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Research

To Determine Attitude And Perception Regarding Ott Vs Theatre Among Undergraduate Dental Students In Khammam City

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Abstract

The rise of ott platforms has significantly reshaped the entertainment era. These ott platforms gained popularity due to their convenience and affordability, and also viewers can access anywhere on multiple devices. theatres has been cornerstone of entertainment because of the audio visual effects and their advanced technology. After covid 19 pandemic the growth of ott platforms has been increased immensely. To Assess Perception Of students regarding Ott Vs theatre among dental students in Khammam city. To determine Attitude and perception regarding Ott vs Theatre among undergraduate dental students based on year of study. Descriptive studies and chi square test were calculated using SPSS version 29 The total of 206 students took part in the survey in this study interns have more knowledge Among all dental students. On comparison interns have more knowledge followed by IV Bds students followed by III Bds students followed by II Bds students followed by I Bds students. The debate between OTT platforms and theaters highlights the evolving nature of entertainment consumption. While OTT platforms offer convenience, affordability, and a wide range of content accessible from home, theaters provide an unparalleled communal experience, superior visuals, and immersive sound. Both have their unique strengths and cater to different preferences. Ultimately, the coexistence of OTT and theaters ensures that audiences can choose their preferred way to enjoy entertainment, depending on their mood, time and priorities.

Keywords: streaming, Big screen, affordability, comfort, technology cultural impact.

INTRODUCTION

The way we consume entertainment has transformed dramatically with the rise of OTT (Over-the-Top) platforms, creating a new dynamic between home viewing and traditional cinema experiences. OTT platforms like Netflix, Amazon Prime, and Disney+ have revolutionized accessibility, offering a vast library of content at our fingertips. On the other hand, theaters continue to captivate audiences with the grandeur of the big screen and the thrill of a collective.

The entertainment industry has undergone a significant transformation with the advent of OTT platforms. While theaters have long been the go-to choice for movie enthusiasts, offering a larger-than-life cinematic experience, OTT platforms provide convenience and variety at home. This shift has sparked a debate: do OTT platforms signal the end of traditional theaters, or can both coexist to cater to diverse audience preferences?

The competition between OTT platforms and theaters has redefined how audiences engage with movies and shows. Theaters bring stories to life with stunning visuals and immersive sound, creating unforgettable moments. Meanwhile, OTT platforms have gained popularity for their accessibility, affordability, and personalized viewing experience. This comparison raises questions about the future of entertainment consumption.

The rise of OTT platforms has changed how we experience entertainment, giving tough competition to traditional movie theaters. The debate between these two options isn't just about convenience versus experience but also about how technology and consumer behavior are reshaping the entertainment industry.

METHODOLOGY

A) study design and area: A cross sectional study was carried out at tertiary care teaching hospital khammam
B) Study population: The health care students including those of I,II,III,IV year and interns who responded to the online questionnaire sent through social media
C) Study Instrument: A self administered questionnaire was designed based on knowledge attitude and practice had total 12 questions and through online forms pro link.Each participant has to fill their demographic data like Name and year of study.Participant has to select one option from the answers provided against questions the questions were based on knowledge attitude and practice regarding anaphylaxis among dental students
D) Pilot study: A pilot study was conducted on a group of students to assess the validity and reliability of study
E) Sampling method: The sampling method used is convenience method
F) Inclusion criteria: The students who were interested in study and who are willing to participate
G) Exclusion criteria: students who are not willing to participate are excluded
H) Organizing the study: The purpose of study was explained in short note which was sent along with link via social media participants were asked to select one option from the answers provided against the questions
I) Statistical analysis: Data from the filled questionnaire was conducted in a tabular form in an excel worksheet and evaluated for analysis. the analysis was performed by SPSS version 29

RESULTS

The total of 206 students took part in the survey. The following are the percentages of students who took part inthesurvey IBds(27.2), IIBds(45.6), IIIBds(58.7), IVBds(75.2), Interns(100). On comparison interns have more knowledge followed by IV Bds students followed by III Bds students followed by II Bds students followed by IBds students

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Age:	206	17	38	21.52	2.201
Valid N (listwise)	206				

Year of study

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	56	5.6	27.2	27.2
	2	38	3.8	18.4	45.6
	3	27	2.7	13.1	58.7
	4	34	3.4	16.5	75.2

	5	51	5.1	24.8	100.0
	Total	206	20.6	100.0	
Missing	System	793	79.4		
Total		999	100.0		

1qn

			Year of study					Total
			1	2	3	4	5	
1qn	1	Count	29	19	11	12	20	91
		% of Total	14.1%	9.2%	5.3%	5.8%	9.7%	44.2%
	2	Count	8	6	6	6	13	39
		% of Total	3.9%	2.9%	2.9%	2.9%	6.3%	18.9%
	3	Count	16	11	9	11	12	59
		% of Total	7.8%	5.3%	4.4%	5.3%	5.8%	28.6%
	4	Count	3	2	1	5	6	17
		% of Total	1.5%	1.0%	0.5%	2.4%	2.9%	8.3%
Total		Count	56	38	27	34	51	206
		% of Total	27.2%	18.4%	13.1%	16.5%	24.8%	100.0%

P value – 0.691

2qn

			Year of study					Total
			1	**2**	**3**	**4**	**5**	
2qn	1	Count	12	10	11	5	12	50
		% of Total	5.8%	4.9%	5.3%	2.4%	5.8%	24.3%
	2	Count	14	10	4	5	6	39
		% of Total	6.8%	4.9%	1.9%	2.4%	2.9%	18.9%
	3	Count	27	14	10	21	26	98
		% of Total	13.1%	6.8%	4.9%	10.2%	12.6%	47.6%
	4	Count	3	4	2	3	7	19
		% of Total	1.5%	1.9%	1.0%	1.5%	3.4%	9.2%
Total		Count	56	38	27	34	51	206
		% of Total	27.2%	18.4%	13.1%	16.5%	24.8%	100.0%

P value – 0.300

3qn

		Year of study					Total
		1	**2**	**3**	**4**	**5**	
3qn	1	Count	35	18	13	15	28	109
		% of Total	17.0%	8.7%	6.3%	7.3%	13.6%	52.9%
	2	Count	12	5	10	10	7	44
		% of Total	5.8%	2.4%	4.9%	4.9%	3.4%	21.4%
	3	Count	9	15	4	9	16	53
		% of Total	4.4%	7.3%	1.9%	4.4%	7.8%	25.7%
Total		Count	56	38	27	34	51	206
		% of Total	27.2%	18.4%	13.1%	16.5%	24.8%	100.0%

P value – 0.054

4qn

			Year of study					Total
			1	**2**	**3**	**4**	**5**	
4qn	1	Count	14	5	8	4	12	43
		% of Total	6.8%	2.4%	3.9%	1.9%	5.8%	20.9%
	2	Count	12	9	3	5	6	35
		% of Total	5.8%	4.4%	1.5%	2.4%	2.9%	17.0%
	3	Count	19	16	12	18	20	85
		% of Total	9.2%	7.8%	5.8%	8.7%	9.7%	41.3%
	4	Count	11	8	4	7	13	43
		% of Total	5.3%	3.9%	1.9%	3.4%	6.3%	20.9%
Total		Count	56	38	27	34	51	206
		% of Total	27.2%	18.4%	13.1%	16.5%	24.8%	100.0%

P value – 0.599

5qn

			Year of study					Total
			1	**2**	**3**	**4**	**5**	
5qn	1	Count	30	15	12	10	25	92
		% of Total	14.6%	7.3%	5.8%	4.9%	12.1%	44.7%
	2	Count	13	7	7	11	8	46
		% of Total	6.3%	3.4%	3.4%	5.3%	3.9%	22.3%
	3	Count	13	16	8	13	18	68
		% of Total	6.3%	7.8%	3.9%	6.3%	8.7%	33.0%
Total		Count	56	38	27	34	51	206
		% of Total	27.2%	18.4%	13.1%	16.5%	24.8%	100.0%

P value – 0.324

6qn

			Year of study					Total
			1	2	3	4	5	
6qn	1	Count	29	12	10	6	22	79
		% of Total	14.1%	5.8%	4.9%	2.9%	10.7%	38.3%
	2	Count	27	26	14	28	29	124
		% of Total	13.1%	12.6%	6.8%	13.6%	14.1%	60.2%
	3	Count	0	0	3	0	0	3
		% of Total	0.0%	0.0%	1.5%	0.0%	0.0%	1.5%
Total		Count	56	38	27	34	51	206
		% of Total	27.2%	18.4%	13.1%	16.5%	24.8%	100.0%

P value – 0.000

7qn

			Year of study					Total
			1	**2**	**3**	**4**	**5**	
7qn	1	Count	31	21	15	22	25	114
		% of Total	15.0%	10.2%	7.3%	10.7%	12.1%	55.3%
	2	Count	23	14	9	10	20	76
		% of Total	11.2%	6.8%	4.4%	4.9%	9.7%	36.9%
	3	Count	2	2	3	2	6	15
		% of Total	1.0%	1.0%	1.5%	1.0%	2.9%	7.3%

	4	Count	0	1	0	0	0	1
		% of Total	0.0%	0.5%	0.0%	0.0%	0.0%	0.5%
Total		Count	56	38	27	34	51	206
		% of Total	27.2%	18.4%	13.1%	16.5%	24.8%	100.0%

P value – 0.652

8qn

			Year of study					**Total**
			1	**2**	**3**	**4**	**5**	
8qn	1	Count	**21**	**12**	**11**	**5**	**18**	**67**
		% of Total	10.2%	5.8%	5.3%	2.4%	8.7%	32.5%
	2	Count	21	16	12	22	20	91
		% of Total	10.2%	7.8%	5.8%	10.7%	9.7%	44.2%
	3	Count	14	10	4	7	13	48
		% of Total	6.8%	4.9%	1.9%	3.4%	6.3%	23.3%
Total		Count	56	38	27	34	51	206
		% of Total	27.2%	18.4%	13.1%	16.5%	24.8%	100.0%

P value – 0.277

9qn

			Year of study					**Total**
			1	**2**	**3**	**4**	**5**	
9qn	1	Count	**22**	**12**	**13**	**11**	**24**	**82**
		% of Total	10.7%	5.8%	6.3%	5.3%	11.7%	39.8%
	2	Count	18	13	10	12	14	67
		% of Total	8.7%	6.3%	4.9%	5.8%	6.8%	32.5%
	3	Count	16	13	4	11	13	57
		% of Total	7.8%	6.3%	1.9%	5.3%	6.3%	27.7%
Total		Count	56	38	27	34	51	206
		% of Total	27.2%	18.4%	13.1%	16.5%	24.8%	100.0%

P value – 0.699

10qn

			Year of study					**Total**
			1	**2**	**3**	**4**	**5**	
10qn	1	Count	**25**	**12**	**11**	**10**	**15**	**73**
		% of Total	12.1%	5.8%	5.3%	4.9%	7.3%	35.4%
	2	Count	17	18	11	15	25	86
		% of Total	8.3%	8.7%	5.3%	7.3%	12.1%	41.7%
	3	Count	14	8	5	9	11	47
		% of Total	6.8%	3.9%	2.4%	4.4%	5.3%	22.8%
Total		Count	56	38	27	34	51	206
		% of Total	27.2%	18.4%	13.1%	16.5%	24.8%	100.0%

P value – 0.655

11qn

			Year of study					**Total**
			1	**2**	**3**	**4**	**5**	
11qn	1	Count	**33**	**13**	**14**	**12**	**24**	**96**
		% of Total	16.0%	6.3%	6.8%	5.8%	11.7%	46.6%

	2	Count	8	8	8	10	11	45
		% of Total	3.9%	3.9%	3.9%	4.9%	5.3%	21.8%
	3	Count	15	17	5	12	16	65
		% of Total	7.3%	8.3%	2.4%	5.8%	7.8%	31.6%
Total		Count	56	38	27	34	51	206
		% of Total	27.2%	18.4%	13.1%	16.5%	24.8%	100.0%

P value – 0.180

12qn

			Year of study					**Total**
			1	**2**	**3**	**4**	**5**	
12qn	1	Count	**31**	**11**	**14**	**13**	**21**	**90**
		% of Total	15.0%	5.3%	6.8%	6.3%	10.2%	43.7%
	2	Count	10	10	6	9	12	47
		% of Total	4.9%	4.9%	2.9%	4.4%	5.8%	22.8%
	3	Count	15	16	7	12	18	68
		% of Total	7.3%	7.8%	3.4%	5.8%	8.7%	33.0%
	4	Count	0	1	0	0	0	1
		% of Total	0.0%	0.5%	0.0%	0.0%	0.0%	0.5%
Total		Count	56	38	27	34	51	206
		% of Total	27.2%	18.4%	13.1%	16.5%	24.8%	100.0%

P value – 0.450

DISCUSSIONS

OTT platforms have revolutionized entertainment by providing convenience and accessibility. Viewers can watch movies and series anytime, anywhere, without leaving their homes. On the other hand, theaters offer a larger-than-life experience with superior sound and visuals, creating a communal and immersive atmosphere that is hard to replicate at home. Theaters bring people together, offering a social experience that OTT platforms cannot. Watching a blockbuster in a packed theater with collective reactions adds to the enjoyment. OTT, however, is more personal and caters to individual preferences, allowing viewers to enjoy content in solitude or with close family.

CONCLUSION

The debate between OTT platforms and theaters highlights the evolving nature of entertainment consumption. While OTT platforms offer flexibility, affordability, and diverse content at home, theaters provide an unmatched cinematic experience that immerses audiences in the magic of the big screen. Both have their own strengths and cater to different preferences, lifestyles, and occasions. Ultimately, OTT and theaters can coexist, enriching the entertainment ecosystem and giving audiences the best of both worlds.

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