

# An Analytical Study on the Influence of Short Video Consumption on Sustained Attention among Students

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**Abstract:** *This analytical study examines the influence of short video consumption on sustained attention among students. With the rapid rise of platforms such as Instagram Reels, YouTube Shorts, and similar short-form video applications, students are increasingly exposed to brief, highly stimulating digital content. While these platforms offer entertainment and educational value, concerns have emerged regarding their potential impact on students' concentration and academic performance. The study adopts a descriptive and correlational research design using a structured questionnaire administered to 54 respondents selected through stratified random sampling. Statistical tools such as Percentage Analysis, Chi-Square Test, ANOVA, and Garrett Ranking were employed to analyse the data. The findings indicate that although short video consumption is widely prevalent among students—particularly those aged 19–21 years—there is no statistically significant difference in attention levels based on demographic variables or usage patterns. However, broader digital distractions such as frequent notifications and multitasking behaviours were identified as contributing factors to reduced concentration. The study emphasizes the importance of balanced and mindful digital usage to support sustained academic focus.*

**Keywords:** Short video consumption, Sustained attention, Students, Academic concentration, Digital distraction, Social media platforms, Instagram Reels, YouTube Shorts, Stratified random sampling, Percentage analysis, Chi-square test, ANOVA, Garrett ranking technique, Multitasking behavior, Smartphone usage, Digital notifications, Academic performance.

