

**Study and Stream: University Students' Behavior on
Online Academic Learning and their
Motivations for Binge-watching on Netflix**

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ABSTRACT

The Covid 19 pandemic brought Netflix to unprecedented heights, especially among people aged 18 to 24. The remote setup of learning enabled students to multi-task between their schoolwork and non-academic activities. In particular, this study looks into the phenomenon of binge-watching among communication students from a selected university who are direct subscribers of Netflix. Using the framework designed by Panda and Pandey (2017) on the motivations and outcomes of binge-watching among college students, this research investigates if there is a relationship between the university students' behaviors on online academic learning and the factors that motivate them to binge-watch TV shows/series on Netflix. The research design is quantitative in nature and data analysis utilizes the Pearson's R correlation. Findings show a moderately small, positive correlation between the university students' behavior towards online academic learning and their motivations to binge-watch TV shows/series on Netflix. This means that progress in the student's behavior on online academic learning signifies an increase in their motivations for binge-watching.