

A Study On The Psychological Gratification And Wellness Through The Consumption Of Asmr Videos On The Young Generation With Reference To Ilango Adigal's Silappathikaram

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Abstract

A study on the psychological gratification and wellness through the consumption of ASMR videos on the young generation with reference to Ilango Adigal's Cilappathikaram explores the potential benefits of ASMR on mental health and well-being among young people, while also drawing on the themes and cultural context of the ancient Tamil epic. The study involves surveying young adults who consume ASMR content to understand their motivations for consuming it, the types of ASMR content they prefer, and the effects it has on their mental and emotional state. The study also measures the impact of ASMR consumption on specific outcomes related to mental health and well-being, such as stress levels, sleep quality, and overall mood. In addition to exploring the potential benefits of ASMR, the study also draws on the themes of Cilappathikaram to provide a cultural context for the research. The epic explores themes of love, betrayal, justice, and redemption, and the study could explore how these themes relate to the experiences of young people today. The study sheds light on the potential benefits of ASMR for promoting psychological gratification and wellness among young people, while also providing a cultural context for the research through the lens of an ancient Tamil epic.

Keywords: ASMR, Psychological Gratification, Ilango Adigal's Cilappathikaram, Wellness, Young Generation, Tamil Epic, Mental Health, Well-Being

Introduction

ASMR - Autonomous Sensory Meridian Response

ASMR refers to a subjective sensory experience characterized by a pleasant tingling sensation that begins in the scalp and moves down the body. This sensation is typically triggered by specific auditory or visual stimuli, such as whispers, tapping, scratching, or slow movements. ASMR is often described as a relaxing and soothing sensation that can induce a state of calmness and tranquillity. Some people use ASMR to alleviate stress, anxiety, or insomnia, while others simply enjoy the sensation as a form of entertainment or relaxation. The scientific understanding of ASMR is still evolving, and research is ongoing to better understand its underlying mechanisms and potential benefits.

ASMR Video Content

The ASMR videos are a popular type of content on Instagram, as well as on other social media platforms like YouTube and TikTok. These videos typically feature close-up shots of various objects being manipulated or tapped, whispered voice overs, and other gentle sounds that are intended to trigger the ASMR response. Some Instagram creators specialize in ASMR content and have amassed large followings with their videos. ASMR videos on Instagram can range from simple, everyday sounds like typing on a keyboard or pouring coffee, to more elaborate productions that incorporate music, lighting, and other sensory stimuli. Many people find ASMR videos on Instagram to be a helpful tool for relaxation and stress relief, while others simply enjoy the unique sensory experience they provide.

ASMR Videos and Organizing

ASMR and organizing are two popular themes that often intersect in ASMR content. Many ASMR videos on platforms like YouTube and Instagram feature individuals organizing various objects or spaces, such as arranging books on a shelf, sorting through a collection of makeup, or folding clothes. The gentle sounds and movements involved in these activities can be soothing and relaxing to watch, and can trigger the ASMR response in some people.

Some ASMR creators specialize in organizing content, and have gained large followings for their videos that showcase their organizational skills. These videos often feature close-up shots of hands meticulously arranging and categorizing items, accompanied by soft whispers or soothing background music. For some viewers, watching these videos can be a helpful tool for improving their own organizational skills, while for others, it's simply an enjoyable and calming form of entertainment.

Psychological Gratification

This refers to the emotional satisfaction or pleasure that a person experiences from achieving a desired outcome or fulfilling a psychological need. It is the feeling of contentment, happiness, or pleasure that results from engaging in a particular activity or behavior that is aligned with one's values, beliefs, or goals. Psychological gratification can be derived from a variety of sources, including personal achievements, social recognition, and interpersonal relationships. It plays an important role in shaping our thoughts, emotions, and behaviors, and can influence our motivation, self-esteem, and overall well-being.

Silapathikaram

Silapathikaram is an epic Tamil literary work from ancient India that is considered one of the masterpieces of Tamil literature. The title “Silapathikaram” can be translated to “The Tale of an Anklet”, which refers to a story within the larger work. The Silapathikaram is believed to have been written between the 3rd and 5th centuries CE, and it consists of over 5,000 lines of verse divided into three main sections, called kantams. The epic tells the story of Kannagi, a chaste woman who seeks justice for her husband Kovalan, who was wrongfully accused and executed for theft. Kannagi proves her husband's innocence and goes on to seek revenge against the king who ordered Kovalan's execution. The story explores themes of love, betrayal, justice, and redemption, and it is noted for its rich portrayal of ancient Tamil culture and society. Silapathikaram has had a significant influence on Tamil literature and culture, and it is regarded as one of the greatest works of Tamil literature. It has been translated into several languages and has been the subject of numerous adaptations, including films, plays, and musical compositions.

ASMR – A Tool For Wellness

ASMR can be a helpful tool for promoting wellness and relaxation. The gentle sounds and sensations associated with ASMR can help to reduce stress and anxiety, and promote feelings of calmness and relaxation. This, in turn, can have a positive impact on overall physical and mental health. Many people use ASMR as a form of self-care or as a way to wind down before bed. ASMR videos can help to create a calming environment, and the soft, soothing sounds can help to slow down racing thoughts and promote relaxation. In addition to reducing stress and anxiety, ASMR has been shown to have potential benefits for promoting sleep and reducing symptoms of insomnia.

ASMR can also be helpful for individuals who experience chronic pain or other physical symptoms. Some ASMR videos focus on gentle massage or other forms of

touch, which can help to reduce tension in the body and promote relaxation. While ASMR is not a substitute for professional medical care, it can be a helpful addition to a wellness routine. By providing a relaxing and soothing sensory experience, ASMR can help to promote overall health and well-being.

ASMR Videos and Silapathikaram

It is possible to draw parallels between the between ASMR videos and Silapathikaram, as both focus on providing a sensory experience that can evoke strong emotional responses in the audience. ASMR videos typically use gentle sounds and movements to create a sense of relaxation and calmness, while Silapathikaram uses vivid descriptions and storytelling to engage the audience's imagination and emotions. Both ASMR and Silapathikaram can be seen as forms of sensory and emotional stimulation that are intended to provide psychological gratification and promote wellness.

Additionally, both ASMR and Silapathikaram have gained popularity among younger generations. ASMR has become a popular form of entertainment and self-care among young adults, while Silapathikaram is still widely studied and celebrated in Tamil culture. While there may not be a direct connection between ASMR videos and Silapathikaram, their emphasis is on sensory and emotional stimulation and their popularity among younger generations.

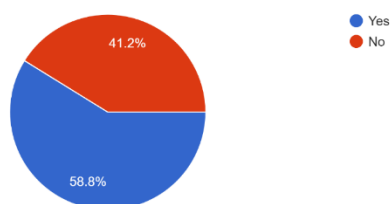
Research Questions

- i. There are underlying psychological mechanisms involved in the consumption of ASMR videos in an audience.
- ii. The content of ASMR videos impacts the well-being of the young generation in relation to Ilango Adigal's Silapathikaram.
- iii. The common motivations for young adults to consume ASMR videos impact their psychological gratification and wellness.

Analysis & Interpretation

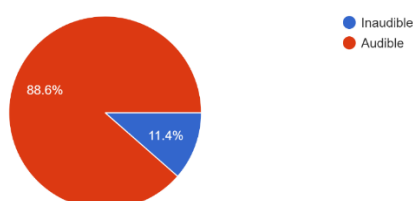
This is the beginning of the interesting part of your research paper, and the start of your own voice on the topic. Whereas the Introduction, Literature Review and Methodology documented what others have said before you, the Analysis and Conclusions show how you have interpreted findings. This is the most creative part of the paper where you have to take all the *whats* you have found and explain *why* you think they occurred.

Do you experience ASMR (Tingles)?
34 responses



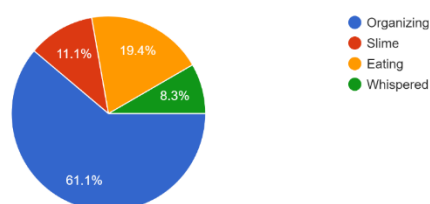
Based on the survey results, 58.8% of the respondents reported experiencing ASMR, while 41.2% reported not experiencing it.

What style of ASMR videos do you prefer?
35 responses



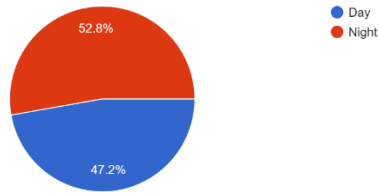
The survey found that 88.6% of the respondents preferred ASMR videos that are audible, meaning that they involve sounds that can be heard by the viewer.

What type of ASMR videos do you prefer?
36 responses



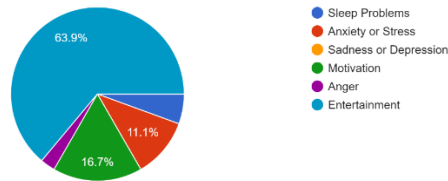
The responses indicate that a majority of 61.1% preferred organizing videos, which involves sounds such as tapping, scratching, and sorting objects. 19.4% preferred eating videos, which involves the sounds of someone eating food, and 8.3% preferred whispered videos, which involves whispering or soft spoken words.

When do you prefer watching ASMR videos?
36 responses



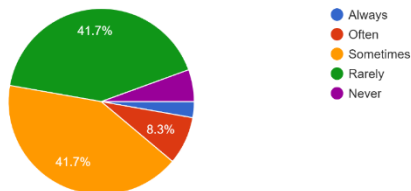
The result shows that 47.2% of the respondents prefer watching ASMR videos during the day, while 52.8% prefer watching them at night.

Do you watch ASMR videos to help with any of the following...
36 responses



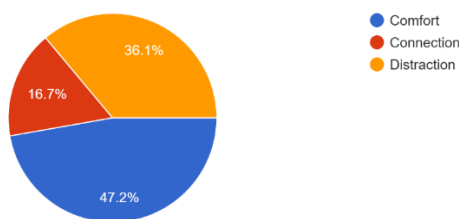
Based on the responses, the majority of the participants - 63.9% watch ASMR videos for entertainment purposes. 16.7% of the participants reported watching ASMR videos for motivation and (11.1%) reported watching ASMR videos to help with anxiety or stress.

How often do you watch ASMR videos?
36 responses



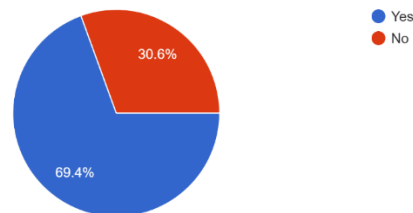
The responses indicate that 41.7% of the participants rarely watch ASMR videos, while another 41.7% watch them sometimes.

What are you looking for when you watch ASMR videos?
36 responses



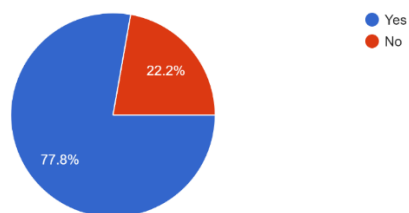
47.2% of the respondents chose "Comfort, 36.1% of the respondents chose "Distraction and 16.7% of the respondents chose "Connection".

ASMR videos help you calm down?
36 responses



A majority of the respondents, which is 69.4%, answered yes.

ASMR videos are a great way to relax at the end of the day?
36 responses



The response to this question suggests that a large majority of the respondents, around 77.8%, believe that ASMR videos are a great way to relax at the end of the day. And around 22.2% of the respondents believe in the contrary.

Findings

ASMR, or Autonomous Sensory Meridian Response, is a phenomenon characterized by a tingling sensation that some individuals experience in response to specific stimuli, such as soft whispers, tapping sounds, or gentle touches. The fact that less than one-third of the respondents reported experiencing ASMR suggests that it may not be a universally experienced phenomenon. It could be related to individual differences in how people process sensory information. However, it is important to note that the survey's sample size is small, and the results may not be representative of the larger population. Therefore, further research with a larger and more diverse sample is necessary to make more conclusive statements about the prevalence of ASMR.

This is a significant majority, indicating that auditory stimuli are an important factor for many people when it comes to experiencing ASMR. Audible ASMR videos can include a variety of sounds, such as whispers, soft speaking, tapping, scratching, and other types of sounds that are designed to trigger a tingling sensation in the viewer. These sounds

are often produced using special recording techniques, such as binaural audio, which creates a 3D sound experience that can be especially immersive and relaxing.

The preference for organizing videos could be due to the calming and soothing effect of repetitive sounds and motions, which may induce relaxation and reduce stress. The preference for eating videos could be due to the sensory experience and the sounds of the food, which some people find satisfying. The preference for whispered videos could be due to the intimacy and personal attention conveyed through the soft-spoken words.

Those who prefer watching during the day may find it as a way to relax during breaks or as a source of background noise while doing other activities. On the other hand, those who prefer watching at night may use it as a way to unwind before going to sleep or to help them fall asleep. It is important to note that these preferences may vary depending on the individual's schedule and lifestyle.

A majority of the participants watch ASMR videos for entertainment purposes. This suggests that ASMR videos are seen as a form of leisure activity and can be enjoyable for individuals. Additionally, the participants reported watching ASMR videos for motivation. This could indicate that ASMR videos may serve as a source of inspiration or encouragement for some individuals. Only a small portion of participants reported watching ASMR videos to help with sleep problems. This suggests that while ASMR videos may be used as a relaxation technique, they may not necessarily be a primary method for addressing sleep issues.

The responses indicate that the participants rarely watch ASMR videos, while others watch them sometimes. This suggests that ASMR videos are not a regular part of the viewing habits of these participants, but rather something they may turn to occasionally. The remaining participants may watch ASMR videos more frequently, although this is a relatively small percentage. It would be interesting to gather more information on the frequency and duration of ASMR video consumption, as well as factors that may influence these viewing habits.

The respondents chose "Comfort" as their reason for watching ASMR videos, indicating that they seek a sense of relaxation, stress relief, or emotional comfort. Others also chose "Distraction," suggesting that they watch ASMR videos to divert their attention from negative thoughts or emotions. Few respondents chose "Connection," indicating that they watch ASMR videos to feel a sense of intimacy or connection with the ASMR content creator or with other viewers.

Therefore, these results suggest that people watch ASMR videos for a variety of reasons, with the majority seeking comfort and relaxation. Most people who watch ASMR videos find them helpful in calming down or relaxing. It could be because ASMR videos often feature gentle sounds and soft speaking, which have a soothing effect on some people. Additionally, ASMR videos may serve as a form of mindfulness or meditation for some viewers, allowing them to disconnect from stressful thoughts and situations. The fact that a significant number of people find ASMR videos helpful for calming down highlights their potential value as a tool for managing stress and anxiety.

The response to this question suggests that a large majority of the respondents, believe that ASMR videos are a great way to relax at the end of the day. This indicates that for most of the respondents, ASMR videos are a preferred way to unwind and destress after a long day. On the other hand, few of the respondents do not find ASMR videos helpful in relaxing at the end of the day. The reasons for this may vary and could include a preference for other relaxation techniques or not finding ASMR videos effective for their personal needs. Overall, these results suggest that ASMR videos have a significant impact on relaxation for the majority of people who consume them.

Limitations of the Study

There are several limitations that could impact the generalizability of the findings of a study on the psychological gratification and wellness through the consumption of ASMR videos on the young generation. Some potential limitations may include:

- **Cultural and contextual factors:** ASMR videos may have different meanings and effects in different cultures. A study conducted in one culture may not be generalizable to other cultures. The study may be limited by cultural and contextual factors, as the consumption of ASMR videos and the interpretation of Silappathikaram may vary across different cultural and geographic contexts.
- **Limited scope:** A study may focus on a specific aspect of ASMR videos and not consider other factors that may affect psychological gratification and wellness, such as personality traits or mental health status. The study may have a limited scope and only focus on the specific aspects of psychological gratification and wellness related to ASMR videos and Silappathikaram. It may not provide a comprehensive understanding of other factors that may influence the consumption of ASMR videos or psychological well-being.
- **Short-term effects:** A study may only examine the short-term effects of ASMR videos and not consider the long-term effects or potential risks associated with frequent ASMR video consumption.

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