

A Comparative Study on the Attention Span of Male and Female Young Adult Viewers of Instagram Reels

Pranjal Mani Tripathi^{1*}

ABSTRACT

Era of internet, rise of social media and birth of trendy features in social media application has evolved humans in terms of interaction within humans. 'Instagram' is one such social media application and 'Reels' is its trendy feature of the application. Scientists found that on an average a social media user consumes 74 GB of information which is too much to process in a day (Hein, Sabine; Andreas Keil, 2017). Users skim their social media for hours and overload themselves with too much of information. Question arises whether these reels are add-on information loader. This research focus on finding if Attention Span of male and female young adult is affected by Instagram Reels. Research was conducted on 51 young adults from Bangalore.

Keywords: Spirituality, gratitude, demographic variables, students

Humans are complex social animal who lives in a complex environment. We communicate to socialize and interact with each other, earlier we could share information with limited audience but in internet era one can share information to anyone sitting on other side of the world and the credit goes to social media platforms such as Twitter, Facebook, Instagram and many more. People use them to stay in touch with their loved ones. Now days businesses use social media for marketing.

These social media are good at engaging users. Fig 1 and Fig 2 represent number of hours spent on social media by users and percentage of user based on age respectively. (Mohsin, 2021)



Fig.1 (Mohsin, 2021).

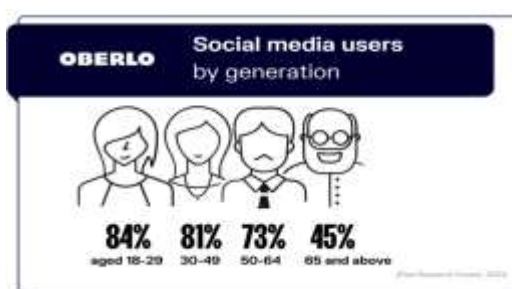


Fig.2 (Mohsin, 2021)

¹MSc. Psychology, Department of Psychology, School of Social Science, Bangalore, India

*Corresponding Author

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On an average, in 2021 social media users were exposed to information five time more than in 1986 and 73% of Americans reported overload of information due to internet usage (Ashraf, 2021). Scientists found that on an average a social media user consumes 74 GB of information which is too much to process in a day (Hein, Sabine; Andreas Keil, 2017). In order to cope with new technology and internet human brain has changed its physiology which is impacting users attention span (Ashraf, 2021).

According to American Psychological Association, attention span is “the length of time an individual can concentrate on one specific task or other item of interest”. We use attention skills to help us on focusing any task and filter irrelevant information to sustain our focus on the work of that moment (Wright, 2018).

Scientists reckon our attention span reduced from 12 seconds to 8 seconds just in 15 years which is even lower than gold fish. It has 9 seconds of attention span (Hayes, 2022).

According to Statista, “the current number of smartphone users in the world today is 6.648 billion, and this means 83.72% of the world’s population owns a smartphone” (Turner, n.d.). Availability of smartphones and other gadgets around us has reduced our selective attention and our ability to filter relevant and irrelevant information. We either switch from one app to another or keep scrolling our social media home page (Very Well Mind, 2020). We forced our brain to learn consume is to skim.

Social media come up with new trends to increase number of users and engage them for longer period of time one such trend is Instagram Reels introduced by Instagram.

In 50 countries Instagram Reels was launched globally back in 2020 but Brazil was the first country to try this feature. Reels gave wings to Instagram and by the fourth quarter of 2021 Instagram backed first position as the most downloaded app (Wise, 2022). In a very short span Reels became the king of short-form video app when it comes to engagement, on a global average it has 53 minutes of viewing time/session (Adete, 2022). According to stats by Influencer Marketing Hub, reels benefited Instagram in many way as represented by fig.3 (Santora, 2022).

Instagram Reels is a feature which allows you to make 15 seconds entertaining multi-clip videos within built editing tools to add effects and after editing users can share the video with anyone via Instagram platform (Instagram, 2020).

Theories of Attention Span

According to Donald theory the there is a sensory buffer were all sensory stimuli is stored at a given point of time. Based on the attribute of sensory stimuli, sensory input is selected and these sensory input filters the stimuli and the discarded stimuli is stored back in sensory buffer. Whereas, ‘Treisman's Attenuation Theory’ suggest that the unattended sensory input is not eliminated rather intensity of processing these input is reduced. In 1963, Deutsch and Deutsch concluded that both attended and unattended sensory input undergo analysis for meaning and filtering is done on the basis of

Statement of the problem

The rise of social media in internet era has glided multi-tasking into our life which has its own merits and demerits. Multi-tasking effect ones attention span, switching from one task

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to another, in a long run it impact our brain's physiology. A person needs to be attentive in order to complete the task precisely. If a person is not much attentive, his/her social as well as professional life both will be impacted resulting into distress.

Trending Instagram reels attracts the attention of the user due to which he/she spends hours skimming Instagram and switch from one video to another just in 30 seconds. Due to these trendy videos, there are growing concerns over the impact of these short videos on the attention span of users

Need for the study

This study will provide a new insight of how Instagram reels affects attention span. The aim of this study is to examine the impact of Instagram reels on the attention span of young adults. Through this research, there will be further understanding on whose, male or female young adult attention span is affected by Instagram reels. Moreover, the analysis of this study will convey valuable information for future research on how Instagram reels affects male or female attention span. Therefore, the present study has been done.

REVIEW OF LITERATURE

To do well in academics one need to be attentive. Researches are bifurcated into two groups on the serious issue, whether social media has impact on academics or not. Some researchers revoke the idea that social media can impact academic performance. A research conducted to find how time spent on OSN (Online social network) relates to other key factors such as Attention Span and Time Management Skills. The result of this analysis came out to be negative impact of OSN usage on academic performance and they also reveal that although students have ability to use OSN for academic purposes but they do not have the desire or willingness to do so. (Paul Aliyas Jomon, 2012). Another research was conducted using self-administered questionnaire and chi square analysis to find out what impact is caused by social media on the student's academic performance, how and why it was caused. Researchers concluded that social media does not impact students academic performance in any way because they do spend much of their time on social media still manages to find out time to study and achieve their goals. (El-Badawy A. Tarek, 2015). Corona pandemic shut schools and colleges, it impacted students education. Schools and colleges management decided to conduct online classes. In 2020 A research was conduct to find if 1.Attention span influenced by online learning and 2.Online Learning and it affects to motivate, although they were not able to find any paper on these 3 variables with the help of the sample of 253 college students from different universities and the use of Google form they come to some conclusions which were motivation needs to be provided for the learners to be attentive to the online classes and there is a great negative impact on attention span of students who are learning online. (Balan Kamilie Anna, 2020). In contrast to these researches, some researchers stated that there is negative and significant relationship between students addiction to social networking and their academic performance. This research used Cross-sectional study to study 360 students enrolled by stratified random sampling (Azizi Mohsen Seyyed, 2019).

Just imagine, you have exams and you have to study or revise your syllabus, due to some random thoughts going on in your mind you are not able to concentrate on your studies. A review paper which tried to compile researches done to study about effects of social media on mental health through investigations reviewed and synthesized extensively literature of social media and some mental health factors, they have come to this conclusion that a proper

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awareness movement should be organized to understand the effect of uses of social media on mental health for the younger generation and they also suggest that there should be social networking sites we should be constrained to age limits and any site which has inappropriate or not positive content be completely dissolved immediately. As in the period of growth, the negative impact of social media (bullying, shaming, harassing etc) leaves a traumatic imprint for lifelong. (Bashir Hilal, 2017)

A research paper was published in 2017. This paper provides important insight on quantitative empirical research based on a sample of 2 lakh episodes of online video lectures it investigated the practical appropriate maximum length that a video should have in an online lecture and which will be enough to retain the learner's attention and the results revealed that the Lectures which were longer than 15 minutes decreased attention for both after and before the addition of interactive elements. (Geri Nitza, 2017)..

Social media (SM) usage in regard of social bonding neurotransmitter, the 'oxytocin' is additionally said to have variation in their flow level. The neuroeconomist, Paul Zack measured the oxytocin level in individual's blood and he found hike of 13.2% within 10 minutes of tweeting (Penneberg, 2010). within the meantime ACTH and cortisol levels came down by 14.9% and 10.8%; this establishes a correlation of how oxytocin release reduces stress hormone level within the blood. an in-depth analysis (Froemke et al., 2017) of oxytocin mechanism from neural perspective by the appliance of electrophysiological recording demonstrated that together with increase of oxytocin there is release of GABA as well. As a result, there's short term depression in synaptic transmission consequently an increase in neuronal inhibition. Decrease during this inhibition is said to be an efficient mechanism to allow long-term synaptic plasticity through long term potentiation in auditory cortex. Hence, it's conclusory that SM usage can change the flow of neurotransmitter like dopamine and oxytocin, thereupon alter the brain in its structural and functional aspects; so evidently a neuroplastic repercussion of SM consumption.

Research questions

What effect does Instagram reels have on the attention span of young adults?

Research gap

In spite, the availability of empirical research on Social media and its affect on attention span, a study has not been conducted on whether Instagram reels affects the attention span of young adults. A larger part of review of the literature review examines the impact of social media on attention span. Through this study, we analyze how trending Instagram reels affect the attention span of young adults, regardless of their gender, to present a focused perspective on Instagram reels in order to understand and fill the gap.

METHODOLOGY

Aim - The aim of this study is to analysis the impact of Instagram reels on the attention span of young adults.

Objective - To determine the impact of Instagram reels on the attention span of young adults of Bangalore.

Hypothesis -

H₀ - Instagram reels has no effect on attention span on the young adults.

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Variables -

- Independent Variable: Attention span
- Dependent Variable: Instagram Reels
- Demographic variables

The demographic variables used in the study were

- Gender
- Age

Operational Definition

1. Instagram reels is a new feature added by Instagram application which provides in-built tools and filter to make short videos.
2. Attention span is characterized as the time you can focus on a task.

Sample Distribution and technique

In the present study, purposive sampling method was used to collect data from 51 individuals of 20 - 28 years of age. Both male and female were included in the study from which 26 female and 16 males from Bangalore.

Research design

The present study was Descriptive Research Design

Inclusion criteria

- Individuals who use Instagram application.
- Young Adults of age 20- 28 are included in the study.
- Individuals within Bangalore.

Exclusion criteria

- Individuals who do not use Instagram application.
- Individuals outside Bangalore
- Individuals above the age of 28 were excluded from the study.
- Individuals below age 20 years were excluded.

Description of tools

Moss Attention Rating Scale (MARS) by Whyte and Hart within the year 2006. the present MARS has 22-items. Each item may be a behavioral descriptor rated on a five-point Likert scale according to how well that behavior describes the patient, starting from “definitely true” to “definitely false.” Items are phrased in order that the rater considers behaviors indicative of both good and impaired attention.

Reliability:

Inter-rater and intra-rater reliability($r=0.64$)

Validity:

1. strongly correlated to concurrent measures thought to assess attention (e.g., (Digit Span)
2. were more strongly correlated to Cognitive than Motor FIM scores

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3. predicted 1-year outcomes of TBI (Disability Rating Scale scores) better than a battery of psychometric measures of attention administered concurrently with the MARS

Procedure for Data Collection

The researcher asked the scholars to access the questionnaire via Google forms, the scholars were first explained the purpose of the study and confidentiality of the results was assured to them. After obtaining their consent, they got instruction and further explanations was offered if necessary. Clear instructions got to those who agreed to participate in the study. any longer explanation needed about the study was offered to the students by the representative, 51 samples were collected. The study intended to analyse the impact of Instagram reels on span of young adults, 20-28 years old group from the city of Bangalore.

Procedure for data analysis

- After the survey was completed, the data was entered into Excel and SPSS software for further analysis.
- The interpretation of the Moss Attention Scale was based on the results.
- The answers to the survey questions have been validated and entered into SPSS software.

Ethical Consideration

- Informed consent of participant taken.
- Anonymity of the participant.
- Confidentially maintained.
- No monetary benefits provided to participants.

RESULTS AND INTERPRETATION

Descriptive Statistic

Table 1, (shows the mean, standard deviation, standard error mean, t value, df value, significance value of attention span on male and female)

	Gender	N	Mean	Standard Deviation	Standard Error	t	df	P- value
Attention span	Male	20	75.95	12.680	2.835	.783	42.418	.438
	Female	31	73.03	13.442	2.414			

According to the table 1, the mean of attention span of male and female is 75.95 and 73.03 respectively. This shows that there is no much difference in level of attention span in term of male in female. The standard deviation of male is 12.680 and 13.442 for female, this shows that there is no wide range of deviation from the mean. The standard error of mean is 2.835 and 2.414 for male and female respectively.

Further analysis was done to find the significance of the attention span in male and female with the help of independent sample t test. According to Levene's test for equality of variance, there is no significant in the one-tailed test. Therefore, equal variance not assumed is taken into consideration. The 't' score of the male and female is .783 and the 'df' score is 42.418 and the significance p- value is .438, which interprets that the attention span of male and female is not significant at 0.05 level.

DISCUSSION AND CONCLUSION

Discussion

The study was to understand if male or female attention span is affected by Instagram reels is the formed objective. To understand the attention span in male and female. 51 young adults between the age group of 20-25 years were chosen as sample. In a Google form demographic details were collected along with the MARs scale to assess if the participant is male or female to know the level of attention span of the participants. The MARS scale consists of 22 items, each rated using 5- point scale, starting from “definitely true” to “definitely false.”

Table 1 shows that there is not a significant difference in attention span between male and female, fail to reject the null hypothesis which says that Instagram reels has no effect on attention span of young adult.

Major finding

There is no significant in attention span between male and female

Limitation of the study

1. Sample population are young adults from Garden city university.
2. The study does not include all the students from Bangalore.

Although the sample is substantial, the results remain specific to that group. In addition, the choices of each questionnaire were adopted from previous studies. The sample section may also limit the generalised results of the overall young adults in Garden city university.

Scope for further research

- Conducting studies including more samples and using other research methods like interviews will helps to get more information about the topic.
- Offline survey can help in clearing doubts about the samples.

Implications of the study

The result of the study shows that there is no significant relationship between attention span and Instagram reels.

CONCLUSION

The objective of this study was to compare male and female with attention span. The study has found that there is no significant in the level of attention span in male and female.

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Conflict of Interest

The author(s) declared no conflict of interest.

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