Impact of Social Media and Reels on Concentration and Behavioral Changes in Youth Generation: Insights from Bangladesh

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Abstract

Social media has become a vital part of daily life, especially for younger generations. Platforms like Instagram, Facebook, and YouTube play a significant role, with reels and short videos attracting a lot of attention. While these formats encourage creativity and fun, they also raise concerns about their negative effects on behavior and concentration. This is particularly true in Bangladesh, where social media use among young people is rapidly increasing. This research investigates the harmful effects of social media on young individuals, focusing on how it affects their behavior and reduces concentration due to excessive consumption of reels and short videos. Data was collected through an online survey of individuals aged 18 to 30, examining social media usage patterns, reel consumption, and self-reported changes in concentration and behavior. Responses from 100 participants were analyzed to identify trends and correlations. The study is expected to reveal significant declines in concentration levels, shorter attention spans, increased procrastination, and behavioral changes such as reduced motivation and mood swings. Although reels may have some minor positive effects, the findings will highlight their overall negative impact on young people's productivity. This research emphasizes the importance of using social media mindfully to lessen these adverse effects and advocates for a balanced approach to digital engagement to promote healthier habits and protect the concentration and behavior of young individuals.

Keywords
Concentration, Behavioral changes, Attention span, Procrastination, and Mood fluctuations.

Biographies
Niloy Paul is a Computer Science and Engineering (CSE) student at the American International University-Bangladesh (AIUB). Skilled in C++, Java, SQL, and C#, he is passionate about Artificial Intelligence (AI), Machine Learning (ML), and Software Quality Assurance (SQA). Dedicated to research, Niloy is currently studying the effects of social media on the concentration and behavior of young people in Bangladesh. Known for his sincerity and

dedication, he combines his technical expertise with a strong interest in understanding human behavior and technology's impact on society. Niloy's goal is to become an expert in AI and ML, contributing to meaningful advancements in the field while promoting mindful use of technology.

Md. Jobayed Hossen Hazary is a student at the American International University-Bangladesh (AIUB) with an interest in cybersecurity, machine learning, and statistics. He is eager to learn and explore how these fields can solve real-world problems and contribute to technological advancements. Jobayed is focused on gaining knowledge and developing skills to make a positive impact in the future.

Shariar Hasan Sifat is a passionate student at the American International University-Bangladesh (AIUB) with a keen interest in statistics, machine learning, and artificial intelligence. His passion lies in exploring the depths of machine learning and applying its concepts to solve real-world problems. Sifat is driven to contribute to innovative fields and aims to utilize his technical knowledge to create meaningful advancements in modern society.

Mahfujur Rahaman is an aspiring innovator and a dedicated student at the American International University-Bangladesh (AIUB) with a strong interest in statistics, machine learning, and artificial intelligence. Driven by curiosity, he enjoys tackling complex problems and turning innovative ideas into practical solutions. Mahfujur is passionate about leveraging machine learning to address real-world challenges and contribute to technological advancements. His dedication to continuous learning and creative thinking reflects his ambition to make a meaningful impact in the rapidly evolving field of technology.

Khairul Bashar is an enthusiastic Computer Science student at AIUB, with a strong passion for software development. He enjoys exploring various programming languages and tools to create efficient and innovative software solutions. Motivated by a desire to tackle problems, Khairul aims to enhance his skills while contributing positively to the tech community. Through his work, he hopes to inspire others and foster an environment of creativity and collaboration in the field of technology.

Fatima Tuj Zahara Roja is a committed Computer Science student at AIUB, with a keen interest in web development. She loves diving into the latest technologies and frameworks to build creative and user-friendly web applications. Driven by a desire to apply her knowledge to real-world challenges, Fatima aims to uplift herself and others in the tech community. Through her efforts, she hopes to encourage collaboration and innovation, contributing to a brighter future in technology.

Md. Mortuza Ahmmed a Statistician with an extensive range of research interests. His interests are mainly application based -- how to apply different statistical techniques in different sectors to perform more accurate and precise analyses as well as projection. His core academic research areas are public health, education and machine learning. One of his primary goals concerning students is to assist them with technical knowledge to turn their thoughts into successful outcomes to form a modern society.