

# Short Content Addiction and Consumption Behavior in Bangladesh: A Perspective of a Global Phenomenon

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## Abstract

The rise of short-format content on TikTok, Instagram Reels, and YouTube Shorts is reshaping global media consumption. This study examines its reason of addiction and impact in Bangladesh. By addressing localized, the research aims to reason of addiction and to contribute to digital well-being and promote balanced media engagement globally. This study examines short-format content addiction in Bangladesh, its sociocultural impacts, psychosocial dynamics, and potential adverse effects on well-being. The research draws on user behavior patterns, consumption frequencies, and motivational factors influencing digital media use. Data is analyzed to identify drivers such as ease of access, entertainment needs, and diversion, with a particular emphasis on the younger demographic. The study finds that how short-format content consumption, with overuse causing productivity loss, mental health issues, and distorted realities, highlighting all over addiction trends. This research identifies the reasons for addiction and how this addiction is getting harmful day by day influencing our mental and physical health state.

## Keywords

Digital Addiction, Short-Format Content, Sociocultural Impact, Bangladesh, Global Trends, Digital Literacy, Mental Health, psychology