Effect of Netflix Series on Youth of Karachi

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Abstract:
Web streaming services must now be considered in the context of how youth are affected by conventional norms and values. Every year, the pace of technological change accelerates, and today's youth are all too eager to join in. Netflix arose as one of the most effective and connecting with stages for youth at COVID-19. This paid video real time stage has acquired fame among Pakistani youth. Somewhat recently, such a lot of exploration has been finished with respect to Netflix results. Many come to the point that Netflix have an impact on Society. This research was conducted to know its effects within Pakistani demographics concerning the role of Netflix as one of the most popular online streaming site in Pakistan. The online survey method was used to conduct the research where (N = 200) young male and female respondents from different parts of Karachi have filled the survey form who are active Netflix users. Findings of this study stated that Netflix series are effecting youth of Karachi in order to modifying their cultural values and also educating them regarding history.

Keywords: *History, Culture, Norms, Youth of Karachi, Netflix.*

Introduction:

Netflix Inc. is a streaming service and production company from the United States. The company provides a huge variety of television series and movies via the deals of distribution along with their own productions that are widely called the Netflix Originals.

Netflix in the recent past has oriented a unique approach to entertainment which as an outcome have introduced several key changes and dynamics in the industry of entertainment and media, which also caused various demand shifts in the movies cinema, and television cable networks. Most significantly with such major changes, Netflix has caused a dramatic shift in the perception of individuals particularly among the youth. Individuals can now watch their favorite shows from anywhere at any time they are free (The tech giant everyone is watching, 2018).

Background of Study:

In the late spring of 2013, when Netflix distributed every one of the fifteen episodes of another period of Arrested Development, reports showed that around 10% of watchers watched the whole season in less than 24 hours (Wallenstein). This wasn't whenever Netflix first had at the same time distributed a total period of a unique show, causing a cross country video-on-request charge. Whenever Orange Is the New Black and House of Cards originally broadcasted in 2013, a colossal number of Netflix clients watched consecutive shows, finishing a entire series within couple few days.

Albeit these*three shows are*from various classifications one is a humor, the*others*are*grown-up themed dramas they*all*have*a colossal following*among*the millennial age, which*makes*up the main part of*Netflix endorsers. At the point when*all episodes*of a*season were delivered*simultaneously, *these*shows started boundless long distance race seeing meetings among*the*18-to-34*age segment and among*Netflix's more youthful crowds, a considerable lot of*whom marathon watched*and afterward took*to online media to*share their (to a great extent sure) responses to Netflix's initial introduction to creating unique TV content. To evaluate, the significance of these new improvements In this exposition, I unload two arising designs in youngsters' on-request media commitment with the absolute generally at present well known (and accordingly gorge commendable) Netflix shows, in particular the rising significance of social TV seeing practices and new assumptions regarding the accessibility of business free, great, and unique TV content, to examinations the meaning of these arising computerized media use patterns.

Marathon watching and Netflix are becoming equivalent in the public press, especially among youthful watchers, including "screenagers." 1 obviously, not every person in the millennial age was "conceived advanced" or approaches these administrations. The individuals who do, then again, are progressively disappointed with regular week by week and occasional programming plans; With admittance to these administrations, associated

Gen Y (matured 18 to 34) and Gen Z (youngsters brought into the world after 2005) are exploring different avenues regarding new TV seeing styles utilizing an assortment of advanced*advances, especially*membership*put*together video*with*respect*to*request* (VOD*or*SVOD) through*Netflix.As*per*research led by Price Waterhouse Coopers, 63%*of homes in the United*States utilized video real time and conveyance administrations like*Hulu, *Netflix, or Amazon*Prime in 2013 (Solsman), and 22 percent of those families stream Netflix all year long ("TV"). In English Canada, very nearly a fourth of the populace has bought into Netflix. This extent ascends to 33% in homes with youngsters, and it ascends to 37% in families with kids younger than twelve. (Oliviera). Netflix*is rethinking watchers'*assumptions regarding what, *how, *and when they sit in front of the TV with its long-tail stock of TV episodes and films, business free review insight, and "post-play" consistent episode delivery2. Subsequently, it's obvious that watchers are seeing more TV, and in longer pieces all at once.This innovative insurgency has extensive ramifications for TV program advancement, conveyance, and promoting techniques. Customary TV planning, evaluations, publicizing, and link memberships are being disturbed by the developing client inclination*for*over-the-top (OTT) real time features* (rather*than*link*groups) and video*on*request* (rather than arrangement seeing). As a more substantial entity, More TV shows are consumed by a larger proportion of the television audience over the internet. Some critics

argue that Netflix and other OTT services Consumption habits like this obstruct cultural development.

Unifying effects (also known as "water-cooler conversation") that bring people together individuals through mass-mediated experiences that are shared by many people. Especially for the Facebook generation (made of Facebook users) of adolescents and young adults (Generation Y) Netflix, on the other hand, caters to Gen Z and Gen Y. Arrested Development has an impact that allows for weekend binges. It's not all about comfort and ease when it comes to development. Customization is vital, but it's not the only thing that needs to be done. Concerning community and connection. Web streaming permits watchers to participate in social conversations about "must-see TV" both on the web and disconnected, which they may somehow miss out on the off chance that they weren't before the TV on schedule, just like the case during the transmission period of the occasion programming. While inspecting the effect of SVOD seeing on youngsters' connections, characters, and*values, as well as*their*media use, propensities, *and proficiencies, it's basic to assess both the affordances and cutoff points of TV gorges, because of reasons talked about underneath. With an ever increasing number of excellent kids' TV programs opening up on-request, numerous watchers start marathon watching as soon as toddlerhood.

As per the thought authored by R. Hastings and M. Randolph to lease the DVD' through the mail. Both tried this by sending the DVDs to themselves.

After getting the DVD, they observed that the DVDs are unblemished and from that point the idea of Netflix appeared. On August 29, 1997, they sent off the main DVD rental and deals site named Netflix.

Netflix dispatches its membership administration, which permits clients to lease limitless DVDs with no due dates, late fines, or month to month rental cutoff points.

Individuals' assessments on past motion pictures are utilized to dependably conjecture future decisions in a customized film proposal framework.

Under the NASDAQ ticker NFLX, Netflix dispatches its first sale of stock (IPO) *at a selling cost of*$1 per*share.

Netflix*is conceded a patent*by*the United States Patent and*Trademark Office to*cover its membership rental administrations as the quantity of endorsers arrives at 1,000,000.

The Profiles highlight opens up, permitting individuals to make particular records for various clients and additionally mind-sets.

Streaming is added, permitting clients to stare at the TV shows and films immediately.

The quantity of individuals has ascended to 5 million.

Netflix has banded together with shopper hardware organizations to make streaming accessible on Xbox 360, Blu-beam players, and TV top boxes.

The $1 million Netflix Prize has been given to the group Bellkor's Pragmatic Chaos for working on the exactness of ideas by 10% after almost three years and 40,000 passages. As the quantity of clients arrives at ten million,

streaming arrangements are growing to incorporate web associated TVs. The Netflix Culture Deck is currently accessible for review.

Netflix has shown up in Canada, and versatile review is currently accessible. The main committed kids' experience is currently accessible to see.

Netflix is accessible in Latin America and the Caribbean interestingly. On controllers, the main Netflix button shows up.

The association presently has a participation of 25 million individuals and has ventured into the United Kingdom, Ireland, and Nordic nations. With 'Bill Burr: You People Are All the Same,' Netflix introductions to stand-up specials, while 'Place of Cards,' 'Hemlock Grove,' 'Captured Development,' and 'Orange Is the New Black' introduce the principal record of unique series programming. 'Place of Cards' successes three Primetime Emmy Awards, including the first for a web real time feature. The Profiles and My List sections are currently accessible to stream.

Austria, Belgium, France, Germany, Luxembourg, and Switzerland are among the nations with in excess of 50 million individuals. Netflix is presently accessible in 4K Ultra HD.

Our first unique element film ('Beasts of No Nation'), non-English unique series ('Club de Cuervos'), and Asian unique ('Terrace House') all made their presentations. Australia, Cuba, Italy, Japan, Spain, and New Zealand are largely individuals. With the debut of 'Adrenaline junkie,' sound portrayals for the outwardly hindered will be accessible.

Netflix is growing to 130 additional nations, bringing the complete number of nations and dialects served to north of 190. For disconnected and in a hurry seeing, the Download highlight has been added.

The quantity of individuals has outperformed 100 million around the world. For 'The White Helmets,' Netflix accepts its first Academy Award designation. Individuals currently have more choices to redo their survey insight with the expansion of intelligent narrating and the Skip Intro button. Netflix has the most Emmy selections, with 23 successes for shows like 'Gleam,' 'Pagan,' and 'Eccentric Eye.' PIN security is being distributed as a component of a huge number of new parental control highlights.

Netflix*presents*its*first unique enlivened include, 'Klaus,'*and wins four*Academy*Awards for*'ROMA' and 'Period. *End of*Sentence.'*London, *Madrid, New*York, and*Toronto all have new assembling communities. The main significant*Emmy for an intelligent title goes to 'Bandersnatch.'

Top 10 records debut, permitting clients to see what's famous interestingly. Netflix is*the*most-selected studio at the*Academy*Awards*and Emmys. The*Hardship Fund is laid out to help imaginative local area laborers who have been affected by COVID-19, and 2% of our money holds are shipped off monetary foundations that assist with blacking networks.

The quantity of individuals has outperformed 200*million. *Netflix discharges its very first*film and*series variety research, in participation with the*USC*Annenberg*Inclusion*Initiative, and uncovers aspirations

to arrive at net-zero ozone harming substance outflows before the finish of 2022. Netflix has sent off a progression of versatile games.

The Rationale of the study:

In the last decade we have seen a huge surge in the popularity of OTT platforms and specially Netflix have become one of the biggest tycoon of this industry as it has a variety of content from all over the world, this content shows different culture, norms, tradition's and even the diverse history of the world. Subsequently, the primary reason of this research is to discover the result of Netflix series no to the youth.

Objectives:

- To understand the attitude of the individuals towards Netflix.
- To examine the outcome of Netflix series on youth.
- To dig out the behavioral changes occurred after using Netflix.

Hypothesis:

H1: Netflix series are shifting Pakistani cultural values and norms.

H2: Netflix is playing a main role in educating people about diverse histories.

Literature Review:

As per Paul Kirschner and Aryn Karpinski, Netflix is an internet based index that upholds clients in recognizing their companions, family, and managers by finding them via online media accounts (2017). Youths from one side of the planet to the other, as indicated by Curtis, are forsaking Facebook for

Snapchat, Twitter, and Instagram (Curtis, 2018). "Over two times the whole measure of time spent in school every year among the more youthful age, the time they spend via online media," as Victoria Rideout puts it, "is over two times the time spent in school all things considered." As*Robert*E. *Rideout calls attention to, the social impact (or "impact") fundamentally affects one's sentiments, convictions, and mentalities (2018). As indicated by her, American kids spend roughly seven*and a half*hours every day on normal simply*playing*on the web, not to add the time they spend performing various tasks.

One chance is that they can utilize their cell phone to stand by listening to music, send an instant message, or update their online media status. As Rideout calls attention to, person to person communication varies from regular work or long haul tutoring in that how much time spent online has expanded significantly lately (Rideout, 2018, p. 5). Abelardo Pardo accepts that advanced innovation fills in as a springboard for new thoughts, so he welcomes clients to give criticism on the items he sells. Pardo additionally makes reference to how interpersonal interaction works with connections between understudies, teachers, and gatherings with comparable instructive goals. Kilt for formal use (Pardo, *2018, p. *45) *Kirschner centers around the qualities of current students, Homo*sapiens, and the different modes where they study. Individuals that utilization this current method are said to have "metacognitive abilities," and that implies they can take care of issues all alone, and this is alluded to as "find based learning."

At last, as we found in the past part, the more youthful age has an uncertain association with innovation that permits them to perform*multiple*tasks. Some concern that*46%*of the more youthful*age utilizes the Internet to assist them with their homework. Kirschner and Karpinski (Kirschner and Karpinski, 2017). June Ahn's examination looks at*the*idea of "Flagging Theory," which is worried about how individuals use web-based media stages to safeguard themselves and foster their personalities, as well as how they advance their own reliability with others. As indicated by her, this makes the shopper lose the trust of their collaborators, which inspires them to make more connections across various organizations, bringing about new associates (Ahn, 2018b).

Both*Kaveri*Subrahmanyam and*Patricia*Greenfield bring up that utilizing the Internet has both positive and negative perspectives. Also, teachers are giving their best for watch out for how understudies utilize advanced innovation for informative purposes (Subrahmanyam and Greenfield, 2018). Interpersonal interaction, as per instructive associations around the nation, well affects youngsters' educational program progression. While perceiving the effect of interpersonal interaction on kids' schooling, schools don't have simple admittance to online media pages (Ahn, 2017). Besides, the millennial time of web-based media considers the utilization of the accompanying three models: Facebook, which gives an extensive internet based presence and an organization of companions, and Twitter, which permits clients to post and view data. As per Ahn, analysts inspect

clients' long range interpersonal communication accounts during when they are framing their personalities (Ahn, 2017).

Gwenn*Schurgin*O'Keeffe and*Kathleen*Clarke-Pearson both think that interpersonal interaction destinations have pessimistic repercussions, for example, permitting admittance to wrong data and making it hard to know one's internet based security. Individual to-individual cooperation assaults (O'Keeffe and Clarke-Pearson, 2018) have been associated with causing cyberbullying and online badgering. Cyberbullying and badgering are as of now happening, as indicated by different reports. Rideout talked with teachers to get their considerations on the effect of diversion media on understudy scholarly accomplishment. As indicated by the information, 71% of instructors conceded that media affected their understudies' capacities to focus. Likewise, 58% of teachers said that online media had affected their composing abilities since they habitually utilize casual language and abbreviations. Numerous teachers guaranteed that it had hurt their up close and personal tuning in and thinking capacities (Rideout, 2018). "The speedy benefits of computer games have made the measures expected for more muddled positions considerably more troublesome," she says, alluding to a center school math educator. Formal Rideout: (p. 8) (2018, p. 8) (2018, p. 8) (2018 Rideout contends that playing gaming media builds the perusing limit of children by 46%, in light of the meetings she directed. performing various tasks in a fit and versatile way (Rideout, 2018).

As per*O'Keeffe*and*Clarke-Pearson, the*American*Academy of Pediatrics has found that utilizing online media has various advantages for the foundation. As per a few specialists, one of the significant advantages of long range interpersonal communication is that it permits individuals to comprehend themselves in a more extensive setting by permitting them to draw in with others and by empowering them to be more imaginative through contributing to a blog. Individual activities are much of the time expected as a feature of the instructive weight, bringing about expanded productivity. A subsequent advantage is that understudies can use long range interpersonal communication to help them to fathom, yet they can in any case draw in with others and offer their insight locally setting (O'Keeffe*and*Clarke-Pearson, 2017). The Jerusalem School teamed up with Victor*Lavy and*Edith*Sand to explore how companions' characters impact center school students' utilization of web-based media. Various types of drug were presented by comparative gatherings of buddies. The expression "complementary companions" alludes to individuals who share normal interests and associates. Kinships that aren't common are a different classification, as certain understudies have would not acknowledge a colleague's relationship. Three of their grades showed an understudy impact: Hebrew, Algebra, and English. Low test results, as indicated by understudies who had no common companions, adversely affected their general satisfaction.

This seems to show that understudies with similar informal organization convictions, targets, and learning might have a more tight bond with each other because of motivation and other instructive effects (Lavy, 2018). Moreover, notwithstanding*Jeff*Cain and*Katherine*Chretien, Jeff Cain and Katherine Chretien (among others) authored the expression "interprofessional training" to portray the idea of tutoring. It truly intends that rather than every individual research all alone, more individuals consolidate and impart data to each other. Whenever they know about another's encounters, they can work all the more effectively. It was acquired by general wellbeing authorities, and it was the main one to do as such (Cain and Chretien, 2018). To put it another way, there is a monetary motivation for understudies to take an interest. Gatherings can be framed by utilizing interpersonal interaction locales like Facebook, Skype, JOURNALS, or other correspondence mediums to empower numerous conversations and permit individuals to pose inquiries around each other. Napoleon Egedegbe traces the insightful accomplishments of various scholastics and scholastics on the subject of long range interpersonal communication and its impact on understudy scholarly execution by expressing that there is no impact (Egedegbe, 2018).

"Web series has furnished understudies with numerous individual voices that can be shared as well as making an "instructive and tasteful climate," as per Dr. Patient Rambe."Social systems administration can hold various risks as well as unmistakable benefits as it liberates individuals from the

need to utilize electronic devices of individual to-individual contact" (Rambe, 2018). As indicated by Sanzhar Naizabekov, long range interpersonal communication energizes stalling. A committed individual can follow through with a responsibility quicker than an organization that utilizes web-based media. The second trouble that person to person communication research has created is lingering (Naizabekov, 2018).

Research Methodology:

This research was designed to examine "Effects of Netflix series on the youth of Karachi". The survey was conducted in Karachi, Pakistan where the sample size was taken as (N = 200), More than 90% of people were university students, and they were frequent users of Netflix, the researcher selected a quantitative method to conduct the study. For a collection of data, the survey method was used to find out the results, 14 questions were asked in the survey where four questions were of demographics and the ten questions were close ended.

Sampling:

Age: 84.5% between the age of 16 to 30, 10% are above the age of 25 to 29, whereas 5.5% respondents above 29.

Gender: 58% respondents were male, whereas 42% were female.

Sample Size: The researcher selected the sample size of (N = 200).

Sampling Technique: Random Systematic Sampling.

Methodology:

This research was conducted through google form where the survey was shared with the students on WhatsApp, so they easily fill it in their free time.

Theoretical Framework:

The consistent inundation of new series on Netflix and other internet based video real time features is drawing in gorge fans from everywhere the world and possibly diverting them from their day to day obligations in three essential regions. Individuals are done observing only one episode of a show every week as Netflix dumps whole series on the web. They are presently sitting in front of the TV and web series in an unexpected manner in comparison to previously, which has affected how they invest their energy. These gorge watchers come from varying backgrounds, including standard families, school grounds, and, surprisingly, the working environment.

This observational assessment falls under the umbrella of "Social Learning Theory, Agenda Setting Theory, Social Responsibility Theory, Users and Gratification Theory". The chance of this examination was to learn purposes behind the unmistakable appeal of Netflix and its different substance by investigating swarm about their thinking, feeling, and recognizing on the grounds of their own use of Netflix in conduct change.

Social Learning Theory:

(Maisto, 1999) expressed that Individuals learn through seeing others' lead, points of view, and aftereffects of those practices. Most human lead is advanced observationally through showing: from seeing others, one designs a considered how new practices are performed, and on later occasions this coded information fills in as an associate for movement.

Agenda Setting Theory:

(Social obligation and morals, n.d.) Expressed Agenda Setting Theory expressed that the limit [of the news media] to affect the momentous nature of subjects on the public arrangement.

Social Responsibility Theory:

("What is uses and delights hypothesis? Definition and models," n.d.) Social commitment is an ethical theory wherein individuals are liable for fulfilling their metropolitan commitment, and the exercises of an individual should benefit the whole of society. Consequently, there should be an agreement between monetary turn of events and the public authority help of society and the environment. Assuming this equilibrium is stayed aware of, social obligation is developed.

Users and Gratification Theory:

("What is uses and satisfactions hypothesis? Definition and models," n.d.) Users and Gratification Theory bears witness to that singular use media to fulfill wants and needs. Not in the slightest degree like various media theories that see media clients as idle, uses and pleasures believes clients to be dynamic experts who have control over their media use.

Social Cognitive Theory:

It is related to act which is preferred by observing others because of Netflix our youth is fascinated by its dramas and act according to it.

Cultivation Theory:

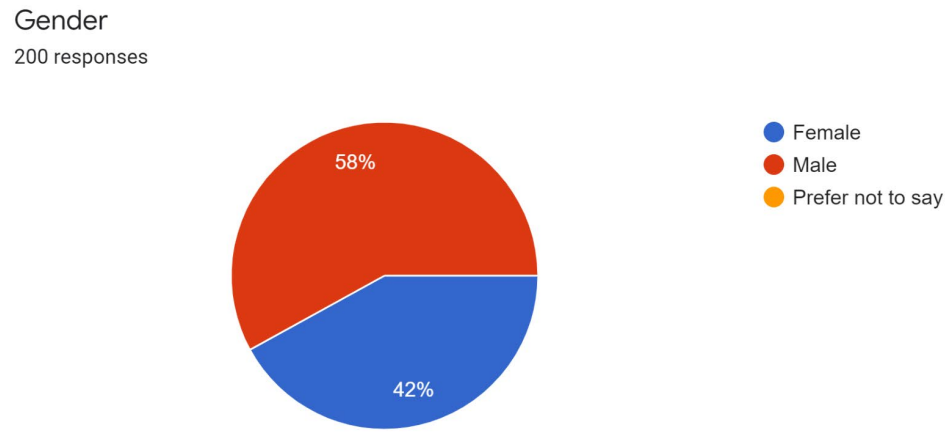
It holds the concept of making our mindset because of long term experience. Thus, Netflix is making people explore their mindset. Even if we don't know any aspect of life and world, Netflix make our perspective to imagen those things

FINDINGS:

The researcher selected the sample size of (N = 200), 84.5% of respondents are between the age of 16 to 24 years, 10% of respondents are from the age of 25 years to 29 years whereas 5.5% of respondents are above the age of 29 years, 58% are male respondents whereas 42% are female,

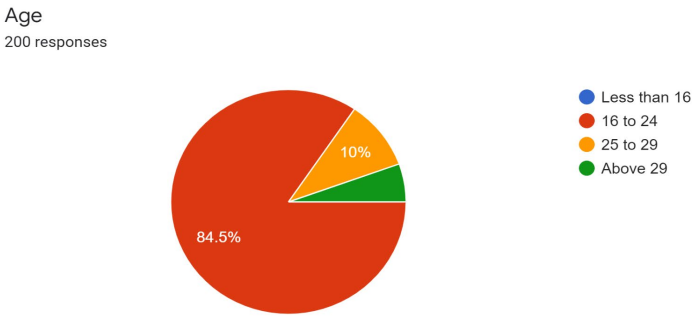
9.3% of respondents are below undergraduate, 74.2% are undergraduate students, 12.6% are graduate, 3.5% are postgraduate students.

Graph 1:1 shows that 84.5% of respondents are between the ages of 16 to 24 years, 10% of respondents are from the age of 25 years to 29 years whereas 5.5% of respondents are above the age of 29 years.

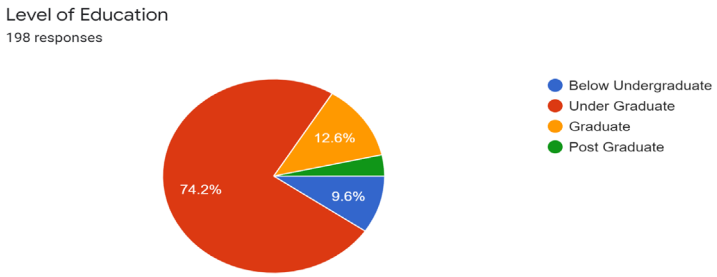


Graph 1:1.

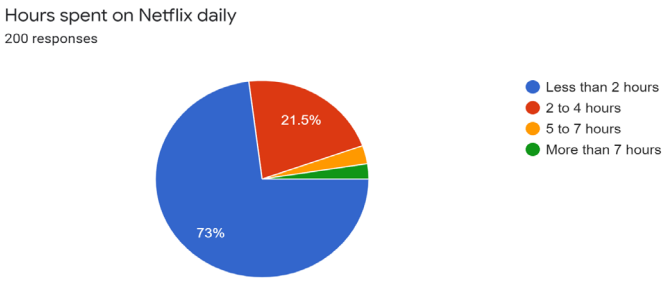
Graph 1:2 shows that 58% are male respondents whereas 42% are female.



Graph 1:3 shows that 9.3% of respondents are below undergraduate, 74.2% are undergraduate students, 12.6% are graduate and 3.5% are postgraduate students and 1% didn't respond.

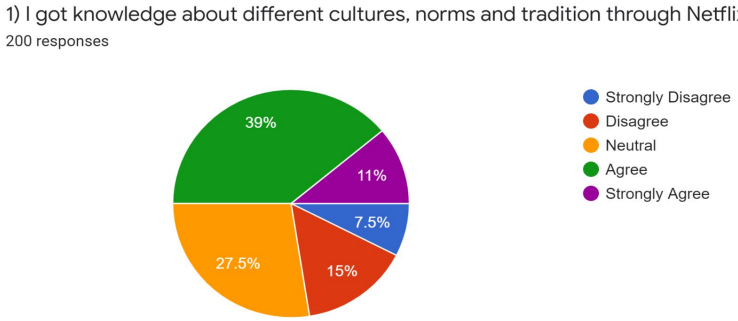


Graph 1:4 shows that the hours spent on Netflix daily by the respondents, where 73% were spending less than 2 hours, 21.5% spending 2 to 4 hours, 3% spending 5 to 7 hours and 2.5% are spending mone than 7 hours daily on Netflix.



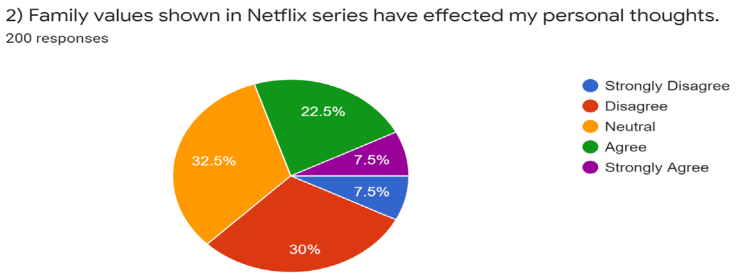
Graph

Graph 1:5 demonstrates that Netflix clients get information about various societies, standards and custom through Netflix series, where 7.5% of respondents firmly deviate, 15% of respondents dissent, 27.5% of respondents remained nonpartisan, 39% of respondents concur and 11% unequivocally concur with the assertion.



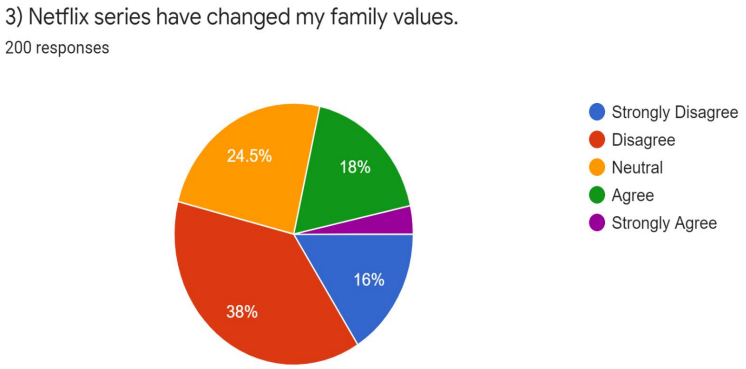
Graph 1:5.

Graph t 1:6 demonstrates that Family esteems displayed in Netflix series have affected their own considerations, where 7.5% of respondents firmly deviate, 30% of respondents dissent, 32.5% of respondents remained unbiased, 22.5% of respondents concur and 7.5% emphatically concur with the assertion.



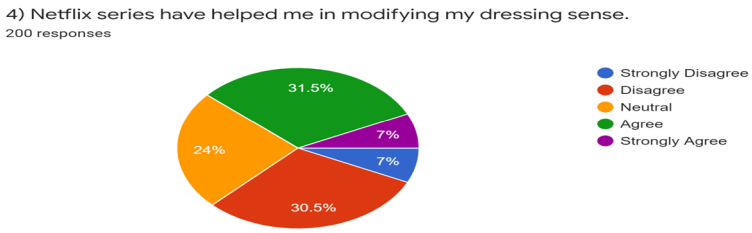
Graph 1:6.

Graph 1:7 shows that Netflix series have changed their family esteems, where 16% of respondents emphatically deviate, 38% of respondents dissent, 24.5% of respondents remained impartial, 18 % of respondents concur and 3.5% firmly concur with the assertion.



Graph 1:7.

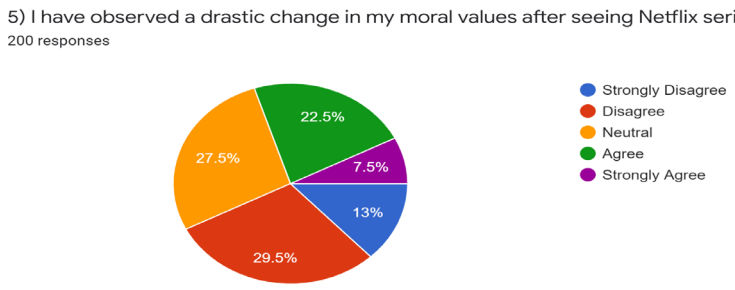
Graph 1:8 demonstrates that Netflix series have helped them in changing their dressing sense, where 7% of respondents emphatically dissent, 30.5% of respondents deviate, 24% of respondents remained unbiased, 31.5% of respondents concur and 7% unequivocally concur with the assertion.



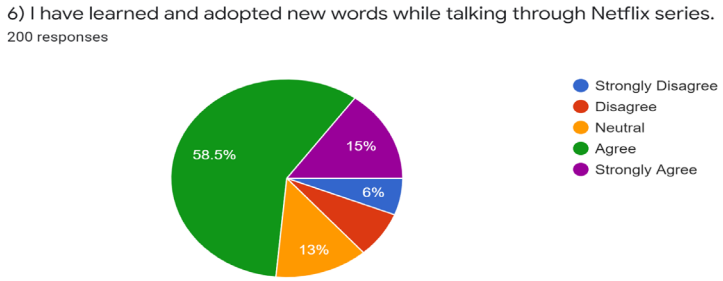
Graph 1:8.

Graph 1:9 demonstrates that they have noticed an extraordinary change in their virtues in the wake of seeing Netflix series, where 13% of respondents firmly dissent, 29.5% of respondents deviate, 27.5% of respondents remained impartial, 22.5% of respondents concur and 7.5% emphatically

concur with the assertion.

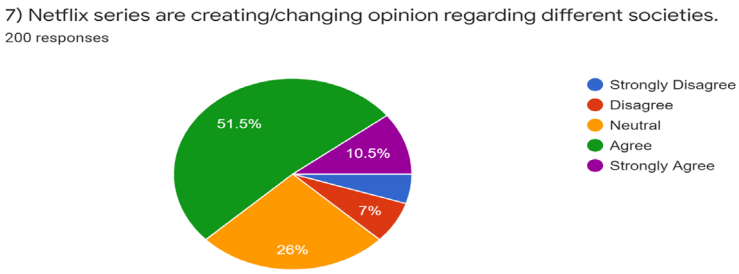


Graph 1:10 shows that they have learned and embraced new words while talking through Netflix series, where 6% of respondents unequivocally dissent, 7.5% of respondents deviate, 13% of respondents remained impartial, 58.5% of respondents concur and 15% emphatically concur with the assertion.

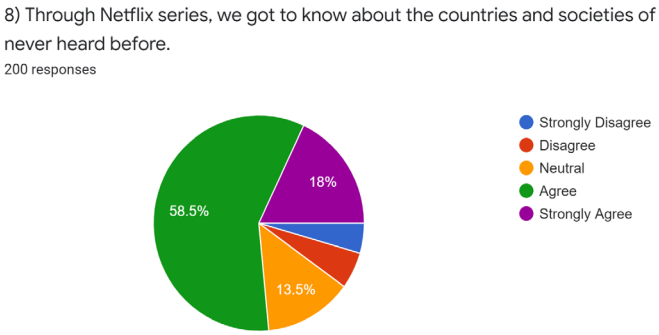


Graph 1:11 indicates that Netflix series are creating/changing opinion regarding different societies, where 5% of respondents strongly disagree, 7% of respondents disagree, 26% of respondents stayed neutral, 51.5% of

respondents agree and 10.5% strongly agree with the statement.



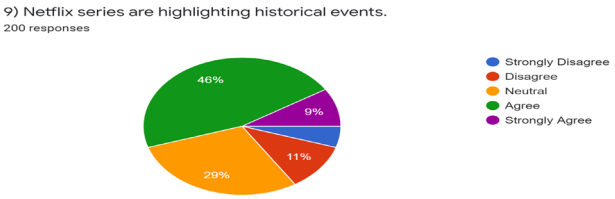
Graph 1:12 demonstrates that through Netflix series they must be aware of the nations and social orders of which they have never heard, where 4.5% of respondents firmly dissent, 5.5% of respondents deviate, 13.5% of respondents remained nonpartisan, 58.5% of respondents concur and 18% unequivocally concur with the assertion.



Graph

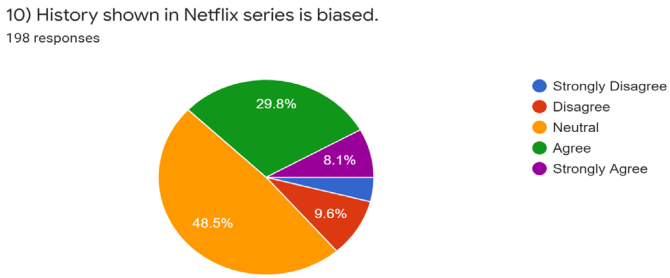
Graph 1:13 shows that through Netflix series they must be aware of the nations and social orders of which they have never heard, where 5% of respondents unequivocally dissent, 11% of respondents deviate, 29% of respondents remained nonpartisan, 46% of respondents concur and 9%

emphatically concur with the assertion.



Graph

Graph 1:14 demonstrates that through Netflix series they must be aware of the nations and social orders of which they have never heard, where 4% of respondents emphatically dissent, 9.6% of respondents deviate, 48.5% of respondents remained impartial, 29.8% of respondents concur, 8.1% firmly concur with the assertion and 1% didn't answer.



Graph 1:14.

Discussion and Conclusion:

In this research we have selected the sample size of (N = 200), 84.5% of respondents are between the age of 16 to 24 years, 10% of respondents are between the age of 25 to 29 years whereas 5.5% of respondents are above the age of 29 years, 58% are male respondents whereas 42% are female, 74.2% of respondents are undergraduate students, 12.6% are

graduate, 9.6% are below undergraduate, 3.5% are postgraduate and 1% did not respond, to examine the effect of Netflix on them we have asked them about the amount of time they spent on Netflix were the 73% respondents where spending 73% were spending less then two hours, 21.5% respondents were were spending 2 to 4 hours, 3% respondents were spending 5 to 7 hours and 2.5% respondents were spending more than 7 hours .

To analyze H1 we must know that the respondents are getting knowledge of different culture and we came to the point that 46.5% of respondents believes that they are getting knowledge about different cultural norms and traditions through Netflix, whereas 30% believes that Netflix series have actually effected their personal thoughts, 21.5% believes that Netflix have changed their family values, 38.5% believes that Netflix have modified their dressing sense and 30% believes that they have observed the drastic change in their moral values after seeing Netflix series **(**Graph:1.5 to Graph:1.9), than we have asked them about their level of education where 86.8% responded were undergraduate and graduate students, **(**Graph:1.3), then we tried to findout their age where 84.5% of respondents were form the age of 16 to 24 years, (Graph:1.2), and in last we thrid to findout the respondent genders, where we got the answer that 58% of respondents were males, whereas 42% were female, **(**Graph:1.1).

Hence H1 is proved that Netflix series are shifting Pakistani cultural values and norms.

To examine H2 we have asked our respondents five-question respectively, do they have learned and adopted new words while talking through Netflix series, Netflix series are creating/changing opinion regarding different societies, Through Netflix series, they got to know about the countries and societies of which we have never heard before, Netflix series are highlighting historical events, History shown in Netflix series is biased, and we find that 73.5% of responded have learned and adopted new words while talking through Netflix series, 62% of responded believes that Netflix series are creating/changing opinion regarding different societies, 76.5% of responds often believes that through Netflix series, they got to know about the countries and societies, 55% believes that Netflix series are highlighting historical events and 37.9% believes that History shown in Netflix series is biased **(**Graph:1.10 to Graph: 1:14).

Hence H2 is proven that Netflix is playing a main role in educating people about diverse histories.

RECOMMENDATIONS:

As both of the Hypothesis were proven it is visible that youth of Karachi is a dependent variable whereas Netflix is an independent variable, it gave us a clear understanding that the more youth use Netflix series the more they get Effected, and in this research, we got to know that male are more actively using Netflix than females but the effect on both the genders is the same, it

also give them information regarding history and diverse culture which result in changing of their mindset, after conducting this research we firmly believe that

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