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Streaming audiovisual audiences: analysis of the feelings of efficacy, alienation and cynicism in millennials and centennials in Spain and Mexico

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ABSTRACT

In recent years, censorship of streaming movies and series have gone hand in hand with social movements that pressure large audiovisual production companies, distributors and OTTs through digital networks, in the context of a growing «woke culture», especially among the younger generation. This study aims to examine the psychosocial feelings of efficacy, alienation and political cynicism in the millennial and centennial generations in Mexico and Spain, the two Spanish-speaking countries with the highest rates of streaming audiovisual content consumption. For this purpose, a national survey was applied to 998 participants in both countries. Among the main results, it is highlighted that centennials feel a higher level of political efficacy, considering valid that the opinions in social networks should serve for audiovisual production companies to take into account the wishes and expectations of audiences. Regarding alienation, both generations, but especially centennials, consider that changes in the plot or story of a series or movie due to social pressure are due more to a clientelistic vision of the production companies than to the empowerment of the viewer. Finally, about political cynicism, millennials in both countries believe that audiovisual production companies respond more to political agendas interests than the idea of «responsible entertainment».

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Media; televisión; series; political feelings; social networks

1. Introduction

We find ourselves in a hypermediatized society in which the creation of television series that bring citizens closer to political actors is encouraged, adapting narratives to the language of the media and humanizing institutions (Gil-Torres, San José-de la Rosa, and Universidad de Valladolid 2022). This is what is known as «politainment», a political response to the irruption of digital technologies and the overwhelming