

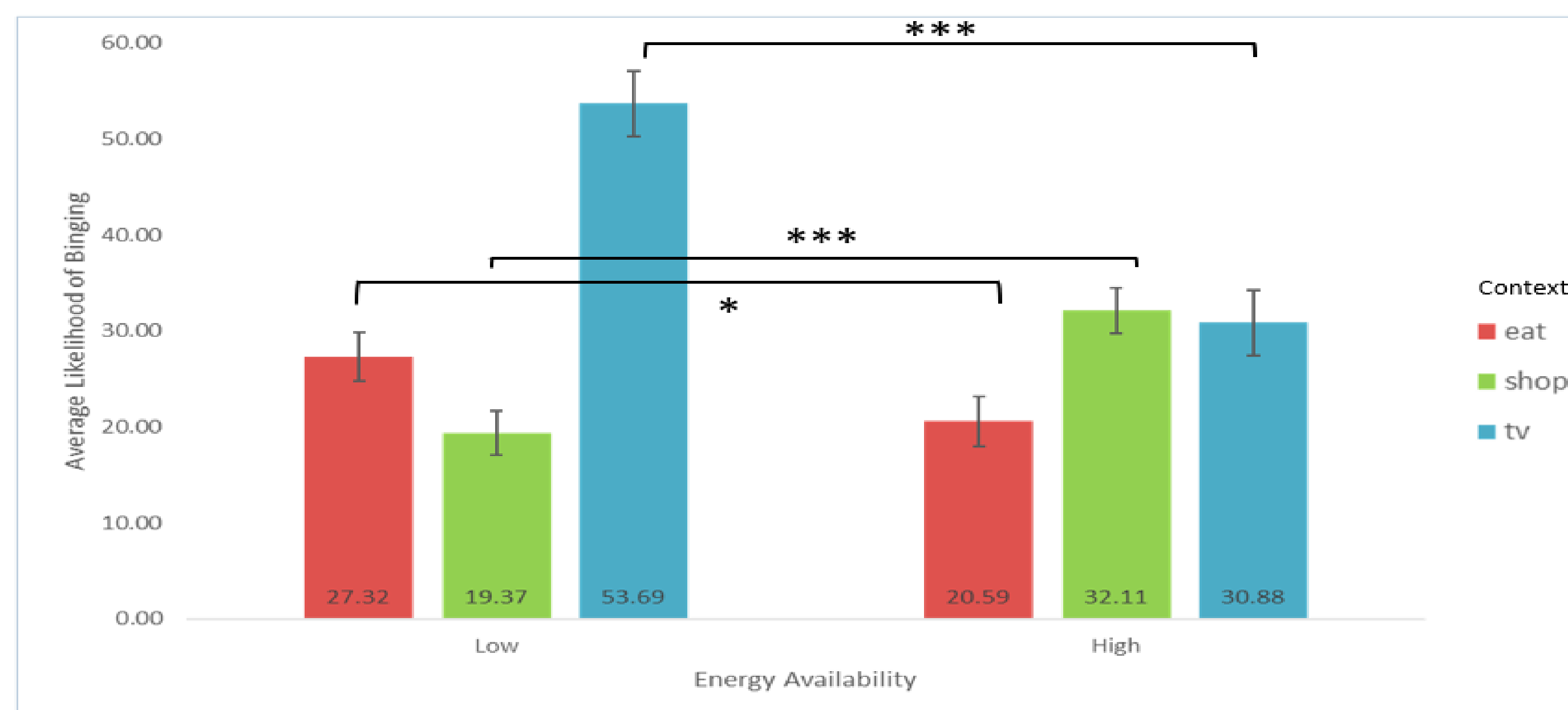
SUMMARY

Binge-watching is repeated and accumulated consumption, where consumers watch multiple episodes of the same show in a row. Streaming companies employ strategies where all episodes are released simultaneously. Is this type of consumption a win-win?

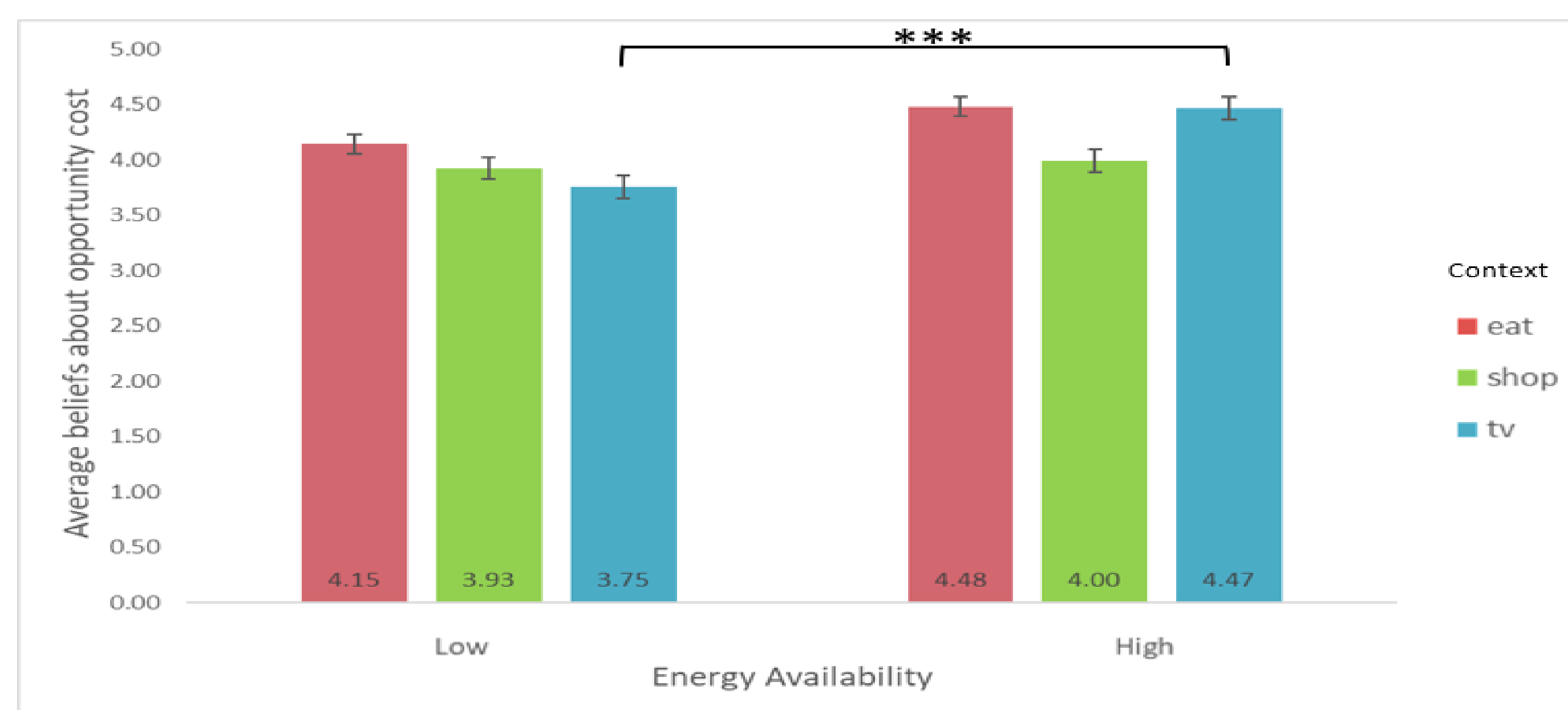
5 pre-registered experiments suggest that consumers who have low energy and lots of time are more likely to decide to binge-watch, considering it the best use of their limited resource.

Under these optimal conditions, consumers show lower regret when they are considering energy-related opportunity costs. However, if time become salient after consumption, regret increases, potentially harming future bingeing experiences.

Study 1a

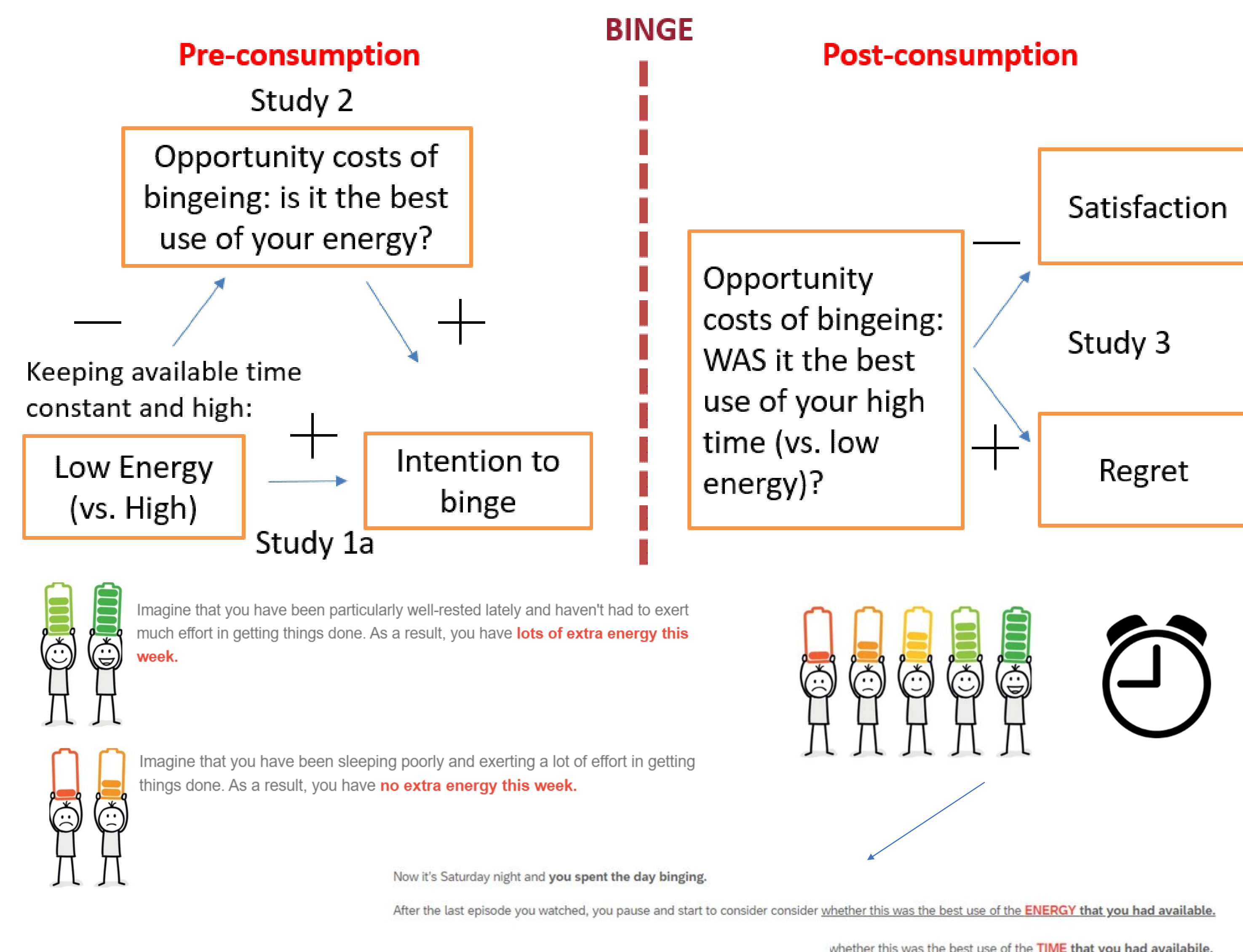


$F(2, 596) = 20.31, p < 0.001$; eat: $t(196) = 1.94, p = 0.05$; shop: $t(202) = 3.41, p < 0.001$; tv: $t(198) = 4.94, p < 0.001$



$F(2, 596) = 10.31, p < 0.001$; eat: $t(196) = 2.02, p = 0.04$; shop: $p = 0.98$; tv: $t(198) = 5.50, p < 0.001$

If energy is low, likelihood to plan bingeing increases, because bingeing is a low effort activity that constitute the best use of our low energy. This does not happen when energy is high or in other bingeing contexts.



Imagine that you have been particularly well-rested lately and haven't had to exert much effort in getting things done. As a result, you have **lots of extra energy this week**.

Imagine that you have been sleeping poorly and exerting a lot of effort in getting things done. As a result, you have **no extra energy this week**.

Now it's Saturday night and you spent the day bingeing.

After the last episode you watched, you pause and start to consider whether this was the best use of the ENERGY that you had available.

After the last episode you watched, you pause and start to consider how much ENERGY it took you to binge-watch the show.

You ask yourself whether this was the best use of the LITTLE amount of ENERGY that you had available.

Now it's Saturday night and you spent the day bingeing.

After the last episode you watched, you pause and start to consider whether this was the best use of the TIME that you had available.

After the last episode you watched, you pause and start to consider how much TIME it took you to binge-watch the show.

You ask yourself whether this was the best use of the LARGE amount of TIME that you had available.

Before deciding whether to binge-watch, you consider how **many other things you could do with your LOW energy**.

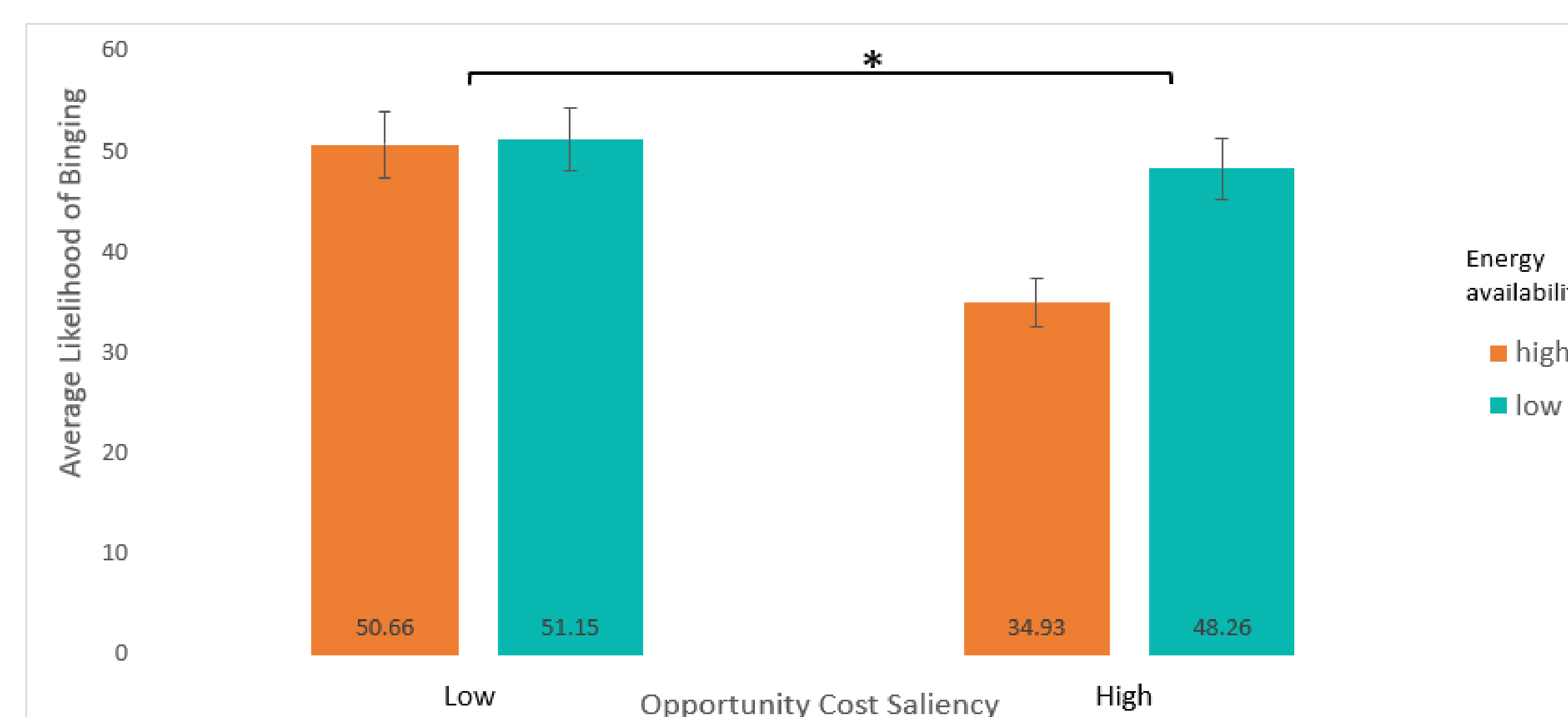
Why would binge-watching not be the best use of your energy?

Please list up to 5 things you could have done with your LOW energy instead of bingeing.

WHEN YOU CANNOT THINK OF ANYTHING JUST WRITE "NA".

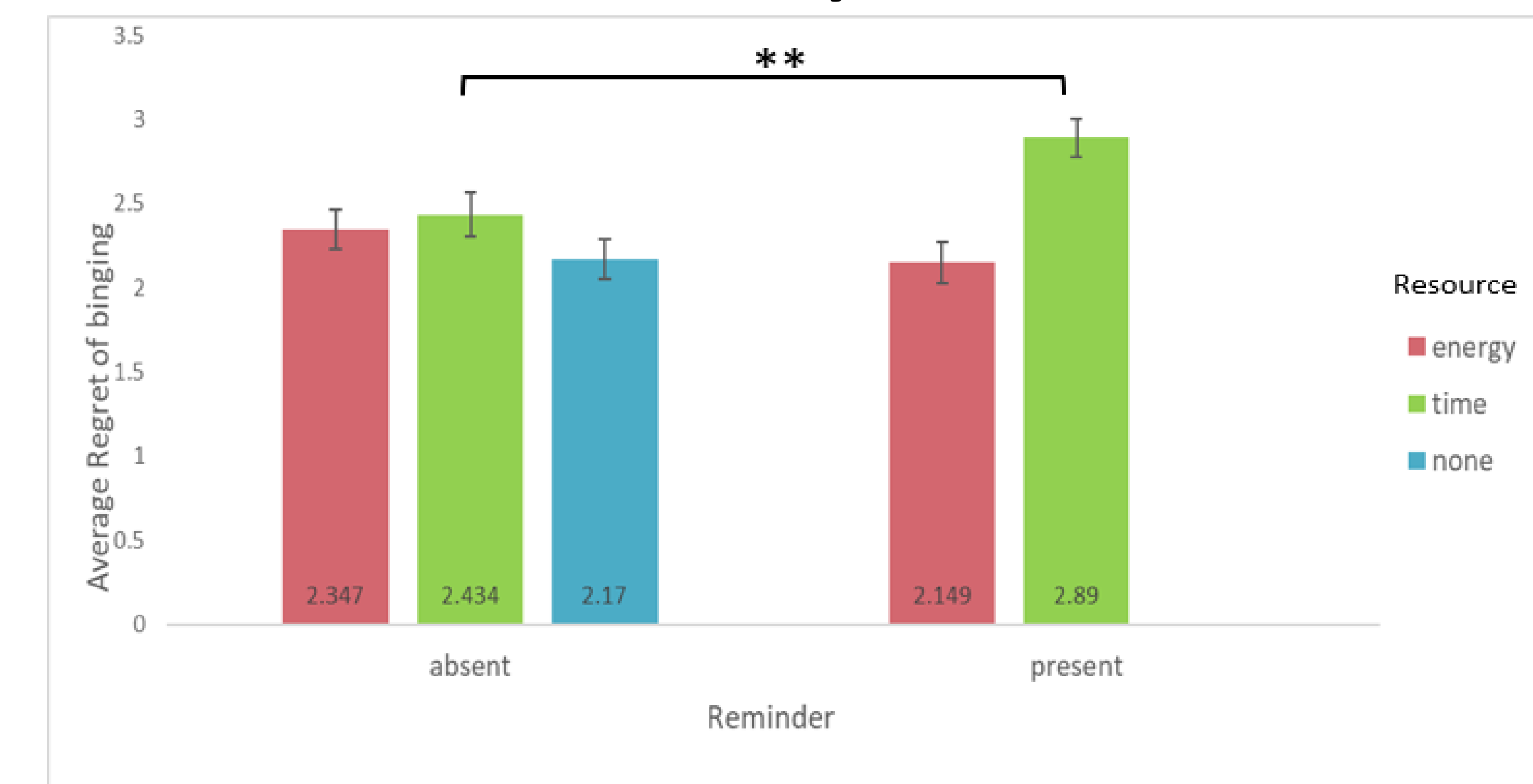
Study 2

When we distract people from thinking about opportunity costs, the main effect of energy on likelihood to binge goes away!



Int: $F(1, 396) = 4.71, p = 0.03$; energy: $F(1, 396) = 6.26, p = 0.01$; opp cost: $F(1, 396) = 9.87, p = 0.002$

Study 3



Int: $F(1, 496) = 7.42, p = 0.007$; resource: $F(2, 496) = 7.11, p < 0.001$; reminder: $F(1, 496) = 3.36, p = 0.07$

When they think of the opportunity cost of bingeing in hindsight: if they keep focusing on energy, they are still satisfied with their choice. If they switch their focus on time and they are reminded that they had a lot when they started bingeing, regret increases.

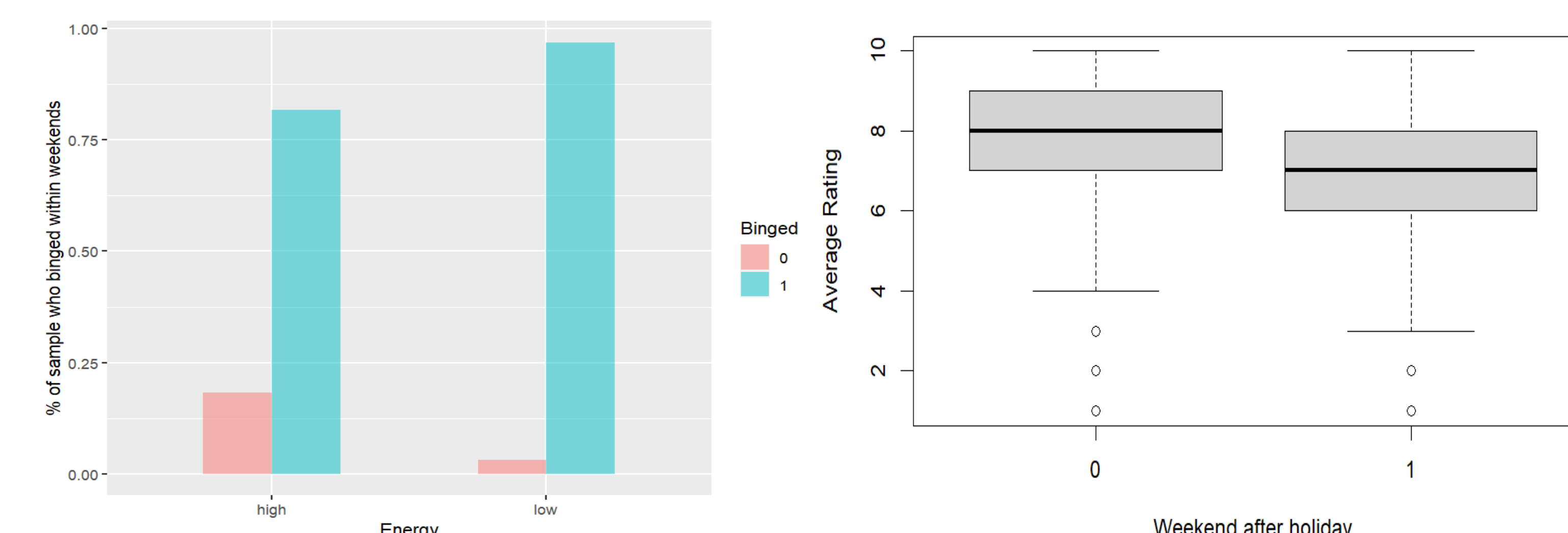
Field data – MyAnimeList

DV1: bingeing { 1 if show is completed on day of release
0 otherwise

IV: Energy: { low if watched on weekend after work
high if watched on weekend after holiday

DV2: ratings of the show (1 to 10)

Time fixed: only weekends; FE: user id, title



$b = -0.22, SE = 0.003, t(186175) = 68.80, p < 0.001$

$b = -0.17, SE = 0.03, t(145114) = 6.67, p < 0.001$

People are more likely to binge on a weekend after work (low energy) rather than vacation (high energy). And they are more satisfied with what they are watching when doing so. Important to target well!