

## Short-Form Video Exposure and Its Acute Influence on Attention and Cognitive Flexibility Among Students

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### Relevance

Identify and summarize empirical studies (retrospective, cross sectional, hybrid, and short-term experiments) investigating short-form video exposure and cognitive outcomes in students; (2) Compare findings across cognitive domains; (3) Highlight methodological strengths and limitations; (4) Provide actionable recommendations for researchers and educators.

### Aim

To synthesize evidence (2021–2026) on immediate and short-term cognitive effects of short-form video exposure in student populations, focusing on selective attention, cognitive flexibility, memory, processing speed, and executive functions.

### Materials and Methods.

The research analyzed studies from 2021 to 2026 which studied student participants to measure their cognitive performance through self-report questionnaires and neuropsychological tests and behavioral tests and short experimental sessions. The research combined three study designs which used cross-sectional surveys with validated scales and retrospective pattern analyses and laboratory-based experiments that used short-form clips to start cognitive tasks including attention network tests and task-switching paradigms and prospective-memory challenges. The research synthesis focused on studying both the quick results and the brief relationships between variables.

### Results.

Research findings show that people who watch brief videos for long stretches while showing abnormal video-watching patterns will experience deteriorating selective attention abilities which results in higher task-related mistakes. Research studies using short experimental periods of 20-30 minutes of swiping/viewing activities have proven that these activities lead to worse prospective memory results and reduced task-switching preparatory advantages which indicate that people lose their ability to plan ahead. The research contains several restrictions because it depends on participant self-assessment and it uses limited numbers of participants and different assessment methods and it lacks sufficient long-term study results.

### Conclusion.

Research shows that brief video content causes right away cognitive difficulties which affect three mental processes: attention and memory and flexibility but scientists have not determined what triggers these effects or how long they persist. The upcoming research needs to use bigger studies which include pre-registration and track participants over time while measuring their actual app usage. The research needs to use standardized tests which assess processing speed and core executive tasks including Stroop and N-back tests. The research should evaluate short-term

intervention methods which combine attention training with usage restriction to reduce initial performance declines. The scheduling system for popular educational content must take into account how students perform in their studies when they watch short videos extensively.

### **Источники и литература**

- 1) Chiossi A. A. Immediate effects of short-form video exposure on prospective memory in students. 2023. -
- 2) Luo L. Experimental evidence for impaired proactive task switching after short-form video viewing. 2025.