

Introduction

- The rise of short video applications (SVAs) in the digital media landscape has had a significant impact on the cognitive processes and attention spans of Generation Z users.
- Our lit review looks at the effects of SVAs on digital learning and attentional shifts, specifically examining the relationship between SVAs and the cognitive behavior of Generation Z.
- Our research aims to uncover the nuances of digital learning and explore how these changes affect the overall learning experience, taking into account the unique preferences and characteristics of Generation Z in their digital interactions.

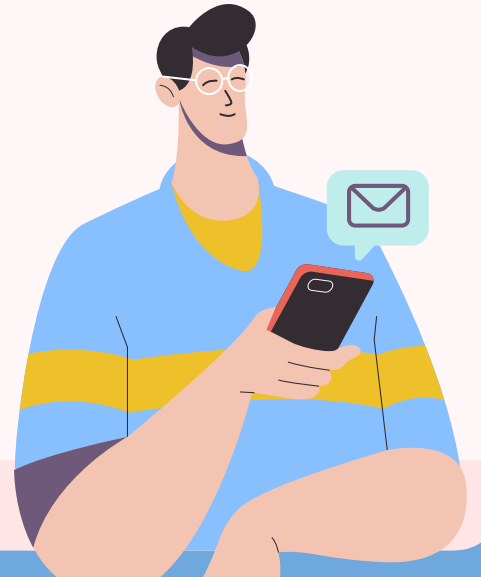




Background

Our literature review will revolve around three main themes:

1. Explore the impact of SVA on cognitive functions and attention spans.
2. Delve into Gen Z's preference for multi-modal learning.
3. Examine the role of user-generated content in promoting social learning and community building.








Theme: 01

Cognitive and Attentional Shift in Obsessive SVA Users

Theme 1: Cognitive and Attentional Shift

Key Takeaways:

- Short video applications (SVA), like Tik Tok, can negatively impact Generation Z, specifically influencing cognitive functioning and attention, prospective memory, and academic delay of gratification
- Social media use and media consumption patterns in Gen Z contribute to a cognitive and attentional shift within the generation

 Aspect #1	 Aspect #2	 Aspect #3
Ubiquity of smartphones & affordance of social media	Media Consumption Patterns of Generation Z	Impact of SVA on Generation Z

Aspect #1: Ubiquity of smartphones & affordance of social media



- Technology is integral to Gen Z, they have never experienced a world without smartphones, social media, and the internet
- Social Media offers many features that allows users to perform certain behaviors





Aspect #2: Media Consumption Patterns of Generation Z

- 80% + of Gen Z users are actively involved in producing, interacting, and consuming photos and videos on social media through smartphones
- 50% of Gen Z spends more than nine hours daily on smartphones



Aspect #3: Impact of SVA on Generation Z



- Media consumption patterns of Gen Z, social media, and smartphone may negatively alter cognitive and attentive patterns
- Obsessive SVA users tend to have worse sleeping patterns and academic performance







Theme: 02

Gen Z and Multimodal learning Preferences

Theme 2: Gen Z and Multimodal learning Preferences

Key Takeaways:

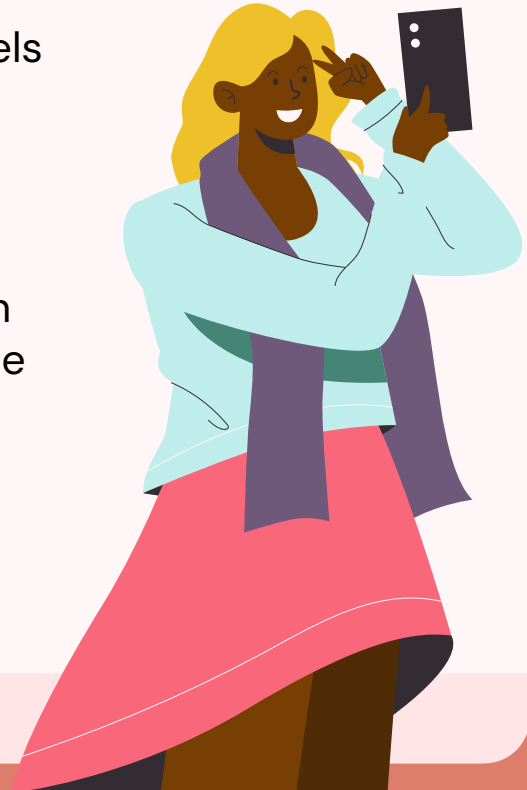
- Generation Z favors hands-on, multimodal learning, summarizing swiftly using emojis and concise language. They leverage social media platforms like TikTok, Instagram, and YouTube for learning and digital references
- They prefer digital educational materials for their accessibility across devices, promoting collaboration, idea-sharing, and rapid learning within the generation

 Aspect #1	 Aspect #2
Digital literacy and informal learning for creative expression	Utilization and interaction with digital assets

Aspect #1: Digital literacy and informal learning for creative expression



- Gen Z leverages platforms like TikTok and Instagram Reels beyond entertainment, fostering digital literacy and creative expression
- Daily engagement involves storytelling, mastering video editing, and decoding audience preferences, forming an organic crash course in digital literacy within their online routines.



Aspect #2: Utilization and interaction with digital assets



- Gen Z's reading habits highlight extensive use of digital libraries, but accessing these resources poses a knowledge gap. Many non-users cite a lack of understanding about accessing digital library resources
- Contrary to assumptions, Gen Z's actively engaged in reading. They acquire an average of one ebook, one audiobook, and two print books monthly, evenly spread across formats and subscriptions





Theme: 03



UGC for Social Learning & Community Building



Theme 1: User-Generated Content for Social Learning and Community Building

Key Takeaways:

- For Gen Z, SVA platforms contribute to the promotion of interactive educational content and social awareness
- SVAs create an environment for social learning and community building

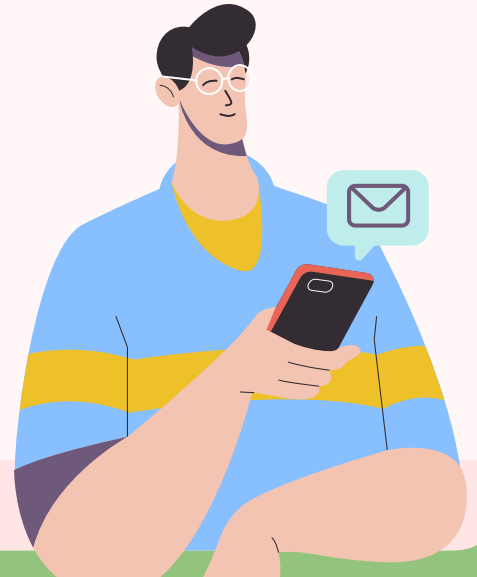
 Aspect #1	 Aspect #2
Education and social learning	Social awareness and consciousness



Aspect #1: Education and social learning



- User-generated content (UGC) on platforms like Tik Tok and YouTube is popular among Gen Z and is a powerful tool for promoting education and fostering social learning
- A positive aspect of SVA in enriching the online learning experience of Generation Z



Aspect #2: Social awareness and consciousness



- Short video platforms, including TikTok, play a pivotal role in fostering communities, activism, and discussions within Generation Z
- Gen Z's social consciousness drives a preference for purpose-driven content on SVAs
 - spaces for addressing societal issues
 - amplifying movements like #BlackLivesMatter





Research Questions



Motivation for Research:



- Outliers in theme 1's paper
- Studies are done in different locations
 - Cultural differences
 - Studies seem to provide contradictory findings
- What are they watching and how may this contribute to academic performance?





Research Question:

Our investigation aims to explore the cultural and behavioral differences between academically successful and struggling Generation Z students who frequently use short video applications (SVA).

Specifically, we seek to understand the various purposes for which they use SVAs.





Methodology



Recruitment Process:

1. Goals:

- Recruit 120 Gen Z students
 - Ongoing recruitment
 - Diversity in participants
 - Race, gender, class, age
- 50/50 split on academically excelling students and academically struggling students

2. Participant Criteria:

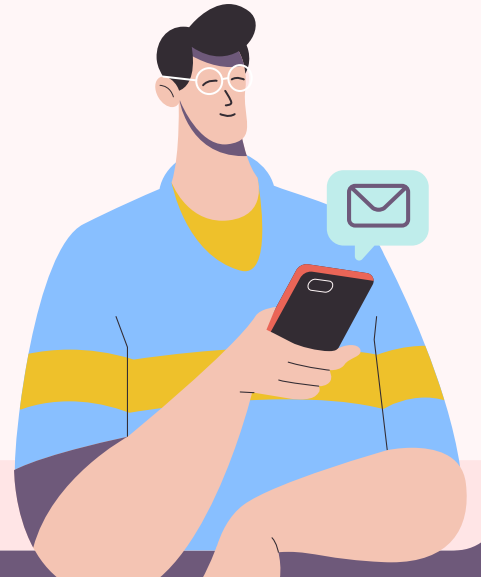
- Generation Z students with a high level of SVA usage (3 hours + a day)
- U.S. students
- Academic excelling: 3.5 + GPA
- Academic struggling: 2.5 - GPA below average



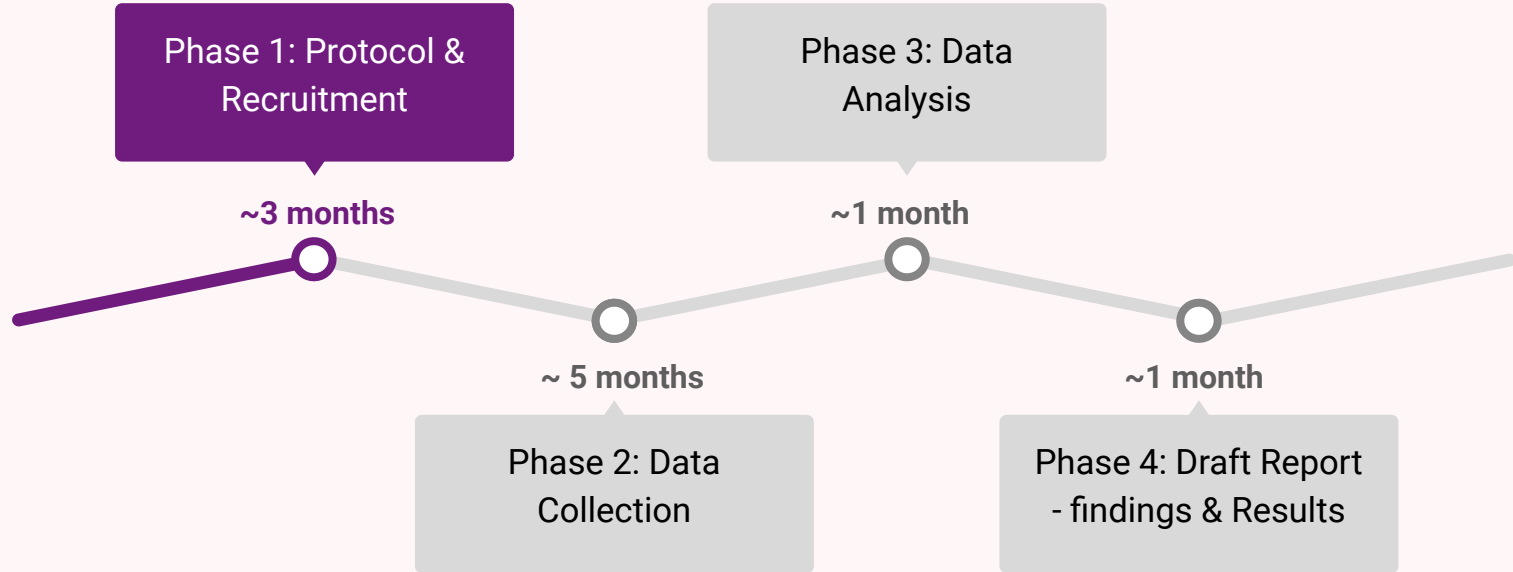
Recruitment process:

3. Participant Incentive:
 - Observational study:
 - a. \$100 for two weeks; \$200 for a month
 - b. Course Credit
 - Semi - structured Interview: \$25

4. Recruitment Marketing:
 - Working directly with Schools and Colleges
 - Social Media Ads
 - IG, TikTok, YouTube, Snapchat



Project Roadmap



Recruitment Screening Survey Design:

- Self-administered questionnaire to gather demographic information
 - a. academic performance
 - b. SVA usage
 - c. race, gender, class, age

In the questionnaire:

- Define the study and key terms
- Explain benefits and design of study
 - a. The responsibilities of the participants
 - b. The incentives



1) Qualitative Research: Observational Study



- Utilize a screen recording tools to monitor participant behavior with SVAs
- Utilize app usage trackers to record the duration of SVA usage

Goal:

- Explore what kind of content and SVA participants are engaging with the most
 - a. time of day consumption and patterns
 - b. (e.g., entertainment, educational content, social interaction)



2) Qualitative Research: Semi –Structured interviews



After observational study:

- Target a subset of participants to gain qualitative insights into their cultural perceptions of SVAs and academic behaviors
 - a. Select a representative sample of participants reflecting participant recruitment criteria
 - b. 50/50 split between two research groups
- Understand participants' attitudes and cultural beliefs towards the impact of SVAs on their academic performance
- Get insight on their mental and social well being
- Over zoom: 30 minutes each



What we hope to find in the results:

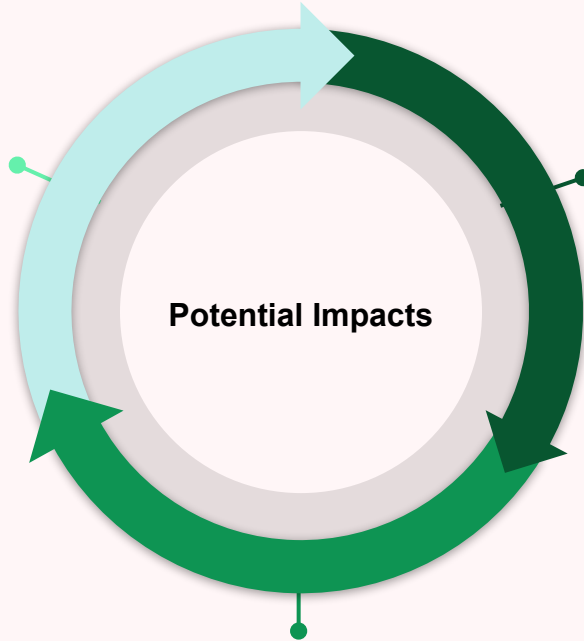


- Patterns and trends in the SVA content that the two research groups most engage with
 - Looking at educational content, social justice, entertainment, social interaction etc.
- Identifying trends in time of day, participants most engage with SVA
 - Day vs night usage
- Exploring if class, race, gender, age contribute to the results of the study
- How SVA educational content is consumed and delivered

Impact:

Enhancing Digital Literacy

- Educators and Curriculum Designers
- Generation Z and Alpha
- Parents



Digital Social Dynamics

- Tech Developers & designers + researchers
- Content Creators

Global Educational Systems

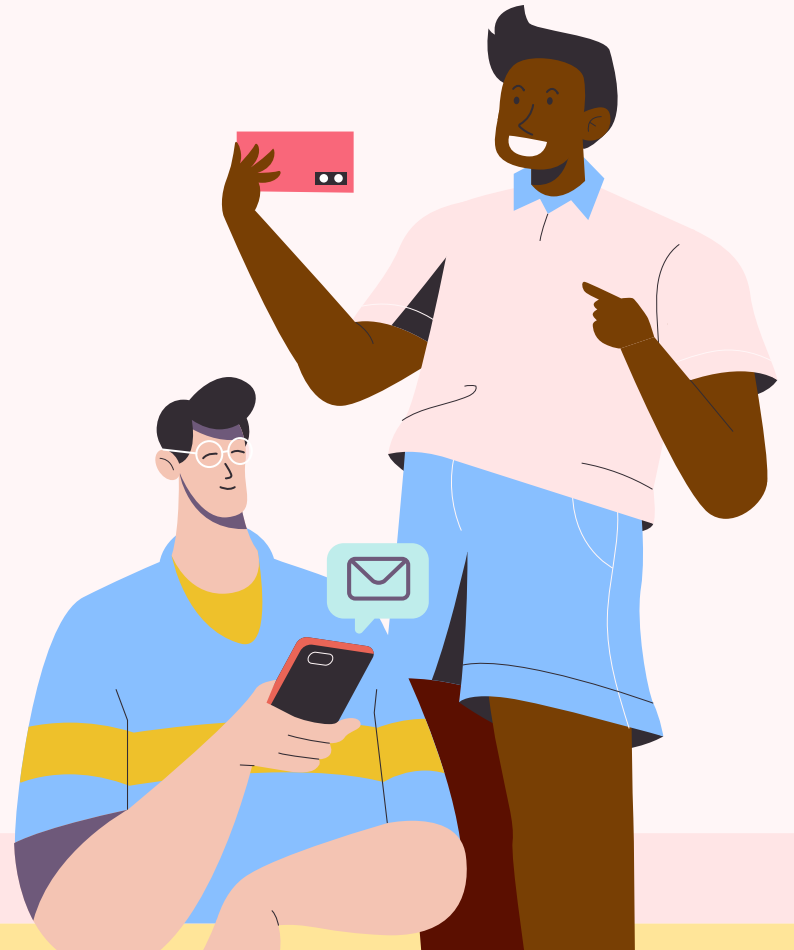
- Policy Makers in Education

Limitations:

01	Methodology	<ul style="list-style-type: none">• Observational Study may make students feel nervous thus not being their authentic selves
02	Recruitment Process	<ul style="list-style-type: none">• May be hard to recruit students• Students may worry about their privacy and data
03	Resource Constraints	<ul style="list-style-type: none">• Funding• Time• Access to technology
04	Research Scope	<ul style="list-style-type: none">• Participant Commitment and adaptability• Study may be too broad since Gen Z ranges in age, grade, etc.

THANKS!

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon** and infographics & images by **Freepik**



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