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K.R. MANGALAM UNIVERSITY

School of Engineering and Technology (SOET)

PROJECT REPORT

Project Title

Case Study on Rising Addiction on short form content platforms

Course Code: ENSI152

Subject: Minor Project

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Academic Year: 2024–2025

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PROBLEM STATEMENT

How does short form content like Instagram Reels and YouTube Shorts make them so addictive?

INTRODUCTION

In recent years, the consumption of short-form content has exploded with the rise of platforms like Instagram Reels and YouTube Shorts. These platforms are designed to keep users engaged for extended periods using a variety of psychological and technological tactics. This project aims to explore the reasons behind the addictive nature of such content and the mechanisms that drive user engagement.

OBJECTIVES

- To analyze the structure and features of short-form content.
- To identify psychological principles that contribute to addiction.
- To examine the role of algorithms in user engagement.
- To evaluate the impact of short-form content on user behavior

METHODOLOGY

The research methodology involves a mix of qualitative and quantitative approaches: - Literature review of existing studies on digital content consumption. - Analysis of user interface designs and features of Instagram and YouTube. - Surveys and interviews to gather user experiences and patterns. - Behavioral analysis based on secondary data.

FINDINGS

1. Content Length and Accessibility: Short videos are easier to consume and require less commitment.
2. Endless Scroll and Algorithm: Infinite scroll and algorithm-driven recommendations keep users hooked.
3. Dopamine Feedback Loop: Likes, comments, and shares provide instant gratification and reinforce usage.
4. Relatability and Personalization: Content is often tailored to individual preferences, increasing relevance.
5. FOMO (Fear of Missing Out): Frequent updates and trending challenges drive users to constantly check the platforms.

REFERENCES

<https://www.google.com>

<https://knowledge.hubspot.com>

<https://www.researchgate.net>

CONCLUSION

Short-form content leverages psychological triggers and sophisticated algorithms to maximize user engagement. Understanding these mechanisms can help developers create more ethical platforms and users to become more mindful of their digital consumption.

RECOMMENDATIONS

- Encourage awareness and digital well-being among users.
- Provide app features to monitor and limit screen time.
- Promote content moderation and diverse representation.
- Support further research on digital media's long-term effects.

THANKYOU