I live now, I don't have a TV. When I'm at home with my family, I watch it sometimes with my family. And it feels pretty nice to have one when I am at home to, you know, sit there with my family. Although in that case, I don't ever only watch TV, you know, I do some stuff on the side. I can do some work or be on my phone. Yeah. So it's not that much about what I watch. It's just, you know, to sit there with my family, it's a nice thing to do with them.

Interviewer: Okay. So it's not about the shows or the TV itself.

Emma: Yeah. Yeah. Cause there are some shows that we can watch, you know, the three of us and then we can say like jokes about it or discuss it. So yeah. We have stuff to speak about and like on weekends, if it's like Sunday, Sunday morning and we have breakfast, we always have TV on when we eat, there's one particular show we watch together every Sunday morning, and it's nice. Actually, since I only have TV at home, I kind of associate it with home and family time, which is kind of funny. But it's like a pleasant association.

Interviewer: Yeah, okay. And normally, when you open your streaming platform account, what do you expect? What do you want to feel or achieve?

Emma: Um, I've said that like three times before, but I really want to feel drawn into the story. You know, to get a feeling that those people are real and it's like a real story. I guess I want to be surprised, maybe even shocked sometimes by the stuff I see. Inspired in a way cause there are some shows with strong characters or maybe it's even a true story. Like now we're in lockdown, so there's not much happening, but on the streaming platform, there are so many stories hidden, so many different lives, different events. If you feel like laughing, you can have something funny on if you want something dramatic, like some deep feelings, you can have that too. So just in general, I want to have like an intense feeling and you know, learn more about life or something.

Interviewer: Do you think your binge watching habits affects your social life? How?

Emma: Yeah. Sometimes, I can definitely say no to a social event and stay inside and binge-watch. But it's not like I would go if there were no binge-watching. So I

don't see it as a bad thing. I just know that I like to be on my own, to have some time at home. And yeah, if I have free time at home, I watch stuff. And like during the week at work I have to like interact with people and sometimes I just want to be on my own and be really, really into one story that just flows and I don't have to do anything. I just follow it. So that's quite nice too. And yeah, I mean, I wouldn't say it affects my social life. Although, if it did not exist, I wouldn't have such a fun way to spend time at home. So maybe I would go out more. But still, when I binge-watch something that I really like, it's not a waste of time, so I don't feel any shame about that.

Interviewer: Okay. So if there was no binge-watching, what do you think you would do instead?

Emma: I would definitely read more. I mean, now, I read and binge-watch in waves. Like there can be one month where I read more and only watch some movies and no series. And sometimes I binge-watch more. Actually, if it's a good book, it's kind of the same feeling. So I guess in this way, binge-watching is similar to reading. Cause there's like one story that you follow and with every page you're more into it and you develop some feelings for the characters. So yeah, I would probably read more for those stories and for those intense feelings.

Interviewer: Great. And do you ever been to us to escape reality? Is that a common motivation for you?

Emma: Um, yeah. I mean, I wouldn't say I want to escape reality very often, but when I do, binge-watching is the best way to do it. So if it's like a stressful month, then there's a high chance I binge watch a lot. It's also useful in those cases where like something is happening and I have to wait it out. Like I don't have to do anything, just wait. If I get sick, for example. Or I'm on a long bus ride. And when I'm stressed to a point where I cannot do anything, it's a great way to take my mind off it and go somewhere else for a bit.

Interviewer: Okay. So when you are really enjoying a show, is it easy for you to stop or can it be really difficult?

Emma: Yeah, it can be hard if I'm really enjoying the show. Yeah. Stopping is really hard. It also kind of depends on the show. Like in some shows, different episodes are separate stories, but some shows they place like cliffhangers at the end of every episode. So like, I need to know what happens in the next two minutes. Um, yeah, it can be really hard. Like sometimes to a point where I know I shouldn't do it anymore, I know it's kind of unhealthy, I'm getting this weird vibe. I am not really present in this world anymore. Cause if I want to escape it, I only want to escape it a little bit, right. But when I watch too much, at some point I get like lost between two worlds and it gets confusing. But, but at the same time, the more I watch, the more invested I am too, so it's harder to stop. And I know how hard it can be for me, so I like have my tricks to make it easier and to stay away from that feeling. If I have a lot of work or school to do, I have to control myself and tell myself not to start any shows because I know if I start, I watch a lot and I spend a lot of time doing it. Or I'll start a short show because I know once I start, I want to finish it. So I'm like, okay, if you start and then you have to spend these eight hours doing it, okay, so be it. But you know, not 30 hours cause it would be like a whole week and a lot of time spent in a nonproductive way.

Interviewer: Have you ever spent a whole night watching a series?

Emma: Actually, no, I haven't. . It's never happened to me that I start in the evening and next thing I know the sun is rising. But I once spent like a week binge-watching all the time. It was a really long show, many episodes, plot twists. And I had free time cause I was done with my exams and it was summer and I had no job at the time. So I would wake up, press play, have a break to shower and eat, and that's it. I watched the whole day and the whole week probably. Maybe like seven days in a row doing absolutely nothing but watching the show. But it's was kind of a life lesson for me because I felt terrible after I finished and not in a way that I was ashamed, I was just like really not vibing with the real world. I remember that feeling when I walked on a street and I went to do something, I felt, so, my life felt so boring. I was like, oh my God, I don't want to do this, this sucks. And yeah, I was hungover maybe for three, four, five days. And then it went back to normal, but it felt horrible. So I try not to do that anymore.

## **Appendix no. 9: Interview with Henry (transcript)**

Interviewer: The goal of this interview is to find out why you binge-watch and how you feel when you do it. So to start with, I'd like to ask you if you know what the term binge-watching means, and if you do, could you explain it please?

Henry: It's like a term for when you watch many epsiodes of a show in a short period of time, like in a row.

Interviewer: Um, yeah, that's great. So, yeah, it's basically when you watch several episodes of a TV show in one sitting. Could you tell me what are the first three words that come to your mind when you think of binge watching?

Henry: Netflix, weekend, snacks.

Interviewer: Perfect. And how often do you do binge-watch and how much would you normally watch in one sitting?

Henry: I think I only binge-watch on the weekends. It depends on how long the episodes are. And I can maybe do usually like two or three episodes, but I also like to switch between shows a lot. So like, I can watch three different shows on a weekend.

Interviewer: So you never have any extreme experiences where you watch all day or all night?

Henry: I did for sure. But nowadays not that much.

Interviewer: You don't want to do it anymore or it's more like you try not to watch that much?

Henry: It depends. Like if I get really into a show, I can definitely watch it at one sitting, but mostly I just don't really have time for it. So it's on the weekends only pretty much. And I do watch a lot of shows, so I try to like catch up on this, catch up on that and stuff.

Interviewer: Okay. Yeah. That makes sense. And so when you binge watch what does it feel like? Can you compare it to any other activity or media?

Henry: It feels kind of unproductive, but on the other hand it feels good too. I'm not sure what to compare it to. I think it's a very specific experience because with a show on TV, usually I'll have maybe like one or two episodes in a row, but that's about it.

Interviewer: Yeah. That's true. Are your binge-watching sessions usually planned or they happen by accident?

Henry: I think it really depends on my mood. Like sometimes on a weekend I'm more in a mood for a movie, it really just depends. Usually it's unplanned because I'll be like, oh, I will watch one episode of this series. And then there's a cliffhanger or something that makes me keep going. So I might watch more episodes, but it's not planned usually.

Interviewer: But still how you said, you only do it on a weekend when you know you have time, right? So you never do it when you're short on time?

Henry: Yeah. I mean, if I get back from work at six, I can watch like an episode while making dinner and then maybe one more episode before I go to sleep, but it's not like I watch six episodes on a weekday, there's just no time. That's the main reason

Interviewer: Yeah. And do you ever feel like the streaming platform itself encourages you to binge watch?

Henry: Yeah, I think for sure it's like built for that. There's continue watching tab, of course, then you have that the next episode starts playing automatically, which is, which was always on Netflix and HBO added as well a few months ago. They didn't have like the automatic play before. Yeah, I think it's, I think it's encouraging just by the fact that it autoplays, but also because it stops on the second you stop watching. Sometimes I'll stop two minutes in a new episode and continue right from there next time.

Interviewer: So you feel like those tricks work on you?

Henry: They do work for sure, but like if I know I have to do something, the mechanism of Netflix won't keep me from doing that. Like, if I want to watch, I will watch it, and maybe go to sleep one hour later, but if there's something I need to do, then I'm not going to be stopped by an autoplay of the next episode.

Interviewer: Yeah, of course. And so how careful you choose what to watch? Do you ever watch just anything for the sake of binge-watching? Or you always look for specific content?

Henry: So I have a lot of things on my list, and I usually choose from that. And I have a lot of stuff in continue watching. So it's usually just based on my mood. And I think I have a good knowledge of what is on Netflix mostly. So if I'm in a mood for a reality show, I will just do that or continue watching a movie that I'm halfway through, or just choose one of the six series that I'm currently watching. So I think I usually choose from what I already chose and put on my list. So it's easier for me. I have a lot of titles on there.

Interviewer: So you choose quite fast normally?

Henry: I think so. Sometimes I'm like really picky and I don't want to continue anything that I have in continue watching, but yeah, it's mostly about my mood

I would say. It's not that I would click on something completely random, because that's a waste of my time if I don't even know what it's about.

Interviewer: Yeah. And so for you personally, is binge-watching more satisfying than watching normal TV?

Henry: Um, I don't own a TV at my flat. And at my parents' home, we do have a TV, but we don't have like cable or anything. So the TV is only used for Netflix and HBO and stuff like that, as like a screen pretty much. So it doesn't have access to the channels. We've had it like that for maybe like five years now. So I don't really know. What I don't like about TV is that unless you have like the go back in time feature, you can't choose what you want to watch. It's more about what's on right now. And then there's commercials on most of the channels, which I think is the biggest reason why I don't watch TV anymore. Because I can watch it on demand, like most of the time it's quicker, and more accessible, and I can do it whenever.

Interviewer: Yeah. And do you feel like there's any way in which TV is better than streaming platforms?

Henry: I don't really think so. I mean, it's the same thing. It's just like a different viewing experience maybe. Because if you're watching it at the same time as like every household everywhere and you can be tweeting about it and watch it in real time. It's more of an experience then when everyone watches it on the same weekend, but at different hours and stuff like that. So I think maybe that is the only thing that's TV specific, playing one thing everywhere at the same time. So that is like the only advantage. But otherwise it's like, I don't really see the differences, it's the same medium, just maybe served differently in a way.

Interviewer: Okay. And so normally when you log into a streaming platform account, what do you expect? What do you want to feel or achieve?

Henry: I usually know what I'm going for. I'll just go straight to my, continue watching, maybe check out some new trailers or new movies. For me to start a new show, it really has to be something that I've been waiting for. So usually if it's interesting, I'll just save it to my list, which is like endless right now. Um, but yeah, I think I usually know what I want to watch.

Interviewer: And so is there any particular feeling you're seeking?

Henry: Hm, I don't really like quietness around me most of the time. So if I'm cooking something, it's just like to kill time and sort of multitask. Cause I feel like if I'm just cooking, it's just like, why? I can listen to something, like I can listen to podcasts while I'm doing that. And with Netflix, it's usually like, I don't really sit down and watch it. I usually do something and watch it at the same time.

Interviewer: Yeah. And like do ever just watch and do nothing else?

Henry: Yeah, I do, but even if I do that, I usually have like a split screen on my computer and do something on one half, or I'm like on my phone or something. I rarely give it like a hundred percent of my attention.

Interviewer: Is there any particular reason for it?

Henry: Cause I feel less productive and I don't know. It's kind of automatic. Like I turn Netflix on and I can give it like 80% of my attention, but still I can be like scrolling social media or replying to an email. Like if I'm watching something really deep that has a lot of meaning to it, I'm not going to do that because you need to focus on that. Or if I'm watching something that I'm like super excited about. I usually just eat when I watch that. But if it's like a sitcom or something or a rewatch, I don't really need to give it my full attention, so I know I can work on something while watching.

Interviewer: Yeah. So you still feel like you follow the storyline pretty well?

Henry: I think I do. You might miss something, but I think I'm quite used to multitasking. Like I've been doing this for a long time and even if I'm writing something easy for school or for work, I'll have a show on the other side of the screen maybe, or like listen to a podcast. Okay, I may be doing it for a longer time then, but it's more enjoyable and I'm just used to doing this.

Interviewer: You've mentioned rewatching. Do you rewatch shows a lot?

Henry: I do for comfort, but it's not that often. Like I do it with Friends, The Office, and Glee now. But it's usually cause I know the feeling that I'm going to get from it. But I don't do it as much. There's still so much new stuff to see. And it's mostly comedies, I wouldn't usually watch a drama again. Because then I could be watching something new. And if I'm rewatching, it's just cause I know the warm feeling I'm going to get. So it's usually a comedy or a sitcom.

Interviewer: Yeah. That's very interesting. Do you think your binge-watching affects your social life in any way?

Henry: I don't think so. Especially after the pandemic, I would definitely go out and meet someone over sitting alone at home, that's for sure. Cause I've had enough of that. Especially now, there is not many opportunities to socialize, so I always prioritize it. Maybe now during the pandemic I actually binge-watch less than I did before because of that.

Interviewer: Yeah. That's true. And do you ever binge watch to escape reality? Is that a common motivation for you?

Henry: I mean, yeah, I think so. I used to do that in high school mostly. I watched like a movie a day for sure. Or I went home from school and just watched stuff. I think it was mostly like to take me out of the everyday reality. Because especially in high schools. High school is just so monotone. Now it's better in university. So I don't think I need as much of escape, but if I feel down like, yeah, I definitely do it because you need it sometimes.

Interviewer: So if you're feeling sad or stressed, is binge-watching your first choice?

Henry: More if I'm like bored or tired. If I am really sad, I'd rather go for a run to clear my thoughts or listen to music. So that's different. But I think it's more like if I'm not feeling like doing anything, that's when I need an escape.

Interviewer: So you do it to kill time basically?

Henry: Yeah, for sure. I mean it's not really killing time. Cause like it's something that I love to do, I love to watch all the new stuff that's coming out. I'd say it's my passion, my interest, so it's not really killing time. But I could be more productive, that's for sure.

Interviewer: Yeah, of course. And when you really enjoying a show, is it easy for you to stop watching or can it be really difficult?

Henry: It depends. Like I don't want to be wasting my time on something that I don't really want to watch, so I wouldn't say it's that hard for me. If I have something to do, of course I'm not going to watch all day long. And if the show is not good enough, it's easier because then I can watch something better and I'm not going to just waste my time on this.