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Chapter-- 1 Introduction & Literature Review

The rapid rise of short-form video platforms like Snapchat, Instagram Reels, and YouTube Shorts has significantly reshaped the way youth consume media. These platforms are characterized by highly engaging, bite-sized videos that prioritize quick entertainment, often driven by trends, challenges, and viral content. In recent years, however, there has been a noticeable shift in the nature of content being produced and consumed on these platforms. What was once primarily lighthearted, creative, and fun content has evolved into videos that increasingly promote hyper idealized lifestyles, sensationalized trends, and emotionally charged narratives.

This changing nature of content raises critical concerns about its psychological impact on young users. While these platforms offer vast opportunities for creativity and connection, they also contribute to heightened pressure to conform to unrealistic standards of beauty, success, and social validation. The pervasive nature of these messages, coupled with algorithms that prioritize content based on engagement rather than well-being, means that youth are often exposed to material that may trigger anxiety, body dissatisfaction, FOMO (fear of missing out), and a distorted sense of self-worth.

This exploratory study seeks to examine how the evolving nature of short-form video content, with its increasing focus on idealized and often misleading representations of reality, affects the mental health of youth. Specifically, it will investigate how these changes in content style, messaging, and themes may contribute to adverse psychological effects such as depression, anxiety, low self-esteem, and body image issues. By exploring the relationship between the nature of short video content and its psychological consequences, this research aims to provide a deeper understanding of the potential risks involved in youth engagement with these platforms.

1.1 Problem statement

In recent years, the rise of short-form video platforms such as Snapchat, Instagram Reels, and YouTube Shorts has dramatically transformed the way youth engage with digital content. While these platforms provide quick entertainment and social connectivity, there is increasing concern over their **negative psychological impact** on young users. The brevity and fast-paced nature of short videos, coupled with highly curated content, may foster unhealthy emotional, cognitive, and social outcomes. However, there is a significant lack of comprehensive research focusing specifically on the **adverse psychological effects** of this type of media consumption on youth.

Preliminary evidence suggests that prolonged exposure to short-form videos may contribute to a range of negative psychological consequences, including heightened levels of **anxiety**, **depression**, **low self-esteem**, and **social comparison**. The continuous stream of idealized content, often centered around beauty standards, success, and lifestyle aspirations, can foster unrealistic expectations and create feelings of inadequacy. Additionally, the **addictive nature** of these platforms may lead to compulsive viewing patterns, further exacerbating emotional distress and contributing to **sleep disturbances**, **reduced attention spans**, and **social isolation**.

1.2 Theoretical concepts and framework

1. Nature of Short-Form Content: Short videos are designed to be visually stimulating, quick, and often sensationalized. The pace of these videos encourages rapid switching between content, promoting shorter attention spans and a fragmented engagement with media.

2. Attention and Cognitive Load: Constant switching between videos increases cognitive load and decreases sustained concentration. This impacts memory, learning, and cognitive control, contributing to academic and emotional difficulties.

3. Channel Changing as a Coping Mechanism: The habit of rapidly changing videos (and even platforms) serves as an adaptive mechanism to escape boredom, discomfort, or emotional distress. However, it can exacerbate issues like anxiety and stress, further disrupting emotional regulation and mental well-being.

4. Displacement and Social Disconnect: As youth spend more time consuming short-form videos, they may replace offline, concentration-building activities (e.g., studying, engaging in face-to-face social interactions) with passive digital consumption. This displacement can heighten feelings of isolation and stress.

5. Psychological Effects: The culmination of these behaviors — reduced concentration, increased media multitasking, and displacement of meaningful activities — is associated with adverse psychological outcomes such as anxiety, depression, decreased self-esteem, and poor emotional regulation.

1.3 Literature Review

In recent years, the rise of short-form video platforms, such as Snapchat, Instagram Reels, and YouTube Shorts, has transformed how individuals, especially the youth, consume content. These platforms, characterized by quick, easily digestible videos, have revolutionized entertainment, social interaction, and even education. While they offer a range of creative opportunities, they also raise concerns about their impact on mental health and psychological well-being.

The youth, defined as individuals between the ages of 13 and 24, are particularly susceptible to the influences of digital media. Their cognitive and emotional development, social identity formation, and mental health are intricately tied to their media consumption. As short videos are designed to capture attention quickly and continuously, the rapid shifts in content and the constant influx of stimuli can have profound effects on the psyche. Research indicates that prolonged engagement with such platforms may contribute to issues like anxiety, depression, self-esteem problems, body image concerns, and even addiction to digital media.

This exploratory study seeks to examine the adverse psychological effects of short videos on youth. By analyzing the patterns of video consumption, emotional responses, and potential long-term impacts, this research aims to better understand how short-form videos may shape the mental health of young people.

Understanding these effects is crucial for developing strategies to mitigate potential harms while promoting a healthier digital environment for the youth of today. Through this investigation, we hope to provide insights that can guide parents, educators, mental health professionals, and policymakers in addressing the challenges posed by this rapidly evolving digital age.

1.4 Significance Of The Study

Addressing the Psychological Harm of Social Media Exposure

As short video platforms become central to youth culture, many young people are spending an increasing amount of time consuming content that is fast-paced, visually over-stimulating, and often heavily curated to present idealized versions of reality. This study's exploration of the negative psychological effects is critical because it addresses the ways in which this exposure can contribute to increased anxiety, depression, body image issues, and low self-worth among youth.

By understanding the psychological mechanisms behind these effects—such as social comparison, fear of missing out (FOMO), and self-objectification—this study will shed light on how these platforms may exacerbate underlying mental health issues in vulnerable youth populations. It will underscore how the unrealistic portrayals of success, beauty, and happiness on these platforms can foster feelings of inadequacy, leading to emotional distress.

Highlighting the Impact on Self-Esteem and Body Image

One of the most damaging effects of short-form video platforms is their impact on self-esteem and body image. Many videos on platforms like Snapchat showcase unrealistic beauty standards, edited and filtered images, and idealized depictions of lifestyles.

Impact on Attention Span and Cognitive Functioning

The very nature of short-form video content, designed for rapid consumption and instant gratification, can have negative consequences on youth's ability to focus and concentrate. The constant switching between videos, quick transitions, and sensory overload can impair cognitive control, reduce attention span, and hinder the ability to engage in tasks that require sustained mental effort, such as schoolwork or complex problem-solving.

This study will explore how reduced attention span and cognitive fragmentation caused by frequent engagement with these platforms can lead to issues with learning, memory, and productivity. The negative effects on cognitive functioning may also lead to feelings of frustration, inadequacy, and lower academic performance, which further compound emotional distress and anxiety among youth.

Informing Mental Health Interventions and Preventative Measures

The growing concerns about the negative psychological effects of short-form video platforms underscore the need for interventions and preventative measures to protect youth from harm. By identifying the key psychological risks tied to shortform video consumption—such as anxiety, depression, and attention problems— this study will provide valuable evidence that can inform mental health strategies for young people.

1.5 Objective of the study

- To investigate the negative psychological impacts of short video consumption on youth.

- To explore the potential for addictive behaviors linked to short video consumption and its negative psychological consequences.

- To assess the impact of short video content on attention span, cognitive development, and focus in youth.

1.6 Scope Of The Study

The scope of an exploratory study on the **adverse psychological effects** of short videos on youth—specifically targeting **Millennials** and **Generation Z**—is to comprehensively understand how engagement with short-form video platforms (e.g., Snapchat, Instagram Reels, YouTube Shorts) influences various aspects of psychological health and social behavior. The scope will focus on identifying negative psychological impacts and their implications for mental health, emotional well-being, and social development.

1. **Target Population:**

   Millennials (ages 25-40) and **Generation Z (ages 10-24)**, as these are the primary groups using short-form video platforms. The study will examine how short video consumption affects both **adolescents** (Gen Z) and **young adults** (Millennials), who are at different stages of psychological development.

   Youth from diverse socio-economic, cultural, and geographical backgrounds to explore whether the psychological effects of short videos are consistent across different demographic groups.

2. **Platform Focus:**

   The study will center on **short-form video platforms** such as **Snapchat, Instagram Reels**, and **YouTube Shorts**, which are most popular among Millennials and Gen Z.

3. **Addiction and Compulsive Use:**

   Exploring addictive behaviors linked to frequent short video consumption and how these contribute to emotional dysregulation, sleep disruption, and decreased productivity.

4. **Attention Span and Cognitive Development:**

   Assessing whether the fast-paced nature of short-form videos contributes to a decline in attention span, focus, and cognitive abilities, affecting academic performance and personal growth.

5. **Sleep Disturbances:**

   Understanding the role of screen time and late-night usage on sleep patterns, and how this, in turn, impacts mood regulation and overall psychological health.

Chapter- 2 – Research Methodology

2.1 Research Design

Exploratory Research: This study will focus on uncovering the negative psychological effects that have not been adequately studied or addressed, rather than providing positive insights. It will involve flexible and open-ended methods to gain a deeper understanding of the potential harm.

This research design aims to critically explore the potentially harmful psychological effects of short videos on youth. It will investigate the negative consequences of excessive short video consumption, particularly how these videos may contribute to mental health issues.

2.2 Sampling Design :-

• Population: The target group will be youth (ages 13-25), who are heavily exposed to short-form videos on social media platforms, and may be most vulnerable to these harmful effects.

• Sampling Method: A convenience sampling method will be used to target individuals who frequently engage with short videos, assuming that their heavy consumption may lead to negative outcomes. The sample will include both genders and diverse socio-economic backgrounds, focusing on potential exposure to psychological risks. Non-Probability Sampling: Since this is an exploratory study, a nonprobability sampling method is appropriate as it allows for flexibility in gathering data from specific groups of interest.

• Sample Size: A relatively small sample size of 200 respondent will be taken for sample population used, as the goal is to identify concerning trends.

• Sampling Frame: The sampling frame would consist of youth who are active users of social media platforms that feature short videos.

2.3 Data Collection Methods :-

Quantitative Methods:

o Surveys/Questionnaires: Structured surveys will include close ended question and Likert-scale questions to measure the frequency of short video consumption and its possible negative impact on mental health (e.g., anxiety, depression, self-esteem). Its psychological impact.

o Online Analytics: Data will be collected on participants' online activity to analyze how excessive consumption correlates with adverse psychological outcomes.

2.4Analysis Of Data: Tools And Techniques:-

A simple percentage method would be used to analyses data and provide meaning to the raw data. The analysis would be presented in tabular form supported by pie chart, histogram etc.+

Expected Outcomes:

• The study will likely confirm the growing concerns about the negative psychological effects of short video consumption, such as an increase in anxiety, depression, and body image issues.

2.5 Limitations to the Study :-

•Self-Reporting Bias: Participants may underreport their video consumption or psychological issues, leading to inaccurate data.

•Participant Distress: Given the sensitive nature of the topic, some participants may experience emotional discomfort during the research process, which could skew results or affect participation rates.

•Timeline: Due to the sensitive nature of the study, it may take 3 to 6 months or more to complete, considering the necessary time for data collection, analysis, and the potential need for psychological support throughout the process.

Chapter – 3 Result and Discussion

1. **What type of content you consume?**

To begin the analysis, we first examine the types of content consumed by the target audience. This question aims at exploring which type of content is consumed by the youth in Patna.

| Content Type	Percentage (%)	Number of Respondents
Educational Content	38.8%	85
Entertainment Content	33.3%	73
Lifestyle Content	18.7%	41
Other Types of Content	9.2%	20
Total	**100%**	**219**

219 responses
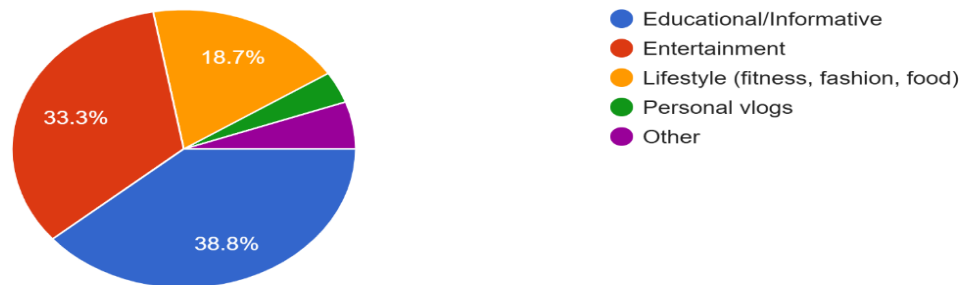
Reporting – out of 219 respondents 38.8% consume educational content, 33.3% consume entertainment content, 18.7% consume lifestyle content including fitness, fashion and food vlogs and personal vlogs and other type of content are consumed relatively low.

The content preference data from 219 respondents indicates a strong leaning toward **educational content**, which was favored by **38.8%** (85 respondents). This suggests that a significant portion of the audience values informative and knowledge-driven material. Close behind, **entertainment content** was preferred by **33.3%** (73 respondents), highlighting a substantial interest in engaging and enjoyable content. **Lifestyle content** accounted for **18.7%** (41 respondents), reflecting a moderate interest in topics related to personal well-being, trends, and daily living. Lastly, **9.2%** (20 respondents) chose **other types of content**, indicating a smaller but potentially diverse range of interests that fall outside the main categories. Overall, the data suggests a balanced demand for both educational and entertaining content, with opportunities to cater to niche interests through lifestyle and other unique formats.

2. **For how long do you consume short video (youtube, facebook, instagram, snapchat) in a day?**

The following section analyzes the average daily duration of short video consumption across platforms such as YouTube, Facebook, Instagram, and Snapchat.".

Time Spent Watching Content	Percentage (%)	Number of Respondents
Less than 30 minutes	22.4%	49
30 minutes to 1 hour	31.5%	69
1 to 2 hours	21.0%	46
More than 2 hours	25.1%	55
Total	**100%**	**219**
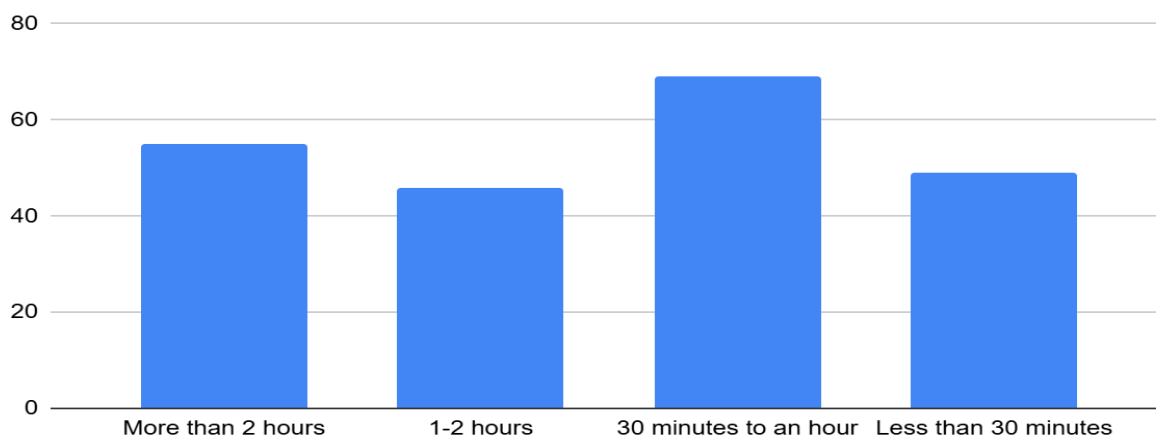
Reporting – out of 219 respondents 22.4% consume less than 30 mins, 31.5% consume 30mins to an hour, 21% consume 1 to 2 hour and 25.1% consume more than 2 hours

The data on time spent watching content reveals that viewing habits are fairly spread out, with a slight concentration in the **30 minutes to 1 hour** range, selected by **31.5%** (69 respondents). This suggests that a large portion of the audience engages in short but regular viewing sessions, possibly fitting content consumption into their daily routines. Meanwhile, **25.1%** (55 respondents) spend **more than 2 hours** watching content, indicating a dedicated viewer segment with a high level of engagement. **22.4%** (49 respondents) reported spending **less than 30 minutes**, which could reflect casual or time-constrained viewers. Additionally, **21.0%** (46 respondents) watch content for **1 to 2 hours**, showing a steady interest among users with moderate viewing habits. Overall, the data points to a diverse audience with varying levels of content engagement, offering opportunities to tailor content for both short-form and long-form consumption.
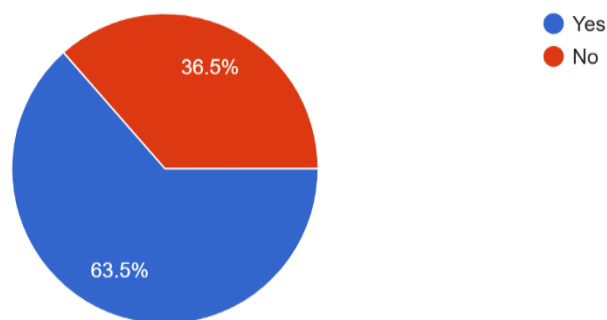
3. **Do you engage with the content you watch (like, comment, and share)?**

This section explores the level of user engagement with the content they consume, focusing on interactions such as likes, comments, and shares.

Response Percentage (%) Number of Respondents

Response	Percentage (%)	Number of Respondents
Yes	63.5%	139
No	36.5%	80
Total	**100%**	**219**

219 responses

Reporting – out of 219 respondents 63.5% said yes and 36.5 said no.

4. **I have noticed that watching short videos impact my mood and emotions? does it happen with you?**

This segment explores the emotional responses and mood fluctuations associated with short video consumption, offering insight into its potential psychological effects."

| Response	Percentage (%)	Number of Respondents
Yes,positively	46.8%	102
Yes, negatively	14.2%	31
No, not that much	34.9%	76
Never	4.1%	9
Total	**100%**	**218**
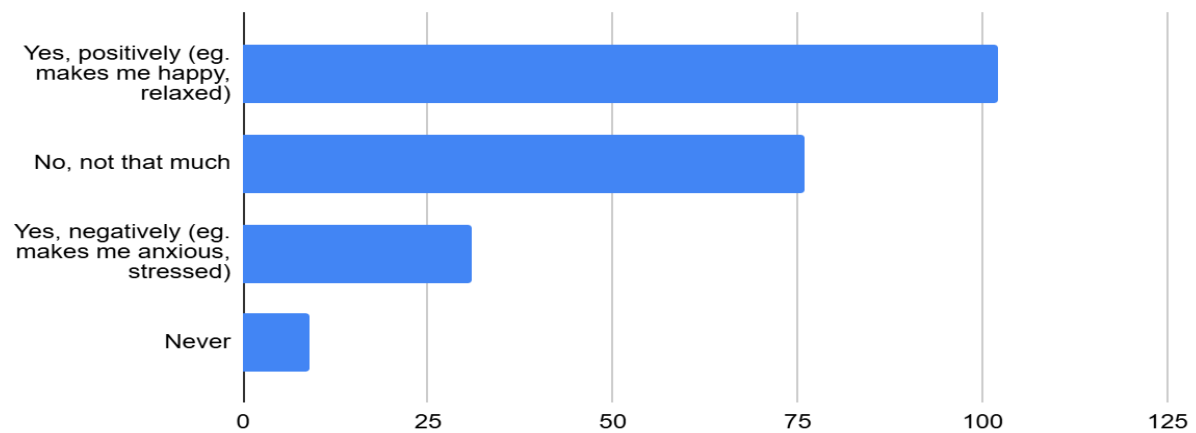
Reporting – out of 218 respondents 46.8% said yes positively, 14.2% said yes negatively, 34.9 % said no, not that much and rest said never.

5. **I feel anxious and stressed most of the time after watching short videos?**

Many users report feeling anxious or stressed after watching short videos—this section explores how common that experience is and what it might reveal.

| Response	Percentage (%)	Number of Respondents
Strongly Agree	7.0%	15
Agree	16.5%	36
Neutral	39.4%	86
Disagree	28.4%	62
Strongly Disagree	8.7%	19
Total	**100%**	**218**

218 responses
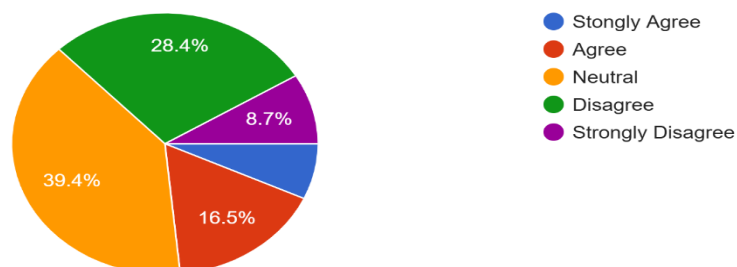
Reporting – out of 218 respondents 7% strongly agree ,16.5% agree, 39.4% neutral, 28.4% disagree, 8.7% strongly disagree.

6. **I often compare my life and circumstances with someone much superior than me which leaves me with a feeling of depression and worthlessness.**

Here, we analyze how consuming short video content can lead to personal comparisons that negatively affect users' mental and emotional well-being.

| Response Option	% of Respondents	Count (approx.)
Strongly Agree	7.3%	16
Agree	33.5%	73
Neutral	20.2%	44
Disagree	26.1%	57
Strongly Disagree	12.8%	28
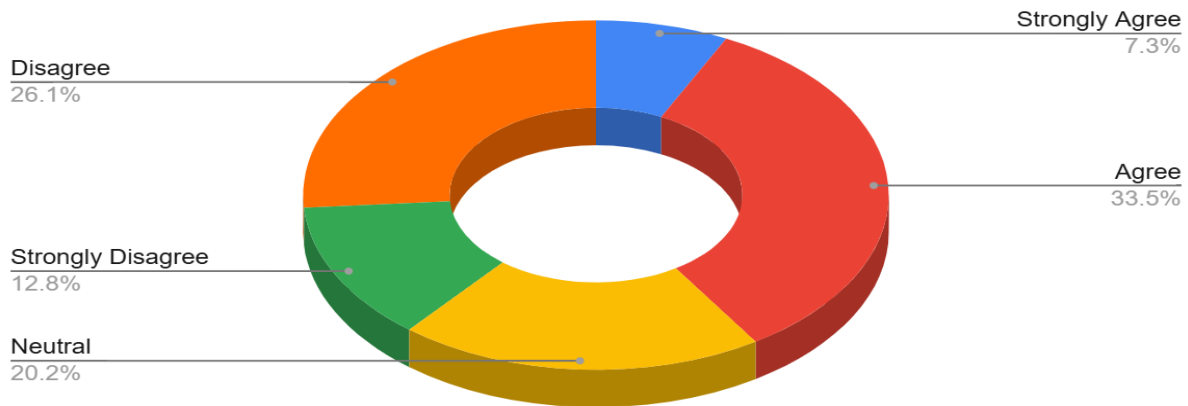
Reporting – out of 218 respondents 7.3% strongly agree ,33.5% agree, 20.2% neutral, 26.1% disagree, 12.8% strongly disagree.

7. **I feel pressurized to show a perfect version of myself on social media after watching short videos of influencers, family friends who are chilling or on a staycation.**

Many users report feeling the need to portray a perfect life online after watching others' short videos—this section explores how such content contributes to social comparison and performance pressure.

| Response Option	% of Respondents	Approx. Count (out of 218)
Strongly Agree	7.3%	16
Agree	33.5%	73
Neutral	20.2%	44
Disagree	26.1%	57
Strongly Disagree	12.8%	28
Total	**100%**	**218**
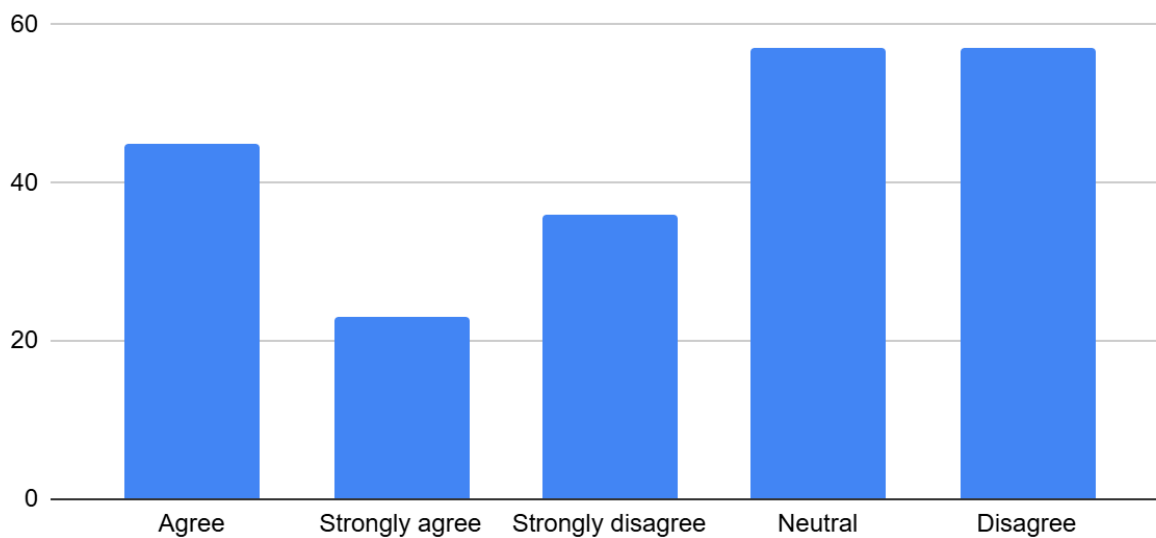
Reporting – out of 218 responses 10.6% strongly agree, 206% agree, 26.1% neutral, 26.1% disagree and 16.5% strongly disagree.

8. **Decrease in self steem after watching reels and short videos?**

In this part of the analysis, we examine how consuming short videos—especially those highlighting idealized lifestyles—may contribute to decreased self-esteem among viewers.

| Response Category	Percentage	Number of Respondents
Strongly Agree	7.4%	16
Agree	18.4%	40
Neutral	31.3%	68
Disagree	30.9%	67
Strongly Disagree	12.0%	26
Total	**100%**	**217**

217 responses
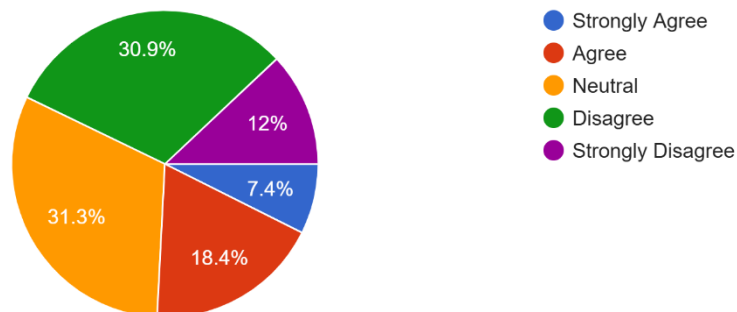
Reporting - Out of 217 respondents 7.4% strongly agree, 18.4% agree, 31.3% neutral, 30.9% disagree and 12% strongly disagree.

9. **I feel more isolated or disconnected from others after spending time watching short videos.**

To explore the social impact of short video consumption, this part of the report focuses on feelings of loneliness and disconnection reported by users.

| Response Option	Percentage of Respondents	Approx. Count (out of 218)
Strongly Agree	13.3%	29
Agree	30.3%	66
Neutral	21.6%	47
Disagree	26.1%	57
Strongly Disagree	8.7%	19
Total	**100%**	**218**
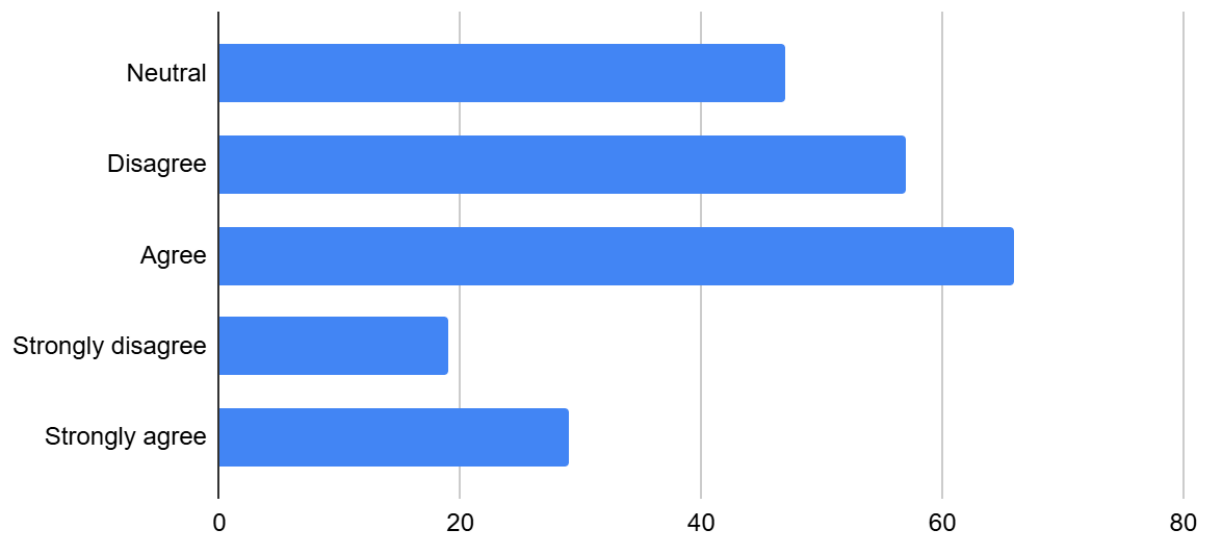
Reporting – out of 218 responses 13.3% strongly agree, 30.3% agree, 21.6% neutral, 26.1% disagree and 8.7% strongly disagree.

10. **I've noticed myself that I'm spending more time on short videos that's disturbing my sleep cycle, studies and social relationships.**

This section delves into the growing concern of excessive time spent on short video platforms and its impact on users' daily lives. Specifically, we explore how prolonged engagement with such content disrupts essential aspects of life, including sleep cycles, academic performance, and social relationships. Many users have reported a noticeable decline in their ability to manage time effectively, leading to negative consequences in both personal and professional spheres.

| Response Option	% of Respondents	Count (approx.)
Strongly Agree	6.4%	14
Agree	35.5%	77
Neutral	18.3%	40
Disagree	16.5%	36
Strongly Disagree	23.4%	51
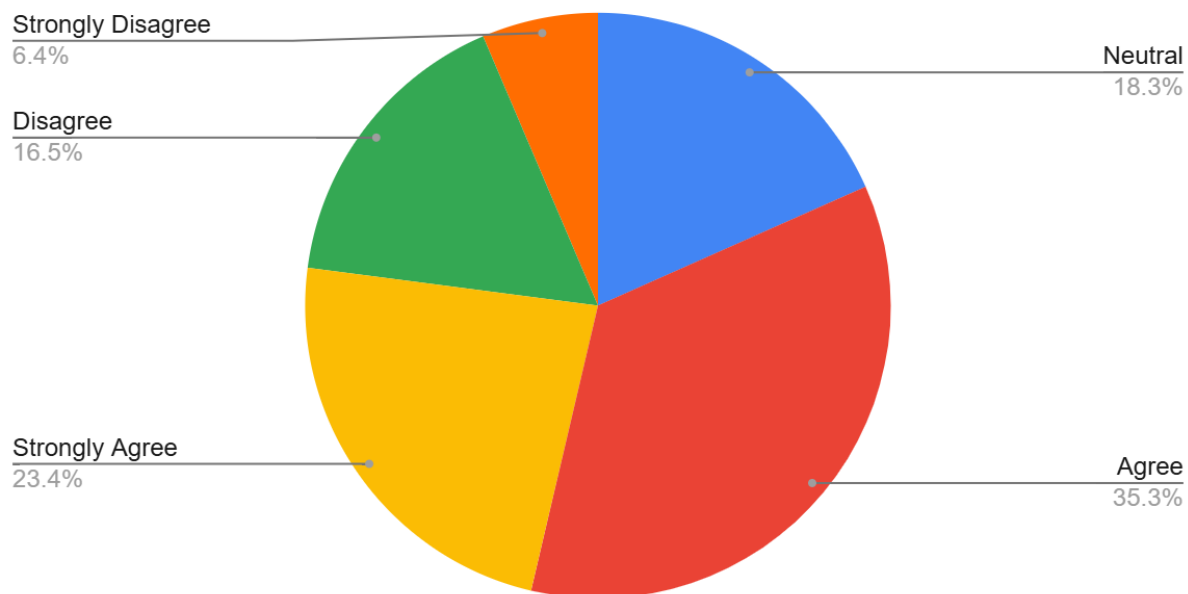
Reporting - Out of 217 respondents 6.4% strongly agree, 35.5% agree, 18.3% neutral, 16.5% disagree and 23.4% strongly disagree.

11. **In my opinion, short videos contribute to an unhealthy standard of beauty or success.**

This section examines the influence of short video content on societal perceptions of beauty and success, highlighting how such platforms may contribute to the promotion of unrealistic and unhealthy standards. Many users have expressed concerns that the idealized portrayals of beauty, wealth, and success in short videos shape their self-image and aspirations in potentially harmful ways.

| Response	%	Approx. Count
Strongly Agree	18.3%	40
Agree	34.9%	76
Neutral	31.2%	68
Disagree	11.0%	24
Strongly Disagree	4.6%	10
Total	**100%**	**218**
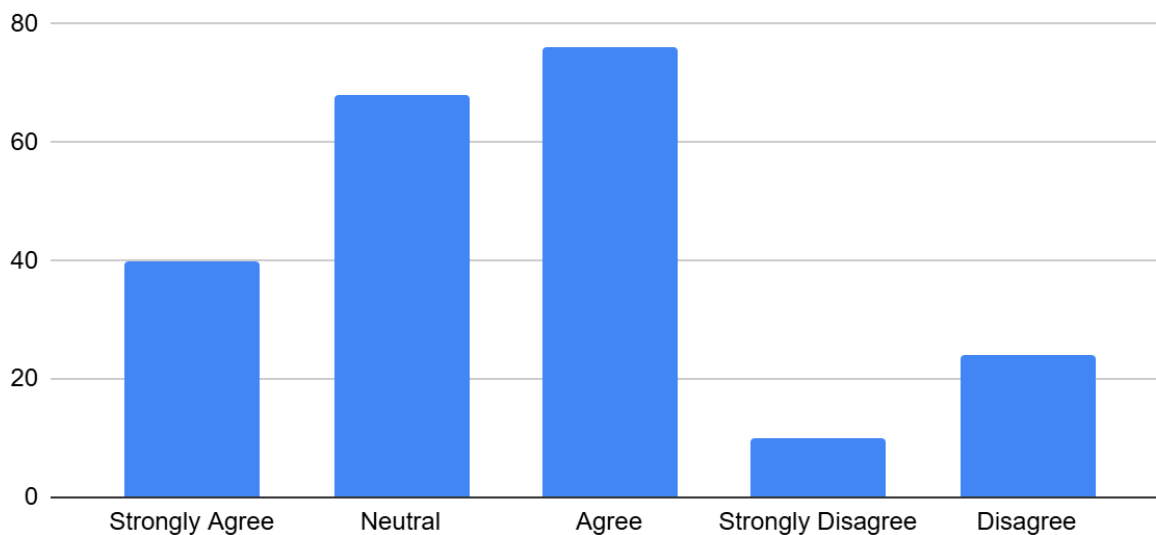
Reporting – out of 218 responses 18.3% strongly agree, 34.9% agree, 31.2% neutral, 11% disagree and 4.6% strongly disagree.

12. **I feel that the trend of "viral" challenges and trends in short videos adds pressure to act in a certain way.**

This section explores the psychological and social pressure associated with participating in 'viral' challenges and trends commonly seen in short video content. Users have reported feeling compelled to conform to certain behaviors or aesthetics in order to stay relevant or gain social validation, which can lead to stress, performance anxiety, and a loss of authentic self-expression.

Response	%	Approx. Count
Strongly Agree	12.9%	28
Agree	34.6%	75
Neutral	30.9%	67
Disagree	14.7%	32
Strongly Disagree	6.9%	15
Total	**100%**	**218**
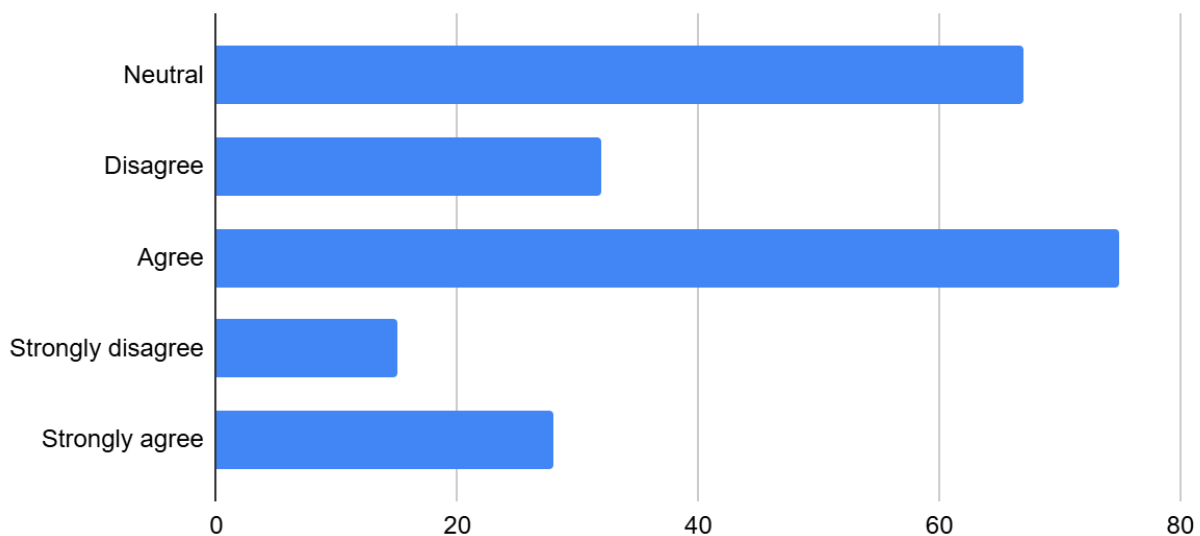
Reporting – out of 218 responses 12.9% strongly agree, 34.6% agree, 30.9% neutral, 14.7% disagree and 6.9 % strongly disagree.

13. **I feel addicted to check short videos platforms frequently, even when I have no objectives to watch.**

In this section, we take a closer look at how short video platforms can become habit-forming. Many users admit to checking these apps out of impulse, even when they have no specific reason to watch—highlighting how easy it is to get hooked on endless scrolling without realizing the time spent.

Response Option % of Respondents Count (approx.)

|		
Strongly Agree	19.0%	41
Agree	39.4%	85
Neutral	20.8%	45
Disagree	13.9%	30
Strongly Disagree	6.9%	15
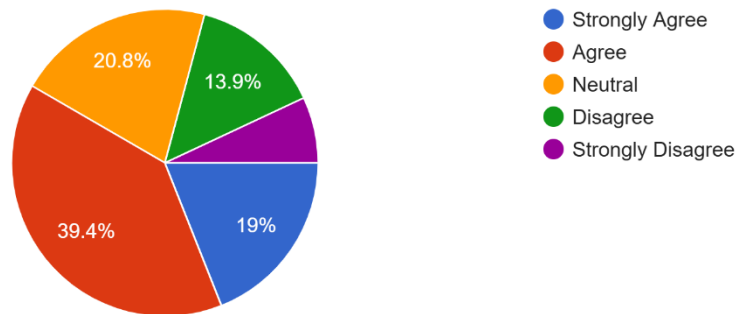
216 responses

Reporting - Out of 216 respondents 19% strongly agree, 39.4% agree, 20.8% neutral, 13.9% disagree and 6.9% strongly disagree.

14. **In your opinion, should there be regulations or limitations on the type of content shared on short video platforms to protect mental health?**

This section explores users' opinions on whether there should be regulations or limitations on short video content, particularly to safeguard mental health. With growing concerns around harmful trends, unrealistic portrayals, and emotional impact, many are questioning the role of content moderation in creating a healthier digital environment

| Response Option	% of Respondents	Approx. Count (out of 218)
Strongly Agree	26.3%	57
Agree	45.2%	99
Neutral	19.4%	42
Disagree	5.5%	12
Strongly Disagree	3.7%	8
Total	**100%**	**218**
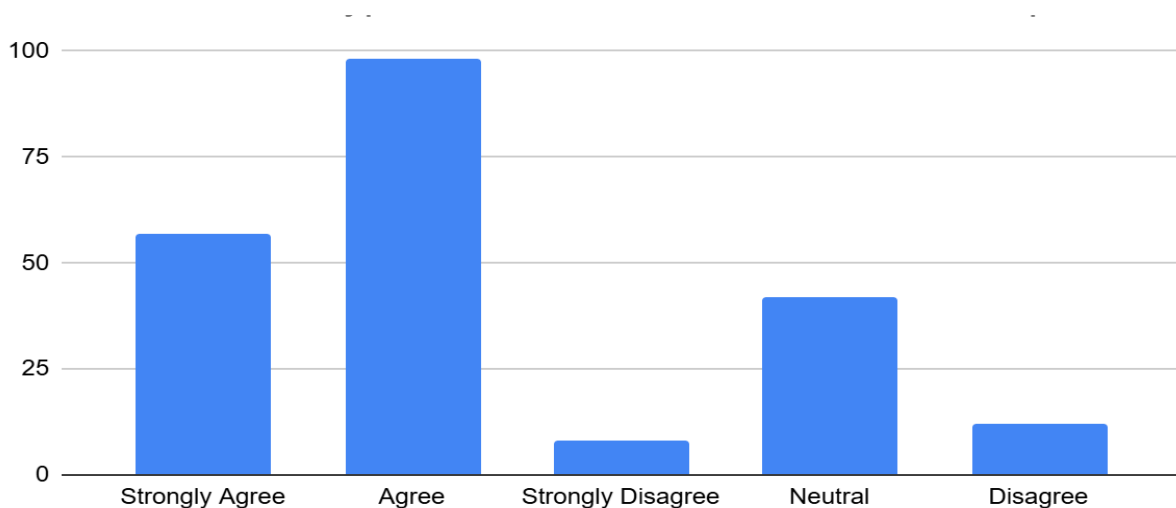
Reporting – out of 218 responses 26.3% strongly agree, 45.2% agree, 19.4% neutral, 5.5% disagree and 3.7% strongly disagree.

15. **I tried to reduce my screen time and take a break from short videos due to how they made me feel mentally.**

As concerns about the mental health impact of short video consumption rise, this section examines user-initiated efforts to reduce screen time and disconnect, highlighting the need for healthier digital habits.

Response Option % of Respondents Count (approx.)

|		
Strongly Agree	14.8%	32
Agree	39.8%	86
Neutral	29.6%	64
Disagree	12.5%	27
Strongly Disagree	3.2%	7
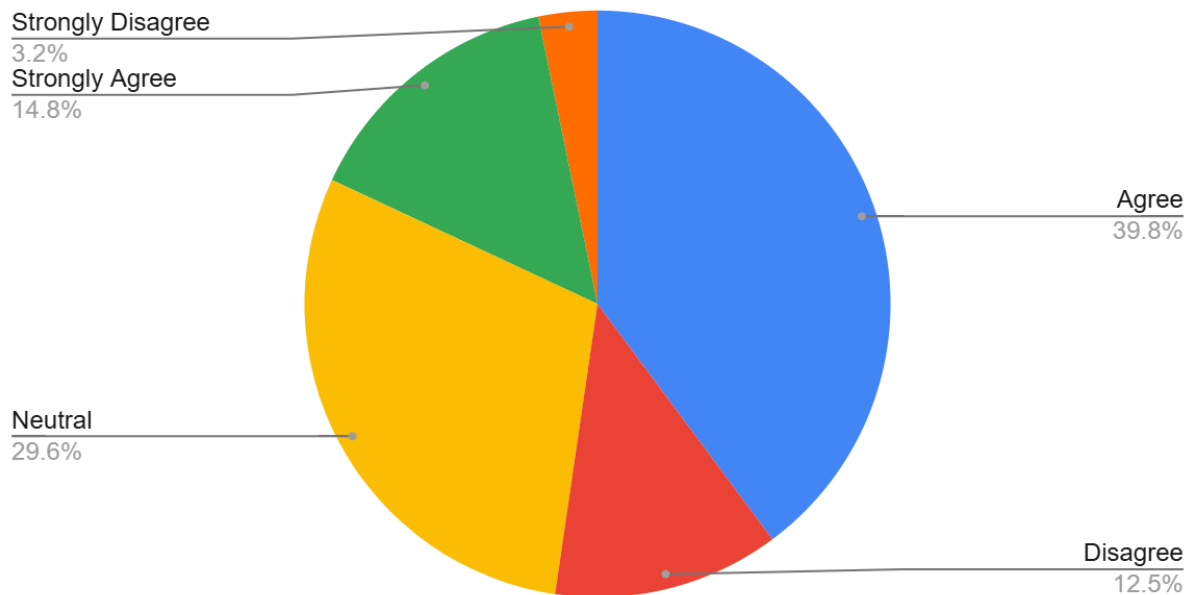
Reporting - Out of 216 respondents 14.8% strongly agree, 39.8% agree, 29.6% neutral, 12.5% disagree and 3.2% strongly disagree.

16. **Short videos have negatively affected my ability to watch long meaningful content on platform.**

This section explores how frequent exposure to short video content may be impacting users' ability to engage with long-form, meaningful content. Many users have reported a noticeable decline in attention span and patience, suggesting that the fast-paced nature of short videos may be reshaping how we consume and process digital media.

Response Option	% of Respondents	Approx. Count (out of 218)
Strongly Agree	19.9%	43
Agree	38.0%	83
Neutral	19.9%	43
Disagree	16.2%	35
Strongly Disagree	6.0%	13
Total	**100%**	**218**
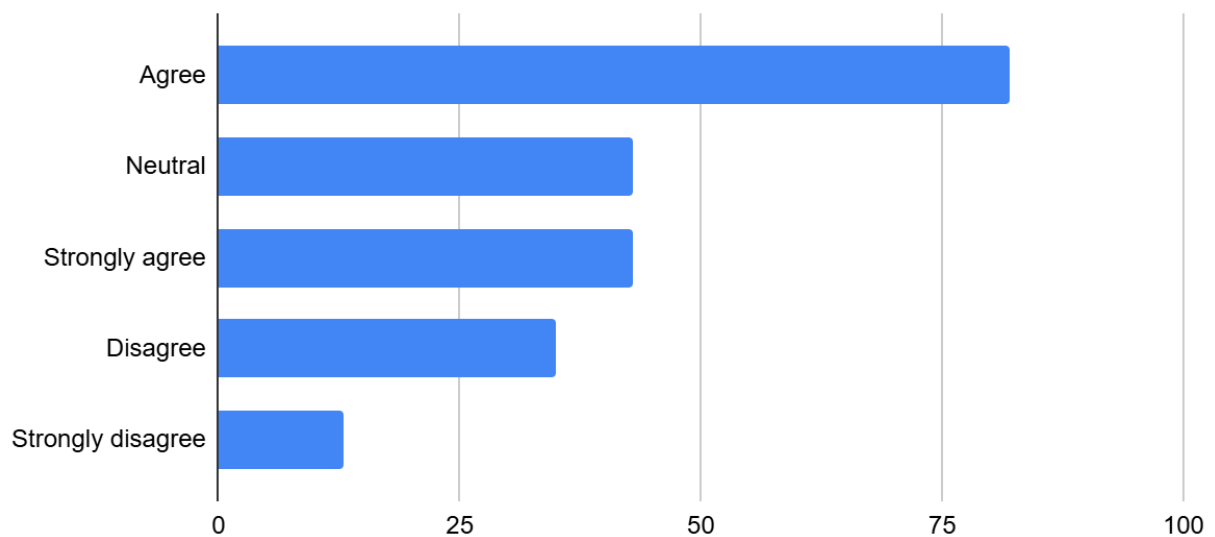
Reporting – out of 218 responses 19.9% strongly agree, 38% agree, 19.9% neutral, 16.2% disagree and 6% strongly disagree.

17. **My concentration in reading a few pages of a book has been negatively impacted by watching stimulating short videos?**

This section examines the impact of short video consumption on users' ability to concentrate, particularly when engaging with less stimulating activities like reading. Many individuals have observed a decline in their focus and attention span, suggesting that the fast-paced, high-stimulation nature of short videos may interfere with sustained cognitive tasks such as reading

Response Option % of Respondents Count (approx.)

Response Option	% of Respondents	Count (approx.)
Strongly Agree	21.3%	46
Agree	37.0%	80
Neutral	20.4%	44
Disagree	14.4%	31
Strongly Disagree	6.9%	15
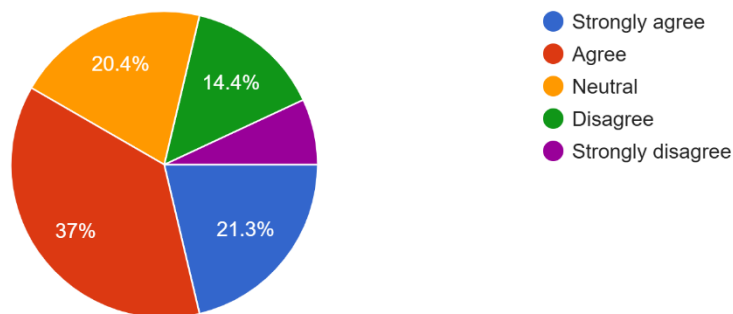
216 responses

Reporting - Out of 216 respondents 21.3% strongly agree, 37% agree, 20.4% neutral, 14.4% disagree and 6.9% strongly disagree.

3.2 Discussion on the Findings of the Study

This study aimed to examine and understand the adverse psychological effects of short video consumption on the youth in Patna, Bihar.

A key finding reveals that today's youth are increasingly immersed in the virtual world, often prioritizing it over real-life interactions. The consumption of short videos has emerged as a dominant activity, which appears to negatively influence mental health and memory retention.

Among the types of content consumed, **educational content** leads with **38.8%** of respondents identifying it as their primary interest. This suggests a strong academic or career-oriented focus among the youth. **Entertainment content** closely follows at **33.3%**, reflecting a high demand for recreational media such as movies, music, and web series. **Lifestyle content** accounts for **18.7%**, indicating moderate engagement with topics like fashion, health, travel, and wellness. The remaining **9.2%** represents niche interests, including news, technology, and spiritual or motivational content.

While short videos are often perceived as light and entertaining, the data indicates that **nearly one in four** young individuals in Patna experience **some level of anxiety or stress** after consuming them. This emotional response may stem from content overload, unrealistic comparisons, or behaviors like doomscrolling. Although a majority (66.5%) remain neutral or disagree with these adverse effects, the proportion reporting stress is significant and warrants further attention.

A particularly noteworthy observation is the **psychological impact of social comparison**. Over **40%** of respondents admitted to making negative self-comparisons after watching curated and idealized content on short-form video platforms. This highlights the role of influencer culture in fostering feelings of inadequacy, low self-esteem, and emotional distress among a considerable portion of the youth.

The data also shows that **43.6%** of participants feel more **socially disconnected** after engaging with short video content. This could be linked to the superficial nature of digital interactions, which may intensify feelings of loneliness. On the other hand, **34.8%** of respondents do not report such experiences, possibly due to more selective content consumption or stronger offline social ties.

In terms of lifestyle impact, over **40%** acknowledge that excessive short video usage negatively affects essential areas of life, especially **sleep and productivity**. This indicates rising concerns around time management and the distracting, often compulsive nature of short-form content.

However, a near-equal percentage of users do not face these challenges, suggesting that self-regulation plays a crucial role in mitigating adverse effects.

Additionally, **58.4%** of respondents report **impulsive behaviors** related to short video consumption—strongly pointing to the addictive nature of these platforms. The constant availability of content and the dopamine-driven feedback loop appear to reinforce this behavior. Interestingly, **21%** of users feel less impacted, likely due to disciplined consumption or greater digital literacy.

When it comes to content regulation, a **significant majority (71.5%)** support the idea of implementing **guidelines or limitations** on the type of content shared on short video platforms to safeguard mental health. Of these, **26.3% strongly agree** and **45.2% agree**, showing broad consensus on the need for oversight. Only **9.2%** expressed disagreement, while **19.4%** remained neutral—possibly reflecting uncertainty or limited awareness of regulatory measures.

Encouragingly, **more than half** of the respondents acknowledge the **emotional and psychological toll** of excessive short video usage and have made efforts to manage their screen time. This growing self-awareness signals a positive shift toward healthier digital habits, although the high number of neutral responses suggests that many are still navigating this journey.

Chapter – 4 Conclusion

Chapter- 5 Suggestion and direction for future use

5.1 Suggestions

1. **Practice Mindful Consumption**

   o Be conscious of the time spent watching short videos. Use screen-time trackers or app limiters to avoid overuse.

   o Ask yourself why you're watching—whether for entertainment, education, or just out of habit.

2. **Prioritize Real-Life Interactions**

   o Balance online activity with offline social connections. Face-to-face conversations and time spent with family and friends help reduce feelings of loneliness and social disconnection.

3. **Avoid Unrealistic Comparisons**

   o Remember that most online content is curated and doesn't reflect real life. Avoid comparing your life to the highlight reels of influencers and celebrities.

4. **Develop Digital Discipline**

   o Set specific times for short video consumption and avoid using these platforms during study hours or before bed to protect sleep and productivity.

5. **Follow Quality Content Creators**

   o Choose creators who promote educational, motivational, or skill-building content over those who focus solely on trends or superficial lifestyles.

6. **Take Regular Digital Detoxes**

   o Periodically disconnect from short video apps to reset your mental space. Even a day or a weekend off can improve focus and mood.

7. **Engage in Long-form Content**

- o Train your attention span by gradually increasing the time spent on reading books, watching documentaries, or listening to podcasts.

8. **Cultivate Offline Hobbies**

- o Involve yourself in hobbies like sports, music, art, or volunteering to find joy outside the screen and strengthen self-esteem.

9. **Seek Support When Needed**

- o If you feel anxious, unmotivated, or emotionally drained from online content, don't hesitate to talk to a trusted adult, friend, or mental health professional.

10. **Advocate for Healthy Digital Spaces**

- Support or initiate conversations around content moderation and the mental health impact of digital media in your school, college, or community.

Example – schools in China and Japan they are educating them via different videos that how it can ruin your future .

5.2 Direction for Future Research

- Larger and More Diverse Sample Size. This study was conducted as an in-house project with limited time and resources, gathering responses from 150–218 participants. Future research should aim to include a larger and more demographically diverse sample — ideally around 2,000 participants — representing various economic classes and geographic regions. This would enhance the generalizability and depth of the findings.

- Use of Mixed-Methods Approaches. While this study relied on questionnaires, future research could benefit from incorporating additional qualitative methods such as focus group discussions, in-depth interviews. These approaches can uncover deeper insights, and contextual factors that structured surveys alone may not capture.

- **Platform Specific Analysis**- Given the differences in algorithmic design and content nature across platforms like snapchat, Instagram Reels, and YouTube Shorts, future research could investigate how different platforms uniquely influence psychological outcomes.

- Future studies could also explore how specific types of content (e.g., humorous, educational, aesthetic, or provocative) impact youth differently, and how engagement patterns (e.g., passive scrolling vs. active interaction) play a role in shaping psychological responses.