



**O.P. Jindal Global University**  
*A Private University Promoting Public Service*



**Jindal School of  
Psychology & Counselling**  
*India's First Transdisciplinary Psychology School*

# Digital Wellness Indicators: Beyond Screen Time and Addiction

Dr. Karishma Godara

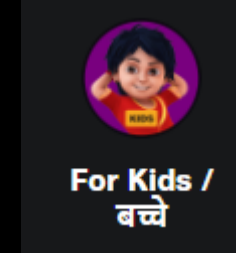
# OTT Platforms

481 OTT million users in 2022.

In a survey on students, 93% users were regular users. Problematic use was directly linked to poor well-being.

73% (n =46000) parents supported the implementation of compulsory parental consent for children under 18 to access social media, OTT/video platforms, and online gaming platforms.

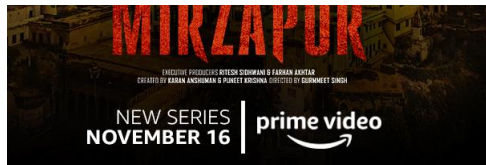
Platforms invest millions on marketing, it's incumbent upon them to inform and spread awareness regarding inappropriate content.



# OTT's Wide Influence: An Example



OTT Platforms are quite cheap,  
and internet penetration in  
Rural Indian is increasing.



[David Bard Ph.D.](#),  
[Stephanie Deleon M.D.](#)

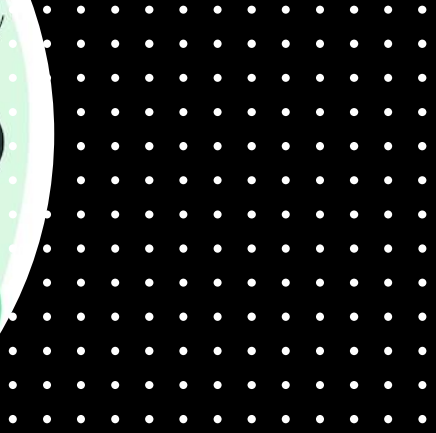
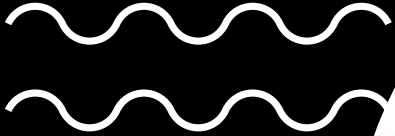


[Joel B. Greenho](#)  
[John Ackerman PhD](#)<sup>b c</sup>, [Al](#)  
[owitz PhD, MPH](#)<sup>e</sup>, [Kelly J. Kelleher M](#)



Lack of scientific literature in Indian context..yet !!

# Social Media Platforms



# Kidfluencers: No Law to Protect Them

## Top 10 Kids Influencers On Instagram In India

*Looking for the kids influencers on Instagram in India? Look no further! We've compiled a list of the most popular and talented youngsters in the country, all of whom are sure to inspire you. From fashionistas to adventurers, there's something for everyone. So, what are you waiting for? Start following these talented kids influencers on Instagram in India for some amazing content*

INFLUENCER MARKETING LIST OF INFLUENCERS

## Top 7 Indian Kids Influencers Who are Making Waves Online



**10 INDIAN KIDS INFLUENCERS WHO'VE TAKEN  
YOUTUBE BY STORM**

# Thank you!

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