

Research Project: Impact of Short Videos/Reels on Daily Life

Authors: Tanvi Patil and Gauri Goyaji(MSc IT)

Affiliation: Department of Research Methodology

Under the guidance of: Mrs. Dhanya Vinish

Abstract

Short videos and reels have become a common part of daily life. Platforms such as Instagram, YouTube and other social media applications provide short and engaging videos for entertainment, education and information. This research studies the impact of short videos and reels on people's daily activities, especially students. The study focuses on viewing habits, time spent watching reels, concentration, studies, sleep, entertainment and learning. Primary data will be collected through a questionnaire and analyzed using tables, percentages and charts. The research aims to understand both the positive and negative effects of short-video content on daily life and provide suggestions for balanced social media usage.

Keywords: Short Videos, Reels, Social Media, Viewing Habits, Students, Screen Time, Concentration, Academic Performance, Sleep, Entertainment, Learning, Digital Media, Social Media Usage, Daily Activities.

1. Introduction

In today's digital world, social media has become an important part of daily life. Short videos, commonly known as Reels and Shorts, are very popular on platforms like Instagram and YouTube. People watch them for entertainment, information, learning and relaxation.

Short videos have both positive and negative effects. They can help people learn new things and discover useful information, but excessive watching can waste time, cause distraction and affect studies, concentration and sleep.

Therefore, this research studies the impact of short videos and reels on daily life, especially among students. The study uses a questionnaire to understand people's viewing habits and their positive and negative experiences with short videos.

2. PROBLEM STATEMENT

To study the impact of short videos and reels on the daily life of individuals, particularly students, and to understand their positive and negative effects on time management, studies, concentration, sleep, entertainment and learning.

3. OBJECTIVES OF THE STUDY

1. To study the usage of short videos and reels in daily life.
2. To identify how much time people spend watching reels.
3. To study the impact of reels on students' studies and concentration.
4. To identify the positive effects of short videos.
5. To identify the negative effects of excessive reel watching.
6. To suggest ways to maintain balanced social media usage.

4. LITERATURE REVIEW

Social media has changed the way people communicate, learn and spend their free time. Shortform video content has become popular because it provides information and entertainment in a short period.

Previous studies related to social media usage have examined topics such as screen time, social media habits, concentration, sleep and academic activities. These studies provide a background for understanding how frequent use of social media can influence daily activities.

Research related to students shows that social media can be useful for learning and communication. At the same time, excessive use can become a source of distraction and may reduce the time available for studies and other activities.

This research focuses specifically on short videos and reels and studies their effect on daily life through responses collected from users.

Methodology

- **Research Type:** Descriptive
- **Data Collection:** Google Form
- **Target Group:** Students/young social-media users
- **Sampling:** Convenience sampling
- **Data Analysis:** Tables, percentages and charts

5. RESEARCH METHODOLOGY

5.1 Research Type

The research uses a **descriptive research method** to understand the usage and impact of short videos and reels.

5.2 Data Collection

Two types of data are used:

Primary Data

Primary data is collected through a questionnaire using Google Forms.

Secondary Data

Secondary information is collected from research papers, articles, journals and reliable online sources related to social media and short videos.

5.3 Target Population

The target population consists mainly of students and young social-media users.

5.4 Sample Size

The questionnaire will be distributed to respondents, and the final sample size will be based on the actual number of responses received.

Sample Size: _____ respondents

5.5 Sampling Method

The study uses **Convenience Sampling**, where respondents are selected based on their availability and willingness to participate.

5.6 Research Tool

The main research tool used for primary data collection is a **Google Forms questionnaire**.

5.7 Data Analysis

The collected data will be analyzed using:

- Tables
- Frequency
- Percentage
- Pie charts • Bar graphs

6.Data

6.1Daily Usage of Short Videos/Reels

Daily Usage	Number of Respondents	Percentage
Less than 1 hour	3	12%
1–2 hours	9	36%
2–3 hours	8	32%
3+ hours	5	20%
Total	100	100%

6.2Platform Used

Platform	Number of Respondents	Percentage
Instagram Reels	18	72%
YouTube Shorts	7	28%
Total	100	100%

6.3 Main Purpose of Watching Short Videos/Reels

Main Purpose	Number of Respondents	Percentage
Entertainment	15	60%
Relaxation	4	16%
Learning	3	12%
Information	3	12%
Total	100	100%

6.4 Effect on Study/Work

Study/Work Effect	Number of Respondents	Percentage
High	6	24%
Moderate	11	44%
Low	8	32%
Total	100	100%

6.5 Effect on Concentration

Concentration Effect	Number of Respondents	Percentage
Reduced	13	52%
Slightly Reduced	9	36%
No Effect	3	12%
Total	100	100%

Variable	Major Response	Respondents	Percentage
Daily Usage	1–2 hours	19	36%
Platform	Instagram Reels	18	72%
Main Purpose	Entertainment	20	60%
Study/Work Effect	Moderate	25	44%
Concentration Effect	Reduced	45	52%

6.6 Overall Data Summary

7. Data Analysis

The data was analyzed using the responses collected from the 25 respondents.

The analysis shows that **36% of respondents spend 1–2 hours daily** watching short videos, while **32% spend 2–3 hours**. A further **20% spend more than 3 hours**.

Instagram Reels was the most commonly used platform among the respondents, with **72%** of respondents selecting it.

Entertainment was the main reason for watching short videos, selected by **60%** of respondents. Learning and information were also identified as purposes of watching short videos.

Regarding study and work, **44% reported a moderate effect**, while 24% reported a high effect.

For concentration, **52% reported reduced concentration**, while 36% reported that their concentration was slightly reduced.

8. Results

The major results obtained from the data are:

1. Most respondents use short-video platforms every day.
2. Instagram Reels is the most commonly used platform in the sample.

3. Entertainment is the main reason for watching short videos.
4. Many respondents spend between 1 and 3 hours watching short videos daily.
5. Some respondents spend more than 3 hours per day.
6. Short videos can take time away from study or work.
7. Many respondents reported reduced or slightly reduced concentration.
8. Short videos are also used for learning and information.
9. Short videos can provide relaxation and entertainment.
10. Excessive usage may affect daily activities.

9. Conclusion

Short videos and Reels have become a common part of daily life. They provide entertainment, relaxation, learning and information. However, excessive usage can take away time from studies and other daily activities and may affect concentration.

The sample data of 25 respondents shows that many respondents spend a considerable amount of time watching short videos and several reported effects on study/work and concentration.

Therefore, short videos can be useful when used in a balanced manner. Maintaining control over daily usage can help users enjoy the benefits while reducing possible negative effects.

10. References

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