Examining the Focus Time of Male and Female Young Adults Watching Instagram Reels
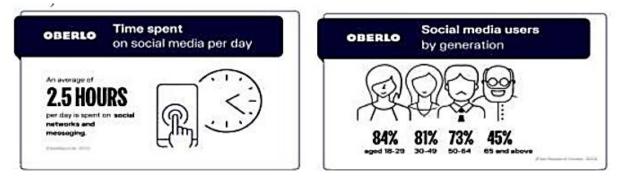
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Abstract: Humans have progressed in terms of their ability to communicate with one another as a result of the advent of the internet, the proliferation of social media, and the development of fashionable features in social media applications. Instagram is a popular example of this kind of social media app, and its recent addition of a feature called "Reels" is indicative of the app's widespread appeal. According to research, the typical social media user takes in 74 GB of data every day, much more than the human brain can handle. Social media users tend to skim for long periods of time, leading to information overload. The question arises as to whether or not these reels are a means of loading more data. This study aims to determine whether or not Instagram Reels shorten the attention span of young adult males and females. Fifty-one Bangalore youths participated in the study.

Key words: Spirituality, gratitude, demographic variables, students.

Introduction

Humans are an extremely sophisticated social species that operates in a very sophisticated setting. We talk to one another so that we can have social interactions; in the past, we could only share information with a small group of people, but now, thanks to social media sites like Twitter, Facebook, Instagram, and countless others, we can reach people all over the world. They're used to keep in contact with friends and family members. Modern marketing strategies include the usage of social media. These platforms excel in keeping their consumers interested. Figure 1 shows the average amount of time spent on social media per user, while Figure 2 shows the proportion of users broken down by age..

On an average, in 2021 social media users were five times as much information as in 1986, with 73% of Americans reporting feeling overwhelmed by it. According to research (Hein, Sabine; Andreas Keil, 2017), the typical social media user consumes 74 GB of data per day, which is more than the human brain can handle. The human brain has adapted physiologically to the internet and new technologies, yet these changes are having negative effects on people's ability to focus. The American Psychological Association defines attention span as "the amount of time an individual can pay attention to a single thought, object, or event." We are able to maintain our concentration

on the activity at hand by using attentional abilities that allow us to selectively ignore distractions. Our attention span has dropped from 12 seconds to 8 seconds in only 15 years, according to scientists, making it even less than a gold fish's. It can only focus for 9 seconds at a time..

According to Statista, "the current number of smartphone users in the world today is 6.648 billion, and this means 83.72% of the world's population owns a smartphone" (Turner, n.d.). Our capacity to focus on important details and ignore distractions has been hampered by the proliferation of electronic devices. Either we go from one app to another or mindlessly scan through our social media feeds. We trained our brains to skim rather than read everything. Instagram Reels are one of the latest social media trends that aims to boost the platform's user base and keep its audience interested for longer.Instagram Reels was introduced in Brazil in 2020 and has since been rolled out to 50 other countries.

Instagram took off with the help of reels, and by the end of the first quarter of 2019, it had surpassed Apple's iOS as the most popular app overall. Reels has quickly risen to the top of the short-form video app rankings, with an average worldwide watching duration per session of 53 minutes. Influencer Marketing Hub data shows that reels were successful. You can utilize Instagram's Reels feature to create 15-second long amusing multi-clip films with in-app editing tools, then share the final product with anybody on Instagram.

Theories of Attention Span

Donald postulates the existence of a sensory buffer, a place in which all incoming sensory inputs are temporarily stored. Selected sensory input filters incoming stimuli based on their attributes, and the filtered output is re-stored in the sensory buffer. On the other hand, 'Treisman's Attenuation Theory' argues that the brain does not completely ignore unattended sensory data but rather reduces the processing strength of this information. Deutsch and Deutsch came to the conclusion in 1963 that the meaning of both attended and unattended sensory information is analyzed and filtered.

Statement of the problem

The growth of social media in the internet age has brought with it the practice of multitasking, which has both positive and negative aspects. Shortening one's attention span and making frequent switches between tasks has physiological effects on the brain over time. A person's level of focus determines how well they execute the work. A person's social and professional life will suffer if they are not careful, and this will cause them grief. In order to keep up with the latest trending Instagram reels, users will spend hours quickly scrolling around the app, jumping from one video to the next within 30 seconds. The influence of these fashionable films on consumers' attention spans is becoming an increasing source of worry.

Need for the study

This research will provide fresh light on the impact of Instagram reels on viewers' ability to focus. The focus of this research is on how Instagram highlight reels affect the attention span of young people. This study will help researchers learn how Instagram reels impact the attention spans of young adults of both sexes. In addition, this study's findings will influence future investigations on the effects of Instagram reels on the attention spans of men and women.This investigation was so conducted.

Review of Literature

One must pay close attention in class if they want to succeed. The influence of social media on education is a hotly debated topic, with studies splitting down the middle. Some scholars dispute the claim that using social media may improve grades. There was a study done to see whether there was a correlation between how much time people spend on OSNs (online social networks) and

other important characteristics like focus and organizational abilities. The analysis's findings point to a negative effect of OSN use on academic performance and show that students have the capability to utilize OSN for academic reasons but do not want to or are not motivated to do so. It has been shown that (Paul Aliyas Jomon, 2012). Another study employed a self-administered questionnaire and chi-square analysis to investigate if, how, and why students' usage of social media affects their academic performance. The research's authors found that despite students spending a lot of time on social media, they are still able to find the time to study and meet their other objectives. Specifically, (El-Badawy A. Tarek, 2015). The influence on students' education is clear: the corona epidemic forced the closure of schools and universities. The administration of schools and universities has agreed to implement online education. In 2020, a study was conducted to determine whether or not 1) online learning affected students' attention spans and 2) online learning affected students' motivation. The researchers were unable to locate a paper on these topics, but with the help of a sample of 253 college students from various institutions and a Google form, they were able to draw some conclusions, including the following: In contrast to these studies, others have shown a negative and statistically significant correlation between students' excessive use of social media and their academic performance. 360 students were selected at random using a stratified random selection technique for this cross-sectional study (Azizi Mohsen Seyyed, 2019).Imagine you have examinations and need to study or review your course material, but you can't seem to get rid of the distracting ideas that keep popping into your head. The authors of a review paper that attempted to synthesize the literature on the effects of social media on mental health concluded that a proper awareness movement should be organized to understand the impact that social media has on the mental health of today's youth and that there should be more research conducted on the topic. The traumatizing effects of online harassment, bullying, and other forms of abuse during formative years may last a lifetime. This article is based on research by Bashir Hilal (2017). Using data from a sample of 2 lakh episodes of online video lectures, this work contributes significantly to quantitative empirical research. the study looked into how long an online video lecture can be before viewers lose interest, and how long an online video lecture can be before viewers lose interest again, with the latter finding indicating that lectures longer than 15 minutes had a negative impact on viewers' attention levels even before the introduction of interactive elements.(Nitza, Geri. 2017)..The levels of the neurotransmitter oxytocin, involved in social bonding, are also known to vary with social media (SM) use. Paul Zack, a neuroeconomist, reported a 13.2% increase in oxytocin levels in the blood of his subjects after 10 minutes of tweeting (Penneberg, 2010). Oxytocin release has been linked to a decrease in both adrenocorticotropic hormone (ACTH) and cortisol levels in the blood, respectively. Electrophysiological recording was used in a comprehensive study (Froemke et al., 2017) of oxytocin's brain mechanism, which revealed that a rise in oxytocin is accompanied by a release of GABA. Therefore, there is an increase in neural inhibition and a short-term reduction in synaptic transmission. It is thought that long-term potentiation in the auditory cortex is enabled by a decrease in activity during this inhibition. Therefore, it is obvious that consuming SMs has a neuroplasticity effect, as shown by the fact that they modify the release of neurotransmitters like dopamine and oxytocin.

Procedure for Data Collection

Scholars were requested to complete a survey through Google forms, after having been briefed on the study's goals and promised that their responses would be kept anonymous. After gaining their approval, they were given instructions and given the opportunity to ask questions. Those who volunteered to take part in the research received thorough instructions. The representative gave the students as much information as they needed, and they gathered 51 samples. The purpose of this

research was to examine how Instagram highlights affect the life expectancy of Bangalore's young people aged 20 to 28..

RESULTS AND INTERPRETATION

Descriptive Statistic

Table 1, (shows the mean, standard deviation, standard error mean, t value, df value, significance value of attention span on male and female)

	Gender	N	Mean	Standard Deviation	Standard Error	t	df	P- value
Attention span	Male	20	75.95	12.680	2.835	.783	42.418	.438
	Female	31	73.03	13.442	2.414			

Table 1 shows that men have a longer average attention span of 75.95 seconds compared to women's 73.03 seconds. This demonstrates that the attention spans of men and women are about equal. With a male standard deviation of 12.670 and a female standard deviation of 13.442, we see that there is not a great deal of variation around the mean. Average male and female standard deviations are 2.835 and 2.414, respectively. Independent sample t test was used for further study to determine the importance of the attention span in male and female. There is no statistical significance in the one-tail test, as shown by Levene's test for equality of variance. Therefore, we do not assume an equal variance and take it into account. There is no statistically significant difference in male and female attention spans at the 0.05 level, as measured by the 't' score of.783, the 'df' score of 42.418, and the significance p-value of.438.

Conclusion

The purpose of this study was to determine whether or not Instagram reels had a greater impact on male or female attention span. Examining male vs female attention spans. Fifty-one people in their twenties and twenties-and-up were randomly selected to serve as a sample. A Google form was used to gather demographic information and the MARs scale score, which measures attention span, from male and female participants. There are a total of 22 questions that make up the MARS scale, each of which may be answered on a 5-point scale ranging from "definitely true" to "definitely false." This research set out to evaluate the differences in attention span across sexes. The research shows that males and females have similar attention spans.

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