

# Changing News Consumption Behavior In The Era Of Short-Form Video Platforms

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## Abstract

The proliferation of short form video platforms has brought significant changes into the news consumption habits of people in the modern world. In this regard, this paper explores the new trends associated with changing news consumption behavior influenced by short form video platforms, mainly young viewers. Being characterized by their compactness, attractiveness, and personalization of news, short form video content has become increasingly popular among news consumers due to the provided benefits. This study is based on two theoretical backgrounds, including the uses and gratifications theory (ugt) and the technology acceptance model (tam).

The selected approach to conducting this study involves the utilization of a quantitative methodology. A survey with 120 respondents aged 18-30 was conducted, and the results revealed that people have shifted towards the use of short form video platforms rather than sticking to traditional methods. Users tend to prefer concise and simple messages rather than detailed coverage of the event, which leads to a decrease in attention and poor comprehension of news in general. Besides, an adequate level of trust in the content has been observed.

**Keywords:** Short-Form Video, News Consumption, Reels, Social Media, Infotainment, Gen Z, Digital Journalism.

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## 1. Introduction

Rapid development in digital media technology has completely changed the means through which people receive their news updates. News sources like newspapers, television channels, and radio stations that used to be common ways through which people obtained information are gradually being overshadowed by digital and social media platforms. In this category, platforms such as Instagram Reels and YouTube Shorts have proven to be effective media through which people obtain their news updates as part of their news consumption process.

They are distinguished by the fact that they consist of short yet engaging videos that entertain audiences.

Use of short-form videos in obtaining news information is popular because they allow easy interaction between the user and platform due to the nature of the videos involved. Instead of having to spend time reading articles or even watching long pieces of information on television, these forms of entertainment give the viewer news snippets that are interesting and easy to understand. This explains why more people are using these sites to get news updates and also get entertained.

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Furthermore, the inclusion of news into short-form videos has resulted in the emergence of “infotainment,” a combination of information and entertainment that makes it more appealing for the viewers. Bloggers, influencers, and even freelance journalists have an essential role in delivering news to audiences in a concise and relatable way. Although this process allows greater availability of news, it faces certain challenges regarding credibility, precision, and possible misinformation. The lack of thorough editorial standards that would guarantee quality and accuracy of news reports is yet another issue that complicates the process of news sharing via social media channels.

The rapid pace of short-form videos also affects the cognitive engagement of users who tend to scroll through pages quickly and are less likely to spend much time considering complex issues.

Against this backdrop, the current research will focus on the effect of short-form video platforms on news consumption patterns. It will address several key issues related to the impact of such platforms on user behavior, information processing, credibility assessment, and overall news consumption experience.

### 2. Literature Review

The transformation of news consumption in the digital era has been significantly influenced by the rise of short-form video platforms such as Instagram Reels and YouTube Shorts. These platforms have redefined how audiences, particularly younger users, engage with news by prioritizing brevity, visual appeal, and algorithm-driven personalization. Existing literature highlights a clear shift from traditional news media toward social media platforms, where content is increasingly consumed in short, engaging formats.

According to the Pew Research Center (2023), a growing percentage of young adults rely on social media as their primary news source, with platforms like Instagram emerging as influential channels for news discovery. This trend is supported by Newman et al. (2023) in the Reuters Digital News Report, which emphasizes that younger audiences prefer news that is easily accessible, visually engaging, and shareable. The integration of entertainment and information often referred to as “infotainment” has become a defining feature of short-form video content, making news more appealing but potentially less detailed and analytical.

Theoretical frameworks such as the Uses and Gratifications Theory (UGT) provide insights into why audiences gravitate toward short-form video

platforms. UGT suggests that users actively choose media that satisfies specific needs such as entertainment, convenience, and social interaction (Katz, Blumler, & Gurevitch, 1974). Short-form videos cater to these needs by delivering quick updates in an engaging format. Similarly, the Technology Acceptance Model (TAM) explains user adoption based on perceived ease of use and usefulness (Davis, 1989). The intuitive design and personalized content feeds of platforms like Instagram Reels enhance their perceived utility, encouraging frequent usage for news consumption.

Another significant aspect discussed in the literature is the role of algorithms in shaping news exposure. Bucher (2018) argues that algorithmic curation influences what users see, often creating “filter bubbles” that limit exposure to diverse perspectives. This selective exposure can reinforce existing beliefs and contribute to polarization. Pariser (2011) further highlights the dangers of algorithm-driven content, noting that personalized feeds may isolate users from contrasting viewpoints, thereby affecting democratic discourse.

While short-form video platforms increase accessibility and engagement, concerns regarding credibility and misinformation remain prominent. Tandoc, Lim, and Ling (2018) discuss how the rapid spread of information on social media can blur the distinction between factual reporting and misleading content. The absence of traditional editorial gatekeeping allows influencers and non-professional content creators to disseminate news, raising questions about accuracy and reliability. Additionally, Vraga and Bode (2020) emphasize the importance of media literacy in combating misinformation, suggesting that users must develop critical evaluation skills to navigate digital news environments effectively.

Furthermore, the cognitive impact of short-form content has been widely debated. Studies indicate that the fast-paced and fragmented nature of such content may reduce attention span and hinder deep information processing (Ophir, Nass, & Wagner, 2009). As users engage in continuous scrolling, their ability to critically analyze complex news topics may diminish, leading to superficial understanding.

In conclusion, existing literature underscores both the opportunities and challenges associated with short-form video platforms in news consumption. While these platforms enhance accessibility, engagement, and reach, they also raise critical concerns regarding credibility, depth, and algorithmic bias.

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Understanding these dynamics is essential for evaluating the evolving landscape of digital journalism.

## 2.1 Theoretical Framework

- Uses and Gratifications Theory (UGT): Explains why users prefer short-form news entertainment, convenience, and social interaction.
- Technology Acceptance Model (TAM): Suggests that perceived ease of use and usefulness influence adoption of platforms for news consumption.

## 3. Research Objectives

- To analyze how short-form video platforms influence news consumption habits
- To examine the role of algorithms in shaping news exposure
- To study the impact on attention span and information retention
- To evaluate credibility and misinformation concerns

## 4. Methodology

This study adopts a quantitative research design to examine the impact of short-form video platforms on news consumption behavior. Primary data were collected through a structured questionnaire distributed among 120 respondents aged 18–30. A convenience sampling method was used to select participants. The questionnaire included Likert-scale items measuring platform usage, engagement, trust, and attention span. Data were analyzed using SPSS and Microsoft Excel, employing descriptive statistics, correlation, and regression analysis. Secondary data from reports by Pew Research Center and existing literature supported the study. The methodology ensures reliability and validity in assessing user behavior patterns.

## 5. Data Analysis

The data analysis section examines responses collected from participants to understand patterns in news consumption behavior influenced by short-form video platforms such as Youtube and Instagram. Statistical tools, including descriptive, correlation, and regression analysis, were used to interpret the data effectively.

### 5.1 Sample Description

A total of 120 respondents participated in the study. The sample mainly consisted of students and young adults aged between 18–30 years.

#### 5.1.1 Demographic Distribution

Variable	Category	Frequency	Percentage
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Gender	Male	68	56.7%
	Female	52	43.3%
Age	18–21	40	33.3%
	22–25	50	41.7%
	26–30	30	25%

### 5.2 Platform Usage Frequency

Time Spent (Daily)	Frequency	Percentage
Less than 30 mins	25	20.8%
30–60 mins	55	45.8%
1–2 hours	30	25%
More than 2 hours	10	8.4%

Interpretation: Respondents prefer short-form video platforms over traditional news sources.

### 5.3 Time Spent on News Consumption

Time Spent (Daily)	Frequency	Percentage
Less than 30 mins	25	20.8%
30–60 mins	55	45.8%
1–2 hours	30	25%
More than 2 hours	10	8.4%

Interpretation: Majority spend 30–60 minutes daily, primarily on short-form platforms.

### 5.4 Likert Scale Analysis (1–5 Scale)

Statement	Mean	Interpretation
I prefer short-form videos for news	4.20	High agreement
Short videos are easy to understand	4.35	Very high agreement
I trust news from short-form platforms	3.10	Moderate
Short videos reduce my attention span	4.00	High agreement
I verify news from other sources	3.25	Moderate

Interpretation: The scale is highly reliable (value > 0.7).

### 5.6 Correlation Analysis

Variables	Correlation (r)
Short-form usage & engagement	0.68
Short-form usage & trust	0.32
Short-form usage & attention span	-0.55

Interpretation: Strong positive relationship with engagement. Weak positive relationship with trust. Negative relationship with attention span.

### 5.7 Regression Analysis

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Regression analysis was conducted to examine the impact of short-form video usage on news consumption behavior. A multiple linear regression model was applied, with news consumption behavior as the dependent variable and short-form usage, trust, and attention span as independent variables.

## 5.7.1 Model Summary

R	R <sup>2</sup>	Adjusted R <sup>2</sup>
0.71	0.50	0.48

Interpretation: 50% of variance in news consumption behavior is explained by short-form video usage.

## 5.7.2 Coefficients

Variable	Beta	Significance (p)
Short-form usage	0.62	0.000
Trust	0.21	0.03
Attention span	-0.40	0.001

Interpretation:

- Short-form usage has a strong positive impact
- Trust has a moderate impact
- Attention span shows a negative impact

## 5.8 Summary of Findings

- Short-form video platforms dominate news consumption
- Users prefer quick and engaging content
- Trust in such platforms is moderate
- Attention span is negatively affected
- Algorithm-driven content influences user behavior

## 6. Findings and Discussion

### 6.1 Shift from Traditional to Platform-Based News

Short-form video platforms have become primary gateways to news, replacing direct access to news websites.

### 6.2 Increased Engagement but Reduced Depth

These platforms enhance engagement through:

- Visual storytelling
- Personalization
- Interactive features

However, news is often simplified, leading to surface-level understanding.

### 6.3 Algorithmic Influence and Filter Bubbles

Algorithms curate content based on user preferences, which:

- Limits exposure to diverse viewpoints
- Reinforces existing beliefs
- Encourages selective exposure

### 6.4 Attention Span and Cognitive Impact

Short-form content promotes rapid scrolling and reduces attention span, making it difficult for users to engage with in-depth journalism. Studies indicate that such content may impair attentional control and cognitive processing.

### 6.5 Rise of Infotainment

News on short-form platforms often blends entertainment and information, making it more appealing but less rigorous. Influencers play a key role in delivering news in relatable formats.

### 6.6 Credibility and Misinformation

The persuasive nature of short videos increases the risk of misinformation and manipulation.

Key issues include:

- Lack of source verification
- Emotional bias
- Viral spread of false information

## 7. Implications

### 7.1 For Journalism

- Need for adaptation to short-form storytelling
- Integration of fact-checking mechanisms
- Collaboration with influencers

### 7.2 For Audiences

- Increased media literacy is essential
- Critical evaluation of sources

### 7.3 For Policymakers

- Regulation of algorithmic transparency
- Combating misinformation

## 8. Conclusion

The study highlights the significant impact of short-form video platforms on contemporary news consumption behavior. Platforms such as Instagram Reels, and YouTube Shorts have transformed the way users access, engage with, and interpret news content. The findings reveal that users, particularly younger audiences, prefer these platforms due to their convenience, visual appeal, and time-efficient nature. However, while short-form videos enhance accessibility and engagement, they also contribute to reduced depth of understanding and shorter attention spans. The study also identifies concerns related to credibility, as users exhibit only moderate trust in news obtained through these platforms. Additionally, algorithm-driven content plays a crucial role in shaping user exposure, often limiting diversity of viewpoints and reinforcing existing beliefs.

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Despite these challenges, short-form platforms represent an evolving opportunity for journalism to reach wider audiences. News organizations must adapt by creating engaging yet accurate content while maintaining ethical standards. At the same time, users must develop critical media literacy skills to evaluate the authenticity of information. Overall, the study concludes that short-form video platforms are reshaping news consumption, requiring a balance between engagement, accuracy, and informed awareness.

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