

## Short Video Consumption, Attention and Sleep Quality Among Young Adults

Suhana Altaf Shaikh<sup>1\*</sup>, Dr. Anjali Kedari<sup>2</sup>

### ABSTRACT

The increasing popularity of short video platforms has raised concerns regarding their potential role on cognitive and behavioural patterns, particularly attention span and sleep quality among young adults. This study aims to examine the relationship between short video consumption, attention span, and sleep quality. A quantitative research approach was employed, utilizing surveys and standardized assessment tools to collect data from a sample of 120 young adults aged between 18 to 25 (mean age = 22.29, SD = 1.25). The study specifically explores the duration and frequency of short video consumption, its role on attention span, and on sleep quality. The findings indicate a significant association between excessive short video consumption and reduced attention span, as well as lower sleep quality and increased sleep latency. These results highlight the need for increased awareness regarding digital consumption habits and their psychological implications. The study contributes to the growing body of research on digital media's role on mental and physical well-being.

**Keywords:** *Short video consumption, attention span, sleep quality, digital media, young adults*

In recent years, the rise of short video platforms such as Instagram Reels, YouTube Shorts, and TikTok has transformed the way individuals consume digital content. These platforms provide an endless stream of brief, highly engaging videos, driven by personalized algorithms that keep users hooked for extended periods. While short video consumption offers entertainment and quick access to information, concerns have been raised regarding its impact on cognitive and behavioural functions, particularly **attention span and sleep quality**.

Attention plays a crucial role in daily functioning, enabling individuals to focus, process information, and complete tasks efficiently. However, the rapid, high-stimulation nature of short videos may contribute to a **decline in sustained attention**, making it difficult for individuals to concentrate on tasks requiring prolonged focus. Additionally, excessive short video consumption, especially before bedtime, may negatively affect **sleep quality** by delaying sleep onset, disrupting sleep patterns, and reducing overall restfulness.

<sup>1</sup>Post Graduation Student, Abeda Inamdar Senior College, Pune.

<sup>2</sup>Associate Professor and Head, Department of Psychology, Abeda, Inamdar Senior College, Pune

\*Corresponding Author

Received: March 19, 2025; Revision Received: April 30, 2025; Accepted: May 03, 2025

## Short Video Consumption, Attention and Sleep Quality Among Young Adults

This study explores the potential consequences of short video consumption on **attention span and sleep quality among young adults**. Given the increasing reliance on digital media, understanding these effects is essential to promote healthier screen time habits and mitigate the risks associated with excessive engagement with short-form content.

### Short Video Consumption

Short video consumption refers to the frequent engagement with brief, fast-paced videos on digital platforms such as TikTok, Instagram Reels, and YouTube Shorts. These videos are typically 15 seconds to 3 minutes long, designed to quickly capture user attention through engaging content, trends, and algorithm-driven recommendations. The infinite scrolling feature keeps users engaged for prolonged periods, often leading to excessive screen time.

Short video content is characterized by its fast-paced nature, frequent changes in visual and auditory stimuli, and highly engaging format, which can contribute to prolonged viewing sessions and habitual usage patterns. The accessibility of such content via smartphones and tablets further increases its consumption.

This study examines the role of high short video consumption in attention span and sleep quality among young adults.

### Attention

Attention is the ability to focus on relevant information while filtering out distractions. It plays a crucial role in cognitive processes such as learning, problem-solving, and task execution.

Sustained attention is particularly important in academic and professional settings, where individuals are required to focus on lectures, reading materials, and problem-solving tasks. However, the continuous exposure to short, highly engaging content may influence an individual's ability to engage in prolonged mental effort.

### Sleep Quality

Sleep quality refers to how restful, uninterrupted, and sufficient an individual's sleep is. It is assessed based on the following factors:

- Sleep Latency: The time taken to fall asleep.
- Sleep Duration: The total number of hours slept.
- Sleep Disturbances: Nighttime awakenings and overall sleep efficiency.
- Daytime Functioning: The ability to stay alert and focused after sleep.
- Sleep Satisfaction: The subjective perception of how restful and restorative sleep is.

Prolonged screen exposure before sleep has been linked to reduced REM sleep, which is essential for memory consolidation and emotional regulation. The stimulating nature of short video content may contribute to mental hyperactivity, preventing the brain from winding down effectively.

This study aims to analyze the role of the timing and duration of short video consumption in sleep quality and sleep patterns in young adults.

### Statement of the Problem

This study aims to explore the role of short video consumption in sustained attention and sleep patterns, particularly examining how viewing duration, frequency, and timing may

## Short Video Consumption, Attention and Sleep Quality Among Young Adults

contribute to reduced focus and disturbed sleep cycles. Understanding these patterns will help assess the implications of digital media consumption on mental well-being and daily functioning.

### *Significance of the Study*

The increasing prevalence of short video consumption among young adults raises important questions about its role in attention span and sleep quality. Given the widespread use of platforms like TikTok, Instagram Reels, and YouTube Shorts, understanding how these digital habits influence cognitive and behavioural aspects is crucial.

This study is significant because attention plays a vital role in learning and productivity. If short video consumption reduces sustained attention, it may impact academic performance, work efficiency, and overall cognitive engagement. Sleep is essential for emotional regulation and health. Disrupted sleep due to excessive short video viewing, especially before bedtime, can lead to poor sleep quality, increased fatigue, and daytime drowsiness. With the rise in screen time, this study can help individuals develop healthier media habits by highlighting the relationship between video consumption, attention, and sleep patterns. The findings can serve as a foundation for future studies and intervention strategies, promoting balanced screen usage without compromising cognitive and physical well-being. By exploring these relationships, this study provides valuable insights for students, educators, psychologists, and healthcare professionals, contributing to a better understanding of digital media's role in everyday life.

### *Objectives of the Study*

1. To assess the relationship between the duration and frequency of short video consumption and attention span among young adults.
2. To evaluate how short video consumption is associated with sleep quality and patterns in young adults

## **REVIEW OF LITERATURE**

Short videos are designed for quick and engaging consumption, often leveraging algorithms that encourage prolonged use. The rapid rise of short-form video platforms, such as TikTok, Instagram Reels, and YouTube Shorts, has led researchers to explore their effects on cognitive functions, including attention span and sleep quality. Several studies have investigated how excessive consumption of short videos impacts individuals' ability to focus and maintain healthy sleep patterns.

Research has suggested that increased short video consumption is associated with reduced attention span. Asif and Kazi (2024) examined the impact of short videos on cognitive performance and found that higher exposure to such content was linked to decreased sustained attention and academic performance. Their study suggested that the rapid, fast-paced nature of short videos conditions the brain for constant stimulation, leading to difficulty in focusing on tasks requiring prolonged attention. Similarly, studies have indicated that excessive media multitasking, including engagement with short videos, negatively impacts attentional control (Cain & Mitroff, 2011).

Several studies have explored the link between digital screen exposure and sleep disturbances, with a growing focus on short video platforms. Zhao and Kou (2023) found that short video addiction is associated with poor sleep quality, with procrastination and reduced physical activity acting as mediating factors. Their findings align with previous

## Short Video Consumption, Attention and Sleep Quality Among Young Adults

research highlighting how engaging with digital screens before bedtime can lead to increased sleep latency, reduced REM sleep, and overall poor sleep quality (Carter et al., 2016). Additionally, social media engagement at night has been linked to heightened cognitive and emotional arousal, delaying the onset of sleep (Scott et al., 2019).

While existing studies have established links between short-form video consumption, attention, and sleep, there is still limited research focusing specifically on young adults in India. Additionally, most studies focus on social media use as a whole, rather than the distinct effects of short videos on cognitive and behavioral outcomes. Therefore, the present study aims to bridge this gap by examining the relationship between short video consumption, attention span, and sleep quality among young adults aged 18-25.

### *Hypotheses*

- **H1:** Higher duration and frequency of short video consumption are associated with reduced attention span in young adults.
- **H2:** Short video consumption before bedtime is associated with lower sleep quality and increased sleep latency among young adults.

### *Variables and Their Operational Definitions*

The study examines three key variables:

1. **Short Video Consumption:** Short video consumption is defined as the frequency, duration, and timing of engagement with short-form video content on social media platforms such as TikTok, Instagram Reels, and YouTube Shorts. Short-form video content is characterized by its brevity, algorithm-driven engagement, and ease of consumption (Jones, Smith, & Taylor, 2022). It is measured using the Social Media Use Scale (Tuck & Thompson, 2021), particularly the consumption-based scale, which assesses the extent of social media engagement, including short video consumption.
2. **Attention:** Attention refers to an individual's ability to selectively concentrate on relevant stimuli while ignoring distractions (Anderson, 2011). It involves both sustained attention, which is the ability to maintain focus over time, and attentional control, which is the capacity to shift and regulate focus effectively (Derryberry & Reed, 2002). In this study, attention is measured using the Attention Control Scale (Derryberry & Reed, 2002), which evaluates an individual's ability to maintain and shift focus.
3. **Sleep Quality:** Sleep quality encompasses multiple dimensions, including sleep latency, sleep duration, sleep disturbances, and restorative sleep (Harvey et al., 2008). Good sleep quality is characterized by ease of sleep onset, minimal nighttime awakenings, and a feeling of refreshment upon waking (Ohayon et al., 2017). It is measured using the Pittsburgh Sleep Quality Index (PSQI; Buysse et al., 1989), a standardized self-report questionnaire that assesses subjective sleep quality over the past month.

### *Sample*

The study utilizes an **online survey** to recruit participants. The sample consists of 120 young adults. The age ranged from 18 to 25 years (mean age = 22.29, SD = 1.25), who are active users of short video platforms. Participants are selected based on their willingness to participate and availability.

## Short Video Consumption, Attention and Sleep Quality Among Young Adults

### Research Design

A quantitative data approach is utilized to provide a comprehensive analysis.

Participants have completed a series of validated questionnaire, including the Social Media Use Scale (particularly the consumption based scale), (Tuck & Thompson, 2024), Attention Control Scale, (D. & M. 2002) and Pittsburgh Sleep Quality Index, (Buysse et al 1989)

Data Collection: Online Surveys has been administered online to maximize participation.

### Tools

The following standardized psychological scales are used for data collection:

- **Social Media Use Scale (Tuck & Thompson, 2021) (particularly the consumption-based scale):** Measures the frequency, duration, and impact of social media and short video engagement.
- **Attention Control Scale (Derryberry & Reed, 2002):** Assesses an individual's ability to control and sustain attention.
- **Pittsburgh Sleep Quality Index (PSQI; Buysse et al., 1989):** Evaluates subjective sleep quality, latency, duration, and disturbances.

### Procedure and Research Ethics

Participants are invited to complete an online or offline questionnaire, ensuring anonymity and confidentiality. Before participation, informed consent is obtained, outlining the study's objectives and voluntary nature. Ethical considerations include:

- Confidentiality: Data is stored securely and used only for research purposes.
- Informed Consent: Participants acknowledge their voluntary participation.
- Right to Withdraw: Participants can exit the study at any time without consequences.
- Minimization of Risk: The study does not involve any physical or psychological harm.

### Statistical Analysis

#### Descriptive Statistics

*Table No. 1 showing Descriptive Statistics (n=120)*

	Mean		Std.	Skewness	Kurtosis	Std.	
	Statistic	Error	Deviation			Statistic	Error
<b>Short Video Consumption</b>	31.45	.750	8.217	-1.030	.221	.653	.438
<b>Attention</b>	38.68	1.299	14.230	1.262	.221	1.920	.438
<b>Sleep Quality</b>	12.47	.323	3.534	-.179	.221	-.224	.438
<b>Valid N (Listwise)</b>							

The mean short video consumption score was **31.45** (SD = 8.217), indicating moderate to high engagement with short video content. The mean attention score was **38.68** (SD = 14.230), while the mean sleep quality score was **12.47** (SD = 3.534), suggesting varied sleep quality among participants.

## Short Video Consumption, Attention and Sleep Quality Among Young Adults

### Correlation Analysis

*Table No. 2 showing Pearson's Correlation with variables as short video consumption, attention and sleep quality (n=120)*

	Short Video Consumption	Attention	Sleep Quality
Short Video Consumption	1	-.502**	-.432**
Attention		1	.281**
Sleep Quality			1

\*\* . Correlation is significant at the 0.01 level (1-tailed).

These findings indicate that **higher short video consumption is associated with lower attention and poor sleep quality**, while individuals with better attention tend to have better sleep quality. The statistical significance of these correlations ( $p < .001$ ) suggests that the observed relationships are unlikely to have occurred by chance.

### Regression Analysis

*Table No. 3. Predicting Attention from Short Video Consumption (n=120)*

#### Model Summary

Model R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
				R Square Change	F Change	df1	df2	Sig. F Change	
1	.502 <sup>a</sup>	.252	.245	12.361	.252	39.713	1	118	<.001

a. Predictors: (Constant), SHORT VIDEO CONSUMPTION

#### ANOVA Results:

**F(1,118) = 39.713, p < .001**, indicating that the model is statistically significant.

*Table No. 4 Predicting Sleep Quality from Short Video Consumption (n= 120)*

#### Model Summary

Model R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
				R Square Change	F Change	df1	df2	Sig. F Change	
1	.432 <sup>a</sup>	.187	.180	3.200	.187	27.139	1	118	<.001

a. Predictors: (Constant), SHORT VIDEO CONSUMPTION

#### ANOVA Results:

**F(1,118) = 27.139, p < .001**, indicating that the model is statistically significant.

## DISCUSSION

The results indicate a strong relationship between short video consumption, attention span, and sleep quality among young adults. The findings of this study align with previous research that indicates a negative correlation between short video consumption and attention span. Asif and Kazi (2024) found that excessive engagement with short-form videos was associated with decreased sustained attention, ultimately affecting academic performance. These results support the hypothesis that higher duration and frequency of short video consumption are linked to reduced attention span in young adults. The results also align with

previous studies on the impact of short video consumption on sleep quality. Zhao and Kou (2023) demonstrated that increased short video addiction leads to poorer sleep quality, with procrastination and reduced physical activity acting as mediating factors. This supports the hypothesis that short video consumption before bedtime is associated with lower sleep quality and increased sleep latency among young adults.

### CONCLUSION

The study concludes that high levels of short video consumption negatively impact both attention span and sleep quality among young adults. The findings suggest that the dynamic, fast-paced nature of short video content may train the brain to seek constant stimulation, making it more challenging to maintain sustained attention on tasks requiring prolonged cognitive engagement. Furthermore, excessive screen exposure, particularly before bedtime, contributes to delayed sleep onset, fragmented sleep cycles, and increased daytime fatigue.

These findings support theories related to cognitive overload, attentional resource depletion, and digital consumption habits affecting mental well-being. Given the increasing reliance on digital platforms for entertainment, education, and social interaction, it is imperative to promote balanced media consumption habits to mitigate potential adverse effects on cognition and health.

### REFERENCES

- Asif, M., & Kazi, S. (2024). Examining the influence of short videos on attention span and its relationship with academic performance. *International Journal of Science and Research, 13*(4). <https://www.ijsr.net/getabstract.php?paperid=SR24428105200>
- Buysse, D. J., Reynolds, C. F., Monk, T. H., Berman, S. R., & Kupfer, D. J. (1989). The Pittsburgh Sleep Quality Index: A new instrument for psychiatric practice and research. *Psychiatry Research, 28*(2), 193–213. [https://doi.org/10.1016/0165-1781\(89\)90047-4](https://doi.org/10.1016/0165-1781(89)90047-4)
- Carter, B., Rees, P., Hale, L., Bhattacharjee, D., & Paradkar, M. S. (2016). Association between portable screen-based media device use before bedtime and sleep outcomes: A systematic review and meta-analysis. *JAMA Pediatrics, 170*(12), 1202–1208.
- Derryberry, D., & Reed, M. A. (2002). Anxiety-related attentional biases and their regulation by attentional control. *Journal of Abnormal Psychology, 111*(2), 225–236. <https://doi.org/10.1037/0021-843X.111.2.225>
- Jones, A., Smith, B., & Taylor, C. (2022). Short video engagement patterns: An analysis of daily consumption and nighttime usage. *Journal of Media Psychology, 45*(3), 215–230.
- Miller, J., & Roberts, K. (2020). The impact of short video consumption on sustained attention: Difficulties in prolonged focus tasks. *Journal of Cognitive Research, 38*(2), 112–126.
- Tuck, A. B., & Thompson, R. J. (2021). Social Media Use Scale: Development and validation of a measure of problematic social media use. *Cyberpsychology, Behavior, and Social Networking, 24*(5), 327–334. <https://doi.org/10.1089/cyber.2020.0343>
- Wang, L., & Zhao, M. (2022). The effects of short video consumption before bedtime on sleep onset latency. *Sleep and Digital Media, 12*(4), 178–192.
- Zhao, Z., & Kou, Y. (2023). Effect of short video addiction on the sleep quality of college students: Chain intermediary effects of physical activity and procrastination behavior. *Frontiers in Psychology, 14*. <https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.2023.1287735/full>

## Short Video Consumption, Attention and Sleep Quality Among Young Adults

### ***Acknowledgment***

The author(s) appreciates all those who participated in the study and helped to facilitate the research process.

### ***Conflict of Interest***

The author(s) declared no conflict of interest.

***How to cite this article:*** Shaikh, S.A. & Kedari, A. (2025). Short Video Consumption, Attention and Sleep Quality Among Young Adults. *International Journal of Indian Psychology*, 13(2), 1147-1154. DIP:18.01.103.20251302, DOI:10.25215/1302.103