Short-form Video Sharing Platform - A Curse for Teenagers of the New Generation?

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Abstract

With the widespread use and availability of smartphones and the internet, the social networking platforms gained huge popularity among the young generation. The rural teens are no exception in this case, along with the urban teens. Recently, many short-form video sharing platforms, such as TikTok, Facebook reels, Instagram, and YouTube Shorts, have gained massive popularity among these young users. But overutilization of these platforms can form an addiction. In this paper, we analyze and compare the level of addiction to short-form video sharing platforms in the light of gambling disorder, which is an established threat, between urban and rural teens. We conducted the survey on two different groups of participants for our study and found that the impacts of short-form video sharing applications on youth in urban and rural areas were not the same. We also sought to investigate a little bit the academic performance of these teenagers, who were dependent on short-form video apps, and found that the situation in urban areas was marginally improved. The results show that 43.12% of the rural teens are addicted to the platforms, while in the case of urban teens, the rate is 32.17%. The reasons behind the higher rate of addiction in rural teens may include a lack of entertainment sources, sudden easy access to online services, etc. More research should be conducted in this field, and we believe that our findings will be useful for any future research on adolescents and short video sharing platforms as a whole.

Keywords: Addiction, Gender, Rural, Survey, Urban