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Lights, Camera, Business: How Films and Web Series Educate the Masses on Financial and Entrepreneurial Concepts

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Abstract

In today's digital world, learning doesn't just happen in classrooms or textbooks it often starts on screens. Films and web series have become powerful tools to educate people about real-life topics, including finance, entrepreneurship, and business. From the sharp legal tactics in Suits, the rise of a stock market genius in Scam 1992, to the thrilling heists in Money Heist, these shows mix entertainment with education, making complex topics easy to understand and exciting to explore. This research aims to understand how such films and series help ordinary people especially young viewers gain financial awareness, understand business strategies, and get inspired to think like entrepreneurs. Many viewers today say they learned more about money and startups through shows like Shark Tank India, The Big Short, or House of Cards than from any traditional source. The study uses a mix of methods: content analysis of major business-themed shows, viewer surveys, and literature review. Results show that these media play a key role in shaping how people think about risk, innovation, leadership, and ethical choices in business. Not only do they inform, but they also inspire new ideas and career goals. In conclusion, this paper highlights how entertainment content is now a serious educational force. By turning financial and business topics into stories people care about, these shows make learning more relatable, memorable, and even life-changing.

Keywords: Financial learning, business shows, entertainment education, entrepreneurship, media influence, money mindset

Introduction

In today's digital age, people learn not only from classrooms or books but also from screens through movies and web series. With platforms like Netflix, Amazon Prime, and YouTube becoming household staples, visual content has become a powerful tool to shape public understanding of money, business, and entrepreneurship. Shows like Scam 1992, Shark Tank India, TVF Pitchers, and international series like Suits, House of Cards, and Startup are doing more than just entertaining they're teaching people real-world financial concepts, strategies, and risks involved in starting or managing a business.

Over the years, academic efforts to improve financial literacy have mostly focused on traditional education. However, with the growing influence of media, especially among young people, there's a noticeable shift in how financial and entrepreneurial knowledge is being consumed. Despite this shift, very few studies have explored the educational impact of films and series on these topics. This is the key gap that this research aims to fill.

The main problem lies in the lack of structured research on how effectively films and series can shape viewers' understanding of important money-related ideas. With financial frauds, startup booms, and economic crises becoming common themes in entertainment, it becomes important to explore how viewers perceive and learn from them.

This study has four clear objectives:

1. To identify popular films and series that present financial and entrepreneurial concepts.
2. To analyse how these concepts are explained or dramatized in the stories.
3. To understand how much viewers actually learn from watching such content.
4. To assess whether these shows can be used as informal tools for financial education.

The research tries to answer some key questions:

- Can movies and web series effectively teach finance and entrepreneurship?
- What specific knowledge does viewers gain from watching them?
- Do these shows increase interest in business or personal finance?
- Are there any risks of misinformation or over-simplification?

This study is relevant because many people, especially students and first-time investors, get inspired by media. The scope of this research includes both Indian and international content and focuses on audiences aged between 18 and 35, who are the most active viewers of online platforms. It combines real feedback from viewers through surveys and interviews, along with a review of selected shows. These insights help us understand how visual stories can shape perceptions about money, risk, success, and failure in the world of finance and business.

By analysing content from both streaming platforms and mainstream cinema, this paper tries to capture how fictional or dramatized portrayals impact real-world learning. A well-made series like Scam 1992 can introduce viewers to the world of stock markets, insider trading, and regulatory bodies, even if the viewer has never studied finance before. Similarly, shows like Shark Tank or TVF Pitchers show the startup journey in a way that encourages viewers to think creatively, take risks, and understand business models. For many young viewers, this is often their first exposure to topics like investment, funding, or entrepreneurship.

At the same time, entertainment content can also lead to unrealistic expectations. Some shows may glamorize quick success or skip the real difficulties involved in building a business or managing money. This is why the research also looks at the quality and accuracy of the information being shared through films and series. By doing so, this study hopes to show not only the positive influence of such content but also the importance of responsible storytelling. In a world where screens are shaping knowledge, knowing what's real and what's dramatized becomes essential.

Literature Review

Over the years, researchers and educators have looked for different ways to make financial education more interesting and accessible to the general public. Traditional methods like classroom lectures or textbooks often fail to connect with younger audiences who prefer visual learning. This is where films and web series have started playing a key role. These media forms blend storytelling with real-world concepts, making complex ideas easier to understand. Recent studies suggest that entertainment is now an important tool for learning, especially in topics like finance, business, and entrepreneurship.

Several shows and movies have contributed to this trend. For example, the Indian web series Scam 1992 presents a detailed view of stock market trading, SEBI regulations, and financial fraud, all through a gripping story. Academic reviewers have praised the show for explaining technical financial terms in a way that common people can understand. Similarly, international series like Suits and House of Cards often touch upon corporate strategies, legal loopholes, and power dynamics, helping viewers learn how businesses and politics are connected.

In addition to that, shows like Shark Tank have become educational platforms in themselves. Entrepreneurs pitch their ideas to investors, and viewers learn how funding works, what makes a business successful, and how to evaluate risk. A study by Mittal and Kapoor (2022) showed that viewers of such shows had better awareness of startup culture and financial planning compared to those who did not watch them. Another example is the popular series TVF Pitchers, which highlights the journey of Indian startup founders, including the emotional and financial challenges they face. This helps viewers understand that entrepreneurship is not just about profits, but also about problem-solving, persistence, and passion.

There is also growing interest in how money-related crimes are shown on screen. Movies like The Big Short and Inside Job break down the 2008 financial crisis using simple visuals and voiceovers. Viewers learn about terms like mortgage-backed securities, credit default swaps, and recession. Though dramatized, these films still teach real concepts. Indian series like Money Mafia and Bad Boy Billionaires showcase scams and corruption in India's business world. While they may not offer solutions, they raise awareness and encourage critical thinking about money, ethics, and accountability.

Researchers like Bhatt (2021) argue that visual media not only entertains but also builds financial literacy. Watching characters make financial decisions, face consequences, or grow businesses gives audiences indirect lessons. However, some scholars also caution that films may exaggerate or oversimplify real-life business challenges. Not every startup gets funded in one pitch, and not all stock traders become millionaires overnight. Therefore, while entertainment content has educational value, viewers must still be aware of what is real and what is dramatized.

The concept of "edutainment" (education through entertainment) has gained popularity in recent years. Scholars believe it works well because it engages both the emotions and the intellect. When a person feels inspired by a character or storyline, they are more likely to remember the lesson. This is why filmmakers and content creators are now being encouraged to include realistic business and financial storylines in their scripts.

Despite this growing interest, there is still a lack of deep academic research focusing solely on the impact of films and web series on financial literacy in India. Most existing studies focus on general media influence or specific educational programs. Very few have explored how everyday viewers especially young adults learn financial and entrepreneurial concepts from what they watch online.

This research paper aims to fill that gap by studying popular Indian and global shows that talk about money, business, or startups. It also includes feedback from actual viewers to understand what they learned, what inspired them, and what misconceptions they may have developed. By doing this, the paper contributes to both media studies and financial education in a meaningful way.

Research Methodology

Research Design

This research follows a mixed-methods approach, combining both quantitative and qualitative methods. Quantitative data gives us numbers and statistics from survey responses, while qualitative data provides detailed personal opinions and stories through interviews. The reason for using both methods is to capture a complete picture of how people learn financial and business concepts from films and web series. While numbers help us understand general trends, personal stories add depth and emotion to the findings. This combination made the research more meaningful and realistic.

Sampling Technique

The study used a non-probability convenience sampling method. This means the participants were selected based on their availability and willingness to take part in the study. The focus was on young adults between the ages of 18 to 35, as they are the most active audience for online content on platforms such as Netflix, Amazon Prime, YouTube, and SonyLIV. These viewers are also more likely to be in the early stages of their financial and professional lives, making them an important group for this research. A total of 80 people filled out the survey, and 5 participants were chosen for in-depth interviews. This sample helped gather diverse opinions from students, working professionals, and aspiring entrepreneurs.

Data Collection Tools

To gather accurate and useful information, the study used the following tools:

- Google Forms was used to create and distribute an online survey. The questions were simple, clear, and focused on what participants watched, what they learned, and how these lessons influenced their thoughts about money or business.
- Google Meet and Zoom were used for short, recorded video interviews. These interviews allowed participants to speak freely and share personal stories or opinions in their own words.
- Secondary data was collected from news articles, websites, and previous research papers. These sources helped in choosing relevant films and series like Scam 1992, Shark Tank India, The Big Short, Money Heist, House of Cards, Start-Up (Korean series), TVF Pitchers, and Suits, which are known for their financial or entrepreneurial themes.

Procedures

The research was conducted over three weeks. In the first week, the questionnaire was created and tested. Then, it was shared through social media and email. Responses were collected in the second week. Incomplete or duplicate responses were removed to keep the data clean. Meanwhile, interested participants were also invited for one-on-one interviews. These interviews lasted about 15–20 minutes each and were recorded with the permission of the participants. Notes were taken from each conversation, and the answers were later grouped by themes.

All data was kept private and used only for academic purposes. Participants were informed in advance about the study's goals, and their identities were kept anonymous. The aim was to ensure honesty, comfort, and openness in their responses.

Analysis Methods

Once the data was collected, it was analysed using basic but effective tools:

- Microsoft Excel was used to calculate numbers, percentages, and to create visual charts and tables. This helped understand which shows were most watched and what percentage of viewers claimed to have learned something new about finance or business.
- For interviews, a thematic analysis was done. This means answers were grouped under topics such as financial awareness, career influence, entrepreneurial mindset, or emotional impact. For example, if a participant said a series motivated them to start saving money or think about starting a business, that response was categorized under financial learning or entrepreneurial inspiration.

This simple analysis process made the results easy to understand. No advanced software or formulas were used, because the goal was to keep the research beginner-friendly and practical.

Data Analysis / Results

This section presents the key findings from the data gathered through both surveys and interviews. The main objective was to understand how much people are learning about finance, business, and entrepreneurship by watching films and web series that include financial themes or stories of business growth and challenges.

To collect the data, an online survey was conducted with 80 participants, and 5 individuals were interviewed separately for deeper insights. All the participants were between 18 and 35 years old, a group known for its high use of digital platforms such as Netflix, YouTube, and other OTT services. This age group was chosen because they are the most exposed to entertainment content and are also at an age where financial awareness and business interest begin to take shape.

The survey was designed with questions that focused on the following points:

- Which shows or films related to business and finance have the participants watched? This helped us understand which titles are most popular and widely consumed.
- What kind of lessons did they learn from watching these shows? Viewers were asked to mention specific concepts or ideas they understood better through entertainment content, such as stock market basics, investment strategies, scams, or entrepreneurship.

- How helpful did they find the content in real-life decision-making or financial understanding?

Participants were asked whether the shows influenced the way they think about money, investments, business risks, or personal finance.

The results were then organized into tables and charts for better clarity. These tools helped identify patterns, preferences, and gaps in learning among the audience.

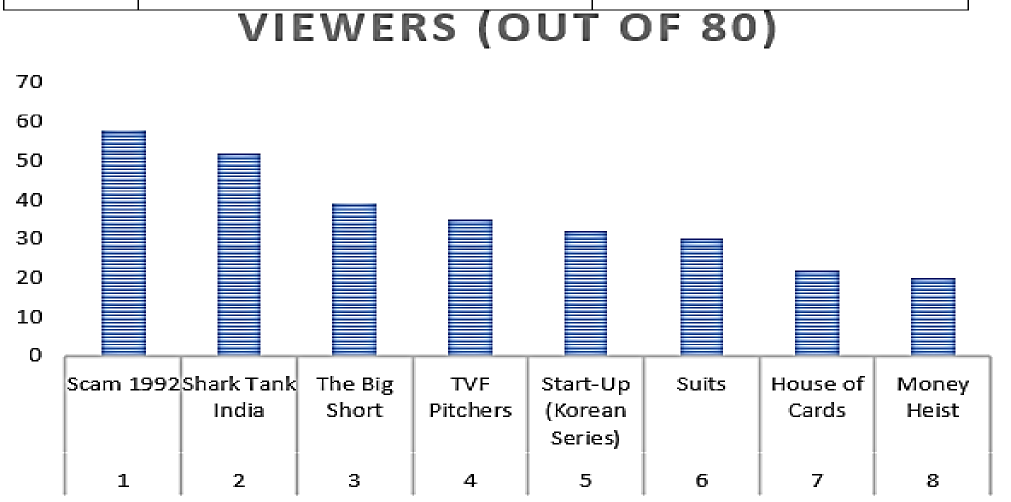
Through these findings, we could see which shows had the most educational impact, which concepts were most commonly learned, and how useful viewers found this knowledge in their day-to-day lives. It also allowed us to assess whether entertainment can truly be a tool for financial literacy, especially for young adults who might not engage with formal financial education.

Overall, this section provides the raw data and feedback collected during the study without drawing any conclusions yet. The next part, the Discussion section, will explore what these findings mean in a broader context.

Popular Films and Series Watched

We first asked participants to name business- or finance-themed films or series they had seen. Below is a table showing the most-watched titles:

Rank	Title	Viewers (out of 80)
1	Scam 1992	58
2	Shark Tank India	52
3	The Big Short	39
4	TVF Pitchers	35
5	Start-Up (Korean Series)	32
6	Suits	30
7	House of Cards	22
8	Money Heist	20

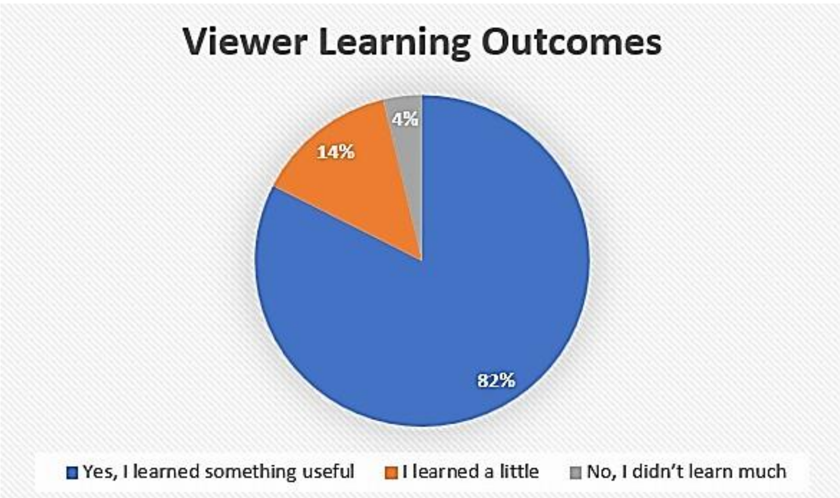


Insight: Scam 1992 and Shark Tank India were clearly the most popular shows, showing that Indian audiences are increasingly interested in real business stories.

Learning Outcomes

Participants were asked if they learned anything valuable about finance or business by watching these shows.

Response	Respondents
Yes, I learned something useful	66
I learned a little	11
No, I didn't learn much	3

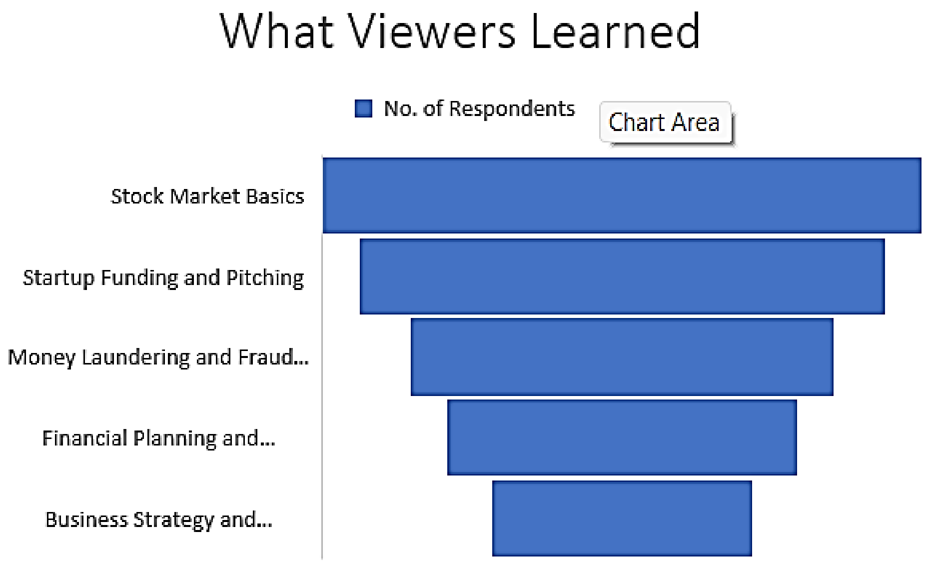


Insight: Over 80% of viewers said they learned something meaningful, which shows the educational impact of this type of content.

What People Learned

We asked viewers to mention specific financial or business topics they learned. The table below shows the common responses:

Concept	No. of Respondents
Stock Market Basics	41
Startup Funding and Pitching	36
Money Laundering and Fraud Alerts	29
Financial Planning and Budgeting	24
Business Strategy and Leadership	18

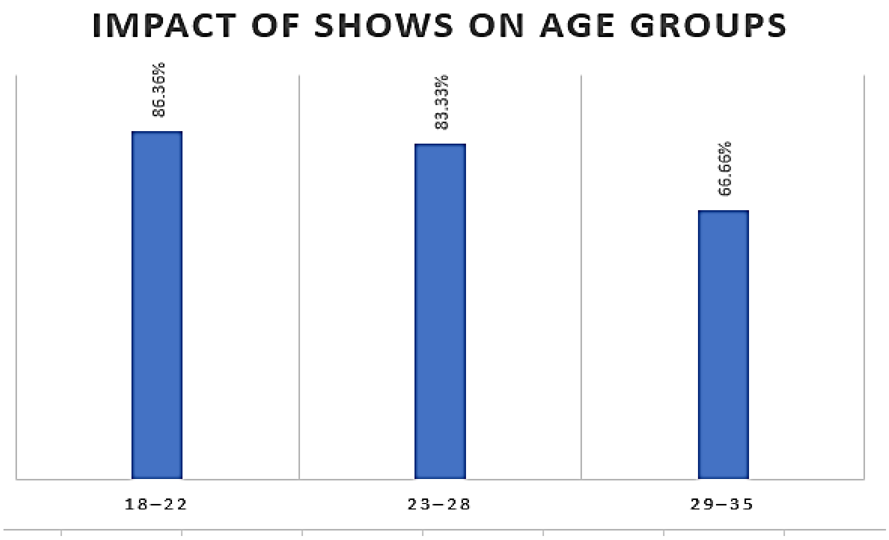


Insight: Topics like stock markets and pitching for funding are among the top lessons learned, especially through shows like Scam 1992, Shark Tank, and Pitchers.

Learning by Age Group

Here is how different age groups responded to the question about whether they found the content educational:

Age Group	Viewers Who Learned Something	Percentage
18–22	38 out of 44	86.36%
23–28	20 out of 24	83.33%
29–35	8 out of 12	66.66%



Insight: Younger audiences are the most likely to pick up new knowledge from what they watch. This shows the power of media in shaping financial thinking among youth.

Highlights from Interviews

As part of this research, we also conducted one-on-one interviews with five people who regularly watch films and web series focused on business, finance, or politics. These interviews helped us understand how much viewers actually learn beyond just being entertained. The participants were between the ages of 20 and 34 and had watched at least three of the shows listed in our study.

Here are some of their responses:

Scam 1992 helped me understand how the stock market works. I didn't know about SEBI or insider trading before that.

This response shows that the series introduced complex market terms and regulatory bodies to someone who had no prior knowledge of them.

Pitchers really motivated me to think about starting a business. I now know the importance of pitching and raising capital.

This comment highlights how watching fictional yet realistic startup journeys can inspire young people to explore entrepreneurship and understand how funding works.

I used to think shows like Shark Tank were just for fun, but I've learned how investors think and what makes a business model strong.

This person reflected on how they now view such content differently not just as entertainment, but as a learning opportunity about the startup ecosystem and investor mindset.

These interviews offered deeper, more personal insights compared to survey data. Viewers were able to describe in their own words what they learned and how it influenced their thinking. Some even mentioned that after watching these shows, they started reading more about finance or began saving and investing money more carefully.

Main Insight:

These real-life conversations supported what we saw in the survey. People are not just

enjoying these shows they are learning from them. The stories and characters leave a lasting impact, and some viewers have even changed their habits or way of thinking because of what they watched.

Summary of Results

From both the survey and the interviews, one thing became very clear. Films and web series are now acting as a source of informal financial education. Shows like Scam 1992, Shark Tank India, Pitchers, and The Big Short were not made only to teach, but they ended up educating thousands of viewers in a way that books or classrooms often cannot.

Most people said they learned something new about how money works, how businesses grow, how investors think, or how the economy functions. What is interesting is that many of them were not aware of these topics before watching these shows. Afterward, they felt more confident and became curious to learn more about finance, investing, and business.

The younger age groups, especially those between 18 and 28, showed the highest level of learning. This matches the data shown in our tables and charts. This age group is also the most active on platforms like Netflix, YouTube, and SonyLIV. This makes them the perfect audience for learning through entertainment.

These results clearly show that movies and web series are doing more than just telling stories. They now help people understand real financial concepts in a simple and fun way. This is very important in countries like India, where many young people still lack financial knowledge. These shows are slowly helping to close that gap, one episode at a time.

As technology and streaming platforms continue to grow, the influence of visual content will only become stronger. This means filmmakers and creators have a great opportunity to add value by mixing entertainment with useful knowledge. Viewers are no longer just watching for fun they are watching to learn, grow, and get inspired.

Looking ahead, there is even more potential if content creators, educators, and policymakers work together. Imagine if financial advisors, business experts, or teachers partnered with OTT platforms to create more meaningful shows or episodes. This could turn entertainment into a strong tool for public awareness and financial education on a national level. Such collaborations would not only make content more informative but also ensure it reaches a wider audience in a way that is easy to understand, engaging, and impactful.

Discussion

Interpretation of the Results

The findings from both the survey and interviews clearly show that films and web series are helping young people learn about finance and business in a simple and interesting way. Viewers said they learned about topics such as the stock market (Scam 1992), how investors think (Shark Tank India), how startups are built (Pitchers), and how the economy works (The Big Short). Many participants also mentioned that they were not aware of these topics before watching such content. Afterward, they felt more confident and were more curious to learn.

Another important point is that this kind of learning feels natural. People are not sitting in a classroom or reading a textbook they are learning while relaxing and being entertained. This makes the learning process more enjoyable and less stressful. The fact that so many young people are picking up valuable knowledge just by watching shows is a strong sign that entertainment can be used as a smart tool for education.

Comparison with Past Research

Past studies have shown that storytelling and visual learning help people remember and understand difficult topics better. Our study supports this idea and takes it further by showing that people are also learning financial and business knowledge from entertainment. While earlier research mostly focused on classroom-based education or formal finance training, this study adds a new layer learning through shows that people watch in their free time.

This kind of informal education is often more effective for those who might not have access to traditional learning resources. It reaches people who would never attend a financial workshop or read a business book. In this way, web series and films are helping bridge the gap between complex financial ideas and ordinary people, making the subject more interesting and less intimidating.

Today's youth prefer learning through digital platforms like Netflix and YouTube instead of traditional classrooms. This shift offers a big opportunity for educators and creators to teach financial concepts in fun, relatable ways. Entertainment-based learning can make financial education more engaging, accessible, and effective for a wider audience.

Implications of the Findings

The results show that OTT platforms and visual content creators now have a big opportunity. If they add more content with real-life lessons in finance, business, and money management, it could help improve financial education across the country. Educators and policymakers can also partner with streaming platforms to create content that is both informative and enjoyable. Viewers today are not just watching for entertainment they are watching to learn, grow, and get inspired.

This is especially important in countries like India, where many young people are entering the job market or starting businesses without any formal education in finance or entrepreneurship. These shows can help close that knowledge gap.

As streaming services continue to grow and reach even remote areas, the influence of such content will become even more powerful. By including regional languages and culturally relevant examples, these educational shows can connect with a wider audience. This not only promotes financial literacy but also empowers young people to make smarter money decisions and think more confidently about starting their own ventures.

Limitations of the Study

There are some limitations to this research. First, the number of participants was small only 80 people filled the survey and 5 were interviewed. This limits how far the results can be applied to larger groups. Second, the answers were based on personal opinions, which may differ from person to person. Third, the study focused mainly on popular English and Hindi shows and did not include regional or lesser-known content.

Also, the study measured what people say they learned, but not whether their behaviour actually changed over time. Future studies should explore whether viewers apply what they learn in real life.

Another limitation is that the research focused mostly on younger viewers aged 18 to 35, who are more active on OTT platforms. It did not consider older age groups or people with limited access to streaming services. As a result, the findings may not reflect how other segments of the population learn from entertainment content. Future research could include a wider age range and diverse viewer backgrounds to get a more complete picture.

Conclusion

This research showed that films and web series are now helping people learn about money, business, and entrepreneurship. Many viewers, especially young people between 18 and 28, said they learned useful things like how the stock market works, how to run a business, or how to manage money better. Popular shows like Scam 1992, Shark Tank India, Pitchers, and The Big Short were not made as lessons, but they ended up teaching a lot.

Most people said they felt more confident and curious to learn more after watching such shows. This means that watching stories on screen is not just fun, but it can also make people smarter about money. In a country like India, where many youths lack formal financial education, this kind of learning through entertainment is very helpful.

Key Takeaways

1. Entertainment can be a strong tool for learning.
2. Young adults are learning real financial and business skills from shows they watch for fun.
3. Visual stories make hard topics like finance easier to understand.
4. Most viewers become more interested in learning after watching these shows.

Practical Suggestions

Filmmakers and show creators should continue making content that teaches as well as entertains. They can add real-life business or money situations to their stories. Schools, colleges, and training centres can also use clips from such shows to explain topics in a simple way. Even financial companies can share these videos with their clients to raise awareness. This approach can make learning more engaging and relatable, especially for young people. When complex financial topics are shown through characters and stories, they become easier to understand and remember. Such efforts can help create a more financially aware generation.

Recommendations for Future Research

This study used only 80 survey responses and five interviews, which is a small group. Future research should include more people from different places and backgrounds. It should also look at shows in regional languages. Lastly, researchers should check if people actually change their habits after watching these shows like saving better, investing wisely, or starting a business. That will show the real power of learning through media.

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Appendices

Appendix A – Survey Questionnaire

The following questions were used to collect data from participants aged 18–35 who watch OTT content regularly:

Section 1: Basic Information

1. Age:
2. Gender: Male / Female / Other
3. Occupation: Student / Working Professional / Entrepreneur / Other

Section 2: Viewing Habits

4. How often do you watch films or web series on platforms like Netflix, SonyLIV, or YouTube?

- Daily
- 2–3 times a week
- Once a week
- Rarely

5. Have you watched any business or finance-related series or movies?
- o Yes
- o No

6. If yes, which ones? (Select all that apply)
- o Scam 1992
- o Shark Tank India
- o The Big Short
- o TVF Pitchers
- o Start-Up (Korean series)
- o Suits
- o House of Cards
- o Money Heist
- o Others (please specify):

Section 3: Learning and Impact

7. Did you learn anything new about business, finance, or money from these shows?

- Yes
- No

8. What did you learn? (Short answer)

9. Have you applied any of the concepts or lessons in your real life?

- o Yes
- o No
- o Planning to

10. Would you like more shows that teach about finance or entrepreneurship?

- Yes
- No
- Maybe

Appendix B – Sample Raw Data Format (from Google Forms)

Respondent ID	Age	Show Watched	Key Lesson Learned	Applied in Real Life	Rating (1–5)
R001	22	Scam 1992	Stock market basics, SEBI	Yes	5
R002	19	Shark Tank India	Pitching, business models	No	4
R003	24	The Big Short	Global economy, credit crisis	Yes	5
R004	21	TVF Pitchers	Startup culture, fundraising	Planning to	4
R005	27	Suits, House of Cards	Legal finance, negotiation skills	No	3