

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.

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