



The Impact of Reels and Web Series on Marital Adjustment and Life Satisfaction: A Comparative Study of Married Men and Women

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DOI-10.5281/zenodo.15172533

Abstract -

The present study aims to compare the life satisfaction and marital adjustment of married men and women who engage in watching reels and web series. The sample consisted of 100 participants—50 married men and 50 married women—selected based on their regular consumption of these digital entertainment formats. The Life Satisfaction Scale (Alam & Srivastava) and the Marital Adjustment Questionnaire (Kumar & Rohatgi) were employed to assess the variables of interest. It was hypothesized that significant gender differences would be observed in both marital adjustment and life satisfaction. The findings of the study revealed a statistically significant difference between married men and women in terms of their marital adjustment and life satisfaction, with variation influenced by the type of digital content consumed. The results suggest that gender and media consumption habits play a meaningful role in shaping marital and personal well-being.

Keywords: Marital Adjustment, Life Satisfaction

Introduction:

In the digital era, the way individuals consume entertainment has undergone a dramatic transformation. With the rise of smartphones and social media platforms, short-form content such as *reels* has become increasingly popular alongside more traditional, long-form media like *web series*. While these entertainment tools offer a convenient escape and a source of relaxation, their influence on real-life relationships, particularly in the context of marriage, has become a topic of growing concern. Marital adjustment and life satisfaction are key indicators of well-being in married life. These aspects can be influenced by multiple factors—including communication patterns, shared activities, and even individual habits like media consumption. As more time is spent on digital content, it becomes crucial to understand how different types of media—short, rapidly consumed reels versus more immersive, story-driven web series—affect the dynamics of marital relationships and individual life satisfaction. This study seeks to explore the psychological and relational implications of media usage by comparing the impact of reels and web series on married men and women. By doing so, it aims to contribute to the understanding of modern lifestyle behaviors and their effect on marital harmony and personal well-being.

Today India is turning towards a new era, that of web series and reels. Reels and web series are seen replacing the Televisions nowadays. Reels and Web series are becoming the heart of the younger generation. Like Netflix, Amazon Prime

and Hotstar are some of the popular apps that consist of web series. Tik tok, snap chat, Instagram they consist Reels. Nowadays people especially the young generation are completely bored with the daily melodrama of soas-bohu serials and melodramatic situations. So, the Television series are seen instantly replaced by the Internet web series and reels which are gaining popularity in India.

Social Media Entertainment - Social media entertainment is content that is published or streamed online to entertain viewers. This includes long short form video, live streams and other content that allows for a deeper connection between creators and viewers.

Reels:

Tik Tok, Snapchat, Instagram these social media apps are dedicated to short form videos created and consumed by users. The length of video is 15 to 60 seconds. They can be set to music or other audio and can include filters, text effects, captions, stickers and backgrounds, creators exhibit their creativity in reels.

What is the purpose of reels?

A way for people to connect with other people and organizations in their life, to be entertained and informed. Reels are a modern form of mass communication; anyone can be popular for 15 seconds on Instagram. On Instagram users can create Reels by recording, editing and clipping video clips. Adding text, music, filters and other creative features reels, stories or feed.

Effects of Reels on men and women -

Reels, shorts, video clips are often set to music on social media platforms which like Instagram which can impact both men and women in various ways. They may influence self-esteem, body image, and social perception differently based on individual perspectives, while others might experience pressure or comparison.

Web Series - A web series is a digital series of scripted or non-scripted videos typically in episodic form, released on the internet. These series can cover a wide range of genres, including drama, comedy, thriller or documentaries are often produced independently or by digital platforms, offering an alternative to traditional television broadcasting. Viewers can stream web series on various online platforms, making them accessible on demand. Web series come in various genres, catering to diverse audience preferences. Some common types include drama, comedy, science fiction, crime/thriller, horror, romantic, documentaries, animated, action, historical and also include realities and science and education series. These are just a few examples, and the diversity of web series continues to expand as creators experiment with different formats and themes.

Effects of web series on men and women -

The effect of web series on individuals in both men and women, can vary, and it's important to recognize that people respond differently based on personal characteristics and perspectives. Entertainment and Relation, Diverse Representation, Cultural Exposure, Educational content, Community Building are positive effects on men and women. In contrast, Body image and self-image may have issues, viewers might compare their lives to fictionalized or idealised representations leading to feelings of inadequacy. Excessive watching can contribute to screen addiction and negative time management. Web series may perpetuate stereotypes reinforcing biased views on gender roles etc. are the negative effects of web series on men and women.

Marital Adjustment -

"Marital adjustment is defined as the state in which there is an overall feeling in husband and wife of happiness and satisfaction with their marriage and with each other' (Thomas, 1977)." A brief definition of marital adjustment was made by Locke and Wallace (1959) as "Accommodation of husband and wife to each other at given time." Marital adjustment is the process of mutual adjustment between spouses in all aspects of their life.

It's also defined as the condition in which there is a feeling of pleasure and contentment in the husband and wife with each other. Factors that contribute to levels of marital adjustment induce Marital satisfaction, cohesion, Agreement,

Affection, conflict. Other factors that affect marital adjustment include, emotional and physical health, socioeconomic resources such as education and social class. Personal resources such as interpersonal skills and positive self-concept. Knowledge, they had of each other before getting married.

Life Satisfaction -

Life satisfaction is defined as, "Life satisfaction refers to an individual's personal judgment of well-being and quality of life based on his or her own chosen criteria." (Diener, 1984).

Alston and Dudley (1973) have explained, "Life satisfaction is the ability to enjoy one's experiences, accompanied by a degree of excitement."

Life satisfaction is a person's evaluation of their quality of life. It is a favourable attitude towards life rather than an assessment of current feelings. Life satisfaction is associated with better physical health, higher performance, and stronger social relationships. How satisfied you are with your life is important for well-being, easier to answer than how happy you are, and a more meaningful approach to evaluating the quality of your life.

Review of literature -

Previously conducted research shows the following results of research include (2012, 2019, 2021) researches. Review of literature providing a clear understanding of the topic.

Thoke, Sharada Eakira. (May, 2012). A Comparative study of Marital Adjustment and Life Satisfaction among male and female. In this research sample were collected from urban and rural areas. Total 200 sampling was collected which include 100 Men and 100 women. Marital adjustment, life satisfaction these tools used by researcher. In this research Mean, Analysis of variance including F and P statistics was used. Results of this research show that, Female have more adjustment in their marital life than male. Counterpart female experience more life satisfaction than male counterparts. And Female subjected to living in urban area tend to exhibit more adjustment in their marital life than female subjected to living in rural areas.

Priyanka Rajora (sept. 2019). A comparative Study of Marital Adjustment and life satisfaction of Employed and unemployed married women. Study was conducted on married women. 50 employed and 50 unemployed women. Total 100 women participated. Marital adjustment and life satisfaction these scale were used. For this research Mean, SD, and 't' statistics was used for data analysis. This research shows the results as follows, employed married women have higher life satisfaction in comparison to unemployed married women. Nozima Lawrence (Nov. 2021) Marital Adjustment and life satisfaction among Married Men and women. The sample size was 100. 50 men

and 50 women were included in research. Tool used, the revised dyadic adjustment scale, satisfaction with life scale. Data was analysed using person product moment correlation and t-test. This research show the results that Females have higher level of marital adjustment and life satisfaction compared to males. Raval Mahashkumar. A study on impact and popularity of web series on youth. The sample size was 100. It's tools were web series apps. The Netflix, Prize, James Bennett stan Lanning and Unreeling Netflix. It is descriptive type research. The findings of this research are. We are living in a digital age, where we get to see our favourite shows on laptop or mobile screen through the help of Internet. Also result shows that people who choose not to watch web series, the reason behind it is a waste of time and the money.

Methodology -

Purpose -

To study "The Impact of Reels and Web Series on Marital Adjustment and Life Satisfaction: A Comparative Study of Married Men and Women"

Objectives:

1. To assess the level of marital adjustment among married men and women who regularly watch reels and web series.
2. To evaluate the level of life satisfaction among married men and women based on their engagement with reels and web series.
3. To compare the impact of watching reels versus web series on marital adjustment in married individuals.
4. To compare the impact of watching reels versus web series on life satisfaction in married individuals.
5. To examine gender differences (men vs. women) in marital adjustment and life satisfaction in relation to entertainment consumption habits.

Hypothesis –

1. There is a significant difference in marital adjustment between individuals who predominantly watch reels and those who watch web series.
2. There is a significant difference in life satisfaction between individuals who predominantly watch reels and those who watch web series.
3. There is a significant difference in marital adjustment between married men and married women in relation to their media consumption (reels/web series).
4. There is a significant difference in life satisfaction between married men and married women in relation to their media consumption (reels/web series).
5. There is a significant relationship between type of entertainment media consumed (reels vs. web series) and marital adjustment.

Variables -

1. Independent Variable –
 - a) Men and Women.
 - b) Marital Adjustment,
 - c) Life Satisfaction.
3. Controlled
 - d) Gender

Sample -

In this research samples of married men and women were collected from age ranging 21 to 40. A total of 100 samples were used which included 50 married men and women. The data was collected from many locations, like Sangli, Kolhapur and Islampur.

Tools -

The data was collected using The 'Marital Adjustment Questionnaire' by (Dr. Phil. Promod Kumar and Dr. Kanchana Rohatgi) and 'Life satisfaction scale' (Dr.Q.G. Alam and Ranji Srivastava).

Marital Adjustment Questionnaire -

Marital Adjustment Questionnaire (MAQ) developed by Dr. Phil Promad kumar and Ph.D. Kanchana Rohatgi was used. This scale consisted of 25 statements related to the companionship, affection and sexual expression. All the twenty-five questions in the scale had to be responded in either 'Yes' or 'No'. There was no other alternative. A 'Yes' was assigned a score 1 except for items 4,10 and 19 in which case reverse is applicable. The sum of these values gives the marital adjustment score for both husband and wife. The reliability of marital adjustment is 0.70 and test-retest reliability is 0.84. Validity of this scale is 0.71.

Life Satisfaction Scale -

Life Satisfaction Scale developed by Dr.Q.G Alam and Ramji Srivastava was used. This scale consisted of 60 statements related to six areas of life including health, personal, economic, marital, Social and professional job. All the sixty questions in the scale had to be responded in either 'Yes' or 'No'. There was no other alternative. Every 'Yes' response was assigned 1 mark. The sum of marks that obtained for the entire scale. The test retest reliability of the life satisfaction scale is 0.84 and the validity of this scale is 0.74.

Statistical Analysis -

The data was analysed using Mean, SD, and 't' value to see the effect of marital adjustment and life satisfaction among men and women those who watch reels and web series.

Results and Interpretation -

In the present research, men & women who watch reels and web series in Kolhapur, Hupari, Rendal and Islampur were selected for research to see their marital adjustment and life satisfaction. 50 women and 50 men were selected. Total 100 samples were collected. From this research, it was

seen that the gender differences present in marital adjustment and life satisfaction. Mean, standard

deviation and t-test was calculated to see the difference between men and women participants.

Table 1: Indicating Gender Differences in Marital Adjustment those who watch reels and web series

Gender	N	Means	SD	Df	“T”	Significance
Male	50	20.02	2.96	98	1.83	0.05
Female	50	22.12	3.127			

In table no.1

Indicating the gender differences in marital adjustment in those men and women who watch reels and web Series. It shows that mean for males (21.02) was found at df (98) and the value of SD is (2.96). It can also be seen that the mean score (22.12) for women and SD value was (3.127) found in marital adjustment. These values found at df

(98).The value of t-test Score is (1.83) statistically significant at 0.05 level. Hence, it is stated that marital adjustment differs in men and women who watch reels and web series. Here the statistical data was concluded that, Women have more marital adjustment (22.12) than male (21.02) marital adjustment.

Table 2: Indicating Gender Differences in Life Satisfaction those who watch reels and web series.

Gender	N	Means	SD	Df	“T”	Significance
Male	50	45.38	64.17	98	19.68	0.05
Female	50	42.92	6.06			

In table no.2.

Indicating the Life Satisfaction in men and women who watch reels and web series. It indicates the mean score (45.38) for men and (42.92) score for women at df (98). SD score is (6.417) and (6.06) respectively for men and women. The value of t test score is (1.968). Statistically significant at 0.05 level. Hence, it is stated that life satisfaction differs in male and female who watch reels and web series. It can also be seen that the mean Score of men (45.38) is comparatively higher than the mean score of women (4292). Which shows that, Men's have better level of life satisfaction than women. Hence, the stated hypothesis is accepted.

Conclusion:

1. Women have more marital adjustment as compared to men.
2. Men have more life satisfaction as compared to women life satisfaction.
3. A comparative difference have been found between marital adjustment of men and women who watch reels and web series.
4. A comparative difference has been found between life satisfaction of men and women who watch reels and web series.

Limitations -

1. Lack of cooperation from some respondents.
2. Lack of knowledge of some respondent.
3. Many of the respondents denied filling the questionnaire. 4. The research was carried out in limited sampling population.
4. The samples gathered are from the city areas.

Recommendations -

1. May be sample size have to be larger.
2. Web series are not just providing entertainment, also have some educational themes too.
3. Web series and reels can affect adolescents.

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