



**Research Article**

**TO EVALUATE THE IMPACT OF WEB SERIES ON THE *MANAS BHAVA* (PSYCHOLOGICAL WELL-BEING) OF ADOLESCENT STUDENTS**

**Akash Sachan<sup>1</sup>, Madhulika D Tiwari<sup>2\*</sup>**

<sup>1</sup>PG Scholar, <sup>2\*</sup>Associate Professor, Department of Rachana Sharir, Dr. D. Y. Patil College of Ayurved and Research Centre, Dr. D. Y. Patil Vidyapeeth, Pune, Maharashtra, India.

**Article info**

**Article History:**

Received: 17-12-2024

Accepted: 11-01-2025

Published: 07-02-2025

**KEYWORDS:**

*Manas vikar*, Over-The-Top (OTT), Teenagers, *Asatmya indriya sanyog*, *Dhee vibhrama*, *Adheerta*.

**ABSTRACT**

Despite age limitations not applying to web series, their consumption has surged, especially among users under 35 years of age. In light of Ayurvedic principles, excessive use of sensory organs (*Asatmya indriya sanyog*) may impact "*Manas bhava*" (mental disposition) and lead to "*Manas vikaar*" (mental disorders). This study aims to explore the psychological effects of OTT web series on Adolescents through an online survey. **Aims and Objectives:** To evaluate the impact of online web series on the *Manas bhava* (psychological well-being) of Adolescents. **Methodology:** We conducted a questionnaire based survey exclusively designed to "Evaluate the status of *Manas bhava*" for investigating how online series affect *manas bhava* or psychological well-being amongst adolescents. Following data collection, observation and result were drawn based on the questionnaire. Statistical analysis of the data in percentage was drawn to conclude the significant changes seen in the *Manas bhava* (psychological well-being). **Observation and Result:** Empirical evidence indicates that prolonged exposure to online series, particularly those characterized by excitement and action, adversely impacts the *Manas bhava* (psychological well-being) of adolescent students. Conclusion- In the context of mental health, *Manas vikar* refers to psychological disorders. The study findings indicate that 37% of students experience mild stages of *Manas vikar*, which can be likened to depression, while 11% exhibit more severe conditions (*Vyaktavastha*). These results emphasize the need to address mental health concerns among adolescents, especially in relation to their consumption of OTT web series. To better understand the impact of web series on adolescent mental well-being, a multidisciplinary approach that includes fostering media literacy and promoting mindful consumption is essential.

**INTRODUCTION**

The rapid advancement of internet technology has revolutionized the entertainment industry, granting instant access to a vast array of content. Mobile phones serve as the primary medium for consuming web series. However, the younger generation and society as a whole face significant impacts from these series, particularly those containing violent content that lacks age restrictions. Such exposure may adversely affect intellectual

development and overall brain health during adolescence. As the consumption of online content continues to rise, understanding its implications becomes crucial.<sup>[1]</sup>

Depression affects individuals of all age groups, including adolescents, and is a prevalent global health issue. According to the World Health Organization, approximately 322 million people worldwide (equivalent to 4.4% of the total population) suffer from depression <sup>[2]</sup>. In recent times, there has been an increase in behavioural changes- such as anger, sadness, depression, and violence- among younger generations in our society. Research indicates that 6.8% of students have experienced psychiatric illnesses.<sup>[3]</sup>

Access this article online	
Quick Response Code	
	<a href="https://doi.org/10.47070/ijapr.v13i1.3379">https://doi.org/10.47070/ijapr.v13i1.3379</a>
Published by Mahadev Publications (Regd.) publication licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International (CC BY-NC-SA 4.0)	

Our research problem originates from the contemporary behavioural shifts observed in the younger generation due to improper interactions between their senses and external stimuli. Mental disorders often arise from these sensory imbalances. In Ayurvedic Samhitas, etiological factors for mental disorders, such as *Asatmya indriyarthā Samayoga*, are discussed. This concept highlights that disease can result from excessive, insufficient, or inappropriate contact between the senses and their respective objects.<sup>[4]</sup> The rearrangement of cognitive functions- *Dhi*, *Dhriti*, and *Smriti*- may pose challenges to decision-making and communication.<sup>[5]</sup> During *Kala vaisamyā* (imbalanced time), a normal state of *Manas* (mind) facilitates adaptive changes in the *Sharir* (body), but an imbalanced *Manas* disrupts this process. While existing studies explore *Manovaha srotas* (channels of the mind), *Manas vikaras* (mental disorders),<sup>[6]</sup> their causes, and Ayurvedic management,

there is a dearth of research on how web series impact the *Manas bhava* (mental states) of adolescent students.<sup>[7,8]</sup> Given that this vulnerable group often consumes content related to violence, hatred, broken relationships, and abuse, it is crucial to investigate this area. Such research could raise awareness among society and parents regarding excessive viewing of web series, particularly those in genres like horror, thrillers, and action, which can affect mental well-being.<sup>[9,10]</sup> Additionally, a questionnaire-based assessment may help identify the presence of *Manas rog* (mental disorders).

**AIM AND OBJECTIVES**

- To analyze the *Mansik bhava* (psychological well-being) effects of web series on adolescents.
- The effect on the *Mansik vikas* (mental development) of adolescents.

**METHODOLOGY**

<b>Study type</b>	Survey, cross sectional
<b>Instrument</b>	Questionnaire based
<b>Questionnaire</b>	A specific designed questionnaire named "Evaluate the status of <i>Manas bhava</i> " For Exploring the effect of Web Series on the <i>Manas Bhava</i> (psychological health) of adolescents.
<b>Sample size</b>	120
<b>Population</b>	Random B/W 14-18 age group

Sample Size:  $n = (z)^2 p * q / d^2$

Prevalence rate- 18% <sup>[11]</sup>

Standard error-7

n = 116, so we will consider a sample size of - 120

**Table 1: Questions in online questionnaire form**

Questions in form "Evaluate the status of <i>Manas bhava</i> "	Result
<b>1. Do you have the feeling of <i>Shirsa shunyata</i> (emptiness in head)? (ch.ni.7/6)</b> a) Not at all b) Some days c) Half of the days d) Every day	47.5% 38.3% 8.3% 5.9%
<b>2. Do you experience <i>Aasya sansravanam</i> (Unknown noise in the ear)? (ch.ni.7/6)</b> a) Not at all b) Some days c) Half of the days d) Every day	54.2% 28.3% 11.7% 5.8%
<b>3. Do you experience <i>Ananna Abhilasha, Arochaka, Avipaka</i> (loss of interest towards food, anorexia and indigestion)? (ch.ni.7/6)</b> a) Not at all b) Some days c) Half of the days d) Every day	33.3% 33.3% 24.2 9.2
<b>4. Do you feel <i>Hrid grah</i> (chest tightness/heaviness)? (ch.ni.7/6)</b> a) Not at all b) Some days c) Half of the days d) Every day	38.3% 31.7% 15% 15%

<b>5. Do you experience <i>Unmattachitavm</i> (lack of concentration/dis-orientation)? (ch.ni.7/6)</b> a) Not at all b) Some days c) Half of the days d) Every day	14.2% 30.0% 27.5% 28.3%
<b>6. Do you feel <i>Adheerta</i> (impatience)? (ch.chi.9/6)</b> a) Not at all b) Some days c) Half of the days d) Every day	20.8% 24.2% 25.8% 29.2%
<b>7. Do you experience <i>Dhi vibhrama</i> (State of Confusion)? (ch.chi.9/6)</b> a) Not at all b) Some days c) Half of the days d) Every day	18.3% 33.3% 24.2% 24.2%
<b>8. Do you feel <i>Paryakula drishtir</i> (hesitant/self-doubt)? (ch.chi.9/6)</b> a) Not at all b) Some days c) Half of the days d) Every day	29.2% 20.0% 30.0% 20.8%
<b>9. Do you feel decrease of <i>Buddirmedha smriti</i> (grasping, memorizing, learning) (su.sha.1/23)</b> a) Not at all b) Some days c) Half of the days d) Every day	27.5% 32.7% 17.5% 23.3%
<b>10. Do you feel <i>Dukha bahulta</i> (very sad or unhappy)? (su.sha.1/24)</b> a) Not at all b) Some days c) Half of the days d) Every day	23.3% 31.7% 31.7% 13.3%
<b>11. Do you feel increase in <i>Krodha</i> (anger)? (su.sha.1/24)</b> a) Not at all b) Some days c) Half of the days d) Every day	20.8% 33.3% 22.5% 23.3%
<b>12. Do you feel <i>Akarunyam</i> (Cruel) <i>Mansik</i>- Harmful thoughts about hurting anyone (su.sha.1/24)</b> a) Not at all b) Some days c) Half of the days d) Every day	47.5% 23.3% 18.3% 10.8%
<b>13. Do you feel <i>Akarunyam</i> (Cruel) <i>Vachik</i>- Using derogatory and inappropriate language with family, friend or others (su.sha.1/24)</b> a) Not at all b) Some days c) Half of the days d) Every day	46.7% 25.8% 16.7% 10.8%
<b>14. Do you feel <i>Akarunyam</i> (Cruel) <i>Sharirik</i>- Violent act pertaining humans and animals (su.sha.1/24)</b> a) Not at all b) Some days c) Half of the days d) Every day	67.5% 25% 4.0% 3.5%

<b>15. Do you have feeling of <i>Nastikyam</i> (No spiritual inclination/Atheist) (su.sha.1/25)</b>	
a) Not at all	58.3%
b) Some days	22.5%
c) Half of the days	11.7%
d) Every day	7.5%

**Questionnaire Validation**

We conducted pilot testing with 5 participants to assess the effectiveness of our questionnaire.

Questionnaire validation was given by 12 experts of Ayurveda.

The questionnaire was given to the students through Google form questionnaire with objective and participants were asked to revert with study-filled documents. The questionnaire comprises open and close-ended questions Participants may or may not reveal their name identity while filling proforma.

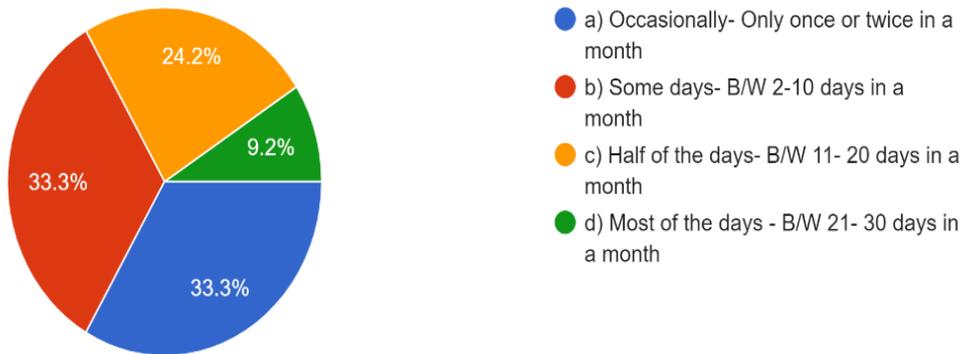
**Scoring-** Patients were asked to answer the following questionnaire. There are fifteen questions, with four options for each, and the scores are 0,1,2,3 for options a, b, c, and d gradually.<sup>[12]</sup> The severity of the disease has concluded according to the total score's category\*-

Score	<i>Manas Bhav Avastha</i> (Mental status)
00-19	<i>Swastha</i> (healthy)
20-29	<i>Poorvavastha</i> (mild depressed)
30-45	<i>Vyaktavastha</i> (severe depressed)

**OBSERVATION AND RESULT**

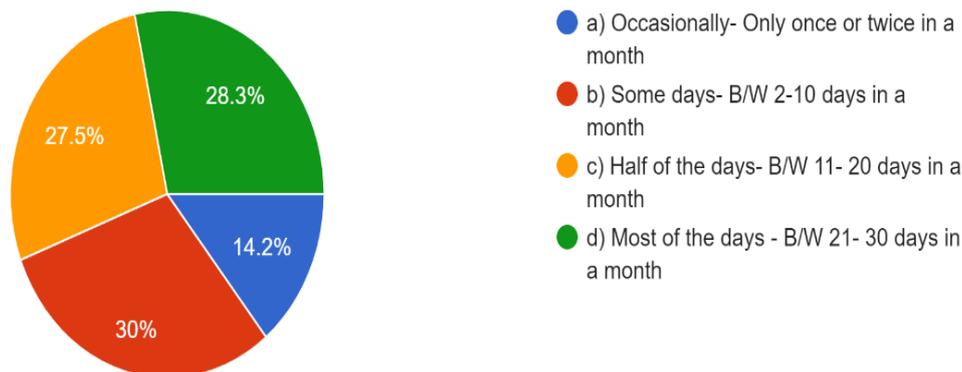
In our analysis of respondent data, we observed that certain symptoms were exacerbated after individuals viewed web series within the past 30 days.

**Pie chart 1.1- Indicate experience of *Ananna Abhilasha, Arochaka, Avipaka* (Loss of interest towards food, anorexia and indigestion)**



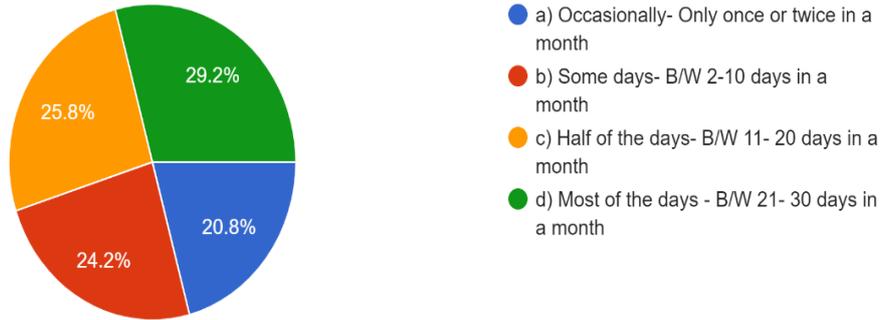
Inference- This table shows that 24.2% of participants faced this symptom for half of the month and 9.2% faced for all day during the month.

**Pie chart 1.2- Indicate *Unmattachitvam* (Lack of concentration /disorientation)**



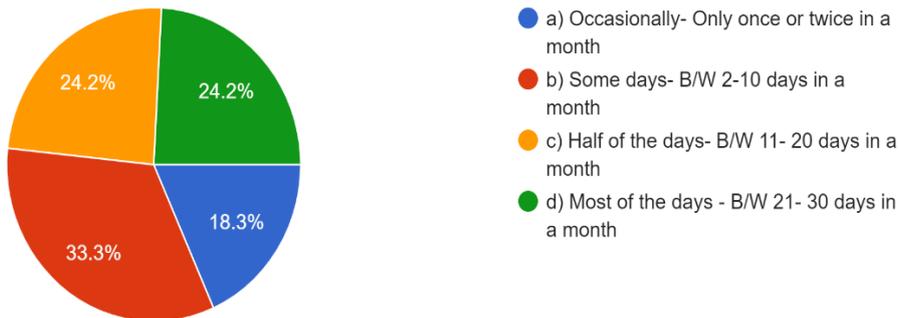
Inference-55.8% of participants experienced *Unmattachitvam* for more than half the month.

**Pie chart 1.3- Indicate *Adheerta* (impatience)**



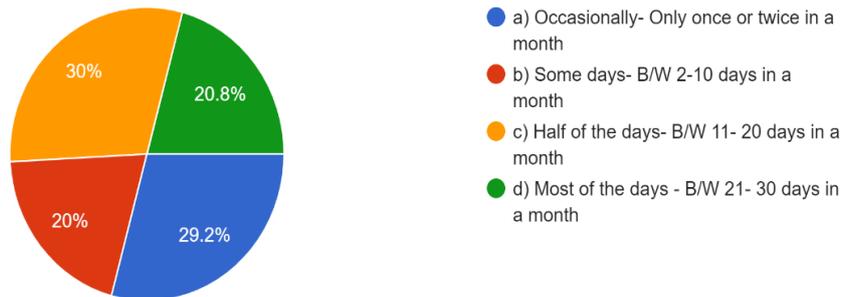
Inference-This table shows that 25.8% of participants feel *Adheerta* for half of the days in a month and 29.2% experience *Adheerta* for most of the days in a month.

**Pie chart 1.4- Indicate *Dhi vibhrama* (State of Confusion)**



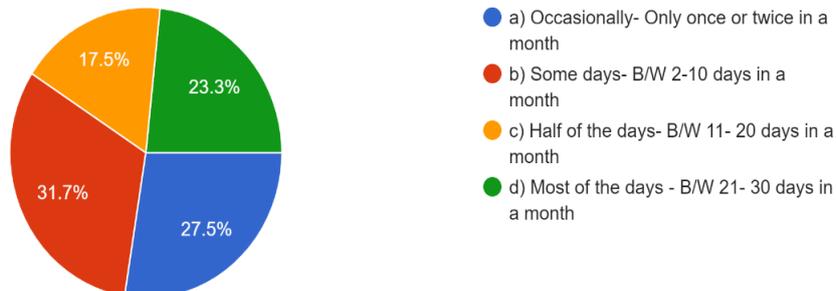
Inference-This symptom was experienced by 48.2% of participants in more than half of the days in a month.

**Pie chart 1.5- Indicate *Paryakul drishtir* (self-doubt)**



Inference- 50.8% Participant experienced *Paryakul drishtir* (self-doubt) for more than half of the month.

**Pie chart 1.6- Indicate *Buddirmedha smriti* (grasping, memorising, learning)**



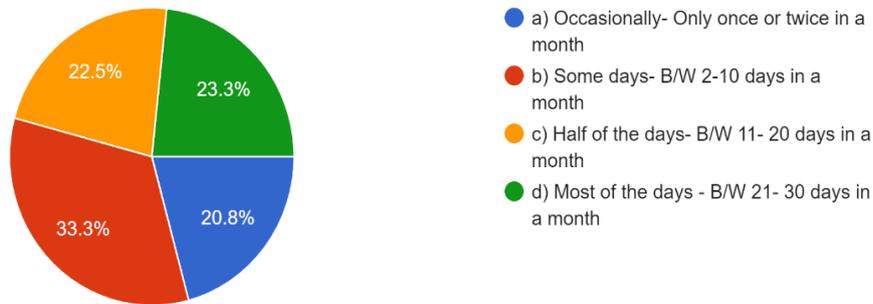
Inference- 17.5% of participants experienced a decreasing trend of *Buddirmedhs*, and *Smriti* for half of the month, and 23.3% experienced it for all days in a month.

**Pie chart 1.7- Indicate *Dukha bahulta* (Unhappy)**



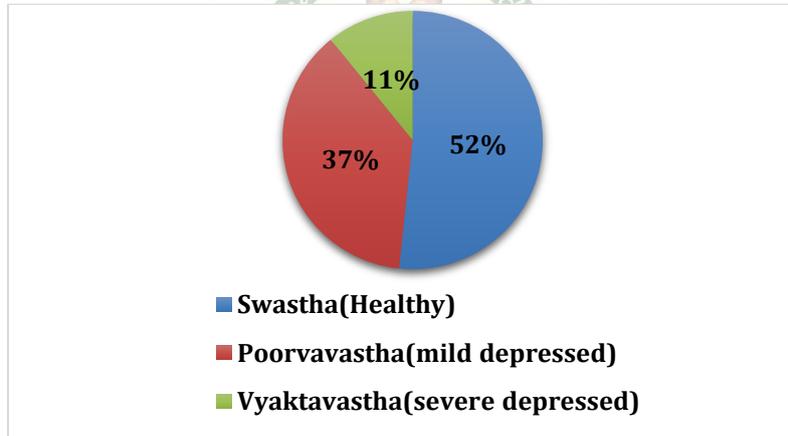
Inference- this table shows *Dukha bahulta* (unhappy) found in 45% of the participants.

**Pie chart 1.8- Indicate *Krodha* (anger)**



Inference- A feeling of *Krodha* (anger) was found in 46% of the participants.

**Pie chart 2.0- Indicate result based on questionnaire scoring pattern**



**Inference-** The study findings reveal that 37% of students experience *Poorvavastha* (mild stage) of *Manas vikar*, which is akin to depression, while 11% exhibit signs of the more severe *Vyaktavastha* condition. These results underscore the importance of addressing mental health concerns among adolescents in the context of OTT web series consumption.

## DISCUSSION

Web series and streaming content significantly impact the psychosocial well-being of Indian youth. Exposure to these shows shapes attitudes, behaviors, and emotional states. Binge-watching web series can lead to behavioral changes, affecting concentration, and overall mental health. Additionally, cultural influences from Western depictions and exposure to explicit content may negatively impact impressionable minds. It is crucial for educators, parents, and

policymakers to be mindful of content consumption and its effects on adolescents' well-being. Further studies are needed to develop strategies for promoting healthy media habits among young viewers.

**Discussion on web series** - Web shows are available for viewing at any age and have long-running, multi-season episodes that make viewers reluctant because they are exciting and fascinating.

**Discussion on Adolescents-** Parents now find themselves compelled to provide cell phones to their children due to the surge in online education. However, young children often lack awareness of their physical and mental well-being. Engaging in activities that captivate them, such as prolonged web series viewing without breaks can gradually impact their mental health negatively.

**Discussion on Manas bhava-** Acharya’s perspective suggests that *Asatmya indriya sanyog* (excessive utilization of the senses) can impact *Manas bhava* (mental state) and potentially lead to *Manas vikar* (mental disturbances) according to Ayurvedic principles. Consequently, prolonged web series viewing, characterized by intense engagement of the auditory (*Karna*) and visual (*Akshi*) senses with loud and inappropriate content, may have adverse effects on mental well-being.

**Discussion according to the survey questionnaire**

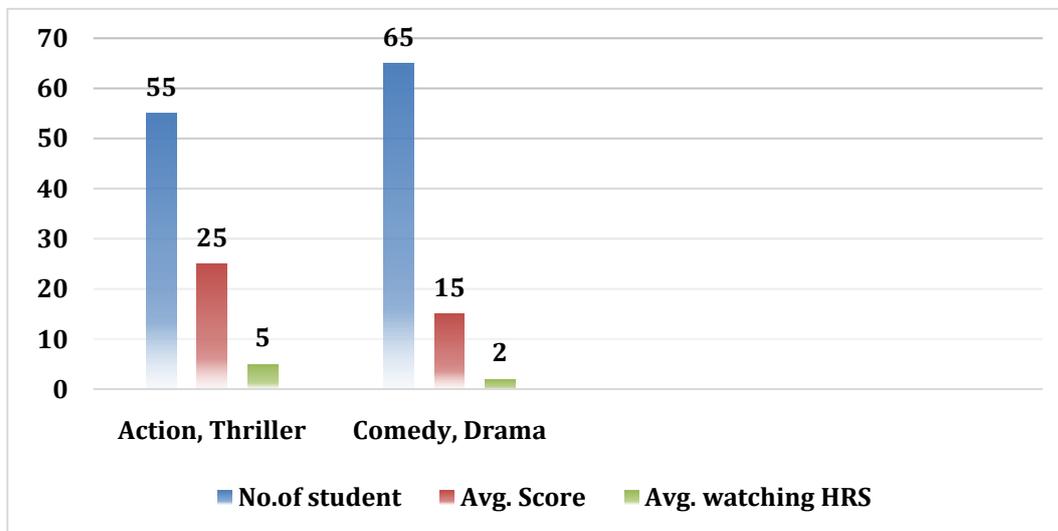
Based on participant responses, it was observed that watching web series has a relatively minor impact (averaging 20%) on various psychological and physical experiences. These include feelings of emptiness in the head (*Shirsa shunyata*), unknown noise in the ear (*Aasya sansravanam*), harmful thoughts about hurting others (*Mansik*), using derogatory language with family and friends (*Vachik*), and engaging in violent acts related to humans and animals (*Sharirik*). Additionally, there is a lack of

spiritual inclination (*Nastikyam*) associated with this activity.

In study, it was observed that more than half of the students (33.4%) reported experiencing conditions such as loss of interest in food (*Ananna Abhilasha*), anorexia, and indigestion (*Avipaka*) for over half of the month. Additionally, 30% of participants felt chest tightness or heaviness (*Hrid grah*) during the same duration. Other prevalent experiences included lack of concentration or disorientation (*Unmattachitavam*), impatience (*Adheerta*), confusion (*Dhi vibhrama*), self-doubt or hesitancy (*Paryakula drishtir*), decreased grasping and learning abilities (*Buddirmedha smriti*), and feelings of sadness or unhappiness (*Dukha bahulta*). Furthermore, anger (*Krodha*) was heightened for 45-50% of students on more than half of the days in a month.

From an alternative viewpoint, prolonged engagement in action-packed and thrilling web series for over three hours renders students more susceptible to the pronounced impacts of *manas bhav*.

**Pie chart 3.0- Indicate the relation of type and time of web series with final score**



**Inference-** From an alternative viewpoint, given table shows that prolonged engagement in action-packed and thrilling web series for over three hours renders students more susceptible to the pronounced impacts of *Manas bhav*.

The present study investigated the impact of Over-The-Top (OTT) web series on a sample of 120 adolescents, primarily aged 16 to 17. Both genders participated in the study. Notably, 35% of participants reported watching OTT web series frequently (half of the month or more), while the majority (76.6%) viewed shows for one to four hours per session. The remaining 23.4% were more likely to watch web series for five hours or longer. Participants expressed interest in various web series genres, with comedy drama (73.3%), thrillers (50%), action (45.8%), and horror/animations/ documentaries (25-30%) being popular choices. Importantly, responses from the 15-

question online questionnaire indicated that OTT web series may impact the viewers’ “*Manas bhava*” (psychological well-being).

**CONCLUSION**

The study findings reveal that 37% of students experience *Poorvavastha* (mild stage) of *Manas vikar*, which is akin to depression, while 11% exhibit signs of the more severe *Vyaktavastha* condition. These results underscore the importance of addressing mental health concerns among adolescents in the context of OTT web series consumption. Understanding the impact of web series on adolescent *Manas bhava* requires a multidisciplinary approach. By fostering media literacy and promoting mindful consumption, we can enhance psychological well-being in the digital age.

## REFERENCES

- Mehrotra, P. (2023). The Psychological Impact of Western Web Series on India High-Schoolers. International Journal of Research in Social Sciences & Humanities, 13(01), 243–253. <https://doi.org/10.37648/ijrssh.v13i01.020>
- Geneva: World Health Organization; 2017. Depression and Other Common Mental Disorders: Global Health Estimates. License: CC BY-NC-SA 3.0 IGO. [Google Scholar]
- Solanki N, Rastogi P. Clinical profile of child and adolescent patients attending a mental hospital OPD. Int J Res Med Sci. 2017; 5: 4021–4. [Google Scholar]
- Rao, R., & Dubey, P. (2021, May 25). Asatmyaindriyarth Samyoga: Ayurvedic Prospect of Using Headphone. International Ayurvedic Medical Journal, p5(4), 2924–2929. <https://doi.org/10.46607/iamj09p5042021>
- Bhojani M. K., Verma Swati. (April 04, 2023). Dhriti. In: Deole Y.S., (Eds.), Charak Samhita New Edition (1<sup>st</sup> ed. pp.263). CSRTSDC. <https://doi.org/10.47468/CSNE.2023.e01.s09.134>
- Dhee Dhriti Smriti Chikitsaa - Ayusoft. (n.d.). <https://ayusoft.ayush.gov.in/dhee-dhriti-smriti-chikitsaa/> published February 19<sup>th</sup>, 2021
- Dr. Jyoti Chahar, Dr. Manohar Ram and DR. R.N. Tapsi Jaiswal (Vol 7, Issue 11, 2021) Concept of “Manas, Manas rog, and Chikitsa Siddhanta”: A Review [www.Wjpmr.Com](http://www.Wjpmr.Com) > Download > Article
- Archana, N., B., S., & Bhatnagar, S. K. (2017, January 1). A Review Study on the Concept of Manovaha Srotas in Ayurveda and its Clinical Importance. Research Gate. <https://doi.org/10.20959/wjpr.20172-7833>
- Zulfiqar, S. H. (2020, January 1). Does Media Violence Cause Violence? Can exposure to Violent TV Shows, Movies and Video Games turn people Aggressive and Desensitized to Violence? Social Science Research Network. <https://doi.org/10.2139/ssrn.3749565>
- Impact of Web Series, OTT Content and Language on Society: An Empirical Study. (2023, April 11). Journal of Critical Reviews, 6(2). <https://doi.org/10.48047/jcr.06.02.33-s>.
- (Bansal, V., Goyal, S., & Srivastava, K. (2009, January 1). Study of prevalence of depression in adolescent students of a public school. Industrial Psychiatry Journal. <https://doi.org/10.4103/0972-6748.57859>)
- Andrews, G., Slade, T (2001). Interpreting scores on the Kessler Psychological Distress Scale (k10). Australian and New Zealand Journal of Public Health, 25, 494-497.
- Kroenke K, Spitzer R, Williams W. The PHQ-9: Validity of a brief depression severity measure. JGIM, 2001, 16: 606-616
- Mehrotra, P. (2023). The Psychological Impact of Western Web Series on India High-Schoolers. International Journal of Research in Social Sciences & Humanities, 13(01), 243–253. <https://doi.org/10.37648/ijrssh.v13i01.020>
- Chaudhary, A. K., & Srivastava, M. (2022). Repercussion of Web Shows in OTT Platforms on the Youth in Lucknow City. The Social ION, 11(1), 88–94. <https://doi.org/10.5958/2456-7523.2022.00007.6>
- Mehrotra, P. (2023). The Psychological Impact of Western Web Series on India High-Schoolers. International Journal of Research In Social Sciences & Humanities, 13(01), 243–253. <https://doi.org/10.37648/ijrssh.v13i01.020>.
- Kumar, S. (2018). Effect of Social Media on Human Health. Virology & Immunology Journal, 2(2). <https://doi.org/10.23880/vij-16000144>.
- Vd.Shweta Apsingekar (2021, June) the Management of Psychological Disorders w.s.r to Ayurveda. Aayushi International Interdisciplinary Research Journal (AIIRJ) - The Manas Dosha can be treated with knowledge of self (Jnana), scientific knowledge (Vijnana), restraint/ temperance (Dhairya), memory (Smriti) and salvation/ concentration (Samadhi)
- Rupali S Mane, Praveen Devarushi. “A Brief Review of Manas Bhava as Causative Factor in the Manifestation of Diseases.” International Journal of Creative Research Thoughts (IJCRT), 2023.
- Dhiman, B., & Malik, P. S. “Psychosocial Impact of Web Series and Streaming Content: A Study on Indian Youth.” Global Media Journal, 19 (46), 1-7, 2021.

### Cite this article as:

Akash Sachan, Madhulika D Tiwari. To Evaluate the Impact of Web Series on the Manas Bhava (Psychological Well-Being) of Adolescent Students. International Journal of Ayurveda and Pharma Research. 2025;13(1):45-52.

<https://doi.org/10.47070/ijapr.v13i1.3379>

Source of support: Nil, Conflict of interest: None Declared

### \*Address for correspondence

**Dr. Madhulika D Tiwari**

Associate Professor,  
Department of Rachana Sharir,  
Dr. D. Y. Patil College of Ayurved  
and Research Centre, Dr. D. Y. Patil  
Vidyapeeth, Pune.

Email:

[tiwari.madhulika8@gmail.com](mailto:tiwari.madhulika8@gmail.com)