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Ramification of Short Video Applications on Lifestyle of University Students

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ABSTRACT

Short Video mobile applications have been appeared on the internet in last five years and mostly gained attraction in the realm of social networking and sharing. This form of media particularly have become a source of fascination and attraction for teenagers and young adults all around the world, their popularity in a kind of short time literally shows that these applications have fairly strong impact on the lifestyle of the youth. This study is qualitative in nature and population of this study is university students of Gujranwala. Close handed Survey was conducted for data collection and purposive sampling method was used to investigate user motivations and interactions. The study result shows that Students have an impact in their daily life. Students were changed in their sleeping behavior, way of thinking, and lifestyle after using short video apps. The study concluded with that short video apps impact the individually or society in (positive and negative) both sides.

| **Keywords:** | Lifestyle, Short Video Apps, Snack Video, Social Media, TikTok, University Students |

Introduction

Our daily lives have become excessively reliant on social media. As an increasing number of people use social media platforms to make a living, the presence of influencers has grown inexorably tied to the risk of non-capable fame for the informal sector. Like other online media platforms, Short Video Making apps attract a significant number of influencers, and the 15-second video style attracts "image machines." "Image machines" are influencers who makes money off of views, likes, comments, and offers. The lack of guidelines has an impact on clients who are at an age when they are influenced by local patterns, and as the local area has spread from a neighborhood to a worldwide scale, the potential of negative outcomes hasgrown as well. When youngsters lose interest in considers, they "flaunt" on programs like Short Video Making apps, according to the case. This case can be regarded as a retread of generation's worries about immature behavior and teamwork. Over time, the older generations have adversely pressured and tracked down the greatest strategy for social collaboration, but Short Video Making apps has become a major issue, with adults and adults misusing the stage.

More professional users look for sexual favors from youngsters, approached and brought the great majority of them in closer during talks with potential customers. Despite the fact that Short Video Making apps patterns are a little indistinct, it appears that the younger generation has established into an expressional framework, whereas the older generation struggles to distinguish between harmless play and sexual salutation. The study is significant to analyze the ramification of short video making apps of lifestyle of university students in Gujranwala. Also, this study helps to investigate the user emotions and interaction in using of short video making apps.

Rule, Regulation and Laws

The Short Video Making apps official website has a section called "Community Principles" that provides a set of standards that communicate the platforms shared ideals and define a common code of conduct.

The proposals address ten topics, each with a full description to aid in the identification of harmful or inappropriate user behavior:

1. Threatening individuals and groups

2. Illegal actions and items that are regulated

3. Suicide, self-harm, and risky activities

4. Violent and graphic content.

5. Intimidation

6. Bullying and harassment

7. Adult nudity is number seven

8. Minor security concerns

9. Authenticity and integrity

Short Video Making apps included guidelines at the bottom of the page for people who came across dubious content to report it.The limitations show Short Video Making apps efforts to portray itself as a "safe" platform in order to reduce legal assaults and attract new users.

Terms and Definitions

Short music video: refers to a song app with content that is vertical to the music and is timed in seconds. Most of it is based on mobile intelligent terminals for rapid shooting and editing, as well as publishing to social media.

This typeof apps is a music-creative short video creating social media platform aimed primarily at today's youth's 15-second music short video community. By selecting the music interface, users of the app can choose music of their own choice.

A company's decision to follow product qualities and mix in order to address a certain market need is known to as product positioning.

The target audience is mentioned, as well as the product's basic features and marketing strategy. Information diversity: This pertains to the original content on Short Video Making apps. Because there are so many different types of content to give viewers, it can be divided into the following categories:

1. Teaching: this involves instructing users in dance, cooking, and other life skills.

2. Entertainment: this essentially provides users with an entertaining short music video.

3. Promotion: this includes shared some major opinion leaders and celebrities endorse a product, such as cosmetics.

Literature Review

Their main purpose is to deliver knowledge, establish a productive center, and present and motivate individuals, and this attitude benefits them in their product development strategy. Loren Gray, the LaBrant family, Baby Ariel, Kristen Hancher, Cameron Dallas, Gil Croes, Jayden Croes, Savannah Soutas, Liza Koshy, and Mackenzie Ziegler are just a handful of the YouTube users who have built profitable businesses and, more importantly, YouTube accounts. These top ten influencers have amassed millions of followers and have the potential to make millions of dollars as more businesses seek out influencers on this platform. Apart from other well-known and popular media apps, Short Video Making apps are gaining popularity. As a result, Byte Dance is fast advancing and growing in popularity (Jaffar et al., 2020). The two main components of Short Video Making apps economic model, which is identical to that of other media apps, are users and advertisers. Short Video Making apps make money from advertisements and app sales made by its customers. The most key point to remember is that users do not pay to download and use this software; instead, Short Video Making apps make money off of the information you submit (The economic times, 2019). According to the latest statistics, there are 500 million monthly active Short Video Making apps users worldwide.

According is to Hermanda et al., (2019), the business concept is the same. The way Short Video Making apps software is structured another advantage in achieving its unexpectedly great recognition. The second advantage is that this application creates a video in 15 seconds, which is advantageous to viewers because it fits into their fast-paced lifestyle, making Short Video Making apps stand out from the competition. Short Video Making apps distinctive design is a benefit to the product, and it will help it grow and thrive.

Short Video Making apps was the first short clip software to make use of advanced analytics. They used big data analysis to learn about their customers' tastes so that they could recommend a wide range of content from which they could choose (Hou, 2018). Short Video Making apps can prove to be efficacious in the sphere of education as well, where teachers can utilize the program in the classroom to show an idea or an example that is simple for pupils to understand (Low et al., 2021).

Another way Short Video Making apps can make a difference is through donations. Short Video Making apps will contribute $2 million to charity if a user submits a video with holiday-themed augmented reality (AR) filters using the hashtag #CreateforaCause. Celebrities including Ashley Benson, Khloe Kardashian, Nick Jonas, Vanessa Hudgens, Nina Dobrev, and Serayah used this app to promote the campaign (Crouthamel et al.,2018). Short Video Making apps is a popular social networking app that allows users to exhibit their acting abilities and other talents, potentially leading to opportunities in the film business.

Overview Different Features of the App

Simsek and his colleagues focused their correspondence efforts on musical.ly, a platform that was taken over by Byte dancing in 2017 and combined with Short Video Making apps. They looked at the video content created by adolescent females based on micro celebrity motivations and wants. They also discovered that the high school young women in the study took face (appearance), status (group position), and worth (belief system) seriously inside their social networks, and delivered and preferred content based on managing and fitting face, status, and worth.

Micro celebrities or influencers in their networks have a significant influence on high school young ladies; yet, none of the young ladies regard them as role models and avoid "a lot of acclaim," decoupling "inspiration" and "yearning" in the concept of micro celebrity. Because he is a musician, his discoveries are limited, as the creator recognized. Since then, Appealhas amalgamated with Short Video Making apps, leads to a shift in the stage's ecologies. After that, I'll look at the contrasts between these two stages, as well as what tiny

celebrity influencers signify for the clients' Short Video Making appsrecord watching and making (Archer,2019).

Zhang et al. (2019) discovered that collaboration anxiety and social confinement had good impact on such video apps, while Kumar and Prabha believe that narcissism and instability will lead to excessive Short Video Making apps usage (Saint, 2019).In any event, rather than the stage's interface design, which may lead to habit, this study focuses on the kinds of personal attributes and features of Short Video Making apps using community who have little control over the platform. In this study, I'll examine at how clients' habit fears are shaped by innovation, notably user interface design. Short Video makingapps is a very well web-based video platform with over 5 million users. Many visitors simply watch or record other people's recordings. While some may think Short Video making apps is a poor app, it is, in general, a good one. Any client can receive 'the publicity,' which is gaining a large number of followers in a matter of two or three recordings, or one, if they make the right video. This is acceptable in light of the fact that it gives anyone the chance to acquire "the publicity" if they work hard for it. However, when it comes to such causes and issues, a few groups can be dismissed as soon as they receive notoriety. Dropping isn't always the greatest option because one mistake in the past could spell the end of your Short Video Making apps career. People are also rushing to expect things from this app (Kane, et al., 2018).

Things might go horribly wrong, and this could put anyone in a bad position. Something you didn't expect to see or hear could set off a chain of events that could lead to dire consequences. Many people, on the other hand, try to avoid dramatization.

On Short Video Making apps, a large number of users are required to participate in these patterns, resulting in a large number of recordings being transferred. Short Video Making apps give people the opportunity to put themselves and their opinions out there. On Short Video Making apps, I believe there is something for everyone (Kecojevic et al., 2021).

Short Video makingapps is a Smartphone application that allows users to watch and share 1minute long videos of any type. Based on the interests you specify while building your profile, a "For You" page is generated for each client. Customers can watch, comment on, and like any video they choose. You may watch the records you've chosen to follow in the "Following" stream, which the users can scroll through. You may utilize the Discover tool to look for appealing accounts and hash tags(Simon, 2017). Guardians should first discover what Short Video Making apps intend to do and discuss how to utilize it appropriately with their children.

Short Video Making apps is a web-based media app that has swept the world, with over 800 million active users, making it one of the most popular types of web-based media. When you're not familiar with Short Video Making apps, it's a Chinese-made video-sharing app for IOS and Android that was debuted in 2016. Finally, it's a different kind of internet sharing and informal conversation. The organization's main purpose is to "capture and present the world's creativity, information, and vital life minutes, directly from the cell phone," according to their website. Short Video Making apps have a huge impact on young culture and propose the following topic for discussion: What effect does daily Short Video Making apps use have on young people's capacity to concentrate (Appel et al., 2021)?

Material and Methods

The study is qualitative in nature. The survey form is used for data collection and data were analyzed. A close handed survey form was distributed among the university students who belong from Gujranwala. The sample size of this study is 300. The survey form was conducted to analyze the ramification of short video making apps in university students of Gujranwala. The survey is created by using Google survey form app and distributed among the people. The purposive sampling was used for data collection.

Results and Discussion

Short video making apps such as TikTok, Snack video, YouTube short videos or other platforms are now in trending. Almost everyone uses this type of media for the entertainment purpose. But it has some effect on daily life of students. The study is attempted to understand the impact of short video making apps in the daily life of university students in Gujranwala.

Table 1
Demographic Table

S.No	University Name	No of Responses	Age				Marital Status			Sex	
			18-25 %	25-33 %	33-40 %	>40 %	Married%	Un-Married%	Divorced %	M %	F %
1	Punjab University	92	28.5	42.8	19.2	9.5	26.6	71.2	2.2	63	37
2	GIFT University	112	27.3	39.4	23.2	10.1	30.3	63.6	6.1	77	23
3	Leads University	20	51.1	26.7	12.7	9.5	53.4	40.8	5.8	45	55
4	Superior University	48	50.7	23.3	12.5	13.32	52.3	40.6	7.1	85	15
5	GC University	28	51.3	25.9	11.8	11.8	30.2	64.6	5.2	72	28

The table 1 of this study is show that 92 participants are student of Punjab University. The 28.5% respondents are 18-25, 42.8% from 25-33, 19.2% from 33-40, 9.5 from >40 of age group. Also,about their marital status, 26.6% respondents are married, 71.2% are un-married and 2.2% are divorced. Moreover, their gender is recorded as 63 of respondents are male and 37% of respondents are female.

The table also shows that 112 respondents are from GIFT University. On the other side 20 respondents from Leads University, 48 from Superior University and 28 from GC University.

The result of table 1 is also revealed that most of participant'sgender is male rather than female. Also, the finding show that most of respondents age group is 18-25 and less no of respondents are age group is >40.

Table 2
Usage of short video apps

Are you using short video making apps?	Yes	No	Somehow
	66.7%	15%	18.3%

As per table 2, 66.7% respondents are using the short video making app on daily basis. But 15% participants are saying that they are not using short video making apps, because they have no interest in these types of apps. In the other hand, 18.3% participants said that are using these types of app but not regularly.

Table 3
Most using app

Which short video making app you spend most of time?	TikTok	YouTube Short Videos	Snack Video	Other
	37.3%	23.5%	27.5%	11.8%

The result of table 3 shows that participants are using different apps as per their interest. Because some apps are uses for earning, other apps are using for popularity. So, it

depends on user interest. 37.3% respondent is using TikTok, 23.5% are using YouTube Short videos app and 27.5% are using Snack video. However, 11.8% participants are using the other short video making apps.

Table 4
Time of Usage

How much time you spend on short video making apps?	<1 hour	2-3 hour	4-6 hour	>7 hour
	20.8%	15.7%	23.5%	40%

The table 4 shows that 20.8% participants are using the short video making app less than 1 hour because of their interest. 15.7% are using the 2-3 hour per day, might be they have time or interest on these types of apps. On the other side, 23.5% respondents are using the short video making apps 4-6 hour and 40% are using >7 hours. Might be they are using for popularity or earning purpose that why they are spending the most of time or short video making app.

Table 5
Purpose of using

Which purpose you used short video making apps?	Entertaining	Earning	Spend free time	Popularity
	12.9%	10.2%	19.6%	57.3%

With the reference of table 5 result, users are using the app for different purposes. 12.9% are using for entertainment, 10.2% are using for earning and 19.6 are using for spend their time. But on the same side, 57.3% are using these types of apps for popularity purpose. Because people want to be popular in short period and some people were famous quickly through short videos. That is the reason behind most of participant using short video apps.

Table 6
Reason of using

What is the reason of using short video apps?	Quality Content	Quick Popularity	Easy Earning	Other
	17.6%	47.1%	23.6%	11.7%

The result of this study shows that people are using short video making apps for different reasons. 17.6% are using these types of apps for quality content and 23.6% are using for easy earning. Earning option is introduced by snack video first time. After this TikTok was also introduced earning method through using the app and it attracts the people. 11.7% people are using for different reason like finding videos for WhatsApp status, spent time etc. But 47.1% people are using these apps for quick popularity. It is the catchiest reason for users.

Table 7
Short video apps impact on lifestyle

	Agree	Disagree	Somehow
Do you agree with that short video apps have impact on individual life?	43.5%	21.6%	34.9%
Do you agree with that short video apps have impact on society (Culture and Norms)?	72.5%	6.7%	20.8%

Do you agree with that short video apps change your life style?	53.3%	10.1%	36.6%
Do you agree with that short video apps change your way of thinking?	69.4%	21.9%	8.7%
Do you agree with that short apps change your sleeping behavior?	60%	15.7%	24.3%

The table 7 result shows that 43.5% respondents are agree with that short video apps have an impact on individual life. 34.9% respondents said that in different way these types of app have an impact on people. But in other side 21.6% people said that these types of media are not having any impact on anyone. Because it's just an entertainment purpose use app.

On the other side, table 7 result shows that short video apps making an impact on society in various aspects. It is affected on the society culture and norms. 72.5% participants are completely agreed with the statement that short video apps are having an impact in development of society. But here 20.8% respondents are agreed with that these are having impact but in different aspects. But in the same side, 6.7% people are disagree with the statement and said these media platforms are not having any impact on society.

Also, this study result shows that short video apps have an impact in lifestyle of people. People are influenced from there and try to adopt the lifestyle same as they watched on these media platform. Even 53.3% people are agreed with that statement and, 36.6% people are agree with that they have impact on lifestyle but in somehow. But the 10.1% participants are disagreeing with that they have not any impact on lifestyle. Because they think that these type of media platforms are not influence people to change their lifestyles.

As you know media have power to influence people and help to change the way of thinking and re-building the opinions. Short video apps also the media platform and its help to change the way of thinking same as other platforms. 69.4% participants are agreed with that they help to change the way of thinking and 8.7% people are agree with that they have impact in changing the way of thinking in not all sides but in different aspects. But the same side, 21.9% participants are disagreeing with that these apps help to change the way of thinking.

The result of table 7 shows that 60% respondents are having change of sleeping behavior after start using short video apps and 24.3% people are agreed with that they have change in sleeping behavior not properly but they have changed in somehow. The researcher was study Change of sleeping behavior and they find that happened when people extremely start used of social media. But 15.7% respondents are said that these types of platforms are not caused to change the sleeping behavior. But the research finding is that a lot use of social media is cause to change the sleeping behavior of people (Butt, H. R., et al., 2021).

The finding of this study is highlighting the changing in various aspect of life of students due to short video apps. People are using the short video apps for different reasons such as some are using for quality content or quick popularity or earning or for spend of free time or entertainment or other purposes. Even people are using different apps as per their interest. But Tiktok, Snack video and YouTube short videos are famous in user. Most of them are using these short video platforms. These platforms are also the type of social media and its make impact on media same as other platforms. It can change the opinion of people or building new perception. No doubt, here user restricted to upload short video (below the 1minute duration). But in short time delivering the effectively and clear message to the audience is attract the viewers to watch short videos (Tsang, M et al., 2004).

These types of social media platforms are more effective and making an impact on individual or society. Because people can watch more information in short time and it

directly impact on human mind. Also, people try to adopt those things that they see on social media. Because they influence by social media and want to be like that. Short video apps also enhanced the way of thinking. Because users can view different videos related creativity and other videos that should base on knowledge. It changes the sleeping behavior. Because extreme use of social media has effect on mind and thoughts of people, they think about different things and it's badly impact on human mind. That cause the sleeping behavior is affected.

Conclusion

The study concluded with that "Short video mobile applications making an impact on individual or society". It effects on people same as movies and TV dramas. Because it is a form of media where visuals (videos) post by people and visuals are directly making impact on human mind. Same as movies or dramas, it's influenced people and lead to making change in daily life such as life styles. From the questionnaire of this study, 53.3% people having changed their life style through short video mobile application. Even people agree with that it's making an impact on society culture and norms. Because people adopt the cultural norms of different society after viewing it on social media or movies or TV dramas. That is the reason of Pakistani culture is influence by Indian culture. Because in Pakistan, people were watching the Indian dramas that directly effect on Pakistani culture. Short video apps are also caused to change the way of thinking. Because it's also helpful to increase the knowledge about any specific topic and also the creativity videos are useful to enhance the thinking. These types of apps also effect of sleeping behavior. Because once people start scrolling then they forget about that how much time they have spent on using these. Overall conclude with that these types of apps are helpful to develop any society but it also causes to affect the cultural values of any society.

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