



## **Are Short Reels Rewiring Student Attention?**

Summary of Haliti-Sylaj & Sadiku (2024)

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### **Academic Insights**

This study explores how short-form video consumption (e.g., reels) relates to attention span and academic performance among university students. Findings indicate a negative correlation between frequent exposure to fast-paced, short videos and sustained attention, potentially affecting academic engagement.

The study suggests that rapid, high-stimulation content may contribute to cognitive overload, making it harder for students to focus on longer tasks. However, results are based on a limited sample and self-reported data, and broader generalization should be made cautiously.

### **Apply This Now**

Design lessons with varied pacing and interactive elements to maintain attention.

### **Add This**

Teach students strategies for managing digital distractions during study time.

### **Avoid This Mistake**

Do not assume short-form media alone causes attention decline—multiple factors influence learning outcomes.

### **Keywords**

attention span, reels, social media, academic performance, cognitive load

### **Reference**

Haliti-Sylaj, T., & Sadiku, A. (2024). Impact of short reels on attention span and academic performance. *Eurasian Journal of Applied Linguistics*, 10(3), 60–68.

### **Suggested Citation**

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