

Association between Forward Head Posture and Impaired Sleep Quality in OTT Users: A Cross-Sectional Study

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ABSTRACT

Introduction: The growing popularity of Over-The-Top (OTT) media platforms has led to increased screen time, often accompanied by poor sitting postures, particularly Forward Head Posture (FHP). This postural issue may contribute to physical discomfort and disturbances in sleep. Aim: The present study aims to explore the relationship between FHP and sleep quality in regular OTT users.

Materials and Methods: A cross-sectional study was conducted among 200 individuals aged 18-35 years who reported daily OTT usage. FHP was evaluated by measuring the Craniovertebral Angle (CVA) through lateral photographs. Sleep quality was assessed using the standardised Pittsburgh Sleep Quality Index (PSQI). Data were analysed using correlation and regression methods to determine the association between FHP and sleep quality.

Result: Our data revealed that the majority of the OTT users belongs to the 24-29 years age group (36%, followed by 30-34 years (28%), 18-23 years (21%), and 35-40 years (15%). This concentration of the

younger age group as major OTT consumers proved that students and young adults are predominantly engaged with OTT platforms like Amazon Prime, Hotstar, and YouTube. The correlation analysis of this study revealed a weak and positive correlation between PSQI score and OTT usage ($r=0.18$). The relationship between OTT usage and CVA was very weak and Negative ($r=-0.06$).

Conclusion: This study found a significant prevalence of FHP and neck pain among people who spend prolonged time watching OTT content, especially those using poor postures on small devices. The research suggests this leads to musculoskeletal issues, and the resulting pain and discomfort is associated with poor sleep quality and disrupted circadian rhythms. It highlights the need for awareness about postural correction and healthy screen-time habits in young adults, and for healthcare professionals to include postural/sleep screening in their practice.

Keywords: Craniovertebral angle, Forward sleep quality, Over-The-Top platforms, Posture-related sleep disturbance

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