

Karin Knop: Nur noch eine Episode ... Binge-Watching zwischen vertieftem Sehvergnügen und reuevollem Exzess

Beitrag aus Heft »2023/05: Streaming. Die digitale Transformation des Bewegtbildes«

Binge-Watching, die exzessive Nutzung mehrerer aufeinander folgender Episoden von Serien, wird auf Basis des internationalen Forschungsstandes beleuchtet. Nach Definition des Phänomens werden die Motive und Wirkungen dieser Nutzungsweise von Streamingangeboten vorgestellt. Die Befunde zu dem Spektrum zwischen erhöhtem Rezeptionsgenuss und unkontrollierter Sucht werden in Implikationen für die medienpädagogische Praxis überführt.

Literatur

Acklin, M. (28. April, 2020). More than half of Americans 13+ binge-watch. Civic.

Science. <https://web.archive.org/web/20200516021232/https://civicscience.com/more-than-half-of-americans-13-binge-watch>

Adachi, P. J. C., Ryan, R. M., Frye, J., McClurg, D., & Rigby, C. S. (2018). "I can't wait for the next episode!" Investigating the motivational pull of television dramas through the lens of self-determination theory. *Motivation Science*, 4(1), 78–94. <https://doi.org/10.1037/mot0000063>

Ahmed, A. A. (2017). New Era of TV-Watching Behavior: Binge Watching and its Psychological Effects. *Media Watch*, 8, 192–207. [dx.doi.org/10.15655/mw/2017/v8i2/49006](https://doi.org/10.15655/mw/2017/v8i2/49006)

Anghelcev, G., Sar, S., Martin, J. D., & Moultrie, J. L. (2021). Binge-Watching Serial Video Content: Exploring the Subjective Phenomenology of the Binge-Watching Experience. *Mass Communication and Society*, 24(1), 130–154. <https://doi.org/10.1080/15205436.2020.1811346>

Alexander, N. (2021). From Spectatorship to "Survivorship" in Five Critical Propositions. *Film Quarterly*, 75(1), 52–57. <https://doi.org/10.1525/fq.2021.75.1.52>

Bilandzic, H. (2014). Immersion. In C. Wunsch, H. Schramm, V. Gehrau & H. Bilandzic (Hrsg.), *Handbuch Medienrezeption* (S. 273–290). https://doi.org/10.5771/9783845260389_273

Bitkom e.V. (2023). *Die Zukunft der Consumer-Technology – 2023. Marktentwicklung | Metaverse | AR & VR | Streaming & TV | Gaming.* www.bitkom.org/sites/main/files/2023-08/bitkom-studie-die-zukunft-der-consumer-technology-2023.pdf

Boca, P. (2019). Good Things Come to Those Who Binge: An Exploration of Binge-Watching Related Behavior. *Journal of Media Research*, 12(2), 5–31. <https://doi.org/10.24193/jmr.34.1>

Erickson S., Dal Cin S. & Byl, H. (2019). An Experimental Examination of Binge Watching and Narrative Engagement. *Social Sciences*, 8(1), 19. <https://doi.org/10.3390/socsci8010019>

Ferchaud, A., Yan, Z., & Daniel, E. S. (2022). Binging on the heartbreak: The effect of binge-watching on narrative engagement and parasocial breakups. *Psychology of Popular Media*, 11(4), 402–412. <https://doi.org/10.1037/ppm0000414>

Flayelle, M., Canale, N., Vögele, C., Karila, L., Maurage, P. & Billieux, J. (2019). Assessing binge-watching behaviors: Development and validation of the “Watching TV Series Motives” and “Binge-watching Engagement and Symptoms” questionnaires. *Computers in Human Behavior*, 90, 26–36. <https://doi.org/10.1016/j.chb.2018.08.022>

Flayelle, M., Maurage, P., Di Lorenzo, K. R., Vögele, C., Gainsbury, S. M., & Billieux, J. (2020). Binge-Watching: What Do we Know So Far? A First Systematic Review of the Evidence. *Current Addiction Reports*, 7(1), 44–60. <https://doi.org/10.1007/s40429-020-00299-8>

Flayelle, M., Elhai, J. D., Maurage, P., Vögele, C., Brevers, D., Baggio, S., & Billieux, J. (2022). Identifying the psychological processes delineating non-harmful from problematic binge-watching: A machine learning analytical approach. *Telematics & Informatics*, 74, 1–14. <https://doi.org/10.1016/j.tele.2022.101880>

Forte, G., Favieri, F., Tedeschi, D., & Casagrande, M. (2021). Binge-Watching: Development and Validation of the Binge-Watching Addiction Questionnaire. *Behavioral Science*, 11(2), 27. <https://doi.org/10.3390/bs11020027>

Götz, M., & Mendel, C. (2019). Wenn Kinder auf Netflix, Amazon Prime und YouTube Kids "bingewatchen". *TelevIZion*, 32(2), 26–28.

Granow, V. C., Reinecke, L., & Ziegele, M. (2018). Binge-Watching and Psychological Well-Being: Media Use Between Lack of Control and Perceived Autonomy. *Communication Research Reports*, 35(5), 392–401. <https://doi.org/10.1080/08824096.2018.1525347>

Haddad, D., Kupferschmitt, T. & Zubayr, C. (2023). Nutzungsgewohnheiten und Reichweiten im Jahr 2022. Tendenzen im Zuschauerverhalten. *Mediaperspektiven*, 5, 1–13. www.ard-media.de/fileadmin/user_upload/media-perspektiven/pdf/2023/MP_5_2023_Tendenzen_im_Zuschauerverhalten_2022.pdf

Halfmann, A., & Reinecke, L. (2021). Binge-watching as case of escapist entertainment use. In P. Vorderer & C. Klimmt (Hrsg.), *The Oxford handbook of entertainment theory* (S. 181–203). Oxford University Press.

Horeck, T. (2021). “Netflix and Heal”: The Shifting Meanings of Binge-Watching during the Covid-19 Crisis. *Film Quarterly*, 75(1), 35–40. <https://doi.org/10.1525/FQ.2021.75.1.35>

Jenner, M. (2016). Is this TVIV? On Netflix, TVIII and binge-watching. *New Media & Society*, 18(2), 257–273.

Jenner, M. (2017). Binge-watching: Video-on-demand, quality TV and mainstreaming fandom. *International Journal of Cultural Studies*, 20(3), 304–320. <https://doi.org/10.1177/1367877915606485>

Kucher, S. (2023). Global Streaming Study 2023. www.simon-kucher.com/de/insights/streaming-studie-so-streamt-deutschland

Nanda, A. P., & Banerjee, R. (2020). Binge watching: An exploration of the role of technology. *Psychology & Marketing*, 37(9), 1212–1230. <https://doi.org/10.1002/mar.21353>

Navami P., & Thomas P. E. (2022). Exploring the Relationship between Binge Watching, Narrative Transportation and the Affective Responses - A Literature Review. *IIS University Journal of Arts*, 11(1), 303–313.

Ort, A., Wirz, D. S., & Fahr, A. (2021). Is binge-watching addictive? Effects of motives for TV series use on the relationship between excessive media consumption and problematic viewing habits. *Addictive Behaviors Reports*, 13, 1–7.

Panda, S. & Pandey, S. C. (2017). Binge watching and college students: motivations and outcomes. *Young Consumers*, 18(4), 425–438. <https://doi.org/10.1108/YC-07-2017-00707>

Perks, L., Steiner, E., Pierce-Grove, R., & Mikos, L. (2021). Binge-Watching Audience Typologies: Conclusion. In M. Jenner (Hrsg.), *Binge-Watching and Contemporary Television Studies* (S. 131–142). <https://doi.org/10.3366/edinburgh/9781474461986.003.0009>

Pittman, M. & Steiner, E. (2017). Transportation or Narrative Completion? Attentiveness during Binge-Watching Moderates Regret. *Social Sciences*, 8(3), 99. <https://doi.org/10.3390/socsci8030099>

Pittman, M., & Steiner, E. (2021). Distinguishing feast-watching from cringe-watching: Planned, social, and attentive binge-watching predicts increased well-being and decreased regret. *Convergence*, 27(5), 1507–1524.

Podgorelec, V. (2020). Why Binge-Watching? The Prominent Motives and Analysis of the Motivating Hedonic and Eudaimonic Elements of Emotional Gratification in a Binge-Watching Experience. *Medijske Studije*, 11(21), 3–23. <https://doi.org/10.20901/ms.11.21.1>

Rhody, A. (2022). Ergebnisse der ARD/ZDF-Onlinestudie 2022. Bewegtbild im Internet erreicht immer mehr Menschen. *MediaPerspektiven*, 10, 487–492. www.ard-media.de/media-perspektiven/publikationsarchiv/2022/detailseite-2022/bewegtbild-im-internet-erreicht-immer-mehr-menschen

Riddle, K., Peebles, A., Davis, C., Xu, F. & Schroeder, E. (2018). The addictive potential of television binge watching: Comparing intentional and unintentional binges. *Psychology of Popular Media Culture*, 7(4), 589–604. <https://doi.org/10.1037/ppm0000167>

- Rubenking, B. & Bracken, C. C. (2018). Binge-Watching: A Suspenseful, Emotional, Habit. *Communication Research Reports*, 35(5), 381–391. <https://doi.org/10.1080/08824096.2018.1525346>
- Scherr, S. & Bartsch, A. (2019). Pathologische Mediennutzung: Von Internetsucht bis Binge-Watching. In C. Rossmann & M.R. Hastall (Hrsg.), *Handbuch der Gesundheitskommunikation* (S. 281–292). Springer VS.
- Shim, H. & Kim, K. J. (2018). An exploration of the motivations for binge-watching and the role of individual differences. *Computers in Human Behavior*, 82, 94–100. <https://doi.org/10.1016/j.chb.2017.12.032>
- Shim, H., Lim, S., Jung, E. E. & Shin, E. (2018). I hate binge-watching but I can't help doing it: The moderating effect of immediate gratification and need for cognition on binge-watching attitude-behavior relation. *Telematics & Informatics*, 35 (7), 1971–1979. <https://doi.org/10.1016/j.tele.2018.07.001>
- Starosta, J. A., & Izydorczyk, B. (2020). Understanding the Phenomenon of Binge-Watching – A Systematic Review. *International Journal of Environmental Research and Public Health*, 17(12), 4469. <http://dx.doi.org/10.3390/ijerph17124469>
- Statista Research Department (2016). Wie oft kommt es vor, dass Sie mehrere Folgen einer Serie hintereinander schauen (sog. Binge Watching)? <https://de.statista.com/statistik/daten/studie/580529/umfrage/nutzung-von-binge-watching-fuer-fernsehserien-in-deutschland>
- Steiner, E. & Xu, K. (2020). Binge-Watching Motivates Change: Uses and Gratifications of Streaming Video Viewers Challenge Traditional TV Research. *Convergence*, 26(1), 82–101.
- Steins-Loeber, S., Reiter, T., Averbeck, H., Harbarth, L., & Brand, M. (2020). Binge-Watching Behaviour: The Role of Impulsivity and Depressive Symptoms. *European Addiction Research*, 26(3), 141–150.
- Stolz, J. (2023). Ich streame, also binge ich. Eine empirische Untersuchung zu Zusammenhängen von Achtsamkeit, Motiven, situativen Faktoren und Wirkung von Binge Watching. Unveröffentlichte Bachelorarbeit. Hochschule für Musik, Theater und Medien Hannover.
- Sun, J.-J. & Chang, Y.-J. (2021). Associations of Problematic Binge-Watching with Depression, Social Interaction Anxiety, and Loneliness. *International Journal of Environmental Research and Public Health*, 18(3), 1168. <https://doi.org/10.3390/ijerph18031168>
- Sung, Y. H., Kang, E. Y., & Lee, W.N. (2015). A Bad Habit for Your Health? An exploration of psychological factors for binge watching behaviors. Paper presented at the 65th ICA Annual Conference, San Juan.
- Sung, Y. H., Kang, E. Y. & Lee, W.-N. (2018). Why do we indulge? Exploring motivations for binge watching. *Journal of Broadcasting & Electronic Media*, 62(3), 408–426. <https://doi.org/10.1080/08838151.2018.1451851>
- Tukachinsky, R., & Eyal, K. (2018). The Psychology of Marathon Television Viewing: Antecedents and Viewer

Involvement. *Mass Communication and Society*, 21(3), 275–295.

Viens, A., & Farrar, K. M. (2021). Conceptualizing and measuring binge watching. *Communication Studies*, 72(3), 267–284. <https://doi.org/10.1080/10510974.2021.1876748>

Walton-Pattison, E., Dombrowski, S. U. & Presseau, J. (2018). “Just One More Episode”: Frequency and Theoretical Correlates of Television Binge Watching’. *Journal of Health Psychology*, 23(1), 17–24.
<https://doi.org/10.1177/1359105316643379>

Warren, S. (2020). Binge-Watching as a Predictor of Narrative Transportation Using HLM. *Journal of Broadcasting & Electronic Media*, 64(2), 89–110.

Westcott, K., Loucks, J., Downs, K., Arkenberg, C. & Jarvis, D. (2020). Digital media trends survey. Deloitte Center for Technology, Media & Telecommunications. www2.deloitte.com/content/dam/insights/us/articles/6456_digital-media-trends-covid/DI_Digital-media-trends-14th-edition.pdf

Wirz, D. S., Möri, M., Ort, A., Cordeiro, J. A., Castro, D. & Fahr, A. (2023). The more you watch, the more you get? Re-examining the effects of binge-watching on entertainment experiences. *Journal of Media Psychology*, 35(2), 99–108. <https://doi.org/10.1027/1864-1105/a000355>