

A Contemporary Version of TV in Pakistan: Analysis of Netflix

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Abstract

This paper examines the content available on Netflix in Pakistan as youngsters are interested in watching Netflix instead of watching traditional television now. This research also highlights the need of a proper policy with reference to monitoring the content available on Netflix in Pakistan. In Pakistan, censorship laws are present and implemented in case of films, television programs, print media and the internet. Although, Netflix is available through internet for the users but no censorship policies have been observed to monitor the content in Pakistan. In this research, survey method has used as a primary tool to know trends among youth of watching Netflix. Based on their likings and watching preferences, opening seasons of top five Netflix series were selected for content analysis. Survey reveals that those who are in their late teens and early twenties are most likely to watch Netflix. While content analysis demonstrates that series mostly watched by teenagers or youngsters in Pakistan are based on explicit content. Finding of the study recommends that government of Pakistan along with the collaboration of media educationists and policies makers must introduce censorship policies and laws to control Netflix content and make sure their implementation.

Keywords: Netflix, Censorship Policies, Pakistan

Introduction

Whatever our televisual drug of choice—*Battle star Galactica*, *The Wire*, *Homeland*—we've all put off errands and bedtime to watch just one more, a thrilling, draining, dream-influencing immersion experience that has become the standard way to consume certain TV programs. —Willa Paskin, *Wired* (Matrix, 2014, p. 119).

With the advancement of technology, mode of entertainment has changed as well. Now linear television is facing challenges because of Netflix as its dominant competitor. Many media companies launched their own streaming systems so that viewers can watch the episodes of their programs more quickly but still, Netflix is giving them tough competition (Jenner, 2018). Since 2013, Netflix constructed a recommendation algorithm to provide specific choices to its consumers and it published content in all the countries on the same date (Schneck, 2019). Due to the quick availability of the content, Netflix got recognition among bingers. Undoubtedly, it is changing how traditional TV is organized and how it will work in future (Jenner, 2018).

Netflix is basically a media services provider based in America, founded in 1997. Company provides online streaming services of TV shows and movies along with its own in-house production. According to an estimation of January 2019, there are total of 139 million subscribers of Netflix in the countries where it is available among which 58.49 are in America (Jarvey, 2019). Subscribers pay a flat fee for a month and consumer any program of their choice at any time. Netflix got a lot of fame when *House of Cards* won Golden Globes and Emmys awards and it shifted the opinions of people about Netflix (Bakare, 2018). By this victory, people came to know that it is not only a storehouse of old films and shows but also a studio now that can challenge HBO, BBC and other TV networks. After *House of Cards*, Netflix started competing with other TV networks by bringing its original content. In 2013, *Orange is the New Black* became a Netflix hit series (How Netflix Is Changing The TV Industry, 2018). Since then, Netflix is giving back-to-back hit series and its subscribers are increasing day by day.

As far as target audience of Netflix is concerned, most of its consumers fall between 18 to 24 years (Matrix, 2014). Youngsters are consuming it

because of multiple options, pleasure seeking, a good time pass and flexible hours. But at the same time, it is source of moral and media panic as Pamela Rutledge, director of the Media Psychology Research Center said, “Every new technology that comes in creates a moral panic” (Matrix, 2014, p. 124). This binge-watching consumption is linked with variety of moral panic among youth and it is leaving a negative impact on them in the form of health risks and mental problems. They are consuming a lot of fiction, melodrama, sex and violence through Netflix.

In Pakistan, Netflix launched its services in 2016 (Television giant Netflix comes to Pakistan, 2016). In 2018, it started charging in Pakistani rupees. Many Pakistani dramas and films including *Humsafar*, *Zindagi Gulzar Hai*, *Moor* and *Ho Mann Jahanare* available on Netflix (Sachwani, 2018). In Pakistan, no sufficient researches have been conducted over Netflix and its content till date. But, it has observed that subscribers are preferring to consume foreign content on Netflix rather than watching Pakistani content. Keeping in view the increasing trend of consuming Netflix in Pakistan, this research is analyzing the content of Netflix most likely to watch by its subscribers.

Objectives of the Study

Objectives of the research are as follows;

- To know the trends of using Netflix among youth in Pakistan
- To find out most watched series by audience.
- To analyze the content consumed by audience over Netflix in Pakistan

Rationale of the Study

The purpose of the study is that Netflix has launched recently in Pakistan and trends of Netflix users is gradually increasing. It has been observed that its subscribers are mostly consuming foreign content instead of watching Pakistani content. However, no censorship policies have been applied on Netflix Pakistan to scrutinize the content. Therefore, researchers have analyzed the content mostly watched by the youngsters in Pakistan in order to know the popular genres, famous seasons, themes and major trends.

Significance of the Study

This study will work as a base research in knowing the popular trends among Pakistani youth with reference to Netflix content. It will also provide the details regarding the content of Netflix consumed by our youth. Moreover, the study will help governing bodies to formulate censorship policies for Netflix.

Literature Review

Due to the helping hands of digitalization and introduction of fast networking technologies, traditional television has lost its monopoly. There are multiple options of alternative screens and sources of getting television content due to which it can be said that these new types of services has a potential to change television market at present (Baccarne, Evens & Schuurman, 2014). A phenomenon that is getting very common these days is known as ‘binge-watching’ or ‘marathon-viewing’ which defines as the practice of watching TV programs for a long time span typically by digital streaming or through DVDs. Sheehan and Pittman (2015) argues that ‘binge-watching’ is a radical shift in 21st century with reference to media consumption. Regular bingers watch entire series within a day or two and prefer it due to its salient features such as engagement, seeking pleasure and relaxation.

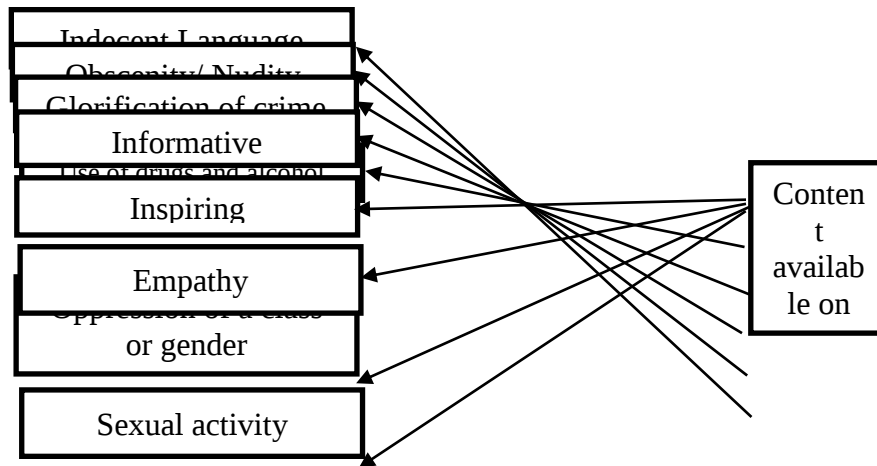
Netflix is an example ‘binge-watching’ platform for the users that is received via laptops and various other devices to the consumers. Netflix cannot be clearly called as broadcast TV. However, we cannot deny from that fact that like BBC and HBO, Netflix has built itself as a brand. It is not linked to TV brand structures but undoubtedly, it abandons the idea of linear TV schedule (Jenner, 2018). In 2013, when Netflix released all the episodes of ‘Arrested Development’, surveys reveal that around 10% of its viewers watched the entire season within a day. Likewise when ‘Orange is the New Black’ was premiered in the same year, viewers watched its back to back episodes with in few days (Matrix, 2014). A thing that makes Netflix more different from the traditional television is its recommendation algorithms. It works as user-focused approach and gives recommendation to its users as per their likings and demands (Varela, 2017). Adhikari et. al., (2012) also argued that Netflix

architecture follows the designs of alike on-demand streaming services due to which it is getting recognition among people.

As far as consumers of Netflix are concerned, Matrix (2014) explained that many of the bingers are in between 18 to 24 years of age. He further argued that this digital shift has affected TV program production, distribution channels and promotional strategies. As far as content available on Netflix is concerned, Rohner (2018) used the words of *prevalence of toxic masculinity* for Netflix. He explained that Netflix original series are the significant sources of spreading masculinity. It also affected the serialized storytelling and showed complicated plots that grab the attention of its consumer and they stick to watch back-to-back episodes (Matrix, 2014). While analyzing the researches of different scholars, researchers observed that most of the studies based on Netflix are discussing its recommendation algorithms or analyzing it as a platform for 'binge-watching.' There are not enough researches to focus the type of content available on Netflix or need of censorship policies to monitor that content. Keeping in view this fact, the designed theoretical framework, research questions and hypotheses are as follows;

Conceptual Framework

Uses and gratification theory does not focus what media do to people; rather it focusses on what people do with media. Jay Blumler and Denis McQuail presented the theory in 1969 (Uses and Gratification Theory, 2017). Uses and gratification theory explores that people consume media to gratify their needs and goals. Major goals may include relaxation, entertainment and socializing. There are three objectives of this theory that explain how individuals use media to fulfill their needs, aims of individuals behind using media and discovering the negative or positive consequences of using media by individuals (Uses and Gratification Theory, 2017). This research deals with one of the main postulates of uses and gratification theory that people watch media to fulfill their needs and goals. This research can be examined in the light of framing analysis as well. Gitlin (1980) used the concept of framing in his research and defined 'frames' as "persistent selection, emphasis and exclusion" (Pan & Kosicki, 1993, p. 56). Gamson elaborated this concept further by saying that "a frame is a central organizing idea or story line that provides meaning (Stein, 2019, p. 109)."



Research Questions

Research questions for this research are as follows;

- What are the trends of using Netflix among youth in Pakistan?
- What kind of content is consumed by audience over Netflix in Pakistan?
- What are the popular themes or genres of Netflix series consumed by users?

Research Methodology

In this research, both survey methodology and content analysis technique have been used. Survey method has used as a primary research to know the major trends of using Netflix among youth in Pakistan. Based upon their likings and watching preference, opening seasons of top five seasons have been selected for the content analysis.

Survey Method

With reference to survey method, youth of Pakistan who consume new media for the sake of getting information, entertainment and communication, is considered as the population of the study. Youth of

Lahore has been taken as sample of the research whereas convenience-sampling technique has used to collect the data. Sampling size of the study consists of 200 participants.

Content Analysis

Content analysis has been selected as a methodology for this research. Based upon the watching preferences and likings of the participants, top five seasons have been selected for the content analysis. These seasons include *13 Reasons Why*, *Sacred Games*, *Peaky Blinders*, *Narcos* and *Stranger Things*. With reference to this study, all the seasons on Netflix are considered as population of the study whereas the opening seasons of above mentioned top five seasons is the sample of research. These seasons have been selected by applying purposive sampling technique.

Unit of Analysis

One sentence or related scene in the each episode of each selected season in which any indecent language, obscenity/nudity, use of drugs & alcohol, glorification of crime, oppression of a certain class or gender and sexual activity is observed.

Categories

- **Indecent language:** any joke or a dialogue in which indecent or expletive language is used or subject is criticized on its appearance or subject is taunted by any person or the society. Any cheap/dirty line or a sentence used in each episode of the season that has dual meanings.
- **Empathy:** a scene of an episode that is based on sympathy, togetherness, affection, being sensitive to something, understanding and feelings.
- **Obscenity/nudity:** a scene of an episode that is based on nudity or promotes obscenity.

- **Use of drugs and alcohol:**a scene of an episode that shows the use of drugs or alcohol.
- **Glorification of crime:**a scene or a dialogue in an episode that shows a criminal activity, provokes for crime or glorify the crime.
- **Informative:**a scene of an episode that is based on useful information, reveal something new, factual, instructional or enlightening.
- **Inspiring:**a scene of an episode that is based on motivation, encouragement and positive influence.
- **Oppression of a certain class or gender:**dialogue or sentence that shows gender discrimination and class differentiation or shows female gender and certain class inferior.
- **Sexual Activity:** a scene of an episode that is based on a sexual activity.

Conceptualization and Operationalization

Indecent Language.

Conceptualization: Variety of a language that is considered its user an uneducated person. It indicates a pattern of language usage that is not supported by the prestige group in a speech community (Substandard, 2017).

Operationalization: With reference to this research, indecent language includes dirty jokes, dual meaning jokes and indecent lines.

Empathy.

Conceptualization:the action of understanding, being aware of, being sensitive to, and vicariously experiencing the feelings, thoughts, and experience of another of either the past or present without having the

feelings, thoughts, and experience fully communicated in an objectively explicit manner (Empathy, 2018).

Operationalization: With reference to this research, empathy refers to sympathy, togetherness, affection, being sensitive to something, understanding and feelings.

Obscenity and Nudity.

Conceptualization: Obscenity, legal concept used to characterize certain (particularly sexual) material as offensive to the public sense of decency (Obscenity, 2019). Nudity refers to the condition of not wearing clothes, or of not covering a part of the body that is traditionally covered when you are in public (Nudity, 2019).

Operationalization: With reference to this research, obscenity and nudity refers to being partially or fully naked and exposing figure. It also includes the particular sexual material offensive for public and indecent as well.

Use of drugs and alcohol.

Conceptualization: The term is defined as the use of chemical substances that lead to an increased risk of problems and an inability to control the use of the substance (Drug And Substance Abuse, 2016).

Operationalization: With reference to this research, use of drugs and alcohol means the use of a single or multiple substances and drinking wine or alcohol.

Glorification of Crime.

Conceptualization: Glorify means to cause to be or seem more glorious or excellent than is actually the case (Glorifying, 2018). Crime refers to an illegal act for which someone can be punished by the government (Definition of Crime, 2019).

Operationalization: With reference to this research, glorification or crime refers to glamorizing criminal activities such as murder, substance addition, sexual assault, oppression, theft, smuggling and e.tc.

Informative.

Conceptualization: Something that contains useful, helpful or relevant information or details (Informative, 2019).

Operationalization:In this research, informative means useful information, reveal something new, factual, instructional or enlightening.

Inspiring.

Conceptualization:It refers to encouraging, or making you feel you want to do something. It also refers to causing you to feel confident about yourself or eager to learn something (Inspiring, 2017).

Operationalization:With reference to this research inspiring refers to motivation, encouragement and positive influence.

Oppression.

Conceptualization: When a group or an individual, who is in power, treats others in unfair ways. It refers to the excessive use of power. Whereas, the subject that is the victim of harsh or unjust treatment, is known as oppressed (Oppression, 2019).

Operationalization:With reference to this research, oppression includes racism, sexism and moral exclusion.

Sexual Activity.

Conceptualization:Activities associated with sexual intercourse("sexual activity", 2019).

Operationalization:With reference to this research, sexual activity means every sexual act includingsexual intercourse, kissing and intimate relationship.

Finding and Analysis

Descriptive Statistics

Table no. 1

Demographics and General Questions Demographics are not part of findings.

Sr. no.	Questions	Results
1.	Gender	Males= 60% Females= 40%
2.	Age	Less than 15 years= 0% 15-20 years= 33.8% 21-25 years= 44.4% 26-30 years= 19.2% 31 or above years= 2.6%
3.	Educational Level	Matric/O-levels= 1.3% Intermediate= 10.6% Bachelors= 51% Masters= 23.8% M.Phil. or above= 13.2%
4.	Do you watch Netflix?	Yes= 36% No= 64%
5.	Since how long, are you watching Netflix?	Less than a year= 65.5% One year= 14.5% Two years= 10.9%

	Three years= 9.1%
6. Personal subscription of Netflix.	Yes= 38.2%
	No/Use the account of friends or cousins= 61.8%
7. Weekly hours spend over Netflix.	2 to 5 hours= 65.5%
	6 to 10 hours= 27.3%
	More than 10 hours= 7.3%
8. Purpose of watching Netflix.	Movies= 61.8%
	Seasons= 70.9%
	Pubg Game= 1.8%
9. Reasons to prefer Netflix to other medium.	Multiple options= 46.3%
	Fun= 14.8%
	Flexible time= 31.5%
	Pubg= 1.9%
	Series= 1.9%
	Production quality, story line= 1.9%
	Unique features= 1.9%
10. Preferred genres over Netflix.	Horror= 40%
	Science fiction= 47.3%
	Comedy= 47.3%

Romantic= 38.2%

Fight= 3.6%

11.	Preferred seasons over Netflix.	13 Reasons Why= 47.3%
		Sacred Games= 34.5%
		Peaky Blinders= 32.7%
		Narcos= 30.9%
		Stranger Things= 25.5%
		Daredevils= 21.8%
		House of Cards= 21.8%
		Black Mirror= 16.4%
		Orange is a New Black= 7.3%

In this research, survey has been adopted as a primary method to know the trends of using Netflix in Pakistan. Overall, 200 participants were selected for the survey among which 60% were males and 40% were females. Dominant age group of this survey were the participants from 21-25 years old (44.4%) followed by 15-20 years old (33.8%) participants. Talking about watching trends of Netflix, 36% participants of this survey watch Netflix and 64% does not. It can be observed from here that most of the participants still are not using Netflix in Pakistan, but the major focus of this study is to analyze the content consumed by those who are watching it. Therefore, researchers asked further questions from those participants who are consuming Netflix about the purpose and reasons behind using Netflix, preferred genres and their personal likings. 61.8% participants reveal that they do not have their personal accounts for Netflix but they watch it by borrowing the accounts from their friends or cousins. 65.5% participants shared that they give two to five hours weekly to Netflix followed by 27.3% participants who gave six to ten

hours per week. As far as reasons behind preferring Netflix are concerned, 46.3% said that they prefer it due to multiple options and many choices; 31.5% shared that there are flexible timings of the shows due to which they like to watch Netflix; 14.8% said that they watch Netflix because of fun and entertainment. More of the participants prefer to watch fiction and comedy series over Netflix whereas some also prefer to watch horror and romantic content as well. As far as personal likings of the participants in case of seasons were concerned, 47.3% liked *13 Reasons Why*; 34.5% liked *Sacred Games*; 32.7% liked *Peaky Blinders*; 30.9% voted for *Narcos*; 25.5% fond of *Stranger Things* and 21.8% enjoyed watching *Daredevils*. Some of the participants also voted for *House of Cards*, *Black Mirror* and *Orange is a New Black*. Based on the likings of the participants, the top seasons have been selected for the content analysis.

Content analysis

Table no.2

Season 1 of 13 Reasons Why

Sr. No.	Categories	Analysis of the Scenes (Total numbers of the scenes)			
		High	Moderate	Low	Total
1	Indecent Language	14	14	4	32
2	Obscenity/Nudity	4	4	3	11
3	Glorification of Crime	0	0	0	0
4	Oppressions against a class or female gender	3	1	0	4
5	Empathy	43	6	0	49
6	Sexual Activity	6	11	7	24

7	Informative	31	4	0	35
8	Inspiring	21	2	0	23
9	Drugs and Alcohol	3	5	2	10

Above-mentioned table shows the content analysis of season one of *13 Reasons Why*. This season consists of 13 episodes and duration of each episode was 43 to 70 minutes approximately. It was on-aired in 2017 over Netflix. In the survey, 47.3%% participants liked this season. While analyzing the content of first season of *13 Reasons Why*, it was observed that dominant category was empathy (49 scenes) followed by informative (35 scenes) and indecent language (32 scenes) respectively. Sexual activities can be observed as well but at the same time, content of the season is inspirational as well. The story revolves around a 17 years old high student and his deceased friend who suicided because of bullying at school and lack of support from her friends. This season consists of raping scenes and indecent language has been used as well but at the same time, it is informative as well.

Table no. 3
Season 1 of *Sacred Games*

Sr. No.	Categories	Analysis of the Scenes (Total numbers of the scenes)			
		High	Moderate	Low	Total
1	Indecent Language	36	13	4	53
2	Obscenity/Nudity	13	2	1	16
3	Glorification of Crime	24	5	0	29
4	Oppressions against a class or female gender	12	2	0	14

5	Empathy	0	0	1	1
6	Sexual Activity	11	1	1	13
7	Informative	0	6	6	12
8	Inspiring	4	2	2	8
9	Drugs and Alcohol	5	9	0	14

Above-mentioned table shows the content analysis of season one of *Sacred Games*. This season consists of eight episodes and it was on-airod in 2018 over Netflix. In the survey, 34.5% participants liked this season. While analyzing the content of first season of *Sacred Games*, it was observed that dominant category was indecent language (53 scenes) followed by glorification of crime (29 scenes) and obscenity/nudity (16 scenes) respectively. Sexual activities and use of drugs & alcohol can also be observed in this season. It is an Indian web series and the story revolves around a troubled police officer and a gangster.

Table no. 4

Season 1 of Peaky Blinders

Sr. No.	Categories	Analysis of the Scenes (Total numbers of the scenes)			
		High	Moderate	Low	Total
1	Indecent Language	2	2	19	23
2	Obscenity/Nudity	2	0	5	07
3	Glorification of Crime	14	7	6	27
4	Oppressions against a class or female gender	10	8	10	28

5	Empathy	7	11	8	26
6	Sexual Activity	5	3	9	17
7	Informative	0	1	0	01
8	Inspiring	1	1	3	5
9	Drugs and Alcohol	1	10	25	36

Above-mentioned table shows the content analysis of season one of *Peaky Blinders*. This season consists of six episodes and duration of each episode was 50 to 55 minutes approximately. It was on-aired in 2013 over BBC One. In the survey, 32.7% participants liked this season. While analyzing the content of first season of *Peaky Blinders*, it was observed that dominant category is drugs and alcohol because 36 scenes show that characters are either smoking, puffing, sniffing or drinking alcohol. Second dominant category was the oppression of a class or gender. This story of the season was based on the activities of a criminal gang named as *Peaky Blinders* lived in Birmingham in the aftermath of WWI. Since the story is inspired by the true events, therefore many scenes were based on mistreating with a specific gender particularly females or brutal treatment with a specific class to become superior over them. The third dominant category in case of this season was glorification of crime as 27 scenes were based on killing someone, use of guns or sympathizing the criminal. Some scenes were based on empathy such as supporting the siblings, love for your own people or emotional relationship between lovers. Indecent language has been also observed in many scenes whereas low and high levels of nudity and sexual activities ranging from kissing each other to having sexual contact were also observed in this season.

Table no. 5
Season 1 of Narcos

Sr. No.	Categories	Analysis of the Scenes (Total numbers of the scenes)			
		High	Moderate	Low	Total
1	Indecent Language	3	5	19	27
2	Obscenity/Nudity	11	5	9	25
3	Glorification of Crime	11	2	6	19
4	Oppressions against a class or female gender	22	11	3	36
5	Empathy	2	2	1	5
6	Sexual Activity	6	2	2	8
7	Informative	0	0	0	0
8	Inspiring	0	0	0	0
9	Drugs and Alcohol	8	9	20	37

Above-mentioned table shows the content analysis of season one of *Narcos*. This season consists of 10 episodes and duration of each episode was 43 to 60 minutes approximately. It was on-aired in 2015 over Netflix. In the survey, 30.9% participants liked this season. While analyzing the content of first season of *Narcos*, it was observed that dominant category is drugs and alcohol because 37 scenes show that characters are either smoking, puffing, sniffing or drinking alcohol. Second dominant category was the oppression of a class or gender as 36 scenes fall into this category. The story of the season was based on the activities of drug linchpin Pablo Escobar who became billionaire by

producing and selling cocaine. Theme of the season is based on the interactions of Pablo Escobar with Drug Enforcement Agencies and other opposition entities. Since the story is inspired by the true events, therefore many scenes were based on mistreating with a specific gender particularly females or brutal treatment with a specific class to become superior over them. Another major category in case of this season was glorification of crime as 17 scenes were based on killing someone, use of guns or sympathizing the criminal. The major genre of this season is crime therefore, in many scenes, glorification of crime can be observed. Only few scenes were based on empathy. Indecent language is the third dominant category in case of this season and it has been also observed in many scenes whereas low and high levels of nudity and sexual activities ranging from kissing each other to having sexual contact were also observed in this season.

Table no. 6

Season 1 of Stranger Things

Sr. No.	Categories	Analysis of the Scenes (Total numbers of the scenes)			
		High	Moderate	Low	Total
1	Indecent Language	2	5	1	8
2	Obscenity/Nudity	0	2	2	4
3	Glorification of Crime	4	1	0	5
4	Oppressions against a class or female gender	0	4	2	6
5	Empathy	0	4	2	6
6	Sexual Activity	1	1	2	4
7	Informative	2	4	2	8

8	Inspiring	1	4	2	7
9	Drugs and Alcohol	2	2	1	5

Above-mentioned table shows the content analysis of season one of *Stranger Things*. This season consists of eight episodes and duration of each episode was 42 to 62 minutes approximately. It was on-aired in 2016 over Netflix. In the survey, 25.5% participants liked this season. While analyzing the content of first season of *Stranger Things*, it was observed that dominant categories are indecent language and informative followed by inspiring, oppression and empathy. Science fiction is the major genre of this season and story revolves around an investigation of supernatural events in the town and disappearance of a young boy. With reference to this research, *Stranger Things* seems a different season as compared to the other ones because its major target audience are the kids and young children therefore, only few scenes were based on low level of sexual activities, moderate use of drugs & alcohol and less obscenity. However, standard language has been used in the season but at the same time, it is informative as well due to its genre.

Discussion

In this research, Netflix has been selected as case analysis and for that purpose, survey method and content analysis have been used. Netflix launched in 2018 in Pakistan and trends of using Netflix are gradually increasing as well. Matrix (2014) explained that major users of Netflix are among 18 to 24 years of age. Same dominant trends have been observed in Pakistan as well. Survey reveals that most of the participants do not use Netflix but those who use it, consume it for fun, flexible timings and multiple choices mainly. Science fiction, comedy, romance and horror are the preferred genres of the Netflix consumers in Pakistan. As far as, favorite series are concerned, it includes *13 Reasons Why*, *Sacred Games*, *Peaky Blinders*, *Narcos*, *Stranger Things*, *Daredevils*, *Black Mirror*, *House of Cards* and *Orange is the New Black*. For the content analysis, top five seasons based on the likings of the participants have been selected. While analyzing the content, following categories can be observed in each season;

Table no.7

Summary of the findings

Categories	13 Reasons Why	Sacred Games	Peaky Blinders	Narcos	Stranger Things	Total
Indecent Language	32	53	23	27	8	143
Obscenity/Nudity	11	16	07	25	4	63
Glorification of Crime	0	29	27	19	5	80
Oppression against a class or female gender	4	14	28	36	6	88
Empathy	49	1	26	5	6	87
Sexual Activity	24	13	17	8	4	66
Informative	35	12	01	0	8	56
Inspiring	23	8	5	0	7	43
Drugs and Alcohol	10	14	36	37	5	102

It can be observed that indecent language is the dominant category among all followed by use of drugs & alcohol and oppression. Empathy has been observed in 87 scenes overall, but it can be observed that it is only highly dominant in case of *13 Reasons Why*. Indecent language is first dominant category in *Sacred Games* and *Stranger Things* whereas drugs and alcohol are dominant category in *Peaky Blinders* and *Narcos*. Other important elements that are present in all seasons are oppression, glorification or crime and sexual activities. Oppression can be observed in the form of beating, torturing and mistreating certain class or women whereas criminal activities ranged from sympathizing the

criminal, murdering, killings and use of guns. Talking about the sexual activities and nudity in the seasons, its low form is present in all analyzed seasons. Nevertheless, their high forms can be examined in *Sacred Games* and *Narcos* in particular.

Based upon these findings, it is suggested that there should be some filters or regulatory authority like PEMRA to monitor the content over Netflix in Pakistan. Our youth is consuming quite bold content over Netflix therefore it must be monitored because it is not freedom of expression. It is ethically and morally wrong for a society like Pakistan where we have censorship policies for film, news media, electronic and print media but we do not have filters and censorship policies for a contemporary TV like Netflix. The age limit to use Netflix in Pakistan is 16+; it should be increased up to 18+. However, stories and content of the Netflix series is interesting and different from the traditional TV but some of its content is like a soft porn that needs to be controlled.

Conclusion

To conclude the discussion, it can be said that Netflix should not be restricted rather it should be properly monitored and regulated in Pakistan. Most of the youngsters now prefer to watch Netflix instead of watching traditional television due to multiple choices, fun & entertainment and flexible timings. In this research, quantitative research design has been used and two research methodologies have been adopted. First, survey method has been used as a primary method to know the trends of watching Netflix among youth and based upon their likings and watching preferences, opening seasons of top five Netflix series have been selected for the content analysis. These seasons include *13 Reasons Why*, *Sacred Games*, *Peaky Blinders*, *Narcos* and *Stranger Things*. Survey reveals that those who are in their late teens and early twenties are most likely to watch Netflix. Males are most likely to consume Netflix as compared to females and most of its users do not have their separate accounts. Content analysis demonstrates that series mostly watched by teenagers or youngsters in Pakistan are based on explicit content that includes indecent language, use of drugs & alcohol, criminal activities, nudity and sexual activities, whereas only one season among the selected seasons had high level of empathy and information. It is suggested that some monitoring authority must be established to observe the Netflix content and censorship policies should be designed in this regard. However, researchers could not examine top 10 seasons or entire

seasons of each season. In future, in-depth interviews can be conducted as well to know the reasons behind preferring Netflix over traditional TV and other seasons can be analyzed as well.

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- APPENDIX A
- Questionnaire for the Survey
- Name: _____
- Gender: a. Male b. Female
- Age: a. Less than 15 years b. 15-20
 c. 21-25 d. 26-30 e. 31 or
 above
- Education Level: a. Matric/O-levels b.
 Intermediate/A-levels c. Bachelors d.
 Masters e. M.Phil. or above
- Do you watch Netflix? a. Yes b. No
- Since how long are you watching Netflix? a. Less than a year
 b. One year c. Two years d.
 Three years or more
- Do you have personal subscription of Netflix? a. yes
 b. No/I use the account of my friend or cousin.
- For how many hours, do you watch Netflix in a week? a. 2 to
 5 hours b. 6 to 10 hours c. More than 10 hours.
- What you watch over Netflix? a. Movies b.
 Seasons c. Other: _____
- Why you prefer Netflix over traditional TV? a. Multiple
 options b. Because its fun c. Flexible
 timings. d. Other: _____

- **What genre do you prefer to watch over Netflix?** a. Horror
b. Science fiction c. Comedy
d. Romantic e. Other: _____
- **Which of the followings season(s) you liked?** a. BoJack
Horseman b. 13 Reasons Why c.
Stranger Things d. Orange is a New Black
e. Daredevils f. Peaky Blinders g.
House of Cards h. Sacred Games i.
Narcos j. Black Mirror k. Dark l.
Other: _____

APPENDIX B

Coding Sheet

Name of the Season:

Episode no.:

Season no.:

Indecent Language	1=High 2=Moderate 3-Low
Obscenity/Nudity	1=High 2=Moderate 3-Low
Informative	1=High 2=Moderate 3-Low
Inspiring	1=High 2=Moderate

	3-Low
Empathy	1=High 2=Moderate 3-Low
Use of drugs and alcohol	1=High 2=Moderate 3-Low
Glorification of crime	1=High 2=Moderate 3-Low
Oppression	1=High 2=Moderate 3-Low
Sexual Activity	1=High 2=Moderate 3-Low