Marketing Research Method

Topic - **Exploring How Short-Form Video Platforms Influence Student Attention in Academic Settings**

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Overview of our research

1. Hypothesis

The Impact of Short-Form Video Content on Student Attention Spans – Examining whether TikTok, Instagram Reels, and YouTube Shorts affect students' ability to focus on academic tasks.

2. Why did we do this research?

1. As students, all of us personally felt that short-form videos were impacting our ability to focus on academic tasks

2. Growing popularity of platforms like TikTok, Instagram Reels, and YouTube Shorts among student communities

3. Concern that fast-paced, bite-sized content may be reducing attention spans

4. Importance of focus and sustained concentration for academic and professional success

5. Limited existing research directly examining the link between short-form content and academic focus

Research Design and Strategic Approach

📋 **Quantitative Research**	🎤 **Qualitative Research**
Conducted an online survey among students	Conducted one-on-one semi-structured interviews
Focused on phone usage habits, content consumption, self-perceived attention changes, and coping strategies	Explored deeper experiences with short-form content and its emotional and cognitive effects
Anonymous, structured, multiple-choice and short-answer questions	Open-ended, flexible discussions for richer insights

📌 Approach
- Adopted a **Mixed-Methods Strategy** to balance statistical insights with personal experiences
- Combined **Quantitative Surveys** and **Qualitative Interviews** to comprehensively explore the impact of short-form content on student attention

Research Methodology

📋 Data Collection

- Quantitative: Online survey with 13 structured questions (Google Forms)

- Qualitative: One-on-one semi-structured interviews exploring personal experiences

🎯 Sampling Method

- Convenience sampling through personal networks, student groups, and social media outreach

🧪 Data Analysis

- Quantitative: Descriptive statistics (percentages, charts)

- Qualitative: Thematic coding to identify key patterns and themes

Participant Profile and Demographics

🌍 **Global Participation**
Students worldwide, no region limit

📅 **Age Range**
18–30 years old

🎓 **Student Status**
Undergrad and Grad students

🧑‍🤝‍🧑 **Sample Size**
70 collected
(Original target - 90)

Research Timeline and Data Collection Period
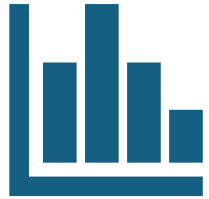
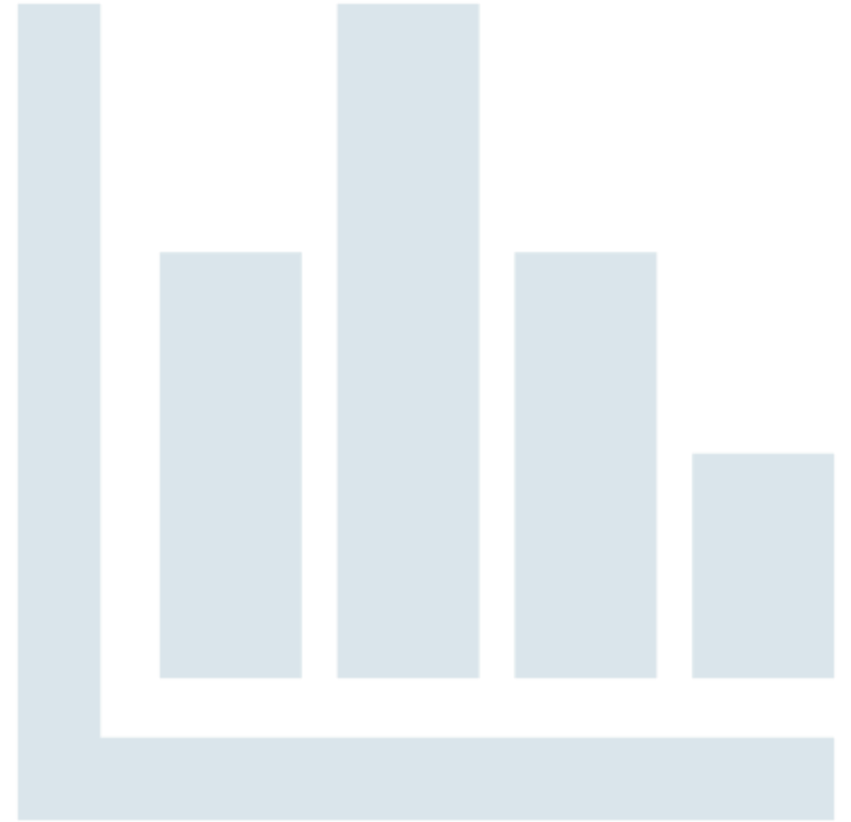| 🎤 **Interviews Conducted**	→	📋 **Survey Designed**	→	📋 **Survey Distributed & Collected**
April 1–5, 2025		April 7-8, 2025		April 12–24, 2025

Results and Key Findings

What did we learn? Let's get into the main stuff.

Introduction to Findings

An overview of the key areas explored during our research.

👉 **Our findings are based on two types of data:**

- 📋 **Quantitative Insights** (Survey responses)
- 🎤 **Qualitative Insights** (Interviews and open-ended responses)

👉 **Areas We Explored:**

- Phone usage habits and short-form content consumption
- Changes in attention span and ability to focus
- Emotional and behavioral responses to short-form content
- Strategies students use to manage digital distractions

👉 **Participant Reach:**

- Data collected from **70 students**

Qualitative Insights

Icons + Themes	Summary Bullets
📱 High Daily Engagement	1–8 hours spent daily, mostly 2–4 hours
🎥 Content Consumed	Entertainment > Educational > News > Religious
🛏 Viewing Habits	Before bed, during breaks, multitasking, commuting
🧠 Focus & Productivity	Frequent breaks needed after 20–30 mins, reduced patience
📊 Struggles with Long-Form Content	Preference for bite-sized info, harder to complete long tasks
🛡 Coping Strategies	App timers, DND mode, music, Pomodoro, silent study spaces

Quantitative Insights

Survey-Based Insights
- Data collected from 70 student participants
- Focused on phone usage, short-form content consumption, attention span, and study habits

Key Themes Identified:
- High daily phone usage
- Frequent short-form video consumption (Reels, TikTok, Shorts)
- Self-reported attention span challenges
- Struggles with maintaining study focus
- Attempts to manage digital distractions

Purpose of Analysis:
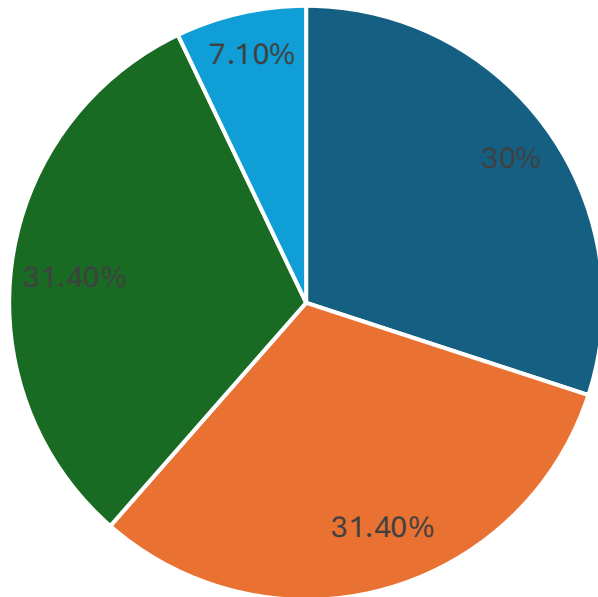- To identify broad behavior patterns and validate observations from qualitative interviews

- *Platforms like TikTok, Instagram Reels, and YouTube Shorts act as both amental break and a major distraction, often disrupting focus on academic tasks.*

Emerging Trends

- Short-form video platforms are significantly reshaping student attention spans and study behaviors.

Visual Data Highlights

Daily Phone usage

- **62.8% of students** use their phones for **4 hours or more daily.**
- **High daily engagement** suggests strong potential exposure to short-form video content.
- **Only 7.1%** manage to keep usage below 2 hours.

■ More than 6 hours ■ 4 to 6 hours ■ 2 to 4 hours ■ Less than 2 hours

Type of Content Consumed by Students

- **Entertainment content dominates**, consumed by nearly **9 out of 10 students**.

- Educational, news, and tech content also have strong engagement levels.

- Religious, lifestyle, and travel content are much less consumed.

Types of content consumed

Content Type	% of Students
Entertainment	88.60%
Educational	61.40%
News	57.10%
Market Trend	52.90%
Fashion/Food	51.40%
Religious	37.10%
Others	5%
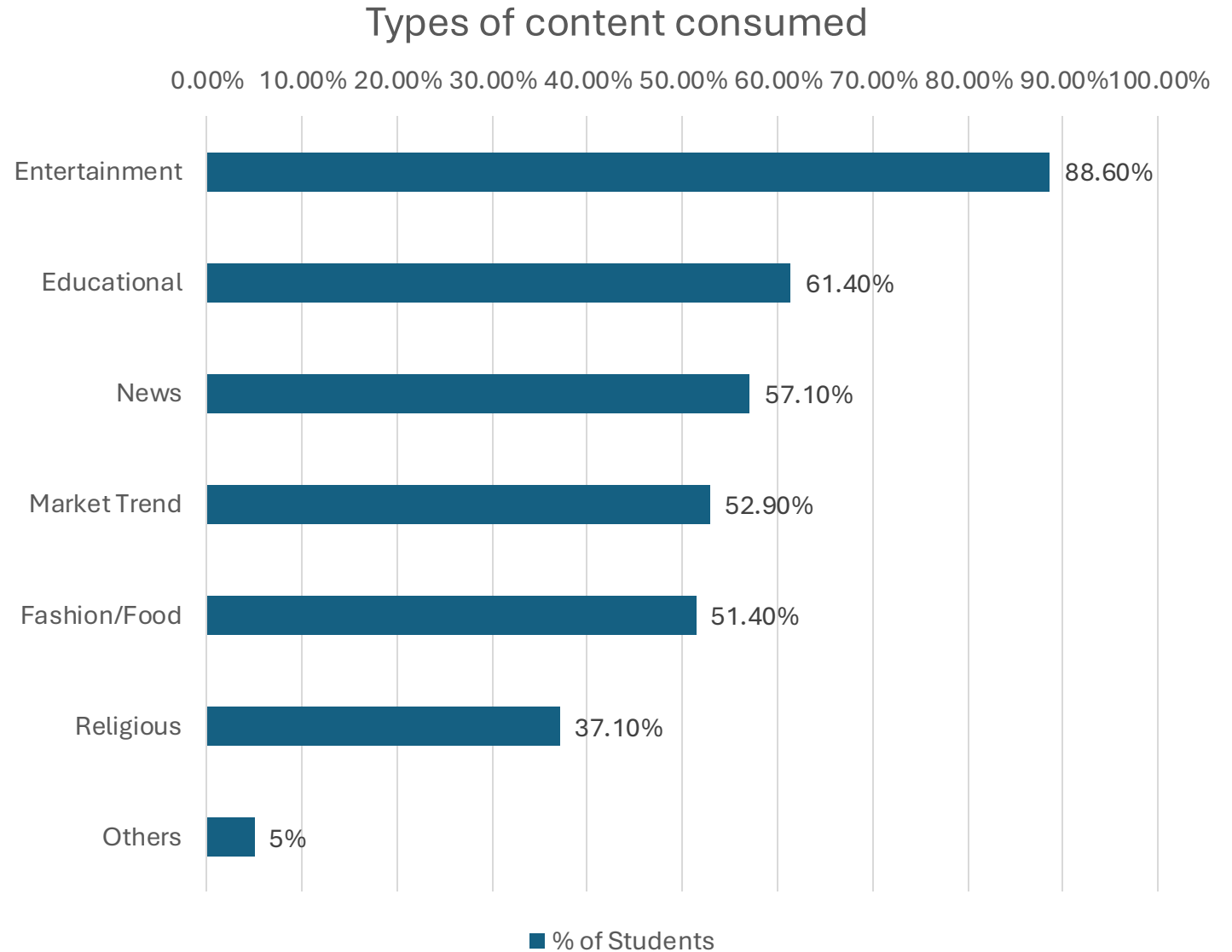
■ % of Students

When Students Watch Short-Form Videos

- **Majority of students consume short-form content before bed, during breaks, or when bored.**
- **Short-form viewing often replaces idle time**, indicating habitual usage patterns.

Short-Form Content Viewing Times

| Category	% of students
Before bed	70%
When bored	64.30%
While taking a break	62.90%
During meals	35.70%
While multitasking	28.60%
Others	4.20%
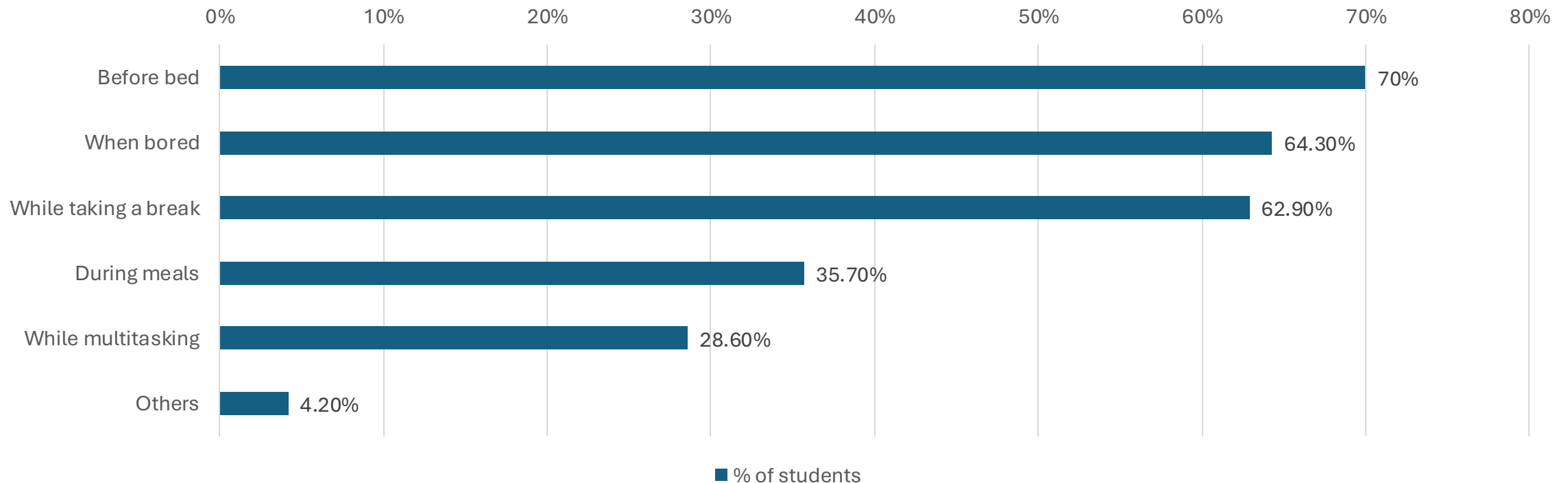
■ % of students

Focus Span Duration Among Students

- **Over half of students (51.4%) can only stay focused for 30 minutes to 1 hour.**

- **Only 15.7%** manage to stay focused for more than 2 hours.

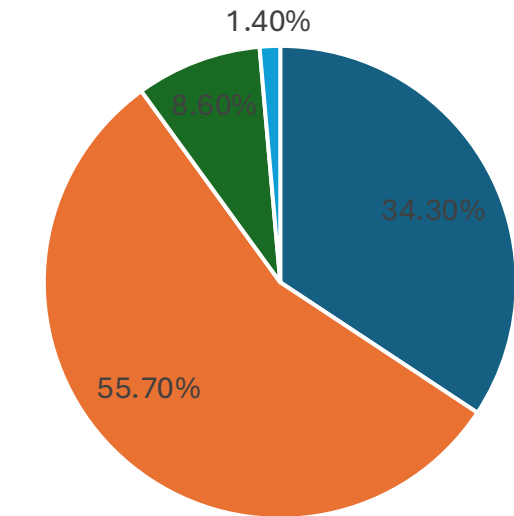- **Short focus spans align with heavy short-form content consumption patterns.**

Focus span

10%

15.70%

51.40%

22.90%
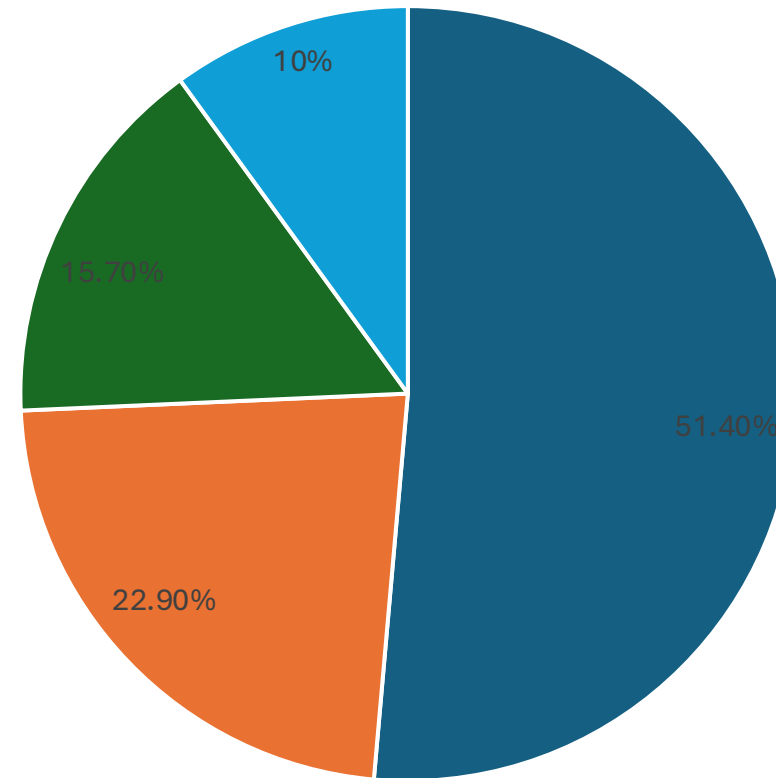
■ 30 minutes to 1 Hour ■ 1 - 2 hours ■ More than 2 hours ■ Less than 30 minutes

Impact of Short-Form Content on Focus and Distraction

Attention Span Changes

34.30%
55.70%
8.60%
1.40%

■ Yes, it's worsened   ■ Yes, but slightly
■ No change   ■ It's improved

Distraction Levels

28.60%
58.60%
11.40%
1.40%
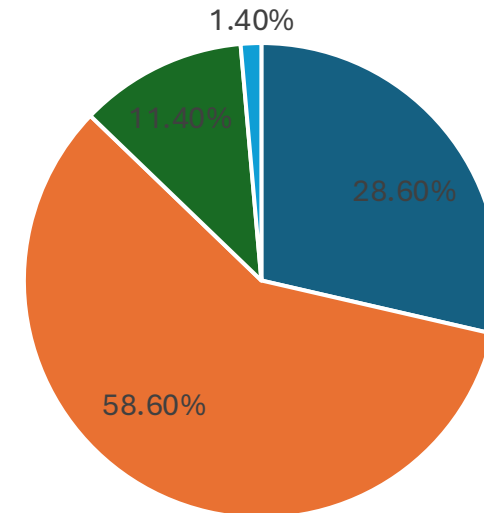
■ Always   ■ Sometimes   ■ Rarely   ■ Never

- **Over 90% of students** reported some level of decline in attention span.
- **Nearly 60%** admit they are **sometimes distracted** by their phones while studying.
- Only **a tiny fraction (~1%)** report no change or no distractions.

How Students Feel After Watching Short-Form Content

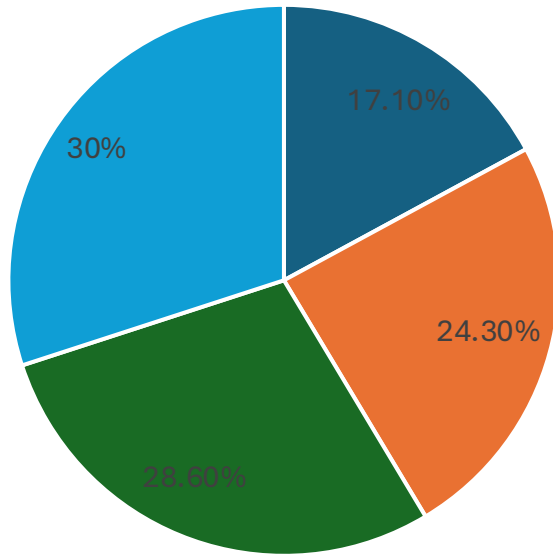## Post-Viewing Mood

- Refreshed and more focused
- No difference
- More distracted
- End up watching for too long

- **Majority (58.6%)** of students either get distracted or watch for too long.

- Only **17.1%** feel **refreshed and more focused** after short-form consumption.

- Indicates short-form videos often **disrupt productivity** rather than enhance it.

Ability to Engage with Long-Form Content

- **Nearly half (47.1%)** of students report they can still engage with long-form content.

- **Over 50%** struggle to stay engaged consistently (sometimes or only if interested).

- **5.7%** openly admit they **cannot sit through long content at all**.

Long form attention

47.10%

25.70%

5.70%

21.40%
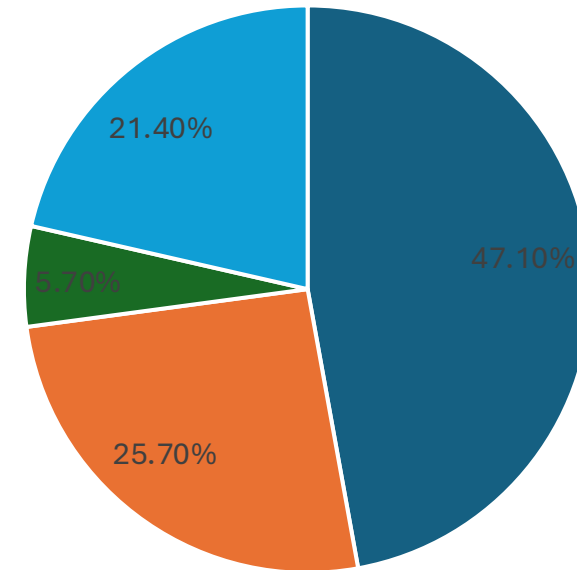
- Yes ■ Sometimes ■ No ■ Only if I'm really interested

Efforts to Reduce Screen Time or Short-Form Content Usage

Screen Time Reduction Attempts

14.30%
18.60%
20%
47.10%

■ Yes, and it worked   ■ Yes, but I couldn't keep up

■ No, but I want to   ■ No, and I'm fine with it
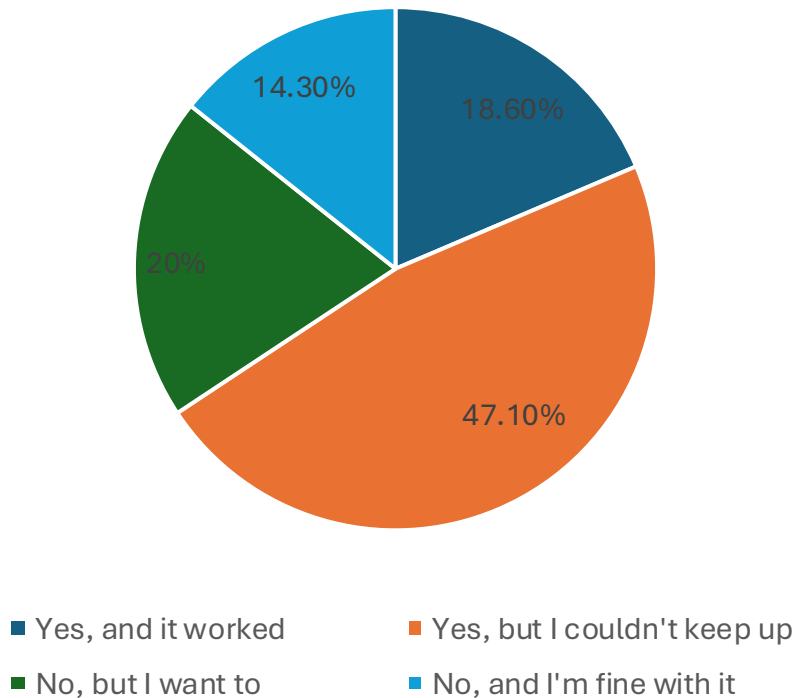
- **Nearly half (47.1%)** tried but **struggled to maintain reduced screen time**.

- Only **18.6% successfully reduced** their usage.

- **34.3%** (20% + 14.3%) have either **not tried or are fine with current habits**.

Coping Strategies to Manage Distractions
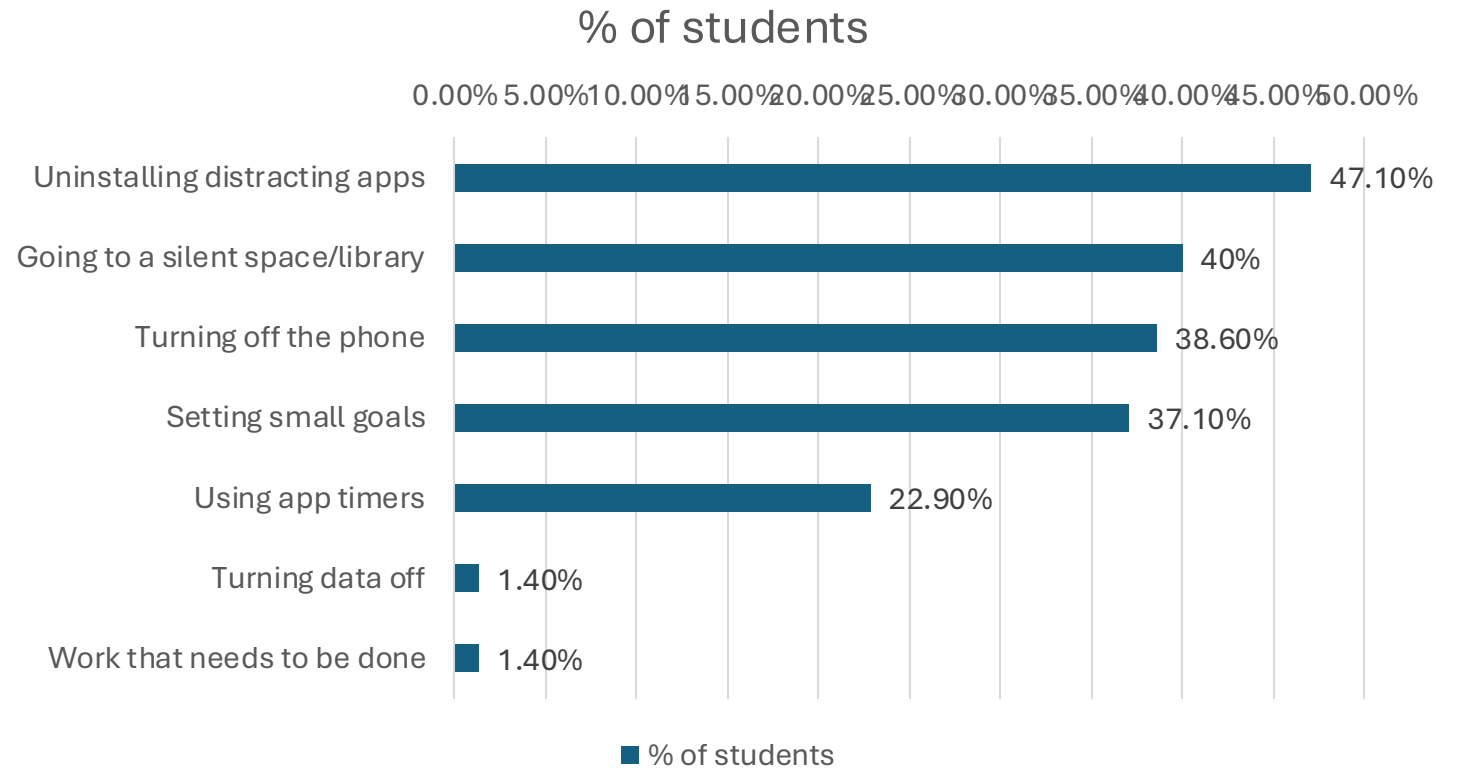
% of students

- **Uninstalling apps (47.1%)** was the most popular strategy among students.
- **Silent spaces and turning off phones** are common techniques.
- **Relatively fewer students (22.9%)** use structured methods like app timers.
- **Very few (<2%)** rely on manual discipline like "turning off data" or "just finishing work."

Impact of Short-Form Content on Information Processing

- **Majority felt an impact:** Over 80% acknowledged that short-form content has **changed how they process information**.

Positive effects:
- Faster information intake
- Improved memory for key points
- Exposure to diverse ideas

Negative effects:
- Reduced patience for long-form content
- Desire for instant gratification
- More distractions and skimming behavior

Mixed responses: A few students reported **both benefits and drawbacks** depending on content relevance.

Statistical Significance of Findings

- **Definition:**

Statistical significance helps confirm that the patterns we found are not due to random chance.

- **Key Metrics:**

- 📊 **Survey size:** 70 students

- 📈 **Agreement:** 60%+ consistency across multiple questions

- ✅ **Alignment:** Survey results and interview responses showed matching trends

- **Key Observations:**

- Short-form content linked to reduced attention spans

- Frequent distractions reported during academic tasks

- High usage of coping strategies (app timers, DND mode, small goals)

- **Conclusion:**

The strong consistency across both quantitative and qualitative data suggests significant behavioral shifts influenced by short-form content.

- 📊 **Consistent Patterns**
- 📈 **Strong Response Rates**
- ✅ **Survey & Interview Alignment**

Surprising or Contradictory Results

🧠 **Feel Refreshed, But Still Distracted**	🖼️ **Confident About Long-Form Content, Yet Frequent Breaks**	📉 **Tried Reducing Screen Time, But Habits Persist**
17% students feel "refreshed" after short-form videos, but 90%+ reported worsened attention spans.	*47% said they can sit through long-form content, but break habits show struggles.*	*Almost 50% attempted screen-time reduction, but most couldn't sustain it.*

- Self-awareness is high among students — but short-form consumption still influences real-world study behaviors.

Executive Summary

📖 Background
Heavy daily engagement with short-form content among students raised concerns about focus, study habits, and productivity.

🔍 Key Findings

90%+ students reported worsened attention spans.

Frequent use of short-form content as a break mechanism.

High self-awareness, but persistent struggles in maintaining focus and reducing screen time.

🚀 Implications

Short-form content is reshaping cognitive habits and study behaviors.

Structured interventions are necessary to promote healthier digital habits and sustainable focus strategies.

Strategic Insights

🎯 **Promote Focus Techniques:** → Encourage use of methods like Pomodoro timers, DND mode, and app timers during study periods. → 🚫 **Digital Detox Initiatives:** → Suggest scheduled screen breaks and technology-free study zones. → 🛠️ **Build Goal-Setting Skills:**

Conduct workshops on setting achievable, short-term study goals to minimize distraction. → 📚 **Balance Content Consumption:** → Advocate a balance between short-form entertainment and deeper engagement with long-form learning materials. → 🧘 **Introduce Mindfulness Programs:** → Support programs on meditation, breathing exercises, and mindful digital consumption to rebuild attention spans.

Practical Implications and Applications

🧑‍🎓 For Students:

- Use DND mode or app timers during study periods.
- Schedule screen-free study blocks.
- Practice mindfulness (e.g., deep breathing, meditation) to rebuild focus.

🏫 For Educators:

- Encourage students to set small, achievable study goals.
- Promote awareness of digital distractions and healthy consumption habits.
- Designate "tech-free" study zones in libraries or campuses.

🏛️ For Universities / Institutions:

- Host digital wellness workshops on managing screen time.
- Integrate focus-training programs (Pomodoro techniques, time blocking).
- Provide resources: mindfulness apps, digital detox challenges, study skill guides.

Final Conclusion and Open Q&A

Hypothesis Validation:
Our hypothesis — that heavy short-form content consumption impacts student attention spans, study habits, and focus — was supported by the findings.

Key Insights:
While **self-awareness** is high among students, **behavioral struggles** like distraction and impatience remain.

Strategic Implication:
Sustainable focus strategies and digital mindfulness practices are essential to support student success.

Next Steps:
Institutions, educators, and students should collaborate to build healthier digital engagement habits.

🔍 Scope for Improvement and Future Research

Sample Size:
The study was based on 70 students; future research could include a broader, more diverse population across universities.

Survey Method:
Primarily self-reported data; observational studies or experiments could strengthen findings.

Behavioral Tracking:
Future studies could incorporate real-time tracking of screen usage and focus patterns for more objective insights.

Longitudinal Impact:
Exploring how short-form content affects cognitive skills over months or years would provide deeper understanding.

Thank you

Appendix – Interview questions

1. Media Consumption Habits

- On average, how much time do you spend watching short-form videos (TikTok, Reels, YouTube Shorts) daily?

- What types of short-form content do you engage with the most (entertainment, educational, news, etc.), and why?

- In what situations do you typically watch short-form videos? (e.g., during breaks, while multitasking, before bed, etc.)

2. Attention Span & Focus

- When working on a longer task (e.g., studying, reading, or writing a paper), how long can you typically stay focused before taking a break?

- Have you noticed any changes in your ability to concentrate over time? If so, what do you think has influenced these changes?

- When you take breaks from longer tasks, what activities do you usually turn to? How often do these breaks involve watching short-form videos.

3. Impact on Productivity

- Do you find it challenging to complete longer tasks in one sitting? If so, what factors contribute to this difficulty?

- How, if at all, do you think short-form video consumption impacts your ability to focus on extended tasks?

- After watching short-form videos, how do you feel when returning to a longer task— more focused, distracted, or neutral?

4. Psychological & Behavioral Effects

- How does your engagement with long-form content (e.g., books, documentaries, lectures) compare to your engagement with short-form videos?

- Have you noticed any shifts in your patience or ability to process in-depth information? If so, what do you think might be influencing these changes?

- Have you ever attempted to reduce your short-form video consumption? What was your experience like?

5. Coping Strategies & Alternatives

- What strategies, if any, do you use to maintain focus when working on longer tasks?

- If you were to take breaks without using short-form videos, what alternative activities would you consider?

- What would make longer tasks more engaging or easier to complete without frequent distractions?

Appendix – Interview summary

- 🎤 **Key Themes from Student Interviews:**
- **Daily Short-Form Content Consumption:**
  - Most students spend between **2–6 hours daily** consuming short-form content like TikTok, Instagram Reels, and YouTube Shorts.
- **Content Preferences:**
  - Entertainment content is the most consumed, followed by educational content and market trend updates.
- **Impact on Focus and Study Habits:**
  - Students reported that short-form consumption **lowered their ability to stay focused for long periods**, especially during academic tasks.
  - **Frequent breaks** and **impulsive distractions** (grabbing phones even when not necessary) were common.
- **Behavioral Changes Noted:**
  - **Reduced patience** with long-form content like lectures, documentaries, and books.
  - Students often **skim** or **fast-forward** through longer materials, mirroring short-form habits.
- **Emotional and Psychological Effects:**
  - Some students felt **"refreshed"** after consuming short videos during breaks.
  - However, most admitted feeling **more distracted** after short-form sessions, leading to procrastination.
- **Coping Strategies Shared:**
  - Techniques like using **Pomodoro timers**, **turning off phones**, **going to silent spaces**, and **setting small achievable goals** were cited as methods to regain focus.
  - A minority mentioned **mindfulness** or **self-discipline techniques** like setting visible to-do lists.
- **Screen-Time Management Attempts:**
  - While many tried uninstalling apps or limiting usage, **most found it hard to sustain** reduced screen-time habits over the long term.

Appendix – survey questions

- On average, how many hours a day do you spend on your phone? (Less than 2 hours, 2-4 hours, 4-6 hours and more than 6 hours)

- What type of content do you mostly consume on your phone? *(Select all that apply) (entertainment, educational, news, religious, market trend/tech updates, fashion/food)*

- When do you usually consume short-form content (like reels, TikToks, YouTube Shorts)? *(Select all that apply) (before bed, while taking a break, during meals, when I'm bored, while multitasking, others)*

- How long can you stay focused on one task (without checking your phone)? (less than 30 minutes, 30 minutes to 1 hour, 1-2 hours, more than 2 hours)

- Do you feel your attention span has changed in the past few years due to short-form content? (yes, its worsened, yes, but slightly, no change, it's improved)

- Do you get distracted easily while working or studying due to your phone? (always, sometimes, rarely, never)

- How do short-form videos make you feel before getting back to work? (refreshed and more focused, no difference, more distracted, I end up watching for too long)

- Can you sit through long-form content (like movies, documentaries, or podcasts) easily? (yes, sometimes, no, only if I'm interested)

- Have you ever tried to reduce your screen time or short-form content usage? (yes and it worked, yes, but i couldn't keep up, no, but i want to and no and I'm fine with it)

- What strategies (if any) have helped you reduce distractions? *(Select all that apply) (using app timers, uninstalling apps, turning off phone, going to a silent space/libaray, setting small goals)*

- Do you feel short-form content has changed how you process information or retain knowledge? Why or why not?

- What do you usually do during study breaks or when you feel distracted?

- What tips or methods help you stay disciplined or regain focus?