

## **ABSTRACT**

Psychological perspective of media consumption and the unlimited access to information has led to the emergence of new phenomena accompanying functioning within the contemporary media environment. One of these is binge-watching, which means watching multiple episodes of one TV series. Previous research provides insights into negative consequences for the mental health of individuals engaged in binge-watching, necessitating further theoretical and empirical exploration of this phenomenon. It is pertinent to identify risk factors that may significantly contribute to increased engagement in binge-watching.

The main aim of the study was characterizing binge-watching within the context of media theories and behavioral addictions from the perspective of developmental psychopathology among young adults. The study aimed to identify selected factors that may lead to problematic use of streaming platforms. The study aimed to verify a structural model of psychological predictors of binge-watching.

The study was carried out with an electronic survey, screening tests, and 11 standardized psychometric tools. The sample selection was purposive. The sample consisted of 526 females (74.7%) and 178 males (25.3%) aged 21 to 35 years ( $M = 24.94$ ;  $SD = 3.54$ ).

Significant predictors of binge-watching were self-regulation, avoiding coping strategies, resilience, impulsivity, anxious-ambivalent attachment style, fear of missing out, and procrastination. The group with higher binge-watching showed higher levels of fear of missing out, procrastination, rumination exploration, anxious-ambivalent attachment style, impulsivity, negative affect, avoiding coping strategies, and lower levels of resilience, self-regulation, and positive affect.

The obtained results can be utilized in preventive interventions, psychosocial support, and addiction therapy strategies, with particular emphasis on the use of new technologies and video-on-demand services. Analyzing binge-watching as an atypical behavior and identifying risk factors parallel to other types of addictions may contribute to changing the societal perception of binge-watching as a common accepted form of consuming audiovisual content.

**Keywords:** *binge-watching, video on demand, media, behavioral addictions, young adults, structural equation modeling*