

# ILM FAN XABARNOMASI

## Ilmiy elektron jurnali

### DISADVANTAGES OF SHORT VIDEOS FOR ACADEMIC LEARNER'S MEMORY.

*Jizzakh branch of the National University of Uzbekistan named after Mirzo Ulugbek*

*The Faculty of Psychology, the department of Foreign languages*

*Philology and teaching languages*

***Teshaboyeva Nafisa Zubaydulla qizi***

*nafisateshaboyeva@gmail.com*

*Student of group 403-22:*

***Suyarov Ixtiyor Rashid ugli*** [\*suyarovixtiyor32@gmail.com\*](mailto:suyarovixtiyor32@gmail.com)

**Abstract:** Short educational videos have become increasingly popular as a means of delivering content in academic settings. While these videos offer convenience and accessibility, they also pose challenges to learners' cognitive processes and memory retention. This abstraction explores the disadvantages associated with short videos in academic learning contexts. It examines factors such as limited depth of coverage, information overload, passive learning tendencies, and the lack of interactivity and engagement. Additionally, it discusses how the presentation style and format of short videos may hinder memory retrieval and comprehension, particularly for complex topics. Understanding these cognitive challenges is essential for educators and instructional designers to optimize the effectiveness of short videos as educational tools and to enhance learning outcomes for students.

**Keywords:** Short educational videos, academic learning, cognitive challenges, memory retention, information overload, passive learning, interactivity, engagement, comprehension, memory retrieval, instructional design.

One of the most significant drawbacks of short-form videos is that they can shorten your attention span. With the constant barrage of information and entertainment available at your fingertips, it's easy to become addicted to the instant gratification provided by these videos. It's also why YouTube Shorts are becoming increasingly popular. This can make it challenging to focus on more extended or complex tasks. You might notice that your attention starts to drift off when reading a book or watching a longer video. Impatience quickly starts to creep in, and tasks that were once easy to focus on are now easier for you to drift away from. This impatience can manifest in various ways, from becoming easily frustrated with slow-loading websites to losing interest in real-life conversations. Ultimately, engaging in activities that require patience and focus (like learning new skills or building long-term relationships) becomes problematic, too.

Short Attention Span of Viewers

To fully engage viewers with short-form videos, you need to capture their attention despite their short attention span. Engagement challenges arise due to the human tendency to have limited focus and easily get distracted. In today's fast-paced world, people have become accustomed to scrolling through their social media feeds, constantly searching for the next interesting piece of content. As a content creator, it's crucial to understand this challenge and strategize accordingly.

One of the main difficulties faced is content retention. With short videos, it becomes challenging to convey a complete message and ensure that viewers remember the key points. The limited time frame requires you to be concise and impactful in your delivery. Utilize attention-grabbing visuals, compelling storytelling, and clear messaging to make your content memorable.

To overcome engagement challenges and enhance content retention, consider the following strategies. Firstly, create a strong hook in the beginning of your video to capture viewers' attention right from the start. Use captivating visuals, intriguing questions, or surprising statistics to pique their curiosity.

Secondly, keep your content concise and focused. Avoid unnecessary details and stick to the most important information. Break down complex concepts into smaller, digestible chunks that can be easily understood and remembered.

Lastly, make your videos interactive and encourage viewer participation. Incorporate polls, quizzes, or calls-to-action to actively involve your audience. This not only increases engagement but also improves content retention as viewers become more invested in the video.

### Limited Educational Value

While short-form videos can be entertaining and informative, their educational value is often limited. Due to the restricted time frame, providing in-depth explanations or exploring complex concepts is challenging. This results in a superficial understanding of the topic rather than a deeper understanding of the underlying principles. Short-form content also relies more on humor, shock value, and sensationalism to capture your attention. Creators know that few people want to learn something in this short time frame. This sort of content is enjoyable in the short term, and even if you learn anything of much value, you likely won't retain it because of its volume. If you truly want to learn something, you're better off watching a longer video or documentary, picking up a book on a specific topic, or using apps to learn faster and retain information better. Humans learn better when they dive deep into a topic and take time to consume it fully.

### Be Cautious of the Content You're Consuming

Short-form content can be entertaining and easy to consume, but that's about all it has going for it. There is a lot of insightful content in this space as well, but the problem is that it's designed to keep you scrolling. Even if you learn something, you'll quickly get distracted by most of the nonsense on these platforms. It's important to take a step back and be aware of this.

This brings us back to the debate of whether social media is doing more harm than good. A lot of the content is divisive, negative opinions and parasocial relationships are the norms, and you'll also find that your self-image can suffer. These are just a few of the reasons why taking a break from social media might be a good idea.

### References

1. <https://www.makeuseof.com/reasons-you-shouldnt-watch-short-form-videos/>
2. <https://whitebeardstrategies.com/blog/what-are-the-disadvantages-of-short-form-videos/>
3. Nasiba, P. (2022). Manner of Narration in the Prose of Virginia Woolf. *Zien Journal of Social Sciences and Humanities*, 8, 97-99.
4. Nafisa, T. (2023). THE USA ECONOMY, INDUSTRY, MANUFACTURING AND NATURAL RESOURCES OF GREAT BRITAIN. *INTERNATIONAL JOURNAL OF RECENTLY SCIENTIFIC RESEARCHER'S THEORY*, 1(9), 94-97.
5. Nafisa, T. (2023, December). Secondary ways of word formation. In " *Conference on Universal Science Research 2023*" (Vol. 1, No. 12, pp. 109-112).
6. Nafisa, T. (2023). VOWELS AND THEIR MODIFACATIONS. *Новости образования: исследование в XXI веке*, 2(16), 298-305.

7. Nafisa, T. (2023, December). Secondary ways of word formation. In " *Conference on Universal Science Research 2023*" (Vol. 1, No. 12, pp. 109-112).
8. Nafisa, T. (2023). THE EDUCATION SYSTEM OF THE USA: PRESCHOOL EDUCATION, SECONDARY AND HIGHER EDUCATION, SCHOOL FORMS. *The Role of Exact Sciences in the Era of Modern Development*, 1(6), 53-57.
9. Qizi, T. N. Z., & Umedovich, M. Y. (2023). AMERICAN-BASED PRONUNCIATION STANDARDS OF ENGLISH. *Scientific Impulse*, 2(15), 563-567.
10. Nafisa, T. (2023, December). Word Formation: Compounding. In " *Conference on Universal Science Research 2023*" (Vol. 1, No. 12, pp. 113-115).
11. Nafisa, T. (2023). NOUNS AND THEIR GRAMMATICAL CATEGORIES. *Новости образования: исследование в XXI веке*, 2(16), 292-297.
12. Ojha, D. D. R. (2023). Teshaboyeva Nafisa Zubaydulla qizi.
13. Nafisa, T. (2023). POLITICAL PARTIES IN GREAT BRITAIN. *Нововведения Современного Научного Развития в Эпоху Глобализации: Проблемы и Решения*, 1(5), 97-101.
14. Nafisa, T. (2023). GOVERNMENTAL SYMBOLS OF GREAT BRITAIN; OUTSTANDING DATES OF GREAT BRITAIN. *The Role of Exact Sciences in the Era of Modern Development*, 1(6), 23-26.
15. Nafisa, T. (2023). POLITICAL PARTIES IN GREAT BRITAIN. *Нововведения Современного Научного Развития в Эпоху Глобализации: Проблемы и Решения*, 1(5), 97-101.
16. Qizi, T. N. Z., & Umedovich, M. Y. (2023). AMERICAN-BASED PRONUNCIATION STANDARDS OF ENGLISH. *Scientific Impulse*, 2(15), 563-567.
17. Akhmedova, S. (2022). STRUCTURAL CHARACTERISTICS OF APPLIED ELEMENTS IN THE GERMAN LANGUAGE. *Science and innovation*, 1(B5), 94-97.
18. Ахмедова, С. Р. (2022). Эга шаклида ифодаланган мураккаб тузилишли иловали элементларнинг тахлилини ўрганиш. *Science and Education*, 3(4), 1963-1966.
19. Akhmedova Sevara Rakhmankulovna. (2022). NEMIS TILIDA ILOVALI ELEMENTLARINING SEMANTIK O'ZIGA XOSLIKLARI. *International Journal of Contemporary Scientific and Technical Research*, 1(2), 481-485.
20. Rakhmankulovna A. S. PEDAGOGICAL STRATEGY OF DEVELOPMENT OF COMPETITION IN YOUNG PEOPLE OF PROFESSIONAL EDUCATION //International Scientific and Current Research Conferences. – 2023. – С. 18-20.
21. Rakhmankulovna A. S. THE ROLE OF EDUCATION AND TRAINING IN PROFESSIONAL TRAINING AND THE IMPORTANCE OF FOREIGN LANGUAGES IN THE FORMATION OF PROFESSIONAL COMPETENCIES OF STUDENTS //International Journal of Advance Scientific Research. – 2023. – Т. 3. – №. 09. – С. 58-62.
22. Abdusalamovna A. N., Rakhmankulovna A. Z. T. A. S. METHODOLOGY OF TEACHING FOREIGN LANGUAGES BASED ON AN INTEGRATED APPROACH //International Multidisciplinary Journal for Research & Development. – 2023. – Т. 10. – №. 11.
23. Rakhmankulovna A. S. THE SYSTEM OF EDUCATING THE STUDENTS IN VOCATIONAL EDUCATION //International Scientific and Current Research Conferences. – 2023. – С. 123-126.