

## **YOUNG ADULTS' EXPOSURE TO SHORT-FORM VIDEOS AND ITS RELATIONSHIP TO EMOTIONAL STABILITY**

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### **ABSTRACT**

Short-form videos are one of the rising trends in social media, conveniently accessible, specifically to young adults. The constant exposure of the users allows them to be subject to possible changes in their emotional stability, risking their mental health. Based on various studies, emotional stability is a crucial predictor of mental health, making it a factor to consider in this study. The study involves 110 young adult college students to determine the relationship between exposure to short-form videos and emotional stability. Mainly, females between 18 and 20 consume short-form videos using Facebook as a platform. Additionally, the students' overall exposure to short-form videos was high. However, it is notable that the respondents' time spent watching short-form videos was low but high in viewing purposes. Although overall emotional stability was high, self-awareness was relatively low. The findings indicated no significant correlation between demographic factors and short-form video exposure; however, a positive relationship between the purpose of viewing videos and emotional stability was noted, despite no correlation between the duration of exposure and emotional stability. It highlights the possible association between intentional viewing, limited duration of consumption, and emotional stability among young adults.

**Keywords:** *emotional stability, exposure, short-form videos, viewing purposes, young adults*

**SDG:** *Goal 3: Good Health and Well-being*

## INTRODUCTION

The world is subjected to various fast-approaching changes, mainly relying on the spectrum of technological advancement. Being able to experience the first-hand effect of these changes makes us reliant on what it can do to elevate life. The development and advancement in technology have significantly proven to improve the lifestyle of individuals. Almost all aspects of life have been impacted by technology. It is said that the advancement of technology is directly proportional to time. As time increases, technological advancement is growing with it as well. Due to this, society utilizes its advantage by creating and developing it to enhance and extend individuals' lifespans. Contradictory, this widespread access to popular media forces researchers to provide countless studies examining the utilization and effects of social media on users' lives and health (Begum, 2018).

As technological advancement rapidly transformed lives, the popularity of short-form videos increased, resulting in short-form video applications like TikTok to emerge. It runs under 15 minutes, featuring brief content with a distinct theme. The popularization of short-length videos has become relevant in the present era. However, it also brought substantial disadvantages and risks (Chen et al., 2022). A study of Marin et al. (2020) revealed that excessively consuming applications using the internet poses a risk to a person's mental well-being, social connections, and condition of life. It gathered pronounced attention from mass media and researchers.

Furthermore, Twenge et al. (2019) explained that these popular media create trends, which is the reason why the mental health of adolescents and young adults continues to deteriorate. Gautam et al. (2024) raised concerns about the possible adverse effect of it on the mental well-being of the subjects, gaining attention in return. Additionally, according to Sivakumar et al. (2023), continuous exposure can influence individuals in various ways. Even though trends promote awareness, knowledge, and other positive educational approaches, they can also spread negative connotations to people following them.

The Philippines youth age range is 15-30 (Republic Act No. 8044), and this period of early adulthood is at risk when it comes to mental health (Braghieri et al. (2022). This stage of life is usually an individual facing pivotal changes and choices necessary in nurturing their future. Furthermore, young adulthood is the peak period embodied by various transitions like identity development and most mental illnesses influenced by personality (Cunningham and Duffy, 2019). As the role of emotional stability in an individual's personality traits serves as a vital piece of mental well-being and human existence (Maheshwari & Gujral, 2021).

Moreover, the study of Annisty and Agustina (2020) found that the duration of time spent on social media does not impact emotional stability. It holds considerable significance for researchers, as it provides an insight into the vast possibilities regarding the interfaces of the popular media. It serves as an opportunity for the researchers to do further investigation. Annisty and Agustina (2020) also suggest incorporating new indicators to explore the topic to address the existing gap. To address the gap, the researchers considered the length of exposure and their viewing purposes to assess the level of exposure of young adults to short-form videos.

This study also aims to impart valuable insights concerning the association of short-form videos and emotional stability, laying the groundwork for succeeding studies and potential interventions in the field of guidance and counselling. In today's context, where the impact of social media keeps progressing, understanding its implications on young adults is of utmost importance.

## **METHOD**

### ***Study Design***

This study utilized a quantitative and descriptive correlational research design to determine the possible relationship between the exposure of young adults to short-form videos and their emotional stability.

### ***Study Setting***

The study was conducted at Occidental Mindoro State College- Main Campus, San Jose Occidental Mindoro. Additionally, the respondents were young adult students in the College of Arts, Sciences, and Technology, taking courses available on the Main Campus.

### ***Sample***

This study involved young adult students of Occidental Mindoro State College in the College of Arts, Sciences, and Technology in San Jose, Occidental Mindoro using purposive sampling method.

### ***Research Instrument***

A modified survey questionnaire serves as the study research instrument. The emotional stability scale questionnaire was a modified version of Al-Masri and Ma'abreh (2020), and the exposure to short-form videos questionnaire. The modified questionnaires used in the study were validated for content validity by experts in the field of research. It followed recommendations and underwent revisions to be reliable and correct.

### ***Data Collection***

The data collection process utilized a questionnaire as the primary tool. It was distributed directly to the respondents in a pen-and-paper questionnaire. Respondents were approached in a manner that prioritized their willingness to participate and ensured confidentiality. Completed questionnaires were retrieved directly from the respondents to ensure the secure handling of collected data.

### ***Data Analysis***

The researchers used descriptive statistics to measure and interpret the exposure of students to short-form videos and their level of emotional stability. In discussing the demographic profile and other specific variables, the researchers used a weighted mean and frequency count. Lastly, for the interpretation of the potential relationship between exposure to short-form videos and evaluation of emotional stability, the researchers used Kendall's tau-b ( $\tau_b$ ) correlation coefficient.

### **Ethical Considerations**

The data collection process respected the rights and well-being of the respondents while maintaining the integrity of the research and strictly adhering to ethical boundaries and considerations. Before surveying respondents, the researchers provided informed consent, which outlined the benefits and purpose of the study. The risks of participating were also clearly stated. As the study focuses on mental health, it can be sensitive to some. In addition, the responders have the right to withdraw from the study. If they chose not to participate, the researchers replaced them with willing young adult students who also met the criteria set by the researchers. All the collected data was treated with utmost care and were not disclosed without the respondents' permission. Lastly, the data-gathering process followed the criteria set through purposive random sampling, maintaining a fair and consistent data-gathering procedure.

## **RESULTS**

Table 1. Demographic profile of the respondents

Profile		Frequency	Percentage
Age	18-20	79	71.8
	21-23	29	26.4
	24-26	1	.9
	27-29	1	.9
Sex	Male	21	19.1
	Female	89	80.9
Use of Facebook to watch short-form videos			
	Not Using	16	14.5
	Using	94	85.5
Use of Instagram to watch short-form videos			
	Not Using	65	59.1
	Using	45	40.9
Use of TikTok to watch short-form videos			
	Not Using	34	30.9
	Using	76	69.1
Use of Youtube to watch short-form videos			
	Not Using	61	55.5
	Using	49	44.5
Access to short-form videos			
	1 hour	36	32.7
	2 hours	20	18.2
	3 hours	28	25.5
	4 hours and above	26	23.6

The results indicate that young adult students have a high overall exposure to short-form videos (mean =  $2.54 \pm 0.557$ ). They are most exposed to entertainment videos (mean =  $3.06 \pm 0.339$ ), followed by informative content (mean =  $2.92 \pm 0.342$ ), while e-commerce videos had the lowest exposure (mean =  $2.72 \pm 0.286$ ). Although their exposure duration is low (mean = 2.18, SD = 1.077), their high engagement with specific viewing purposes contributes to significant overall exposure [Table 2].

Table 2. Exposure to short-form videos.

Exposure to Short-form Videos	Mean	SD
Length of Exposure	2.18	1.077
Informativeness	2.92	.342
E-commerce	2.72	.286
Entertainment	2.76	.328
Weighted Mean	2.54	.557

Legend: very high (3.51-4.00); high (2.51-3.50); low (1.51-2.50); very low (1.00-1.50)

Based on the results, social skills received the highest rating (mean =  $2.76 \pm .328$ ), followed by self-motivation (mean =  $2.68 \pm .341$ ) and emotional control (mean =  $2.66 \pm .292$ ). Self-awareness, however, ranked the lowest (mean =  $2.47 \pm .364$ ). These results indicate that while respondents generally exhibit high emotional stability, their lower self-awareness suggests potential uncertainty in accurately understanding their emotional state (mean =  $2.72 \pm .198$ ) [Table 3].

Table 3. Emotional stability of the respondents.

Emotional Stability of the Respondents	Mean	SD
Emotional Control	2.66	.292
Self-awareness	2.47	.364
Self-motivation	2.68	.341
Social Skills	2.76	.328
Emotional Stability of the Respondents	2.72	.198

Legend: very high (3.51-4.00); high (2.51-3.50); low (1.51-2.50); very low (1.00-1.50)

The results implies that the result of the correlation analysis among the independent variables (demographic profile) and dependent variables (emotional stability) have no positive correlation in between [Table 4].

Table 4. Correlation of respondent's profile and emotional stability.

Profile	Emotional Stability	
	r	p value
Age	-.018	.821
Sex	-.010	.900
Access to Short-form Videos	-.016	.829

\*\*Correlation is significant at the 0.01 level (2-tailed)

\* Correlation is significant at the 0.05 level (2-tailed)

The table presents the correlation between respondents' exposure to short-form videos and emotional stability. The results show a significant positive relationship between viewing purposes and emotional control ( $r=.209$ ,  $p\text{-value}=.004$ ), as well as between viewing purposes and overall emotional stability ( $r=.143$ ,  $p\text{-value}=.040$ ). However, the length of exposure does not show a significant relationship with emotional stability ( $r=.030$ ,  $p\text{-value}=.693$ ). Consequently, the null hypothesis is accepted, indicating no significant relationship between the overall variables [Table 5].

Table 5. Correlation of respondent's profile and emotional stability.

Access to Short Form Videos	Emotional Stability	
	r	p value
Length of Exposure	-.030	.693
Viewing Purposes	.143*	.040
Overall Exposure	.012	.856

\*\*Correlation is significant at the 0.01 level (2-tailed)

\*Correlation is significant at the 0.05 level (2-tailed)

## DISCUSSION

The study assessed the level of exposure of young adults to short-form videos and its relation to their emotional stability. It reveals that the respondents have high exposure to short-form videos and high emotional stability. It is also shown that there is a significant relationship between viewing purposes and emotional stability. However, the overall result suggests no significant relationship between the demographic profile, exposure to short-form videos, and emotional stability.

Results unveil that young adults can have high emotional stability despite their age, sex, or platform used in watching short-form videos. Moreover, their high level of exposure to short-form videos does not have a significant correlation to their low emotional stability. Instead, the findings indicate a positive relationship between emotional stability and the respondents' viewing purposes. It highlights that young adult students' choice, purpose, and intentions behind watching short-form videos may have a more relevant role compared to their length of exposure. Additionally, this may suggest an existing level of emotional maturity among the young adult respondents. It may be the reason why they are capable of maintaining better emotional control of their emotional responses. It is supported by the study of Khurshid and Khurshid (2018), which explored the capabilities of individuals to manage and maintain a certain level of emotional composure, leading them to manage mental disturbances or illnesses such as anxiety and depression. Display emotional stability in perceiving themselves, possibly due to their purposeful and balanced consumption of short-form videos.

Moreover, the findings may reflect that every young adult possesses characteristics and experiences associated with their inner traits that make them intellectually capable of regulating their emotions. Regardless of age, resiliency, which enables individuals to cope and

adapt, could be related to higher levels of emotional stability. Chen et al. (2023) stated that an individual's characteristics and emotional stability may have a better result in shaping the respondents compared to the variables listed under the demographic factors. Additionally, Maheshwari and Gurjal (2021) emphasized in their study that age does not limit someone's life experiences. Given that experiences shape emotional intelligence, emotional stability may also increase as they age. Also, conditions like genetics, personality, ethnicity, and socioeconomic conditions may have correlations with emotional stability (Annisty and Agustina, 2020).

Furthermore, cultural and social norms may be associated with emotional stability in young adults and could be factors considered alongside the existing demographic factor in this study. Khurshid and Khurshid (2018) explored the effects of cultures to emotional stability. Their study observed varying cultures and the result indicated that most of them expected individuals to hold back their emotions. In the lens of culture, females needed to be submissive and less stable handling their emotions. Contradictory, males are considered assertive and more emotionally stable. Additionally, Krys et al. (2021) revealed that different cultural norms, if positively expressed, can also be positively linked to the well-being of an individual, contributing to their emotional regulation and control.

Another factor to consider is the intention of the user when consuming short-form videos. Currently, these videos are in trend and relevant in the Philippines. The respondents' ability to attain high emotional stability despite high exposure suggests that it may be associated with their intentional watching of content. Individuals who watch short-form videos with motives such as seeking novelty, habit, pressure releasing, recording or sharing, and curiosity, even if subjected to high exposure to short-form videos, can result in positive outcomes as long as they are consuming videos based on their motives (Dong and Xie, 2022).

Moreover, new technologies can generate short-form videos based on the user's preferences and activities. Zhang et al. (2019) stated that short-form videos have features useful for making algorithms. It relies on the user's preferences, potentially reinforcing purposeful viewing experiences. This personalization may help the users to stay aligned with their intended viewing purposes.

The findings of this study also highlight the correlation between emotional control and emotional stability. Eldesouky and English (2018) emphasized how individuals regulate their emotions by considering the consistency and frequency of factors influencing their choices. In this situation, young adults with stable emotional control may be more intentional and careful in consuming digital content, navigating their needs like stress relief by watching entertaining short videos, or achieving specific goals like gathering information or educating themselves without the risks of having unstable emotions. It aligns with Millgram et al. (2018), who suggested that people frequently manage emotions to achieve goals. The observed positive correlation between viewing purposes, emotional control, and emotional stability in the study supports the idea that intentional consuming of short-form videos may be associated with higher emotional stability.

Lastly, the study included the length of exposure as a variable to consider for the overall exposure of the respondents. However, the result shows no significant relationship between the length of exposure and emotional stability, resulting in no correlation between the overall

indicators. This finding is identical to the study of Annisty and Agustina (2020), which reported that there is no significant relationship between the length or duration of watching social media use and emotional stability. Their study suggests other aspects of social media, such as preferences or the type of content viewed. Implementing this suggestion introduces viewing purposes as an additional variable, providing a broader perspective on young adults' exposure to short-form videos. The results and findings of the study indicate a correlation or a potential link between viewing purposes and emotional stability, filling the research gap in the previous study. While these findings suggest a relationship between the variables, the link between viewing purposes and emotional stability is worthy of further investigation.

## **CONCLUSION**

The study showed that the majority of respondents who used Facebook as a platform for watching short-form videos were aged 18-20 years old. The level of exposure in terms of length was low, while viewing purposes were high, resulting in a high overall interpretation. The level of emotional stability in terms of emotional control, self-motivation, and social skills was also high, while self-awareness was low, still resulting in a high overall interpretation. There is a significant relationship between the respondents' viewing purposes and emotional stability, while there is no significant relationship between length of exposure and emotional stability. Therefore, the null hypothesis is accepted.

Future researchers should be particular in choosing respondent criteria and expand their study by considering other settings and locations for a more diverse population. It is better to focus on one of the indicators of viewing purposes, as these can offer clearer insight into the existing research gap. Moreover, future researchers could examine the possible differences between the variables instead of determining whether there's a correlation between demographic profile and emotional stability. As this study showed a high level of emotional stability among selected students, the institution, especially the guidance and testing services, should promote more awareness by integrating psychological issues and provide activities and seminars for students to be aware and take care of their mental well-being

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