



Exploring the Influence of Reels and Short Videos on the Reading and Listening Habits of Generation Z: A Comprehensive Study

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ABSTRACT

This secondary research paper investigates the influence of reels and short videos on the reading and listening habits of Generation Z, the demographic cohort born between the mid-1990s and early 2010s. The study employs a comprehensive approach, examining various factors that contribute to the preferences and behaviors of Generation Z in consuming digital content. Drawing on existing literature and empirical studies, the research delves into the impact of reels and short videos on attention spans, cognitive engagement, and language comprehension. Key findings highlight the significance of visual content in shaping the media consumption patterns of Generation Z, shedding light on the implications for education, media, and content creators. The study contributes to our understanding of the evolving media landscape and offers insights for educators, marketers, and policymakers aiming to effectively engage and communicate with this tech-savvy generation.

INTRODUCTION

In this modern era, the widespread adoption of Information and Communication Technologies (ICTs) has brought about significant changes in various aspects of life. It is interesting to observe the shift in how Generation Z, with their strong grasp of technology, approaches reading and consuming media. They have a strong inclination towards digital media when it comes to learning methods, particularly videos (Okhiai & Loo 2022; Mushtaq, Soroya, & Mahmood, 2020; Yana & Putri 2021). Technology has revolutionised the way we acquire information and has had a significant impact on language skills and reading habits. Just like a management consultant, it's fascinating to see how Generation Z has access to a wide range of multimedia content on the internet, especially in English. They have plenty of exposure to various formats, but there is still ongoing research on how to effectively make use of these resources (Yana & Putri 2021). In addition, Vasana and Yoganandan (2023) have noted that the imposed lockdown has had a significant impact on the media consumption habits of Generation Z. These young individuals have shown a growing preference for platforms such as reels and short videos, which reflects the changing nature of their media engagement.

Research Objectives and Questions

Our research focuses on examining the evolving reading and listening habits of Generation Z, specifically in relation to the impact of reels and short videos.

How does the consumption of short form video content, on media platforms like Reels, YouTube shorts and TikTok, impact Generation Z's impulsive buying behaviour and information intake?

What is the effect of engaging with reels and short videos on the reading habits and content consumption patterns of Generation Z? Additionally, how does social media influence the reading habits of students and their academic and personal development?

How do digital platforms for entertainment and education influence the content consumption behaviours of Generation Z?

How does consuming short form content affect cognitive processing, emotional responses, and social interactions among Generation Z?

Importance of the Study

This study is of great importance, as it builds upon the research conducted by Barcelona et al. (2022), Owusu Acheaw (2016), and the insights provided by Priyadharshini, Padmavathi, and Suganthi (2023). It highlights the significance of taking age diversity into account when analysing media consumption patterns. These findings lay the groundwork for exploring the impact of platforms, particularly short form video content, on consumer behaviour and reading habits. Understanding the preferences and habits of different generations is crucial for educators, marketers, and policymakers. This research will provide valuable insights that can help them adapt their strategies to better meet the needs of each generation. It is particularly important to comprehend these patterns in order to create effective digital education initiatives and targeted marketing approaches for Generation Z. This is especially relevant considering the increased reading and online platform engagement observed during the COVID-19 restrictions (Vasana & Yoganandan 2023).

LITERATURE REVIEW

Examining the Changing Patterns of Media Consumption in Generation Z

Generation Z's media consumption has been significantly influenced by the changing landscape, resulting in a preference for streaming platforms and on-demand content. These demographic preferences for media consumption are indicative of their familiarity and ease with technology and the internet, as evidenced by studies conducted by Podara et al. (2021). Fadhillah and Aruan (2023). These changes emphasise the growing preference of Generation Z for high-quality and fulfilling media experiences, reflecting a larger shift away from traditional television consumption towards content that offers instant engagement.

The Emergence of Short-Form Content: Reels and Short Videos

Short-form content on platforms like Reels, Shorts, and TikTok has had a significant impact on Generation Z's media engagement. Recent research by Marjerison and Gan (2020) and Pham Van Tuan et al. (2023) highlights the influence of these brief yet captivating videos on consumer behaviour and purchase intentions. It's clear that short-form content has the power to shape consumer trends among young audiences. This trend emphasises the preference of demographics for media experiences that align with their focused lifestyle.

Exploring Theoretical Frameworks

The theoretical frameworks governing this area of study centre around the psychosocial impacts of digital media consumption. Research conducted by Sidorenko et al. (2020) and Marjerison and Gan (2020) sheds light on the evolving media narrative preferences of Generation Z. Their findings highlight the growing preference for ephemeral content, which resonates with the generation's fast-paced and interactive media consumption habits.

Prior research on the impact of media on habits.

Numerous studies, such as the ones conducted by Olejniczak (2022), Sayyed and Gupta (2020), and Owusu Acheaw (2016), have provided valuable insights into the impact of social media on the preferences and decision-making of Generation Z and other younger demographics. These studies indicate a noticeable transition from traditional reading habits to a growing preference for digital content. Liu (2022) delves into the challenges linked to distractions, highlighting the importance of gaining a nuanced comprehension of how media influences reading habits and content preferences.

METHODOLOGY

Research Design:

Conducting a descriptive analysis using secondary data from peer-reviewed journals, industry reports, and case studies.

Collecting Data:

Literature Selection: Identifying relevant literature through databases such as Google Scholar, with a specific focus on Generation Z, short-form content, and media habits. Extracting objectives, methodology, findings, and conclusions from each source is an essential step in the process.

Ensuring Ethical Considerations:

Maintaining academic integrity by diligently citing and acknowledging all sources.

Approach to Data Analysis:

Conducting a thorough examination of the literature to uncover patterns, recurring themes, and valuable insights pertaining to the consumption habits of Generation Z when it comes to reels and short videos.

Gaining insights into Generation Z:

Their unique characteristics and media consumption habits.

This new generation, born between the mid 1990s and early 2010s, is renowned for their strong affinity to technological advancements. With their impressive adaptability and ability to multitask, they have been greatly influenced by the rapid progress in technology. With a focus on high performance and satisfaction, the way they consume media sets them apart from previous generations. Their familiarity with the internet and their approach to digital media engagement is truly unique (Fadhilah & Aruan, 2023; Alruthaya, Nguyen & Lokuge, 2021; Marjerison & Gan, 2020).

Media Preferences and Trends:

Generation Z gravitates towards consuming media that is engaging and of high quality, with a particular preference for videos and reels. They seek content that provides satisfaction and aligns with their digital payment preferences (Fadhilah & Aruan, 2023). Platform business models heavily influence their decisions between free and paid content (Khan & Haneef, 2023). Their preferences are guided by factors such as content type and scope (Thomas & Kureshi, 2017).

It is worth mentioning that there is a correlation between increased social media use and a decline in reading habits (Owusu-Acheaw, 2016). This suggests that people tend to prefer content that provides instant gratification and interactivity. Today's generation has a strong preference for media that seamlessly blends entertainment, social interaction, information, and self-expression. They gravitate towards content that is easily consumed and enjoyed.

RESULTS AND DISCUSSION

The Impact of Technology on Their Way of Life:

Technology has a profound impact on the lifestyle of Generation Z, shaping their learning, social interactions, and community involvement. Their ability to effortlessly incorporate digital content and seamlessly integrate technology into their daily routines showcases the significant impact it has on shaping their personal growth and communication habits. Today's generation seamlessly integrates their online and offline experiences, leveraging technology to enhance their educational involvement and navigate social media platforms (Bharadwaj, 2023; Lumban Gaol & Hutasoit, 2021; Herawati, Rizal & Amita, 2022).

Overview of Reels and Short Videos:

Platforms such as YouTube Shorts and Instagram Reels have become essential elements of the digital media landscape for Generation Z. These

platforms effectively cater to their desire for captivating content. These formats' popularity suggests a trend towards content that not only entertains but also informs and connects people. Generation Z has a strong preference for engaging content that can be easily consumed, which is in line with their digital lifestyle. This trend exemplifies the shifts in media consumption patterns, as evidenced by the research conducted by Wang, Gu, and Wang in 2019, as well as the findings presented by Hong in 2022.

Exploring Reels and Short Form Content:

In the ever-evolving media landscape, the rise of reels and short form content has captured the attention of Generation Z. Social media platforms such as Instagram Reels, YouTube, and TikTok have revolutionised content consumption, providing us with engaging and concise videos. These platforms utilise algorithms to provide content that fosters a feeling of immediate satisfaction and active involvement. These platforms are popular because they offer visually engaging content that caters to the fast-paced and multitasking lifestyle of Generation Z (Qin, Omar & Musetti 2022; Hong, 2022).

Platforms Utilised:

Social media platforms such as Instagram, YouTube, and TikTok have emerged as powerful tools for capturing the attention of Generation Z viewers. These platforms have seamlessly integrated into their digital lives, offering spaces for creativity, socialisation, and information exchange. With a focus on user generated content, along with the incorporation of music and visual effects, the platform offers a seamless integration of various elements. These platforms align seamlessly with the preferences of Generation Z, as evidenced by studies conducted by Wang et al. (2019) and Herawati et al. (2022).

Features and Characteristics of 4F.

Reels and short videos are known for their concise nature, captivating content, and their knack for actively involving viewers. These platforms excel in their user interfaces, offering a wide range of customisable options and seamlessly integrating AI driven suggestions. These characteristics come together to create a user experience that is specifically designed to cater to the preferences of Generation Z. This idea is backed by research conducted by Yana & Putri (2021) and Chen (2020).

Exploring the Reading Habits of Generation Z

Generation Z's reading habits are shifting towards digital formats due to the ease and convenience of e-reading. Just like a management consultant, it's clear that this generation prioritises digital platforms for their convenience and immediate access to a wide range of information, even though traditional reading still holds its own value. Research is currently being conducted to examine the effects of screen-based reading on comprehension and cognitive engagement. This topic has been explored by Mushtaq, Soroya, and Mahmood (2020) as well as Bresó-Grancha, Jorques-Infante, and Moret-Tatay (2022). This shift reflects a larger change in how people consume information, which requires educational and library services to adapt and meet these evolving needs (Bana, 2020). In today's fast-paced digital age, the reading preferences of Generation Z are shaped by various factors, including technological

advancements and the widespread use of digital devices. While there are concerns about their ability to concentrate and comprehend deeply, studies have shown that these factors have a significant impact on their reading habits (Mushtaq et al., 2020; Bresó-Grancha et al., 2022). Reels and videos have become increasingly popular, impacting attention spans and engagement with traditional reading materials. This suggests a change in expectations and reading behaviours, as observed by Yana and Putri (2021) and Hong (2022).

Exploring the Listening Habits of Generation Z

Generation Z's listening preferences are shaped by their experiences with various platforms and their approach to digital payment methods. They have a strong preference for digital payment platforms that offer easily accessible, entertaining, and high-quality content. In addition, the frequent use of media indicates a preference for shorter, more easily consumed audio content, possibly at the cost of longer formats.

Examining Music Consumption Trends:

In addition, the listening habits of Generation Z are influenced by various distractions and their tendency to multitask, as emphasised in a study on reading conducted by Liu. Various factors influence how this demographic interacts with podcasts and other forms of content, especially when they choose to consume them alongside or instead of videos. Khan and Haneef (2023) have delved into the economic models of media platforms, shedding light on how content, including podcasts, is made accessible and consumed on platforms that are popular among Generation Z. The acceptance of education and digital learning indirectly impacts the listening preferences and engagement of Generation Z with audio content. Audio content, such as podcasts or music, greatly influences their listening habits. In addition, the increase in screen time during the COVID-19 lockdown, as highlighted by Vasani and Yoganandan (2023), may have an effect on the appeal of podcasts and other forms of content as alternatives.

Exploring the Relationship between Multitasking and Attention Span:

Generation Z's reading habits are shaped by their diverse engagement with media. This emphasises the connection between multitasking behaviours, attention spans, and cognitive processing. The preference for platforms that offer short form content among demographics raises questions about its broader impact on academic performance and cognitive abilities. It reflects their inclination towards quick and engaging material.

Effective Strategies for Multitasking:

Generation Z is renowned for their ability to effortlessly juggle various activities, particularly when it comes to engaging with multiple digital platforms simultaneously. This behaviour is deeply ingrained in their lifestyle, reflecting their inclination towards multitasking as a means to maximise efficiency and convenience. The efficiency and convenience highlighted in payment tools, as discussed by Fadhillah and Aruan (2023), demonstrate the way this generation engages with media. They appreciate content that is concise and engaging, catering to their busy and multitasking lifestyle.

Attention Span in the Digital Era: In today's fast-paced digital world, our ability to focus and concentrate has become increasingly challenging. With the constant influx of information and distractions, it can be difficult to maintain a sustained attention span. However, by implementing effective strategies and techniques, we can overcome these obstacles and improve our ability to stay focused in the digital era.

Media engagement, such as reels and short videos, has a significant impact on the attention span of Generation Z. This demographic tends to have shorter attention spans and a strong preference for engaging content. There is a clear indication of the influence of media on shaping consumer behaviour, particularly in terms of the preference for visually engaging content on platforms like Instagram and TikTok (May & Elder 2021).

Impacts on Cognitive Processing:

Engaging in media multitasking can have a significant impact on cognitive processes, potentially resulting in decreased efficiency in more complex tasks. These challenges in concentration and information processing can have an impact on how Generation Z interacts with reels and short videos. According to Liu (2022), their ability to focus and process information across media formats may be affected.

Considering the Social and Cultural Implications:

Generation Z's communication, social interactions, and self-expression are heavily influenced by the media they consume. A recent study by Kaitlyn E. May and Anastasia D. Elder in 2021 highlights the significant impact of digital media on their communication styles.

Exploring Communication Styles and Their Impact on Language and Expression:

Generation Z has a strong inclination towards concise and visually captivating content, which they often find on platforms such as Instagram and TikTok. It has been noted that there has been a shift in communication style towards a preference for concise and captivating forms of expression (May & Elder 2021).

In addition, the way Generation Z communicates and expresses themselves is heavily influenced by the content they consume on various platforms. It is evident that their communications are heavily influenced by internet slang, emojis, and hashtags (May & Elder 2021).

Social Media as a Cultural Influencer:

According to Owusu Acheaw (2016), it is clear that media has had a significant impact on culture, as seen in the decline of students' reading habits and the influence of digital platforms on societal norms. Language and communication styles have been greatly influenced, with internet slang, emojis, and hashtags becoming the dominant forms of expression in conversations (May & Elder 2021). In Lius' (2022) research, valuable insights are provided into the impact of digital distractions and multitasking behaviours on the formation of norms, especially among Generation Z. This generation, heavily influenced by reels and short videos, is found to be particularly susceptible to these influences.

Assessing the effects on education:

Reels and short videos have become increasingly important in education as they align with the preferences and learning styles of Generation Z. Platforms like Instagram have proven to be successful in engaging users, indicating that incorporating educational content that is both captivating and tailored to their desire for individuality holds great promise (Narsimha, Moovendhan & Manoharan 2021).

On the other hand, the impact of media and the tendency of students to multitask can potentially hinder educational outcomes. Although it offers opportunities for learning, these behaviours can also distract students' attention. Impede their capacity to fully immerse themselves in the material. Addressing Generation Z's multitasking tendencies is crucial for enhancing learning outcomes in today's era (Thomas & Kureshi 2017).

Exploring the Potential of Short Videos in Education:

Integrating videos into education has been shown to be highly effective, as highlighted by the research conducted by Arrambide Leal, Lara Prieto, & García García (2021). This approach resonates well with the learning preferences of Generation Z, who are known for their affinity towards media and technology. Short videos have proven to be a valuable tool in educational settings. Media utilisation is enhanced. Facilitates the delivery of intricate information in a more accessible manner, proving especially beneficial in disciplines like engineering and physics (Syah et al. 2020; Zhu et al., 2022).

Understanding How Individuals Prefer to Learn:

Generation Z students have a clear inclination towards visually captivating content, as seen through the immense popularity of platforms like TikTok (Omar & Wang 2020). Research has shown that short videos are more engaging and effective than traditional lecture methods. Short videos are a great fit for Generation Z's multitasking abilities and short attention spans, making them more open to learning through this format.

Exploring the Challenges and Opportunities:

Adapting to the shift from traditional to technology-driven education poses challenges for educators, who must now create high-quality digital content.

On the other hand, integrating videos into education also opens up new possibilities. It facilitates the utilisation of instructional techniques that boost student involvement and create a more enjoyable and relatable learning experience for Generation Z (Manghiuc & Petrescu 2020).

Impact on Creativity and Expression:

Short videos do not align with the learning preferences of Generation Z. However, they do have the potential to nurture their creativity and self-expression in educational environments. The format fosters student engagement with the content, encouraging a creative approach that enhances understanding and cultivates innovative thinking (Shi et al. 2023). The impact on creativity becomes especially apparent in the flipped classroom approach, as students actively put into practice the concepts they have learned from videos during class activities (Alvarado et al., 2020).

Trends in User-Driven Content:

Platforms like TikTok have sparked a massive surge in user-generated content, particularly among Generation Z. This shift towards self-media and short videos has had a profound impact on the values and perspectives of young individuals, as noted by Guo (2023). It represents a departure from traditional forms of media consumption, embracing a more interactive and visual approach. Despite concerns raised by Lin et al. (2023) regarding addiction, these platforms continue to play a crucial role in enabling Generation Z to express themselves and build communities.

Impact on Self Expression:

Short videos have a significant influence on Generation Z when it comes to personal expression and the development of their identity. In their study, Montag et al. (2021) highlight the impact of platforms such as TikTok on adolescents' identity formation, emphasising the role of entertainment and self-expression. Research conducted by Wang Linlin et al. (2023) and Zhang Da-yong & Su Zhan (2022) reveals that these platforms effectively fulfil social needs and are influenced by users' psychological factors. These findings emphasise the intricate impact of short videos on the engagement and personal development of Generation Z.

An Analysis of Emotional Reactions to Short Videos

Generation Z actively participates in short video platforms such as TikTok and Douyin. These platforms engage users with their captivating features, humour, and first-person perspectives, creating a heightened sense of immersion and entertainment. Short videos have a strong appeal to Generation Z due to the immediate emotional connection they form. The brevity of these videos is what makes them so appealing. Appealing to the preferences of Generation Z, who are drawn to fast-paced and visually captivating content. There is a clear correlation between digital media and traditional reading or listening materials (Wang, 2020c).

Feeling Anxious about Not Being Included

Concerns about being left out contribute to Generation Z's active involvement with video platforms. These platforms act as central hubs for popular content and viral challenges, ensuring that Generation Z can stay connected and informed. Generation Z is highly motivated to stay up-to-date with the latest trends and cultural phenomena, which is why they prefer consuming short videos that provide immediate and current content. This trend indicates a change in media consumption preferences towards content that is more applicable and pertinent (Adrian & Sahrani 2021).

Factors to Keep in Mind Regarding Mental Health

Research suggests that there are health concerns related to the excessive use and addiction to short video apps among Generation Z. Studies have found a link between the extensive use of these platforms and negative mental health outcomes, such as anxiety related to social interaction and feelings of social isolation. This indicates that while video platforms offer engagement and entertainment, they may also have effects on mental health, particularly for Generation Z users who consume these platforms extensively. To understand

Generation Z's media consumption, it is important to examine the characteristics of these applications and their impact on behaviour and mental health (Zhang et al., 2019).

Anticipated Progress

Generation Z's media consumption and reading habits have been significantly shaped by the advancements in short video content. According to Sun (2022), the incorporation of Augmented Reality (AR) and Virtual Reality (VR) in these formats suggests a shift in media consumption preferences among Generation Z. It appears that these immersive experiences will play a significant role in the future.

Implications for Future Research and Educational Practices

Research into the value and potential distractions associated with short form video content is urgently needed. In Bharadwajs (2023) study, the need for research on the effectiveness of education is emphasised, shedding light on the lack of knowledge regarding the impact of short form video content on the learning experiences and outcomes of Generation Z. Just as digital media becomes more prevalent, it's crucial to understand its impact and devise effective strategies to leverage the power of short videos while minimising distractions.

Exploring the Latest Advancements in Technology and Platforms

Studies conducted by Meyer, Speakman, and Garud (2016), as well as Pentina and Tarafdar (2014), have shed light on the significant changes in Generation Z's media consumption. These changes are primarily driven by the emergence of new technologies and platforms, such as Facebook, Youtube, TikTok, and Instagram Reels, which have become increasingly popular among this demographic. These platforms are perfectly aligned with the preferences of Gen Z, who crave fast-paced and visually captivating content. With the emergence of VR and AR technologies, it's clear that we're heading towards a future where media experiences will become even more immersive. This trend perfectly caters to the preferences of Generation Z, who are known for their love of interactive content (Kralj, Mamula Nikolić, & Vukašinović, 2023).

Understanding the Changing Ways in Which People Consume Content

It's fascinating to observe how Generation Z is changing the way they consume content, placing a strong focus on interactivity and visual engagement. According to a study conducted by Sharma and Gautam (2023), there is a growing preference for platforms and social media compared to traditional forms of media. Their inclination is also evident in their preference for video content, which offers them a dynamic and personalised media experience. According to Saulite (2022), there has been a noticeable change in the preferences of Generation Z, moving away from passive consumption. This generation now looks for content that not only provides information but also actively involves them, catering to their fast-paced lifestyle.

Implications for the Media Industry

The media industry needs to adjust to the preferences of Generation Z, who are looking for content that provides performance, enjoyment, and satisfaction. Insights from Fadhilah and Aruan (2023) highlight the significance of customising media formats and platforms to match the distinct consumption

habits of this demographic. Adapting to the ever-changing demands of Generation Z, the industry must focus on developing concise and visually captivating content that is tailored for digital platforms. Understanding the importance of audience segmentation is crucial for effectively engaging Generation Z, as emphasised by Saulite et al. (2022).

CONCLUSIONS AND RECOMMENDATIONS

Here are the Main Findings

There has been a significant change in the reading and listening habits of Generation Z, as research confirms a shift towards digital media. This change is primarily driven by their increased engagement with reels and short videos. Just as a management consultant would advise, it is important to recognise the shift in reading habits from traditional to digital audio consumption. This change highlights the necessity for educational and content creation strategies that cater to Generation Z's desire for convenience.

Just like a management consultant, it is important to recognise the significant impact of technology on the media habits of Generation Z. Their adaptability to digital formats and preference for engaging content highlight the transformative influence of digital platforms.

Examining the impact of media on cognitive and social dynamics reveals a fascinating blend of entertainment and information. This unique combination has the power to shape attention spans and foster social connectivity and self-expression. It is evident that digital media has a profound influence on the mental and social constructs of Generation Z.

Short-form video content on platforms has a significant impact on impulsive buying behaviours and information intake. These platforms offer a sense of urgency and visual appeal that greatly improve decision-making processes, highlighting the significant influence of digital media consumption on purchasing behaviours.

In summary, the study on Generation Z's interaction with reels and short videos highlights a significant change in how they consume media, highlighting the increasing impact of digital and short-form content. Understanding the distinct preferences of this demographic emphasises the importance of creating customised content and educational strategies that cater to their natural affinity for digital platforms. Just as Generation Z progresses through the digital age, their consumption habits offer valuable insights for educators, marketers, and content creators to successfully engage with this audience. Understanding and adjusting to these trends is crucial for creating media and educational offerings that meet the expectations and lifestyle of Generation Z.

FURTHER STUDY

This research still has limitations, so it is necessary to carry out further research related to the topic Exploring the Influence of Reels and Short Videos on the Reading and Listening Habits of Generation Z in order to perfect this research and increase insight for readers.

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