

Saving the Generations to Come from the Short Videos

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An abundance of problems can result from excessive screen time, especially when short videos on social media platforms are viewed. These problems include diminished social skills, anxiousness, and tension, as well as a shorter attention span. To protect our youth from the potential negative consequences of excessive short video viewing, we can encourage outdoor activities, face-to-face interaction, the development of critical thinking skills in interpreting media messages, the establishment of parental controls, and the imposition of time limits on screen usage. For the betterment of future generations, it is critical that educators, parents, legislators, and technology corporations collaborate to educate and empower individuals to make informed decisions regarding their media consumption habits.

Keywords: Short Videos; Addiction; Mental Health; Interventions; Future Generations

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IN THIS digital era, short videos have become a popular form of communication and entertainment. As social media platforms such as TikTok, Instagram Reels, and YouTube proliferate, individuals can now produce and distribute short videos to a global audience with greater ease than ever before. Although these videos may provide amusement and captivate viewers, they also possess the capacity to engender adverse consequences for future generations.

Concerning mental health, the influence of short videos is among the most urgent issues. Especially among young people, the portrayal of unattainable ideals of attractiveness, success, and happiness in numerous short videos can induce feelings of inadequacy and low self-esteem (1, 2). Constant comparison to the apparently perfect lives of others as depicted in these videos

can contribute to the emergence of mental health issues among younger generations and induce feelings of depression and anxiety.

Physical health can also be adversely affected by short videos, in addition to worries regarding mental health (3). In pursuit of likes and views on their videos, numerous young people are participating in perilous and detrimental activities due to the proliferation of viral challenges and trends. These videos may promote perilous activities such as extreme dieting and exercise regimens, perilous feats, and pranks, all of which have the potential to result in severe repercussions for the individuals who attempt them (4).

Also, short videos may facilitate the dissemination of false information and misinformation (5). Due to the fact that anyone

can create and distribute videos on the Internet, distinguishing between fact and fiction can be challenging. This may result in the dissemination of detrimental misinformation, rumors, and conspiracy theories, which may have far-reaching effects on society as a whole.

An additional concern regarding short videos is that they may desensitize viewers to graphic and violent material (6, 7). A considerable number of widely viewed videos contain explicit material, including sexual violence and other violent content that may cause distress and damage to viewers, particularly young people. Desensitization occurs when individuals become desensitized to the effects of violence and are unable to empathize with those who are suffering as a result of exposure to such material.

As well capable of perpetuating detrimental stereotypes and discriminatory attitudes are short videos (8). As a form of humor, numerous videos rely on platitudes and stereotypes, which can reinforce negative beliefs and attitudes toward marginalized groups. This phenomenon has the potential to sustain prejudice and discrimination within society, as well as to profoundly influence how individuals perceive and engage with one

another in the future.

Additionally, short videos have the potential to foster a culture that values superficiality and immediate gratification (9). As a result of their preoccupation with likes, views, and followers, people place external validation and popularity above genuine connections and relationships. These emotions may result in individuals experiencing loneliness, isolation, and emptiness, as they prioritize seeking validation from strangers on the internet over cultivating authentic connections with their social circle.

In short, although short videos may provide amusement and captivation, they also possess the capacity to engender adverse consequences for future generations. Short videos can have far-reaching effects on society as a whole, from their effects on mental and physical health to their role in disseminating false information and fostering detrimental stereotypes. Protecting future generations from the detrimental effects of short videos requires individuals to be cognizant of the online content they produce and consume, and to place an emphasis on authenticity, empathy, and critical thinking. We can strive to establish a more secure and constructive digital milieu for all individuals by advocating for digital literacy and wise conduct on the web. ■

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