



Cluster  
Innovation  
Centre  
University of Delhi

## ENGAGING WITH SOCIAL MEDIA: RAPID RISE OF SHORT- FORM CONTENT

### MENTORS:

Dr. Saleem Mir, Dr. Dorje Dawa

### AIM

To explore the growth and impact of short- form content in the digital world.

### OBJECTIVES

- To analyse the impact of the short form content in different fields (academics, information spreading, body image, attention span etc.) and to explore the popularity of various genres through qualitative methods
- Examine the factors that affect the success of short- form content
- Investigate the factors that contribute to the popularity and proliferation of short- form content
- To analyse metrics such as shares, comments, likes, views to measure the success of each piece of content.

### ABSTRACT

This project report delves into the multifaceted impact of social media platforms and short form content on various aspects of society. In recent years, the rapid expansion of short form content has reshaped how individuals interact, consume information and participate in social discourse. Social media platforms like Facebook, Instagram, twitter and TikTok have revolutionised communication by enabling real time connectivity and information sharing. We conducted an online questionnaire survey to collect data on the influence and effectiveness of social media and short form content. To analyse the results we find the concern of social media on attention span, mental health, consuming information and academics. Through its qualitative approach and quantitative approach this report provides the relevance of short form content on social media in today's world.

### RESEARCH METHODOLOGY

- Purposive Sampling: We have chosen this method to ensure that our sample includes a diverse range of respondents who actively engage with short-form content across various platforms. This method allows us to gather insights from individuals who are more likely to have relevant experiences and opinions about short-form content.
- Convenience Sampling: Participants within each stratum are selected based on their accessibility and willingness to participate, considering practical constraints and the need for timely data collection.

### FINDINGS AND OUTCOMES

1. The project findings align with the literature review, offering valuable insights into the impact of short-form content across various fields such as-
  - Academics
  - Information spreading
  - Body image
  - Attention span
2. The study explores the popularity of different genres using qualitative methods. Quantitative data reveals usage patterns and preferred genres- People mainly use short-form content for entertainment purposes, including:
  - Watching funny videos
  - Memes
  - Celebrity gossip
3. Secondary data in the study examines factors affecting the success of short-form content:
 

“History and rise of short-form content on social media platforms”
4. Analysis highlights factors contributing to the popularity of short-form content:
  - Most respondents believe it delivers content better than long-form content.
  - Provides educational, entertainment, lifestyle content, etc.
5. Data shows most respondents have a neutral stance on using metrics (shares, comments, likes, views) to measure content success.
6. Findings conclude and align with the research objectives.

### SEMESTER- LONG PROJECT TEAM MEMBERS:

Ajay Kumar Samantaray | Anshika Bhadauria |  
Barbie Soni | Gurkirat Kaur | Jahanvi Verma |  
Ratan Priya Jha | Ria Chawla | Mohammad Reeza |  
Sankalp Tyagi | Shivangi Gupta | Sneha Kumari |  
Soni Kumari | Tenzin Choedon

