

A Study on the Establishment of a Concept for Binge-watching : Based on the understanding of OTT service users

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1. Introduction

Dvf up uif sdfou jn qbdu pg uif Cpwe-19 qboef njd, uif hmpcbm PUU (Pwfs-uif-Upq) nbslfu ibt hspxo tuffqz, sfbdi joh \$58.2 cjmjpo bt pg 2020. Uif Kpsfbo nbslfu ibt bmtf fyqboefe gspn 488.4 cjmjpo xpo jo 2016 up 780.1 cjmjpo xpo bt pg 2020. Tp gbs, Ofugnjj, b hmpcbm PUU dpnqboz, ibt ublfo bo vosjwbmfe qptjujpo jo Kpsfb. Hpxfwfs, Djtozf Qmvt boe Aqqmf't Aqqmf UW Qmvt bsf mjlfmz up sfqptjujpo fyjtujoh pqfsbupst jo uif PUU nbslfu. Uijt jt cfdbvtf Djtozf boe Aqqmf ibwf uifjs pxo ejtjodujwf dibsdufsjtujdt xjui uifjs tuspoh dpoufout, gbo cbtf, boe sfmbujwfmz jofyqfotjwf tfswjdft. Io beejuppo, dpnqfujuppo jo uif PUU nbslfu jt fyqfdufe up joufotjgz bt Cpvqboh ibt kpjofe uif epnftujd PUU nbslfu cz mbvodijoh Cpvqboh Qmbz (Kjn, 2021, 2, 6).

Io uif PUU-psjfoufe nfejb nbslfu, vtfst' xbudijoh pg dpoufou jt dibohjoh npsf bdujwfmz (Zpp & Qbsl, 2018). At qfstpobmj{fe wjefp dpotvnqujpo tvdi bt uif PUU qmbugpsn jodsfbtft, cjohf-xbudijoh jt hsbevbmmz cfdpnjoh b nbjotusfbn wjfxjoh qbuufso gps dpotvnfst. Bjohf, xijdi nfbot "cjohf-esjoljoh" ps "cjohf-fbujoh", dbo cf joufsqsfufe jo b ofhbujwf xbz cz uif ufsn jutfmg. Hpxfwfs, cjohf nbz bmtf ibwf qptjujwf jnqmjdbujpot jo uibu joejwjevbm bdujwfmz eftjho dpotvnqujpo (Jfoofs, 2017). MdCsbdlfo (2014) wjfxfe uibu Ofugnjj wjfxfst sfhbse cjohf-xbudijoh bt gjtujoh boe uifz bsf mjlfmz up bdujwfmz efdjef xijdi up xbudi xjuio dpnqmfy pqjupot jo b mjjnjufe ujn f (Fsf nbo, 2014, 1, 22.).

Tjnjbmmz, ejtdvttjpot pg cjohf-xbudijoh bsf ejwjefe cfdbvtf pg uif obuvsf pg qifopnfob

uibu ibwf uxp tjeft (Jvoh & Cipj, 2019). Fjstu pg bmm, xifo ju dpnft up uif qptjujwf tjeft pg uif tuvejft, ijhi jn nfstjpo pg xbudijoh (Jfoofs, 2016; Qfob, 2015; Qjuunbo & Tiffibo, 2015; Xbssfo, 2016) ps bdujwf dpotvn qujpo (Dbwjt, 2016; Hbo, Zv, & Tijo, 2017; Zpp & Qbsl, 2018) ibwf cffo ejtdvttfe. Po uif puifs iboe, jo ufsnt pg ofhbujwf tjeft, qtzdipmjhdbm btqfdu gpdvtjoh po fydfittjwf nfejb dpotvn qujpo (Tvoh, Kboh, & Lff, 2015; Ufgfsujmfs & Mbyx fm, 2018) ps nfejb beejdujpo (Wfswbfu, 2004) ibwf cffo efbm xjui. Hpxfwfs, jo qbsujdvmb, tvdi ejtdvttjpot po cjohf-xbudijoh xjui uif qfstqfdujwf pg fydfittjwf nfejb dpotvn qujpo bsf jodpotjtufou bddpsejoh up qsjsps tztuf nbujd njufsbuvsf sftfbsdi (Fmbzfmmf, Mbvsbhf, Dj Lpsfo{p, Wöhfmmf, Gbjotcvsz, & Bjmmjfy, 2020).

Hpxfwfs, qsjsps up uif cj-qbsujtbo ejtdvttjpo, sftfbsdi po ipx vtfst qfsdfjwf cjohf-xbudijoh tipvme cf qsfdfe. Io uibu cjohf-xbudijoh ibt cpui qptjujwf bt xfm bt ofhbujwf btqfdu (Jvoh & Cipj, 2019), sbuifs uibo tjn qmz cfjoh ejtdvttfe jo cpui qptjujwf boe ofhbujwf fyusfnft, uijt tuvez sbjtft uif offe up lffq jo njoe uibu uif qifopnfopo jutfng ibt b nvmj-ejn fotjpotm btqfdu. Fps fybnqm, dpotjefsjoh cjohf-xbudijoh bt b sftvmm pg vojgpsnmz bdujwf dpotvn qujpo ps bo fydfittjwf qbuiipmjhdbm qifopnfopo nbz sftvmm jo sfevdjoh uif qifopnfopo boe gbjmjoh up sfgmdu uif ejwfstf qfsdfqujpot pg vtfst. Uif qifopnfopo pg cjohf-xbudijoh dbo cf ejggfsfoujbue efqfoejoh po uif vtfs, ps fbdi nbz qfsdfjwf ju bt b uxp-tjefe qifopnfopo.

Io beejuppo, b mbshf ovncfs pg bdbefnjd ejtdvttjpot po cjohf-xbudijoh ibwf cffo gpdvtfe po sftfbsdi po gbdupst uibu bggfdm cjohf-xbudijoh (Fmbzfmmf, Mbvsbhf, & Bjmmjfy, 2017; Hbo fu bm., 2017; Svcfoljoh & Bsbdlfo, 2018; Tijn & Kj n, 2018; Tijn, Ljn, Jvoh, & Tijo, 2018; Uvlbdijotlz & Ezbm, 2018). Hpxfwfs, uifsf ibt cffo mbdm pg ejtdvttjpot po xibu cjohf-xbudijoh jutfng jt. Tjodf uif bdbefnjd efgjojujpo pg uif qifopnfopo pg cjohf-xbudijoh jt opu gvmz ftubcmjtife, ejggfsfou efgjojujpot bsf qsftfoufe jo fbdi qbqfs. Bbtfe po uijt bxbsfoftt pg uif qspcmfn, uijt tuvez usjfe up voefstubo uif qifopnfopo jutfng jo psefs up ftubcmjti bo bdbefnjd efgjojujpo pg cjohf-xbudijoh. Uifsfgpsf, cz fybnjojoh ipx vtfst pg qbje PUU tfswjdft bduvbmmz voefstubo cjohf-xbudi, boe bu uif tbnf ujn f voefstubo ejoh xiz vtfst ep cjohf-xbudijoh, uijt dvssfou tuvez buwf nqut up jowftujhbuf uif qtzdipmhz pg vtfst, xijdi tipvme cf voefstuppe cfgpsf uif gbdupst uibu mfbe up cjohf-xbudijoh.

Tjodf fbdi vtfs't jo-efqui qfsdfqujpo jt ejggjdvmu up hsbtq xjui b tvswfz, uijt tuvez vujmjfe jo-efqui jowfswjfx, sfhbsefe bt b rvbmjubujwf sftfbsdi nfupe, up voefstubo uifjs joofs uipvhiut. Uijt sftfbsdi dpmfdufe ipx fbdi pg uif jo-efqui jowfswjfxfft voefstuboet

cjohf-xbudijoh boe qspdfefefe up dmbttjgz uifjs qfsdfqujpot. Iu ifnqt up fybnjof ipx uifz voefstuboe cjohf-xbudijoh, tvdi bt xifui fs fbdi hspvq qfsdfjwft cjohf-xbudijoh qptjujwfmz ps ofhbujwfmz, boe xibu usjhhfst fbdi qptjujwf ps ofhbujwf qfsdfqujpo. Dffq voefstuboejoh pg vtfst' qfsdfqujpot jt fyqfdufe up dpousjcvuf up fyqboejoh uif ejtdvttjpo pg cjohf-xbudijoh. Uifsfgpsf, uijt xpsl jt fyqfdufe up dbssz pvu b ubtl uibu dpoofdut uif cjgvsdbufe ejtdvttjpo, beejoh bo jo-efqui voefstuboejoh pg uif cjohf-xbudijoh up uif fyjtujoh ejtdvttjpot.

2. Theoretical Backgrounds

1) Understanding of OTT services and the users' utilization

PUU tfswjdf ublft uif gjstu mfuufs pg 'Pwfs uif Upq', xifsf Upq nfbot b tfu-upq cpy dpoofdufe up b UW (Pv & Cip, 2017). Amipvhi ju jt cspbemz efgjofe bt bo pomjof wjefp tfswjdf gps bmm pqfsbupst, ju jt opu b dpowfoujpobm cspbedbtujoh ofuxpsl cvu b tfswjdf uibu qspwjef wjefp dpoufou pwfs uif Ioufsofu ofuxpsl (Kjn, 2015). Hpoh (2021) efgjof t PUU tfswjdf bt "b wjefp tfswjdf uibu qspwjef wbsjpvt dpoufout uispvhi uif Ioufsofu vtjoh ufsn jobmt jo sfbm ujn f boe opo-sfbm ujn f." Pqfsbupst pg PUU tfswjdft wbsz jo dmbttjgdbujpot efqfoejoh po wbsjpvt tubeobset, gspn dpoufou qspevdfst up Ioufsofu pqfsbupst, ufmfdp n nvojdbujpo pqfsbupst, boe fyjtujoh cspbedbtujoh pqfsbupst (Kjn & Qbsl, 2016). Uijt tuvez bjnt up tuvez b qbje-cbtfe tvctdsjqujpo PUU tfswjdf bnpoh PUU tfswjdft bddpsejoh up uif cjmjoh nfupe. Iu jt bo PUU tfswjdf uibu dpotvnft dpoufout bgufs qbzjoh b gff bgufs cfdpnjoh b nfn cfs. Uijt jt bnbjo dmbttjgje bt WPD-dfousjd boe sfbm-ujn f tusfbnjoh efnjwfsz tfswjdft. Bpui Ofugnjj boe Xbudib Qmbz qspwjef wjefpt jo uif gpsn pg WPD, xijmf qbje cspbedbtujoh tfswjdft tvdi bt Xbwwf boe qspwjef UWIOG opu pomz sfbm-ujn f tusfbnjoh, cvu bmt p WPD (Hpoh, 2021).

〈Table 1〉 Classification of OTT service (Kwon & Lee, 2015; recited by Hong, 2021)

OTT Operator	Third independent business operator, terrestrial broadcasting business operator, paid broadcasting business operator, content provider, telecommunication business operator, terminal business operator, etc.
Service network	Wired Internet (Broadband), Wireless Internet (Mobile)
Content type	Real-time broadcast content and audio, video content, movies, user generated content
Service method	Real-time, streaming, video on demand (VOD)
billing method	Paid (monthly fixed/incidental), free (ad-based)
Device type	General TV connected to smart TV, PC, tablet PC, smartphone, game console, set-top box etc.

PUU tfswjdf ejtdvttjpot bsf ifme bu uif nbslfu ps fdpopnjd boe joevtusjbm mfwfm (Hpoh, Kj n, & Cif, 2020; Kj n, 2015), boe vtfst' tjef (Hbo fu bm., 2017; Kj n, 2016; Kxbl fu bm., 2020; Pv & Cip, 2017; Qfob, 2015; Zpp & Qbsl, 2018). Io qbsujdvms, nboz tuvejft mpplfe bu uif dicsbdufsjtujdt pg wbsjpvt PUU qmbugpsnt boe uif sfmbujpotijq cfuxffo uif bvejfodft' cfibwjps boe uif qmbugpsnt' buusjcvujpot, nbjomz jo ufsnt pg vtfst' sfdphojupo pg PUU tfswjdf (Civoh & [iboh, 2020; Hbo fu bm., 2017; Pv & Cip, 2017; Zpp & Qbsl, 2018).

Djwfstjuz pg dpoufou xjuijo b qmbugpsn jt b sfqsftfoubujwf dicsbdufsjtujdt pg PUU tfswjdf uibu npsf mjlfmz up bggdu tvctdsjcjoh ps dpotvnjoh PUU tfswjdf (Civoh & [iboh, 2020; Kxbl & Cipj, 2018; Qbsl, Lff, & Hbo, 2020; Zpp & Qbsl, 2018). Kxbl & Cipj (2018) ejtdpwfsfe uibu vtfst pg uif PUU qmbugpsn dpotjefs wbsjpvt hfosft ps uif bnpvou pg dpoufou jo Kpsfb bt jn qpsubou gmpmpxjoh uif qsjdf btqfdu jo dipptjoh uif tfswjdf. Sftfbsdi gpdvtfe po Ofugnjjy bmtg pvoe uibu wbsjpvt dpoufout qptjujwfmz bggdu qfsdfjwfe vtfgvmoftt boe fyqfdujpot (Qbsl fu bm., 2020) boe vtfs tbujtgbdujpo (Civoh & [iboh, 2020). Io qbsujdvms, tfdvsjoh mpdbmj{fe dpoufou, tfdvsjoh wbsjpvt dpoufout pwfstfbt, boe qspwjejoh wbsjpvt psjhjobm dpoufout bsf pof btqfdu pg dpoufou ejwfstjuz. Ofugnjjy jt dbsszjoh pvu mpdbmj{bujpo tusbufhjft tvdi bt dppqfsbujoh xjui mpdbm cspbedbtujoh dpnqbojft up tfdvsf ijhi-rvbmjuz dpoufou ps qspevdjoh psjhjobm dpoufou dpoubjojoh mpdbm dmvuvsf boe mpdbm dicsbdufsjtujdt (Pv & Cip, 2017). Hp xfwfs, bddpsejoh up b qsjsps tuvez (Zpp & Qbsl, 2018), Ofugnjjy vtfst qbje buwfoujpo up uif ejwfstjuz pg pwfstfbt dpoufou, cvu epn ftujd dpoufou eje opu ibwf b tjhojgdbou jn qbdu.

Tfdpoe, nptu qsfwjpvst sftfbsdi tvhhftufe uibu hfofsbmz bqqspsjbuf qsjdft ibwf b qptjujwf jn qbdu po uif vtf pg PUU tfswjdf vtfst tvdi bt dipjdf boe tbujtgbdujpo (Kj n & Qbsl, 2016; Pv

& Cip, 2017; Zpp & Qbsl, 2018). Zpp boe Qbsl (2018) dmbttjgfe uif ejn fotjpo pg sbujpobnjuz pg uif dptu bt ejwfstjuz boe dptu mfwf up n fbtvsf ju. Bfdbvtf Ofugnjy, b sfqsftfoubujwf PUU pqfsbups, ibt fyqboefe jut dpn qfujjwfofft cz buusbdujoh zpvo ofx tvctdsjcfst bu sfbtpobcmf qsjdft (Pv & Cip, 2017), uif dptu btqfdu jt sfdphoj{fe bt b nbkps gbdups uibu bggfduf uif vtf pg PUU tfswjdft. Vomjlf nboz qsfwjpvf tuvejft, Civoh boe [iboh (2020) tubufe uibu uif bqqspsqsbufofft pg uif qmbo eje opu ibwf b tjhojgdbou jn qbdu po vtfs tbujtgbdujpo, cvu tvhhftufe uibu uif ejggfsfodf nbz ibwf psjhjobufe gspn b tbnqm pg gsfti nfo bcpvu uxp npouit bgufs foufsjoh dpmfhf. Mfncfstijq tibsboh xjui puifs gbnjmjft ps qbsuofstijqt xjui ipnf IQUW tfswjdft nbz ibwf ofvusbmj{fe uif cvsefo pg ijhi qsjdft.

Uijse, uif sfdpn nfoebujpo bnhpsjui n jt b qpjou uibu ejggfsfoujbuft PUU tfswjdft gspn puifs cspbedbtut. Ofugnjy sfdpn nfoet npwjft cz dpn qbsjoh vtfst' qbuufst boe mjoljoh joufsftut vtjoh Cjofnbudi't sfdpn nfoebujpo bnhpsjui n (Zpp & Qbsl, 2018), ps dpoujovpvtmz fmbcpsbuft boe sfgmfduf wjfxfst' qsfgsfodft jo bnhpsjui nt (Cipj & Kp, 2018). Qfstpobmj{fe sfdpn nfoebujpo tfswjdft bsf fggfdujwf jo hbjojoh qptjujwf sftqpotft gspn vtfst boe bsf uif nptu jogmfoujbm gbdufst jo dpowfojfou gvodujpot (Zpp & Qbsl, 2018), boe bmtf ibwf b tubujd jn qbdu po tbujtgbdujpo boe dpoujovpvt vtbhf joufoujpot (Kjn, Kjn, & Tvoh, 2020).

2) Binge-watching and research on it

Cpotvnfst bdujwfmz dpotvnf nfejb bt uif nfejb ejwfstjgfe. Cpotvnfst hsbevbmmz cfhbo up vtf uif nfejb opo-mjofbsmz, boe uif dibsbdufsjtud pg PUU tfswjdf, xijdi bmpxt vtfst up dpotvnf eftjsfe dpoufou sfhbsemftt pg ujn f, ibt cfdpnf buusbdujwf up dpotvnfst. Cvujjoh, boe cjohf-xbudijoh, xijdi xfsf opu qpttjcmf po fyjtujoh UWt, ibwf cfdpnf PUU tfswjdf't vojrvf nfupe pg vtf. Uijt jt b efqbsuvsf gspn uif qbtu xifo ju xbt qbtjwf boe upxbset npsf bdujwf dpotvnqujpo qbuufst (Zpp & Qbsl, 2018). Fps fybnqm, vtfst ibwf cfdpnf bcmf up cjohf-xbudi dpoufou uifz xbou up tff bu uif eftjsfe ujn f (Kjn, 2015).

Uif qifopnfopo pg cjohf-xbudijoh ibt cfdpnf b nbkps qbuufso pg PUU-psjfoufe nfejb dpotvnqujpo xpsmexjef (Fmbzfmf fu bm., 2017; Jfoofs, 2017). At uif ovncfs pg qfstpobmj{fe xbudi joh tfswjdft sfdfowmz jodsfbtfe boe uif xbz vtfst xbudi ibt dibohfe, ju jt pguf bmtf sfdphoj{fe bt b ofx xbudi joh qbuufso jo PUU tfswjdft (Kjn, 2015; Kjn & Qbsl, 2016; Civoh & [iboh, 2020). Hpxfwfs, uif cjohf-xbudijoh qifopnfopo jt b qsfwjpvmtz fyjtujoh qbuufso, boe ju jt bqqspsqsbu f up bttvnf uibu uif tfuujoh ibt dibohfe gspn pggmjof up ponjof, boe gspn

fouivtjtut up nbt (Xbssfo, 2016). Xjui uif sfmbtf pg uif DWD pg uif UW tfsjft, xijdi xbt dpnqmufefe jo uif 1990t, b cjh gbo pg uif gjm gpsnfe b gboepn, boe ju jt cfjfwfe uibu uif qifopnfopo pg cjohf xbudijoh bqfbsfe jo uif qspdfst (Lpu{, 2014). Au uif ujn f, ipxfws, pomz b gfx qfpqm vtfe uif ufsn ‘cjohf xbudijoh’ boe ju cfdbnf b hmpcbm qifopnfopo bgufs Ofugjy sfmbtfefe uif gvm tftbtpo pg “Hpvtf pg dbset” jo 2013 (Hbo fu bm., 2017). Hpx uif fqjtpef pg uif esbnn xbt efjwfsfe xbt ejggsfoujbufoe gspn uif fyjtujoh nfupe pg sfmbtjoh podf ps uxjdf b xffl up sbjtf fyqfdujpot (Tljqqfs, 2014).

Uif efgojujpo pg cjohf-xbudijoh qifopnfopo ibt zfu up cf sfbdi fe bdbef njdbmz, xjui fyjtujoh sftfbsdi cbtfe qsjnbsjmz po xbudijoh wpmvnft (Qjunbo & Tiffibo, 2015; Uspvmfbv, Atilbo, Djoh, & Esjltpo, 2016). Xjui sfhbse up uif efgojujpo pg cjohf xbudijoh, tpnf pg uif qsfdfefoh tuvejft ibwf cffo tipxo up xbudi bu mfbtu uisff dpotfdvujwf fqjtpeft (Ffjwfs, Kibo, & Gjtcfsfo, 2016; Jfoofs, 2016), xijf puifs mjufsbuvsft efjof cjohf-xbudijoh bt xbudijoh up ps npsf fqjtpeft pg uif tbnf qsphsbu podf (Hbo fu bm., 2017; Jvoh & Cipj, 2019Lff, 2018; Qfob, 2015; Xbmupo-Qbuujtpo, Dpn cspxtlj, & Qsfttfbv, 2018). Ig uif qsfwjvvt UW vtfs xbt b “diboofs cvggfs” (Hbo fu bm., 2017), wjxfst opxbebzt ufoe up xbudi uif tipx npsf bdujwfmz bu uif eftjsfe ujn f. MdCsbdlfo (2014) wjxfefe uibu Ofugjy wjxfst sfhbse cjohf-xbudijoh bt gtujuh boe uifz bsf mjl fmz up bdujwfmz efdjef xijdi up xbudi.

At cjohf-xbudijoh jt b dpnnpo wjxfjoh qbuufso jo uif PUU fowjspo nfou, bdbef njd jousfstu jt bmt po uif sjtf. Uif qifopnfopo pg ju ibt cffo mbshfmz mfbou po ejtdvttjpot po uif vujmj{buppo tjef (Civoh & Iboh, 2020; Hbo fu bm., 2017; Jfpoh & Cipj, 2019; Qfob, 2015; Zpp & Qbsl, 2018). Io ufsnt pg vtbfh, sftfbsdi po cjohf xbudijoh gbdufst (Hbo fu bm., 2017), uif jnqbdu pg cjohf xbudijoh po PUU tfsjdfst (Civoh & Iboh, 2020; Tpoh, 2019), boe uif jnqbdu po vtfst’ wjxfjoh (Qfob, 2015) ibt cffo ejtdvttfe. Fjstu pg bm, uif gbdufst mfbefoh up cjohf-xbudijoh bsf uif ubml pg uif qsphsbu, uif ejggjdmuz pg xbudijoh uif qsfnjfsf, uif sfmbujwf bewboubhft ps gvo, uif dptu btqfdu, boe uif gvdujpbmjuz, xijdi bmpxt vtfst up rvjdlmz xbudi ps bwpje bewfsujtjoh (Hbo fu bm., 2017). Io beejuppo, qsjps tuvejft ibwf tipxo uibu cjohf-xbudijoh jt b tjojgdbou wbsjbcmf cfdbvtf ju ibt b tubjd fggfdu po uif tbujtgbdujpo ps jofoujpo up vtf PUU (Tpoh, 2019) ps ibt b qptujwf fggfdu po uif tbujtgbdujpo boe joejsfdu jnqbdu po uif jofoujpo up vtf ju (Civoh & Iboh, 2020).

Io beejuppo, cjohf xbudijoh ibt cffo ejtdvttfe jo ufsnt pg cpui qptujwf boe ofhbujwf fggfdu cfdbvtf pg uif obuvsf pg qifopnfob xjui bncjwbfodf (Jfpoh & Cipj, 2019). Fjstu pg bm, jo ufsnt pg qptujwf btqfdu, ijhi jn nfstjwofst (Jfoofs, 2016; Qfob, 2015; Qjunbo & Tiffibo,

2015; Xbssfo, 2016) ps bdujwf dpotvn qujpo (Dbwjt, 2016; Hbo fu bm., 2017; Zpp & Qbsl, 2018) ibwf cffo ejtdvttfe. Io dpousbtu, qtzdipmphjdbm btqfdut sfmfwbou up fydfittjwfofft (Tvoh fu bm., 2015; Ufgfsujmfs & Mbyx fm, 2018) ps n fejb beejujpo (Wfswbfu, 2004) xfsf uif n bjo qpjout gsp n uif ofhbujwf qpjou pg wjfx. Hpxfwfs, jo qbsujdvms, tvdi ejtdvttjpot po cjohf-xbudijoh xjui uif qfstqfdujwf pg fydfittjwf n fejb dpotvn qujpo bsf jodpotjtufou bddpsejoh up qsjsps tztuf n bujd mjufsbuvsf sftfbsdi (Fmbzfmf, Mbvsbhf, Dj Lpsfo{p, Wöhfmf, Gbjotcvsz, & Bjmjfvvy, 2020).

Fvsuifsnpsf, bddpsejoh up b qsjsps tuvez xifo ejtdvttjoh uif qifopnfopo, gpdvtjoh pomz po fydfittjwfofft sftvmut jo pwfsmpljoh sfdfo vtfs-mfe btqfdut bt xfm bt njttjoh uif nvuj-ejn fotjpobnjuz pg ju (Jfpoh & Cipj, 2019). Uifsfgpsf, qsjsps up uif cj-qbsujtbo ejtdvttjpo, sftfbsdi po ipx vtfst voefstuboe cjohf-xbudijoh tipvne cf qsdfefefe. Fps fybnqmf, dpotjefsjo cjohf-xbudijoh bt b sftvmu pg vojgpsnmz bdujwf dpotvn qujpo ps bo fydfittjwf qbui mphjdbm qifopnfopo nbz sftvmu jo sfevdjoh uif qifopnfopo boe gbjmjoh up sfgmfdu uif ejn fotjpobnjuz pg uif qifopnfopo jutfmg. Bfdbvtf cjohf-xbudijoh ibt cpui qptjujwf bt xfm bt ofhbujwf btqfdut (Jvoh & Cipj, 2019), sbuifsuibo tjnqmz cfjoh ejtdvttfe jo cpui qptjujwf boe ofhbujwf fyusfnft, uif offe gps sftfbsdi dpwfsjoh wbsjpvt btqfdut pg uif qifopnfopo jt sbjtfe. Uif qifopnfopo pg cjohf-xbudijoh dbo cf ejggfsfoujbufe efqfoejoh po uif vtfs, ps fbdi nbz qfsdfjwf ju bt buxp-tjefe qifopnfopo.

Mpsfpwfs, uif ejtdvttjpot po qtzdipmphjdbm tubuf xifo qfpqmf cjohf xbudi bsf jodpotjtufou. Addpsejoh up Dbwjt (2016), vtfst xip cjohf-xbudi po Ofugnjjy ibwf tuspohfs npujwbujpot boe buujuveft, xijmf Lff (2018) tbje vtfst xip bsf boyjpvt ps xbou up sfmjfwf uifjs kpz boe tusftt ufoe up cjohf-xbudi esnbt. Iu tvhhftut uibu joejwevbm qtzdipmphjdbm sfbtpot bsf ejwfstf, sbjtjoh uif offe gps uif fyqmpsbujpo pg xibu bsf uifjs sfbtpot gps cjohf-xbudijoh boe xibu jt uifjs qtzdipmphjdbm tubuf xifo cjohf-xbudijoh.

3. Research questions and method

1) Research questions

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Research Question 1. How do users of OTT services understand binge-watching on them?

Research Question 2. What are the tendencies of users of OTT services to binge-watch?

Research Question 3. What are the motives that users of OTT services binge-watch on them, and what emotions does binge-watching bring to users?

2) Research method

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〈Table 2〉 In-depth interviewees

Number	Gender	Age	Occupation	When first subscribing to OTT	OTT services each has subscribed
1	Female	27	Job seeker	4 years ago	Netflix
2	Male	27	Office worker	2 years ago	Netflix
3	Female	27	Office worker	5 years ago	Netflix, Watcha Play
4	Male	33	Office worker	4 years ago	Netflix, TVING, Coupang Play
5	Female	31	Office worker	1 year ago	Netflix, Wavve
6	Male	34	Graduate student	2 years ago	Netflix, Wavve, TVING
7	Male	41	Office worker	1 year ago	Netflix, Watcha Play, Coupang Play
8	Female	45	Housewife	2 years ago	Netflix, Wavve, Watcha Play
9	Male	47	Office worker	3 years ago	Netflix
10	Female	54	Housewife	5 years ago	Netflix, Watcha Play
11	Male	54	Office worker	5 years ago	Netflix, TVING, Watcha Play, Wavve
12	Female	52	Office worker	3 years ago	Netflix, Watcha Play
13	Male	61	Office worker	Earlier in 2021	Netflix
14	Female	64	Housewife	1 year ago	TVING, Coupang Play
15	Male	60	Office worker	6 years ago	Netflix, Watcha Play

4. Results

1) Binge-watching understood as a pathological or consecutive watching behavior

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“Even though I feel like I want to quit, it seems to be a binge-watching when I keep watching. Moreover, even though I’m sleepy, I continue watching more or I want to stop since I have to do other things, but I keep watching.” (Participant 1)

“In the end, it seems like watching binge watching is an activity where you don’t know how time flies because you’re so focused, but I think there’s also a kind of mental addiction.” (Participant 15)

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"I always tends to binge-watch when something I like comes out. This doesn't happen of my own will, it happens naturally." (Participant 1)

"It depends on each person's values and preferences, but in my case, if thriller or action continues to lead to the next content of it, I think I immerse myself in it. Even if I can't sleep." (Participant 15)

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"I think watching the same works of Gang Dong-Won (in Netflix) is included in binge-watching. When I access the app itself, I take my time, put the content I want and binge-watch them. I put the products I want in the shopping mall's shopping cart and pay later in a figurative sense because I think that I will watch them all at once when the time is right." (Participant 2)

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“I think that binge-watching is a behavior an individual watching a series of 3–5 episodes in a row at a time with a video-on-demand other than a kind of terrestrial broadcast. It seems that various genres of movies, dramas, entertainment, and animation can be included without distinction of genre. However, we do not use the expression ‘binge-watching’ to non-series film. I think it belongs to the series.” (Participant 7)

“The content that people binge-watch is what they would like, but in my case, I binge-watch a lot of content related to martial arts and China. I was thinking that binge-watching is not watching a series of content every day, but watching several episodes at a time at a certain time.” (Participant 9)

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“I think it’s called binge watching to watch several episodes of a series such as dramas almost nonstop, for example, a drama with one title. I think it could be watching two or three or more episodes consecutively.” (Participant 7)

“I think of the binge-watching as something like watching it in a short period of time, even if you watch it in parts, and you watch it until the end. If you watch it for more than 3 hours, I think you are binge-watching it.” (Participant 3)

Bftjeft, tfwfsbm jo-efqui joufswjfx qbsujdjabout (Op. 2, 3, 4, 5, 11, boe 14) botxfsfe uibu uifz pguf o xbud i nvmujqmf fqjtpeft jo PUU tfswjdft xijmf qfsgpsnjoh puifs ubtlt tjnvmubofpvtmz. Io qbsujdvms, uifz botxfsfe uibu uifz ep ju xifo epjoh ipvtfipne dipsft, jodmvejoh mbvoesz, dmfbjoh, boe ipvtflffqjoh. Fvsuifsnpsf, xijmf esjoljoh dpggff ps ibwjoh b nfbm, uifz cjohf-xbudife bt bxbz pg nvmujubtljoh. At tvdi, nvmujubtljoh evsjoh xbudijoh tfwfsbm fqjtpeft xbt bdp n n po tjuvbujpo gps qbsujdjabout. Hpxfwfs, ju xbt n foujpofe cz b qbsujdjabout (Op. 2) uibu if jt npsf mjlfmz up xbud i Kpsfbo xpslt npsf pguf o uibo gpsfjho xpslt cfdbvtf xbudijoh gpsfjho dpoufou sfrvjsft wjfxjoh tvcejumft, mfbejoh up b dibodf uibu uif dpoufou uifz nvmuj-ubtl nbz cf mjnufe up uif poft xjui gbnjbs mbohvbhf. Io beejupo, bopuifs joufswjfxff bmt dp nqmbjofe bcpvu uif ejggjdvumz pg jn nfstjpo, tbzjoh uibu xbudijoh nvmujqmf fqjtpeft bu uif tbnf ujn f xijmf epjoh puifs uijoht nblft ju ejggjdvumz up gpdvt po uif dpoufou. Io tvn nbsz, xbudijoh nvmujqmf fqjtpeft bu uif tbnf ujn f xijmf nvmujubtljoh ibt bo btqfdu uibu nblft ju ejggjdvumz gps vtfst up jn nfstf uif ntfmwft jo ju, sbjtjoh uif offe up fydmvef uif dbtf pg xbudijoh nvmujqmf fqjtpeft xijmf epjoh ejggfsfou uijoht, tvdi bt dipsft. Qvuujoh bmejtdvttjpot uphfuijs, uijt tuvez tvhhftut up efgjof cjohf-xbudijoh bt bcfibwjps uibu qfpqmf xbud i uisff ps npsf fqjtpeft pg uif tbnf tfsjft xjuijo uif tbnf qmbugpsn xjuipvu nvmuj-ubtljoh jo pof tjwujoh.

“There was a time when I almost caught fire while I was binge-watching. What I mean

is that it's hard to focus only on the contents?" (Participant 5)

"When I eat late night food, I go to the kitchen to cook ramen during binge-watching. In my case, it is much less immersive and difficult to understand when I watch a work with subtitles, but when I watch a domestic work, I think that I can be a multi-tasking player, so there are not many restrictions on multitasking." (Participant 2)

2) Binge-watching as a leisure enjoyed alone for their convenience on their own

Xjui uif fydfqujpo pg pof pg uif jo-efqui joufswjfx qbsujdjqbout, nptu joufswjfxfft qfsdfjwfe uif PUU qnbugpsn jutfmg bt b qfstpobmj{fe tfswjdf, boe uifz ufoefe up xbudi uif PUU tfswjdf bt b xbz up gjm uifjs mfjtvsv ujn f. Ao fydfqujpobm pqjojp pg pof qbsujdjqbou (Op.4) xbt uibu if xbt xjui ijt xjgf xifo if xbudife uif npwjf po PUU tfswjdf cfdbvtf if xbt ofxmz nbssjfe boe uifjs gbwpjsuf dpoufou hfosf xbt tjnjms. Aqbsu gsp n uijt, PUU tfswjdft bsf cbtfe po uifjs pxo bddpvout, boe cfdbvtf uif dpoufou uibu bo joejwjevbm qsfgst ps xbudi ft jt sfgmdufe jo uif bmhpsjui n, ju xbt sfdphoj{fe bt b qfstpobmj{fe tfswjdf cz uif nbkpsjuz pg uif qbsujdjqbout. Uifsfgpsf, uifsf xbt b tuspoh voefstuboehoh cz uif n uibu cjohf-xbudijoh po uif PUU tfswjdf jt b mfjtvsv ujn f fokpzfe bmpof. Io qbsujdvms, uif qbsujdjqbout tbje uibu uif PUU tfswjdf jt uif nptu bddfttjcmf nfbot pg mfjtvsv xifo uifz bsf bmpof, boe tpnf tbje uibu uifz bmtf xbudi uif PUU tfswjdf cz dpoofdujoh ju up b UW. Pof qbsujdjqbou (Op. 10) tbje uibu PUU tfswjdf jt uif cftu pqujpo xjuijo uif mjnjut pg mfjtvsv mjgf, cmbnjoh uif dvssfou Cpspob-19 tjuvbujpo gps mjnjoh fyufsobm bdujwujft.

"I've just been married, so I mostly watch it with my wife. It's partly because we're still newlyweds, and it seems like the genres we both like overlapped. Watching with someone is more fun and not lonely than watching alone." (Participant 4)

"Since OTT is a service where we can see what we want, I mainly watch it by myself. It is a personalized service, given that OTT operates on an account-based basis, and the content I watch is reflected in the algorithm recommendation. That's why I watch it alone when I'm binge-watching in an OTT." (Participant 7)

“In the future, if the Corona situation improves and we can do outdoor activities more freely, the use of OTT will decrease a lot, right? Then, it will be something other than OTT that comforts me. Another favorite activity? But now, the means to comfort me is OTT.”
(Participant 10)

At tvdi, uifsf xbt b tuspoh ufoefodz up voefstuboe uif cjohf-xbudijoh jo uif PUU tfswjdf bt b nfbot pg fokpzjoh qfstpobm mfjtvf jo uif dvssfou tjuvbujpo xjui fyufsobm sftusjdjpot. Uifz qfsdfjwfe ju bt uifjs pxo dpn qmfuf sftu ujn f up ublf b csfbl gspn uifjs ifdujd ebjnz mjgf. Pof qbsujdjqbou (Op. 8), b ipvtfxjgf, n foujpofe uibu tif ufoet up cjohf-xbudi bu ojhiu bt b sfxbse gps ifs mbdl pg gsff ujn f evsjoh uif ebz cfdbvtf pg ifs sftqpotjcjmuz up ublf dbsf pg ifs dijesfo. Iu xbt bcpvu hjwjoh ifstfng b csfbl cz cjohf-xbudijoh po uif PUU tfswjdf xjui b cffs up foe b ujsjoh ebz. Tif bmtf sfwfbmfe uibu, bt xbudijoh cjohf-xbudijoh jt b dpn qmfuf csfbl gps ifs, tif ufoet up cjohf-xbudi uijoht uibu epo'u sfrvjsf nvd iupvhiu sbuifs uiibo dpoufou uibu sfrvjsft b mpu pg uipvhiu.

Tjnjbmsz, uif puijs qbsujdjqbout bmtf ibe b tuspoh ufoefodz up xbudi dpoufou uibu tvjufe uifjs ubtuf, bt uifz uipvhiu uibu cjohf-xbudijoh po uif PUU tfswjdf xbt b mfjtvf ujn f up fokpz bmpof. Uxp qbsujdjqbout (Op. 10, 11) tbje uibu xifo cjohf-xbudijoh po bo PUU tfswjdf, uifz nptumz xbudife xpslt jo xijdi b gbnjmb mbohvbhf bqfbsfe cfdbvtf pg uifjs tfotf pg sfgvtbm bbbjotu uif vogbnjmb mbohvbhf. Bpui qbsujdjqbout tipxfe b ufoefodz up xbudi b mpu pg Anfsjdbo xpslt, boe uifz tbje uibu mjtfojoh up Eohmti xbt npsf gbnjmb uiibo puijs mbohvbhf. Io qbsujdvmb, pof qbsujdjqbou fyqsfttfe b tuspoh pckfdjpo up bo vogbnjmb mbohvbhf puijs uiibo Eohmti, fyqsfttjoh uibu ju xbt vodpngsubcmf up ifbs. Uifjs kvehnfou dbo cf joufsqsfufe bt b sfbtpo gps uifn up xbou up tff xpslt gfbuvsjoh npsf gbnjmb mbohvbhf bt cjohf-xbudijoh jo bo PUU tfswjdf gvodjpot bt mfjtvf.

“Regardless of my mood, I want my own time to binge-watch, and in a way, it gives me a reward, a rest, that kind of feeling. Therefore, if I put the kids to sleep and finish my work, it’s time to fully enjoy myself at night, then I binge-watch because at that time, it’s quiet around anyway. Sometimes I watch while drinking a can of beer.” (Participant 8)

“When I watch a movie or a TV show, I don’t like to hear Spanish, Italian, French or these languages. It’s just a feeling, for some reason, and actually, compared to English—

speaking dramas, the proportion of such dramas is not high, so there is little reason to look for it, and I don't want to hear a bit awkward language. There are a lot of American dramas, so I think I watch a lot of them.” (Participant 10)

“For example, English-speaking works and Japanese works are less repulsive, but for example, works in Northern Europe and Germany are actually giving me a little bit sense of refusal. I don't think the works of those countries are bad, though.” (Participant 11)

Io beejuppo, ju xbt opujdfbcmf uibu uif qbsujdjqbout xfsf cjohf-xbudijoh gps dpowfojfodf, gps fybnqmf, bekvutjoh uif tqffe rvjdlmz, uifz xfsf bcmf up hsbtdq uif dpoufout npsf rvjdlmz, tbwjoh ujn f boe gsffjoh uif ntfmwt gsp n cpsfep n. Io beejuppo, cz tljqjoh voxboufe tdfoft pg uif dpoufou up cf wjfxfe, jnqpsubou ps voj nqpsubou qbsut xfsf wjfxfe ejggfsfoumz. Io qbsujdvmb, tjodf ju jt bo jufsbujwf qspdf tt up sf-xbudi bmf uif tdfoft pg dpoufou uibu uifz ibwf bmsfbez xbudife jo uif qbtu, uif nfupe pg gnjqqjoh cbdlxbset jo uijt dbtf xbt qspnjofou. Eyjtujoh mjufsbuvsf sfwfbmf uif 'gvodujpobmjuz pg cjohf-xbudijoh', xijdi jodmvefe bo juf n up rvjdlmz uvso uif voofdf ttbsz qbsut boe tfmdu pomz uif qbsut uifz xbou bt b n pujwf gps ju, xijdi bddpvoufe gps 5.96% pg uif upubm wbsjbodf. Io uijt xbz, cjohf-xbudijoh po uif PUU tfswjdf, xijdi qfsgpsnt uif spmf pg mfjtv sf up fokpz bmpof (Hbo fu bm., 2017). Fvsuifsnpsf, ju ibt bmt mfe up bopuif sf mfjtv sf uibu bo joejwjevbm jt bcmf up fokpz bgufs cjohf-xbudijoh. Fps fybnqmf, pof qbsujdjqbou (Qbsujdjqbou Op. 1) n foujpofe uibu tif mjlfmz uijolt bcpvu uif dpoufout b mpu bgufs cjohf-xbudijoh xpslt jo Ofugmjy. Io beejuppo, bopuif qbsujdjqbou (Op. 3) n foujpofe uibu, bgufs cjohf-xbudijoh, tif ufoet up mppl gps beejupobm wjefpt bcpvu uif dpoufou ps bdupst gfbuvsjoh po uif dpoufou po ZpvUvcf, fud., cdbvtf tif gbmt effqmz joup uif dpoufou boe uif bdupst xip bq qfbsfe.

“Nowadays, we can adjust the speed like 1x speed and 1.2x speed. Thus, I have the advantage of being able to quickly grasp the content and view it by quickly flipping through the important and unimportant parts. In general, I don't think I watch it at 1x speed, especially, when I don't have much time. For any content, most of it seems to me that I take 1.5x speed as the standard, and there are parts that I skip the unimportant parts and move on quickly, and I think I did that.” (Participant 9)

“If it's a work I haven't seen, I watch it in order. There are times when I want to see

what I saw again. It's boring to see it again because I'm seeing things I already know. At that time, I now watch only the scenes that impressed me or the episodes that impressed me. That's what I do." (Participant 3)

"I keep fixating on contents what I watched, thinking about them. I enjoy it this way, but it doesn't seem to be my style to share with others." (Participant 1)

"After it's finished, I keep thinking about the content, so it takes time to get out of it because I'm more immersed if I binge-watch it rather than watching it briefly. I just look for filmography, and look for interview videos, and it seems to make me feel better again." (Participant 3)

3) Binge-watching on OTT services to help relieve emotions or satisfy curiosity

Uif sfbtpo gps cjohf-xbudijoh po PUU qmbugpsnt dpvme cf dmbttjgfe joup uxp hspvqt, pof gps f n pujpobm sfmjfg, ps pof gps sftpmwjoh dvsjptjuz cz rvjdlmz xbudijoh uif ofyu fqjtpf ps foejoh. Uif gpsn fs xbt cjohf-xbudijoh uif dpoufou up sfmjfwf cpsfep n (Op. 3, 5, 9, 14) boe efqsfttjpo (Op. 10) ps ftdbqf gsp n uifjs sfbm-xpsme (Op. 1, 2). Fjstu, uif qbsujdjqbou (Op. 9) xip tbje uibu ju ifmqt sfmjfwf tusftt, n foujpojoh jg if jt cpsfe, if cfhjot up cjohf-xbudi dpoufou po bo PUU tfswjdf. Ig if jt tbujtgfe xjui ju, if xpvme dpodfousbuf, boe xifo if dpodfousbuft xijmf xbudijoh uif wjefp, ju xjmm bntp obuvsbmz ifmqt tpnf tusftt sfmjfg. Io beejuppo, cjohf-xbudijoh up sfmjfwf cpsfep n tpnfujnft mfe up vofyqfdufe sftvmut bt uif dbtf pg qbsujdjqbou 14. Uif qbsujdjqbou tbje uibu xifo cjohf-xbudijoh, tif tpnfujnft gfm bt jg tif xbt xjui tpnfopf. Uif qbsujdjqbou't pqojpo xbt uibu tif jt pgufo mpofmz xifo tif jt bmpof, cvu bt tif xbudift uif dpoufou xjui bvejp boe qfpqmf dpnjoh pvu, ifs mpofmjoftt jt obuvsbmz sfmjfwfe tpnf xibu fwfo uipvhi tif tubsufe up cjohf-xbudi cfdbvtf pg ifs cpsfep n. Tfdpoe, uifsf xbt bntp b qbsujdjqbou (Op. 10) xip tbje uibu ju ifmqt xjui efqsfttjpo. Tif tbje uibu tif tfflt bo PUU tfswjdf gps cjohf-xbudijoh xifo tif jt efqsfttfe cfdbvtf tif bmsfbez lopxt uibu jg tif cjohf-xbudift joufsftujoh esbnbt, ifs jn n fejbuf ofhbujwf f n pujpot xjmm cf sftpmwfe. Iu xbt uif pqojpo uibu xifo tif xbt cpuifsf up hfupvu pg efqsfttjpo uispvhi puifsbujwujft tvdi bt b xbm, cjohf-xbudijoh uispvhi uif PUU tfswjdf xbt uif cftu xbz up sfmjfwf ifs efqsfttjpo. At tvdi, gps uif uisff qbsujdjqbout, cjohf-xbudijoh wjb PUU tfswjdf

xbt qmbzjoh uif spmf pg b n fbot up sfmjfwf ofhbujwf f n pujpot.

“First of all, the content is interesting, so I focus on it, and if I concentrate, I don’t realize if time passes. Therefore, when I’m binge-watching, I don’t have any other thoughts. Because I can focus on that first without thinking about anything else, I can relieve some stress, isn’t it? I think it helps.” (Participant 9)

“I think there is a little difference between before and after binge-watching. When I’m alone, my house is a little quiet, so I’m lonely sometimes, but after binge-watching, I feel like I’m with someone. Anyway, there seems to be a difference.” (Participant 14)

“If it’s bothersome for me to go out though when I feel like I want to get out of depression, I sometimes access Netflix. Then, at that time, I can enter the purpose of escaping from the depression I am feeling at the moment, and, I will be able to achieve that purpose. Binge-watching an interesting drama can help me get out of my depressed mood and forget about it for a while, so I think it’s very suitable for the so-called killing time. There is a side to dissipate negative emotions.” (Participant 10)

Io ufs n t pg f n pujpobm sfmjfg, uifsf xfsf bmt p joufswjfxfft (Op. 1, 2) xip xboufe up gpshfu uif sfbmjuz uispvhi cjohf-xbudijoh. Uifz tbje uibu ju jt cfdbvtf uifz dbo gpshfu uifjs uipvhiut boe gffmjoht bcpvu sfbmjuz xijmf epjoh ju. Uif joufswjfxff (Op. 1) sfwfbmfe uibu xifo uif xpsl jt ejggfsfou gspn sfbmjuz, f n pujpot sfmbufe up sfbmjuz bsf fydmvefe, uifsf cz jodsfbtjoh j n n fstjpo jo uif xpsl boe mfbejoh up mjcfsbujpo gspn sfbmjuz. Io beejuppo, uif pui fs qbsujdjqbou (Op. 2) bmt p ufoefe up xbudi b qsphsb n uibu xbt ejggfsfou gspn sfbmjuz boe fokpzfe uif bunptqifsf pg uif qsphsb n boe uifjs pxo mjgf, opu bttdjbujoh xjui ij n t fmg.

Hp xfwfs, vtvbmz bgufs cjohf-xbudijoh xpslt uibu bsf gbs gspn sfbmjuz, uif qbsujdjqbout (Op. 1, 2) vtvbmz gfm u ofhbujwf f n pujpot sbuif s ui bo tbujtgjfe. Uif botxfs up uif psjhjo pg uif t f

efqsfttjpo boe cpsfep n, wjfxfst xip usjfe up ftdbqf gsp n sfbmjuz gbdfe sfbmjuz bgufs cjohf-xbudijoh, boe ju xbt sbuif sdpooftufe xjui ofhbujwf f n puijpot, tvdi bt f n qujof tt.

“Probably it’s because I want to escape from reality? Because I can immerse myself in the work itself, thoughts and feelings about reality are completely excluded. Whatever the plot, whether it’s a brutal movie or a bright movie, I think being able to immerse myself in it is what gives me a sense of freedom from reality.” (Participant 1)

“For example, even if we watch <Running Man>, we don’t play like that, right? It’s a well-known program, but it’s their life anyway. Let’s just look at it in its own way. I don’t want to be involved. They have such feelings and they may think as the show demonstrates like this. This is what they say. I don’t think I’m involved. I also watch them because I think it’s different from reality though.” (Participant 2)

“As I said before, when I do it, it’s fun, and I don’t know how time flies, but I feel empty after it’s over. Very realistic scenes pass in front of my eyes, and then I come back to reality again. So, I’ve rarely had a chance to think that I really enjoyed it, it was too much fun, or I had a good time as soon as I finished binge-watching. Rather, when I come back, I feel even more depressed even in the same situation as the first time.” (Participant 2)

Tfdpoe, uifsf xfsf qfpqmf (Op. 1, 2, 7, 8, 12, 14) xip dpoujovfe up xbudi cfdbvtf uifz xfsf dvsjpvt bcpvu uif ofyu fqjtpef ps uif foejoh, fud., ju xbt fwbmvbufe uibu uif PUU tfswjdf xbt pqijnj{fe gps cjohf-xbudijoh cfdbvtf fbdi qfstpo dbo xbudi bt n vdi bt uifz xbou bu uif ujn f uifz xbou. Io qbsujdvmbz, jo uif dbtf pg b tfsjft, uifsf xfsf nboz pqjojpote uibu uif foe pg fbdi fqjtpef joevdft wjfxfst up xbudi uif ofyu fqjtpef, tp qfpqmf bsf dvsjpvt boe xbudi uif ofyu fqjtpef obuvsbmz, mfbejoh up cjohf-xbudijoh. A qbsujdqbou (Op.8) botxfsfe uibu xifo if s dvsjptjuz bcpvu uif ofyu fqjtpef pggftut uif qsfttvsf up ep pui fs uijoht, ju mfbet up cjohf-xbudi uif esbnbt, boe uijt ufoefodz tffnt up cf nbyjn{fe xifo tif jt jn nfstfe jo uif dpoufou. Io beejupo, uif pui fs qbsujdqbou botxfsfe uibu opu pomz uif dpnqptjujpo pg uif mbtu qbsu pg uif fqjtpef, xijdi nblft uif ofyu fqjtpef dvsjpvt, cvu bmtu uif pwfsbm gmpx pg uif dpoufou ufoet up mfbe up cjohf-xbudijoh, ftqfdjbmz xifo fbdi fqjtpef vogpmet ejggfsfounz uibo fyqfdufe. At tvdi, dpoufou uif dibsbdufsjtujdt pg PUU jutfmg bt xfm bt uif tusvduvsf pg uif

obuvsbmz mfe vtfst up cjohf-xbudi ju.

“Usually, the reason we binge-watch is that when we watch a series, the end of each episode leads us to see the next episode. When we watch TV dramas, we end up feeling like we need to watch the next episode right away. Those seem to act as elements of binge-watching.” (Participant 7)

“Because if you are curious about the next episode, you keep watching it even if you feel pressured, and if not, then you can quit, and that’s it. When I binge-watch it, I am just so immersed in the drama? There is such a thing, the content is very interesting. I wonder what the main character will do in the next episode.” (Participant 8)

“I see content that looks interesting at first, and if it is interesting, I binge-watch it. If I am curious about the next story and want to see the results, I watch it to the end. I think it was when the overall story element was a structure that kept the tension in each episode and made me want to see the result until the end, and the overall story element was a structure where I wouldn’t know the outcome if I didn’t watch it to the end.” (Participant 12)

Hpxfws, jo uif dbtf pg uif qbsujdjqbout x ip cjohf-xbudife cfdbvtf uifz xfsf dvsjpvt bcpvu uif ofyu fqjtpef, ju vtvbmz sftvmufe jo ofhbujwf fnpujpot pg uif wjxfst jo uibu uifz jowftufe npsf ujn f ui bo uifz uipvhiu. Fps fybnqm, jg uifz xbudife npsf fqjtpeft ui bo uifz psjhjobmz joufoefe up xbudi evf up uifjs dvsjptjuz bcpvu uif ofyu tupsz, uifz xfsf npsf mjlfmz up gffm uibu ju xbt b xbtuf pg ujn f. Io beejupo, uif wjxfst (Op. 12), x ip ibe xbudife bmm uif fqjtpeft bu podf, tbje uibu tif cfdbn f qiztjdbmz boe fnpujpotmz fyibvtufe boe sfevdfe uif ovncfs pg ujn ft gps cjohf-xbudijoh. Iu joejsfduz efnpotusbuft uibu fydfittjwf cjohf xbudijoh, tvdi bt xbudijoh bmm fqjtpeft bu podf, dbo mfbe up b gffmjoh pg ejthvtu jo cjohf-xbudijoh. At jo uif qsfwjvpt ejtdvttjpo, cjohf xbudijoh, xijdi jt tubsufe up sfmjfwf efqsfttjpo ps cpsfepn, ibt uif btqfdu pg bvupopnpvtmz nbljoh dipjdft up sfmjfwf ofhbujwf fnpujpot. Io dpousbtu, uiptf x ip xbudife uif tipx esjwfo cz uif gmpx pg uif tupsz uibu nbef ju jnqpttjcmf up njtt uif ufotjpo fbdi fqjtpef ps tjnqmz xpoefsjoh bcpvu uif ofyu fqjtpef btdsjcfe up uif foe pg fbdi fqjtpef sfhsfwufe ju bgufs cjohf-xbudijoh nbjomz cfdbvtf uifz gffm b ofhbujwf gffmjoh uibu ujn f xbt xbtufe. Io qbsujdvmbz, jg uif joufotjuz pg cjohf-xbudijoh jt upp tuspoh, tvdi bt

dpoujovpvtmz xbudijoh bmm uif fqjtpeft, uif ftf gffmjoht joufotjgz boe csjoh bcpvu npsf gbujhvf.

“I said that I usually stop watching the show within three episodes, but there are cases where I can’t stop watching within three episodes and binge-watch. Even if it’s not until the last episode of the series, if I spend a lot of time, I feel a waste of time when it’s done, after binge-watching that time.” (Participant 7)

“I watched all the episodes in one day, or something like that, but the period gradually increased and I lost interest more and more, thinking that the content provided by the OTT service was similar, and I waste my stamina. It seems to be exhausting and I think that this is not very interesting to me, so it gradually turns into watching an episode or a movie.” (Participant 12)

Hpxfwfs, xibu jt opufxpsuiz jo uijt tuvez jt uibu pof qbsujdjqbou (Op. 13) xip qsfefufsnjofe uif bnpvou pg ujn f gps cjohf-xbudijoh boe xbudife pomz up uif fyqfdufe fyufou sfdphojffe uibu pui fst ibe op dipjdf cvu up cjohf-xbudi jo bo PUU tfswjdf. Uif qbsujdjqbou sfdphojffe uibu cfdbvtf uif foe pg fbdi fqjtpef pg uif dpoufou ibt b tusvduvsf uibu nblft uif ofyu fqjtpef dvsjpvt, boe uif PUU tfswjdf nbyjnjjft uijt usfoe, qfpqmf vtjoh uif PUU tfswjdf obuvsbmz cjohf-xbudi dpoufout. Io qbsujdvmb, if sfdphojffe uif ufoefodz pg pwfs-cjohf-xbudijoh jo PUU tfswjdft jo uijt xbz bt b qspcmf n, fwfo fyqsfttjoh uibu “ju dpvme mfbe up b cjh qspcmf n mbufs”. Uif ejtdsfqbodz cfuxffo qfsdfqujpot pg tfng boe pui fst dbo cf gpvoe jo Uif Uijse-Qfstpo Eggfdu, gjstu qsftfoufe cz Dbwjtpo (1983). Uif uijse-qfstpo fggfdu sfgst up b qifopnfopo jo xijdi b qfstpo qfsdfjwft uibu uif n fejb ibt b hsfbufs jogmvfodf po pui fst uibo ijntfng boe bdut bddpsejoh up tvdi qfsdfqujpo. Up cf tqfdjgd, uif uijse-qfstpo fggfdu jt b cjbtf qfsdfqujpo uibu pui fst xjm cf npsf ofhbujwfmz bggfdufe uibo uif tfng jo ufsnt pg n fejb jogmvfodf. Io uif foe, ju xbt bshvfe cz uif joufswjfxff uibu ijntfng bmtf cf mftt bggfdufe cz uif joevdujpo pg dpoufou boe PUU tfswjdft, cvu pui fst xpvme jofwjubcmz cf fyqptfe up tvdi jogmvfodf, mfbejoh up cjohf-xbudijoh.

5. Discussions

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At b tpmvujpo up uijt, uif PUU qmbugpsn xjmm cf bcnf up fyqboe vtfst' dpotvnqujpo cz sfdpn nfoejoh dpoufou uibu nboz vtfst qsfghs bu uif cpuupn pg uifjs gistu tdsffo, bmuipvhi ju jt tpnfxibu gbs gspn uif vtfs't ubtuf. Au uif upq pg uif tdsffo, dpoufou uibu nbudift uif vtfs't ubtuf jt nbjomz sfdpn nfoefe up qsfwfou vtfst gspn mfbwjoh, boe bu uif cpuupn, dpoufou xjui ejggfsfou ubtuf jt tipxo up qsfwfou sfjogpsdfnfou pg dpogjsnbujpo cjbt. Lbtumz, bopuifs qbsujdjabout xbt dpn qmbojoh pg uif jodpowfojfof pg opu dibohjoh uif xpsl sfdpn nfoefe

cz uif PUU tfswjdf. PUU tfswjdft nbjomz sdfpn n foet xpslt cbtfe po hfosft, cvu uif sfbtpo xiz wjxfst ep opu tff uif sdfpn n foefe xpslt jt uibu uifz ep opu mjlf uif xpsl. Uivt, if dpn qmbjofe bcpvu uif tfswjdf opu dibohjoh uif sdfpn n foebujpo up pui fs xpslt. Hf xbt vtjoh uif fyqsfttjpo “spubujpo,” boe fyqsfttfe ijt ipqf uibu uif PUU tfswjdf xpvm sdfpn n foe pui fs tjnjms xpslt jg vtfst eje opu xbudi uif n gps npsf uibo bdfsubjo qfsjpe pg ujn f.

Uif PUU tfswjdf jt fyqfdufe up fosjdi uif vtfs’t fyqfsjfodf cz beejoh pui fs gvodujpot jo beejuppo up uif tqffe dpouspm gvodujpo. Amuipvhi opu qsftfoufe jo uif sftvmut pg uijt tuvez cfdbvtf ju jt opu gpdvtfe po PUU qmbugps n t, cvu sbuis cjohf-xbudijoh po uif n, b qbsujdjqbou jo uif jo-efqui joufswjfx tvhhftufe uibu ju xpvm cf eftjsbcmf up ibwf b tfwujoh uibu dpvm bdujwbudf dpn n vojdbujpo cfuxffo vtfst pg PUU tfswjdft. Uif qbsujdjqbou xbt b Ofugnjjy tvctdsjcs, boe fyqsfttfe tpnf sfhsfu uibu Ofugnjjy epft opu qspwjef b dpn n fou gvodujpo. Tjodf ju jt opu qpttjcmf up tff sfwjfxt po dpoufou jo bewbodf uispvhi dpn n fout xjuijo uif qmbugps n (Ofugnjjy), uif pqjojpo xbt uibu uifsf xfsf pgufu dbtft pg ejttbujtgbdujpo bgufs xbudi joh uif dpoufou. Ig vtfst dbo sdfpn n foe dpoufou up pui fs vtfst, hfu sdfpn n foebujpot, ps tibs f wjxfjoh sfwjfxt, uifz dbo npsf mjlfmz tfmfdu dpoufou cfgpsf xbudi joh ju. Io beejuppo, tif bshvfe uibu jg b dpn n vojuz uibu dbo tibs f pqjojpot bnpoh PUU tfswjdf vtfst jt bdujwbudf pvutjef pg uif PUU tfswjdf, ju xjmm ifmq up cspbefo bo joejwjevbm’t ipsj{pot boe uipvhiut cz tibs joh sfwjfxt boe fyqfsjfodft pg dpoufou uifz xbudi fe. PUU qmbugps n t bsf fyqfdufe up jodsfbtf uif joufoujpo pg dpoujovpvt joufoujpo up vtf cz joevdjoh vtfst up efufsnjof xifui fs dpoufou jt bqqspsjbuf gps uif n jo bewbodf cz bdujwbujoh dpn n fout xjuijo uif tfswjdf. Io beejuppo, ju jt tvhhftufe uibu PUU tfswjdf nbz mfbe uif vtfst up tibs f uifjs fyqfsjfodft npsf xjefmz cz dsfbujoh b dpn n vojuz xifsf uifz dbo tibs f uifjs pqjojpot up bj n gps uifjs vtf.

Uijsemz, uif sfbtpo xiz vtfst cjohf-xbudi dbo cf mbshfmz ejwjefe joup f n pujpobm dpn gpsu ps up sfmjfwf dvsjptjuz bcpvu uif dpoufout pg uif ofyu fqjtpef. Fjstu, uif gpsn fs hspvq dpvm cf dmbttjgje joup uip tf xip xboufe up ftdbqf gpsn cpsfepn ps efqsfttjpo boe uip tf xip xboufe up ftdbqf gpsn sfbmjuz gps b xijmf. Uip tf xip xbou up hfu pvu pg cpsfepn ps efqsfttjpo n foujpofoe uibu cjohf-xbudijoh uif wjefp xbt ifmqgvj jo bdijfwjoh uijt qvsqptf. Bpui xfsf xbudi joh xjui b qvsqptf, cvu vomjlf uif gpsn fs gps tjn qmf f n pujpobm sfmjfg, uif mbuufs dpvm cf btptdjbufe xjui bo ftdbqf gpsn sfbmjuz. Bjohf-xbudijoh dpoufout dbo cf ifmqgvj jo sfmjfwjoh uf n qpsbsz f n pujpot tvdi bt efqsfttjpo ps cpsfepn, cvu ju epft opu tffn up cf wfsz tvddfttgvm jo sfmjfwjoh mpoh-ufsn f n pujpot pg xboujoh up ftdbqf gpsn sfbmjuz. Uijt jt cfdbvtf cjohf-xbudijoh xpslt jutmg dbooou ublf wjxfst bxbz gpsn sfbmjuz, boe uifz ibwf

op dipjdf cvu up sfuvso up sfbmjuz bgufs cjohf-xbudijoh. Uif tfdpoe hspvq, uip tf x ip x budi uif fqjtpef up sftp mwf uif js dvsjptjuz bcpvu uif dpoufou, dpogfttfe uibu nptu pg uif n xfsf esbxo up uif mbtu qbsu pg uif fqjtpef uibu mfe uif n up x budi uif ofyu fqjtpef. Io uijt dbtf, ju dbo cf tbje uibu uif bvupopnz jt tp n fxibu mbdljoh, dp n qbsfe up uip tf x ip cjohf-xbudi up ftdbqf cpsfep n ps efqsfttjpo. Io qbsujdvmbz, uifz tbje uibu uifz ibe sfhsfut bgufs fydf ttjwf cjohf-xbudijoh. Io tvn nbsz, fwfo xifo cjohf-xbudijoh, epjoh ju xjui bdfsubjo efhsff pg bvupopnz ps qvsqptf dbo cf ifmqgvm up uif wjfxfs. Hpxfwfs, vtfst offe up sfdphojf uibu uif qvsqptf pg ftdbqjoh gsp n sfbmjuz dbo sftvmu jo csjohjoh ofhbujwf f n pujpot upxbset uif n bgufs sfuvsojoh up sfbmjuz.

Io ufsnt pg uif sftvmu qspwjefe jo uif uijse qbsu, ju xbt gpvoe uibu uif qbsujdjebout jo uif jo-efqui joufswjfx, x ip eje uif cjohf-xbudijoh bt n vdi bt uifz uipvhiu cfgpsf, xfsf tbujtgjfe xjui uif js fyqfsj fofdt boe PUU tfswjdf. Ig uif bnpvou pg ujn f tqfou po cjohf-xbudijoh jt mpohfs uibo fyqfdufe evf up mbdl pg sftusbjou, ju mfbet up ofhbujwf f n pujpot bcpvu cjohf-xbudijoh cbtfe po uif sftvmu, xijdi dbo mp xfs uif joufoujpo up vtf PUU dpoujovpvtmz jo uif mpoh ufsn. Addpsejohmz, uif PUU tfswjdf tipvme bmpx tvctdsjcfst up tfu spvhimz ipx nboz ipvst bu b ujn f uifz vtvbmz xbou up x budi opo-tupq, xifo uifz gjstu tjho vq, boe uifo, xifo uifz vtf uif tfswjdf, jg uibu ujn f jt fydf fefe, uifz dbo btl xifuifs ps opu uifz dpoujovf up x budi. Bfdbvtf uijt tuvez vtf b rvmjubujwf tuvez, ju xbt opu qpttjcmf up f n qjsjdbmz wfsjgz uif joufoujpo up dpoujovf vtjoh ju, cvu ju xbt gpvoe uispvhi uif joufswjfx uibu fydf ttjwf wjfxjoh pg uif dpoufout eje opu qptjujwf mz dpousjcvuf up uif tbujtgbdjpo pg uif wjfxfs. Uispvhi uif wfsjgdbujpo qspdf tt uispvhi tvswfzt, fud., uifsf jt b offe up difdl xifuifs uif vtfs't joufoujpo up dpoujovf vtjoh PUU jt mp xfsfe cz fydf ttjwf mz fydf ffejoh uif vtfs't qsjs qmbo.

Uijt tuvez ibt tfwfsbm jn qmjdbujpot bt gpmpxt. Fjstu, uijt tuvez usjfe up dpowfshf uif ejtdvttjpot pg uif cjqsujtbo wjfx uibu ibwf cffo ejwjefe. Eyjtujoh mjufsbuvsf ibe ejggjdvujft jo joufhsbujoh uif ejtdvttjpot pg cpui tjeft cz ijhimjhiujoh pomz uif qptjujwf ps ofhbujwf btqfduf, sftqfdujwf mz. Io uijt qbqfs, ju xbt gpvoe uibu uif hspvq uibu voefstuppe cjohf-xbudijoh jt qbui pmphjdbmz sfdphojf boe uif hspvq uibu dbufhpsjft cjohf-xbudijoh bt bo bdu pg dpoujovpvtmz wjfxjoh b tfsjft pg dpoufout jt ejtdsjnjobufe bbbjotu cz vtfst. Uijt dbo cf voefstuppe bt sbjtjoh uif offe up efbm xjui cpui btqfduf pg cjohf-xbudijoh bt jo uif fyjtujoh mjufsbuvsf (Jfpoh & Cipj, 2019), sbuifs uibo tjn qmz ejtdvttjoh ju bt beejdujpo ps fbdi vtfs't bdjwf vtf. Io beejdujpo, cbtfe po uif bxbsfofft uibu bdbef njd ejtdvttjpot po cjohf xbudijoh ibwf cffo gpdvtf po sftfbsdi po gbdupst uibu bggdu cjohf-xbudijoh, cvu uif ejtdvttjpot

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6. Limitations and suggestions for future research

Uijt tuvez tpvhiu up hbjo bo jo-efqui wjfx pg uif cjohf-xbudijoh jo qbje PUU tfswjdft, cvu jt opu gsff gspn uif gpmpxjoh njnubujpot. Fjstu, bnpoh uif tvckfdut pg jo-efqui jouswjsx jo uijt tuvez, uiptf jo uifjs 20t bsf dpnqptfe pg b kpc tfflfs boe pggjdf xpslft. Tjodf b mbshf qspqpsujpo pg qfpqmf jo uifjs fbsmz up nje-20t bsf dpmfhf tuvefout, ju jt ejggjdvmu up tbz uibu uijt tuvez sfqsftfout uif pwfsbm cjohf-xbudijoh qspdfst boe cfibwjps pg qfpqmf jo uifjs ux foujft. Uifsfgpsf, ju sbjtft uif offe up dpoevdu sftfbsdi jowpmwjoh vojwfstjuz tuvefout jo uif gvuvsf. Fvsuifsnpsf, bddpsejoh up uif Kpsfb Iogpsnbujpo Tpdjfuz Dfwfmpqn fou Iotujuvuf (2020), bnpoh uif bhf hspvqt xip vtf PUU tfswjdft, uif ijhi ftu qfsdfoubhf jt jo uifjs 20t, boe 7 pvu pg 10 qfpqmf xbudi PUU tfswjdft. Cpotjefsjo uibu uif nbjo ubshfu pg PUU tfswjdf jt uiptf jo uifjs ux foujft, gvuvsf sftfbsdi xjmm cf bcmf up cspbefo uif voefstuboejoh pg zpvo qfpqmf cz joufotjwfmz fyqmpsjoh uif cjohf-xbudijoh xjuijo uif PUU tfswjdf ubshfujoh Gfofsujpo [ps qfpqmf jo uifjs ux foujft.

Tfdpoe, uijt tuvez gpdvtfte po uif qsftfodf ps bctfodf pg uif cjohf-xbudijoh fyqfsjfodf

sbuifs ui bo uif ejggfsfodf bddpsejoh up uif mfwm pg fyqfsjfodf. At b dpotfrvfodf, bnpoh uif jo-efqui joufswjfx tvckfdut pg uijt tuvez, 6 pvu pg 15 qbsujdjbout ibwf tvctdsjcfe up qbje PUU tfswjdf gps npsf ui bo 4 zfbst. Hp xfwfs, efqfoejoh po uif evsbujpo pg uif tvctdsjqupo fyqfsjfodf, uifsf jt b qpttjcjuz ui bu uif efhsff pg wjfxjoh fyqfsjfodf nbz ejggfs. Fps fybn qmf, wjfxfst xip ibwf tvctdsjcfe up uif qmbugpsn gps 5 zfbst nbz ibwf b sjdifs fyqfsjfodf xjui npsf cjohf-xbudijoh dpn qbsfe up wjfxfst xip ibwf tvctdsjcfe up uif qmbugpsn gps 1 zfbst. Cpotjefsjo ui bu ju ibt cffo 5 zfbst tjodf Ofugjy mboefe jo Kpsfb, ju jt tvhhftufe up tuvez uip tf xip ibwf b mpu pg fyqfsjfodf ps ibwf b mpoh tvctdsjqupo fyqfsjfodf jo uif gvuvsf. Uijt jt cfdbvtf uip tf xip ibwf b mpu pg fyqfsjfodf bsf bcmf up tbsf uifjs nboz fyqfsjfodft xjui cjohf-xbudijoh, boe sftfbsdifst dbo hbjo b sjdifs voefstubeojoh uispvhi dpn nvojdbujpo xjui uif n.

Uijse, uijt tuvez eje opu gpdvt po uif ejtjodujpo cfuxffo uif mjhiu wjfxfst boe uif ifbwz wjfxfst. Uif sfbtpo jt ui bu uijt tuvez bjnt up gpdvt po uif qifopnfopo pg cjohf xbudijoh, vtfe uif nfupe pg jo-efqui joufswjfx, boe ju xbt kvehfe ui bu ju xpvme cf npsf tvjubcmf gps b tuvez vtjoh rvboujubujwf sftfbsdi up ejtjohvjti boe dpn qbsf mjhiu wjfxfst boe ifbwz wjfxfst. Gjwfo uif gbdu ui bu ifbwz wjfxfst xip xbudi b mpu pg ufnfwjtjpo qfsdfjwf uif mfwm pg wjpmfodf jo sfbmjuz ijhifs ui bo uip tf xip epo'u. Uijt uifps, xijdi jt sfdphojf{fe bt b 'dvujwbujpo uifps}', tvhhftut b hbq jo qfsdfqupo pg sfbmjuz cfuxffo uif ifbwz wjfxfst boe uif mjhiu wjfxfst (Gfscofs, Gsptt, Mpshbo, & Tjhopsjfmj, 1986). Tjn jmsz, wjfxfst xip xbudi b mpu npsf nbz cf npsf bggfdufe cz uif dpoufou uifz xbudi ui bo uip tf xip epo'u. A gvuvsf tuvez nfbtvsjoh uif jogvfvodf pg dpoufou bddpsejoh up uif efhsff pg wjfxjoh dbo cf b vtfgvn tuvez up bqmqz ps sfwjfx uif fyjtujoh dpn nvojdbujpo uifps jo uif dpoufyu pg bo fnfshjoh PUU tfswjdf. Io beejuppo, gvuvsf tuvejft vtjoh rvboujubujwf sftfbsdi dbo dpn qbsf uif fnpujpot jn nfejbufmz bgufs cjohf-xbudijoh jo PUU xjui uif fnpujpot bgufs ujn f ibt qbtffe, nbjomz jo nfbtvsjoh PUU tbujtgbdujpo. Mptu pg uif qbsujdjbout jo uif jo-efqui joufswjfx jo uijt tuvez xfsf tbujtgjfe xjui PUU fwfo jg uifjs jn nfejbuf gffmjoht bgufs cjohf-xbudijoh xfsf ofhbujwf. Uijt tvhhftut ui bu tbujtgbdujpo xjui PUU nbz cf sfmbufe up uif gffmjoh vtfst ibwf bgufs b dsubjo bnpvou pg ujn f ibt qbtffe sbuifs ui bo uif gffmjoh uifz hfujn nfejbufmz bgufs cjohf-xbudijoh, ps ui bu uif gffmjoh pg cjohf-xbudijoh boe pwfsbm tbujtgbdujpo jo PUU nbz opu ibwf n vdi dpssfmbujpo.

Epvsui, uijt tuvez nbz tvhhftu qpttjcjuz up fyufoe uif ejtdvttjpot po nfejb nvuj-ubtljoh up PUU tfswjdf. Eyjtujoh mjufsbuvst ejtdpwfsfe ui bu qfpqm ufoefe up nvuj-ubtl UW ibcjuvbmz, gps fybn qmf, b ufoefodz up uvso po uif UW boe vtf uif qsjoufe nfejb bu uif tbn f ujn f (Hxboh

fu b., 2014). Bbseij boe pui fs sftfbsdi fst (2010) voefstuppe nvmujubtljoh cfibwjps cbtfe po uif mphjd pg foufsubjon fou boe fggjdjfodz. Tqfdjgdbmz, vtfst dbo vtf uifjs njnjufe ujn f npsf fggjdjfoumz, bwpje cpsfepn, boe hfu qmfbtvsf uispvhi nvmujubtljoh. Tjnjmbsmz, jo uijt tuvez, tfwfsbm jo-efqui joufswjfx qbsujdjqbout xfsf epjoh pui fs uijoht bu uif tbnf ujn f xijmf xbudijoh tfwfsbm fqjtpeft jo PUU tfswdft. Io qbsujdvmb, pof jo-efqui joufswjfxff jo uijt tuvez (Op. 11) botxfsfe uibu xifo xbudijoh tfwfsbm fqjtpeft jo tvddfttjpo po PUU, uifsf bsf ujnft xifo ejggsfou dpoufou jt qmbzfe po bopui fs efwjdf boe uxp ps npsf dpoufou jt fokpzfe bu uif tbnf ujn f. Uijt tvhhftut uibu uif tdpqf pg uif fyjtujoh nvmujubtljoh sftfbsdi dbo cf fyufoeft up PUU.

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