The Impact of Short-Form Videos on the Learning Habits and Social Interactions of High School Students

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The growing popularity of short-form videos has put forth the need to understand the impacts of these types of media on different groups of audiences. Within the existing literature, most studies investigate the application of short-form videos in education, yet, only a few evaluate the negative impacts of short-form videos on the study habits and social interactions of high school students. There has yet to be a study that addresses all following issues: (1) The factors of short-form video consumption, (2) The impacts of short-form videos on study habits and social interactions, and (3) The study focuses on high school students. This study presents five hypotheses depicted in a research model to demonstrate the relations among the independent variables (factors of short-form videos) and the dependent variables (learning habits and social interactions of students). Data were collected through a questionnaire, with 1431 students selected via convenience sampling, with the schools selected based on preset criteria. Qualitative analysis, including descriptive and inferential statistical methods, was used for hypothesis testing. The results confirmed that short-form videos have negative impacts on study habits and social interactions, the regression equations can provide suggestions for strategy to adjust the factors to reduce the said impacts.

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