

How Short-form Videos are Changing Entertainment and News Consumption

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Everyone seeks information and that too in less time, this was made possible by introducing the concept of short-form video formats across YouTube in September 2020 and on Instagram around August in the same year, that delivered content effectively which reduced the time of a 10 min video to just 1 min or say 60 seconds. Now audiences can consume a lot of content across all social media platforms, later this concept was introduced in news sections also which centred only one aim, and that was to keep users on the platform for longer periods and engage them by showing variety of media contents.

But as we know everything that becomes part of our lives has some good and bad qualities in it, short-form video also has its own merit and demerits which we will discuss later in this article but before that we will understand how short-form video became popular, also how's it impacting our mental health , the issue of authenticity in this format , we will also discuss about how news contents have changed in giving information through this process and at last how short contents are going to shape future in this digital world.

Why is Short-form video Popular?:- Shorts have become popular because of numerous reasons such as advanced technology, change in consumer behaviours, short attention span, etc.

Here are some reason that are listed below:

- 1) Mobile usage: Smartphones have reached almost everywhere, which marks a huge consumption of media contents on the go, like when someone is waiting for bus, train etc. they simply start scrolling through reels, shorts because it has been seen that it's ideal for quick viewings even when you are busy.
- 2) Enough availability of contents: Nowadays viewers want quick and easily digestible content which best suits especially in short videos, viewers can get all these with number of digital content across one or more platforms.
- 3) Next up we have creativity and innovation: Viewers wait only on that particular video which they find more innovative, full of suspense and creative also. For this, creators need to record and edit video in an attractive way so as to engage and entertain their audience.
- 4) Cheap Production:- The best example for stating why short-form videos are popular is its cheap production. After this concept of delivering contents in 60 seconds, recording anything has become very easy. Comparing this to the long-form video where production costs expensive tools. But creating a small size content it requires only a smartphone, an editing app and a good internet connection.
- 5) Diverse content: Suppose someone is a content creator and makes long-form videos, there he/she is bounded by limited topics which they decide and deliver among there viewers, more or less they create 1 or 2 videos in one week or 5 video's in a month's but on the other hand a short videos creator just need 15 or 60 seconds to tell his information, now this short video creator can easily make 10+ videos in week and 20+ in a month making a diverse range of content on different topics making it sure that audience are engaged for longer periods.

Let's see what are its merits and demerits

Merit's:

- 1)** Quickly viewed and shared along : Viewing a video that is short and contains useful information is likely to go viral by sharing it many times and being a 1 minute or 60 second video it's easy to re-watch a particular part if someone misses out anything important that may help them.

For example:- Suppose someone wants to bake a delicious chocolate cake, for this he/she reaches to YouTube and there finds a video that elaborates the whole baking process in a 10 min video, which they avoid to watch, scrolls down and finds that the same process is explained in a 1 min videos and that too with very easy steps, also if someone misses out any part they can go back and re-watch it, so everyone will prefer watching this and also share in their family group so that everyone can bake it.

- 2)** Quick engagement: Short-form video content is likely to be more engaging than that of long hour videos, shorts grabs viewers attention quickly by delivering information on viewers interest, also it allows them to like, comment, and share the video which makes a higher chance for the audience to engage.

For example:- Someone is watching a travel vlog

there he/she doesn't find any engaging things which can be shared among their friends so that they can plan a trip. On the other hand a video of making maggie is being watched, where it includes like, share, comment option also it's visually appealing nature makes it more engaging than previous one.

- 3)** Relevance: Short videos are focused on a single concept which makes it easy to convey a message. Also viewers wait on that particular video which they find more relevant according to their interest.

Let's take an example to better understand this:- a video giving information about the weather forecast, the viewer finds it relevant and

watch till end to gain all important information about the upcoming weather, like when it's going to rain, what are the preventive measures they should take etc. On the other hand a video showing a cartoon and that might not be relevant to some viewer as a result they will skip the video and look around for such videos that are related to them.

- 4) Ideal for less time and more information: Short-form video made a great entry by doing two things, first saving people's time and second giving more and more information based on their interest. Also they have more knowledge about the happenings and viral things in the ongoing world.

For example:- in a video that talks about upcoming JEE Mains exams in that particular video information is very concise and up to the mark that saves time, also it guides the viewer to start their preparations ok time.

- 5) Mobile-Friendly: Short-videos are best suited for mobile phones. Be it anyone, all of us have access to smart phones in which it's very comfortable to watch short-form videos, also if someone wants to watch a short video he or she will not open their TV, Tabs, Laptops, etc. also mobile phones are easy to carry, even when you are travelling or doing anything important you can watch these anywhere anytime.

Now let's talk about some of its demerits:-

- 1) Addiction of Short-form video: When these short- videos were introduced no one thought that one day large population will start investing their important time in just scrolling through Instagram reels, YouTube shorts etc. Some of the reports say that an average person watch 50+ short videos daily. The Economic Times report says that YouTube shorts have gained immense popularity that almost 96% of the population is addicted to watching short-form videos on a regular basis.
- 2) Fails in creating long lasting connection: Many of us would have noticed that while watching these short time based contents, people are not able to connect with a particular video for longer periods.

For example:- Someone is watching a motivational video so as to motivate him/herself but after few seconds a sad video comes on their feed which brings the whole motivation to an end leading that person again demotivated. These results in mood swing problems , becoming irritated even on small issues , which slowly impacts their mental health.

Note:- these mental health issues can slowly lead to short time memory loss.

- 3)** Lower retention rates: Short span videos tend to have less retention rates , because a 60 seconds video can't hold viewers attention for too long until and unless the video is Informative, innovative and creative so that the audience can take something with them when they scroll up. Also misinformation, bad video quality leads to less retention rates.
- 4)** Authenticity: Videos that contain sensitive information such as foreign issues, economic updates, political happenings, etc. have high chances of being fake especially in short-form videos formats that are viewed and shared easily. For example: suppose someone plans to visit Kullu Manali on vacation but before going there you searched about the current weather conditions, you found that the video misleads you by giving wrong updates that the weather is too bad and you should avoid going there. Here one single misinformation leads to cancel your plan.
- 5)** Loss of Context: Loss of context generally happens in long-form video which is also known as click bet. But in short-form video this is termed as loss of context, because when you are watching a video the creator starts playing with your mind they creates suspense of something and when the video comes to an end you can't find anything related to that topic and it also miss guides you from the real knowledge.

Till now we have discussed what short-form video content is, why it's so popular, about its merits and demerits. Now it's time to talk about how it is changed entertainment and news consumption.

Here's one thing everyone should know, when these short -form content were introduced their main aim was to entertain its audience in a short time by making changes in consumption habits, storytelling, boosting the engagement, maintaining the authenticity, etc. factors.

- 1) New way of Storytelling: Short-form video allows creative and innovative ideas for telling something such as from viral challenge to current trending things to product reviews in a very short and concise way making it visually appealing.

Also some content creators post behind the scenes clips of their long form videos because audiences are liking it.

- 2) Increased engagement: The gradual shift from 10 minute video to just 60 seconds videos gave a rapid boost in engaging audience, also during the advent of short-form content everyone was amazed to see that the same information is available in a 60 seconds video, so no one wanted to watch a 10 minute video. Also some renowned platforms like Mojo, Instagram reels, YouTube shorts acted as a cherry on top of the cake in increasing engagement rates.
- 3) Versatility in contents: Previously only 3 to 5 long videos were published in 1 month but after short- form video came in the market, with that versatility in contents also came, covering different topics and making 10+ videos in 1 month.

However there are negative impacts also like:

- 1) Echo Chamber: Short form platforms are creating an echo chamber, which leads to limited exposure into diverse worlds, which potentially contribute to spreading misinformation.
- 2) High Expectations: Audience, especially younger generation, prefer short and engaging content, however news organisations have taken a step ahead in adapting to this short form video content. Also in this digital age this shift reflects broader aspects towards immediate and concise

information, but with increase in demand there are higher chances of spreading fake and unrealistic information in the market.

- 3)** Traditional journalism has also faced problems after short contents gained viewer's eye. The democratism news dissemination, which allows independent creators and smaller news channels to compete with big organizations. But this battle sometimes leads to over-simplification of complex issues that may spread misinformation. Though many news channels have managed to adapt short form video content, they need to keep some things while publishing short content like maintaining accuracy and context of information and also being accurate with data.

Having discussed thoroughly on each topic, let us not forget that short-form video content is the upcoming future of this fast-paced environment where every second is treated like a diamond.