

Original Article

ASSESSING THE IMPACT OF SHORT-TERM VIDEOS: A BIBLIOMETRIC ANALYSIS OF CURRENT TRENDS IN RESEARCH

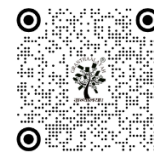
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ABSTRACT

Short-form video content has revolutionised the digital media landscape, with platforms like YouTube Shorts, Instagram Reels, and Facebook Reels leading the shift from traditional long-form content to bite-sized, engaging videos. These videos have become a powerful medium for entertainment, self-promotion, and information sharing, even influencing public attitudes and behaviour. With the rise of creator-driven content and algorithm-based recommendations, short videos now dominate social media feeds and shape how users interact with information. This study conducts a bibliometric and network analysis using the Scopus database to evaluate global research trends on short-form video consumption (Reels and Shorts) from 2020 to 2025. The analysis includes publication output, co-occurrence, co-citation, co-authorship patterns, nation cooperation maps, tree maps, and three-field plots.

Keywords: Instagram Reels, YouTube Shorts, Short Form videos, Information Consumption

INTRODUCTION

Recent developments in science and technology have revolutionised the media landscape. In today's digital environment, information and misinformation are produced in byte-sized formats, accessible instantly and globally. Among the most transformative developments is the rise of social media, which facilitates real-time communication and widespread content dissemination through electronic devices [Kaplan and Haenlein \(2010\)](#). According to [Thakur \(2023\)](#), the global user base for social media stands at 4.9 billion and is projected to reach 5.85 billion by 2027.

Short-format videos (SFVs) have emerged as one of the most popular forms of digital communication. [Shao et al. \(2023\)](#) argue that the accelerated pace of modern life has led to fragmented leisure time, making brief, engaging videos the preferred mode of content consumption. Users increasingly favour media they can consume in short bursts, aligning with their limited free time.

As [Kaye et al. \(2022\)](#), and [Scherr and Wang \(2021\)](#) note, SFVs—lasting between 15–60 seconds—are seen by marketers and creators as optimal tools for connecting with audiences through an innovative, high-engagement format. Platforms such as TikTok,

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YouTube Shorts, Instagram Reels, and MX TakaTak (post-TikTok ban in India) have gained rapid popularity, offering users entertaining, easily digestible content on the go.

The appeal of SFVs lies in their key characteristics: minimal user effort to navigate (tap/swipe), user-generated content support, and rapid discoverability of new material. This immediacy fosters high user engagement, user-generated content creation, and blurred lines between branded and organic content. SFVs are defined by their transience—brevity, rich media, and speed of consumption, all of which suit the attention economy [Kaye et al. \(2022\)](#), [Qin et al. \(2022\)](#).

A brand's online visibility and impact are influenced by system quality, which also has a significant impact on user satisfaction and likelihood of sharing [Liang and Wolfe \(2022\)](#). According to [Shutsko \(2020\)](#), SFVs' snackable content format and mobile-first design are ideal for the way people prefer to consume information these days. This has led media industries to innovate and repackaging their content into shorter formats that attract younger audiences, as seen in studies by [Newman \(2023\)](#) and [Swart \(2023\)](#).

This paper is divided into six parts, starting from the introduction which is done through the above paragraphs. The second section contains the literature review which provides an idea of the research done in the field and identifies the gaps in the literature. The third section is the methodology which provides a detailed explanation of how the bibliometric analyses is conducted. The fourth section is the analyses and interpretation of the data generated through bibliometric analyses followed by the discussion in the fifth section and conclusion in the final section, which identifies both the explored and unexplored areas in the topic driving future research.

REVIEW OF LITERATURE

Short videos are not only more shareable but also more interactive, strengthening audience-brand relationships through likes, comments, and shares [Tandoc and Maitra \(2018\)](#). [Shin \(2022\)](#) notes that people will be more loyal to and likely to remember your brand as a result. Short videos help media sources reach digital-native viewers by providing them with dynamic and personalised viewing experiences, according to [López et al. \(2022\)](#).

Furthermore, short-form content enables experimentation with storytelling, fostering inclusivity and diversity in media narratives [Kramp and Loosen \(2018\)](#), [Salb \(2021\)](#). Studies by [Erdal et al. \(2019\)](#), [Molina et al. \(2022\)](#), and [Tariq et al. \(2022\)](#) also confirm that short, visually rich, and informative content increases engagement and content recall.

The COVID-19 lockdown acted as a catalyst in this transformation, particularly among Generation Z, who expressed a desire to view more short films [Vasan and Yoganandan \(2023\)](#). Their shift to streaming and on-demand services reflects a broader trend away from traditional media, as people seek out information that is both engaging and easy to access [Podara et al. \(2021\)](#), [Fadhilah and Aruan \(2023\)](#).

Finally, as shown by [Marjerison and Gan \(2020\)](#) and [Pham Van Tuan \(2023\)](#), SFVs influence not only media habits but also consumer preferences and purchase behaviours, particularly among younger users. These findings make SFVs a critical area of study in understanding how content delivery shapes public engagement and consumer trends, insights that are particularly useful in the realms of climate communication and green advertising.

This study aims to examine the publication output from 2020, when YouTube and Instagram, two platforms that are essential to the spread of short-form video content, emerged. The study offers a thorough network and bibliometric analysis of scholarly works on short-form videos published between 2020 and 2025. It extensively examines key bibliometric factors, including publishing trends, co-authorship patterns to define collaborative research dynamics, co-citation networks to identify foundational literature, and keyword co-occurrence patterns to clarify theme focuses. Additionally, the study makes use of three-field plots to examine the relationships between authors, countries, and keywords; tree maps to illustrate the contributions of top journals and institutions; and nation cooperation maps to examine international research collaborations. This provides a comprehensive overview of the evolution of short-form video scholarship.

RESEARCH METHODOLOGY

Bibliometric Analysis has been widely and scientifically recognized for exploring and assessing large amounts of academic literature in order to figure out the formal features of an area of study, keep track of development, understand new research trends, and to explore the future research in the field of interest [Wang and Si \(2023\)](#), [Setyorini \(2022\)](#).

This study focuses on global trends in short-form video consumption using bibliometrics and network analysis. It assesses publication output from academic sources (i.e. Communication Studies, Social Sciences, Humanities and arts, Behavioural sciences, etc), keyword co-occurrence, co-citation, co-authorship, country collaboration, and global topic trends from 2019 to 2025 using the Scopus database.

ANALYSIS FRAMEWORK AND TOOLS

The analysis framework includes Bibliometric Analysis for analysis of publications, citations, H- indices, and keywords to identify global research trends and patterns, Network Analysis for visualization of relationships between authors, contributors, collaborators, universities, and countries to map collaboration networks and data Visualization so that we could the field plots, tree maps, word cloud, word frequency, thematic map, conceptual structure map and country collaboration map to represent research themes and their evolution.

We basically used Scopus Database so that the MS Excel file or the CSV file could be retrieved, and the Bibliometric analysis software (e.g., Biblioshiny) for network visualisation and statistical analysis of the search result from the databases.

INITIAL SEARCH RESULTS

The Scopus database has been accessed for the bibliometric analysis for identifying the journal articles, book chapters, etc. based on the title and abstract. The initial search results indicate that substantial research has been conducted on short-form video content, specifically Instagram Reels and YouTube Shorts, from the time duration of 2019 to 2026. The inclusion criteria are focused on relevant keywords, and a structured search formula to ensure comprehensive coverage of English-language publications. Through this systematic approach, a total of 1,273 final-stage publications were found. This dataset reflects the growing academic and industry interest in short-form videos, exploring various aspects such as user engagement, content creation strategies, platform algorithms, and the broader impact on digital media consumption.

The exclusion criteria were applied after a primary search in the Scopus database yielded 1,502 results using the keyword "Short form videos". To refine the dataset and ensure relevance to the research focus, certain publications were excluded based on specific parameters. Studies that did not directly address Instagram Reels or YouTube Shorts, lacked substantial analysis of short-form video content, or were published in languages other than English were removed from consideration. Additionally, publications outside the designated time frame of 2019 to 2026 were excluded. The results highlight the relevance of short-form video platforms in shaping online communication and entertainment trends, as scholars and professionals continue to analyze their evolving role in the digital landscape.

REFINEMENT OF SEARCH RESULTS

To refine the search results further, the dataset underwent a filtering process to ensure better relevance. Initially, after the exclusion criteria were applied, 1,273 publications remained in the final dataset. To focus on the research objectives, subject area filters were introduced, selecting the publications classified under Social Sciences, Arts and Humanities, and Multidisciplinary fields. This refinement reduced the number of relevant publications to 505, offering a more concentrated selection of research that explores the cultural, societal, and interdisciplinary context of short-form video platforms.

Additionally, to ensure the availability of open-access research, a further filter was applied to include only easily accessible publications. This final step reduced the dataset to 210 publications, comprising studies that are available at ease for wider scholarly review and application. These refinements have resulted in a highly relevant collection of research that contributes to an informed and structured analysis of short-form video content, its usage and effects.

ANALYSIS AND INTERPRETATION

The primary objective of this study is to explore the research output of short-form video content from the year 2020. During this time period short-form video content started to emerge on the platforms like YouTube and Instagram. Bibliometric analysis was carried out using one of the easily accessible software Biblioshiny, which is a free tool for conducting bibliometric analysis and is widely accepted and used by researchers. The software package that is used in this study provides comprehensive data analysis due to their high flexibility and ability to process input from the Scopus database. The data source uses a CSV file containing Scopus output and bibliographic information and it includes analyses of journal influence, affiliation statistics, and keyword statistics.

JOURNAL INFLUENCE

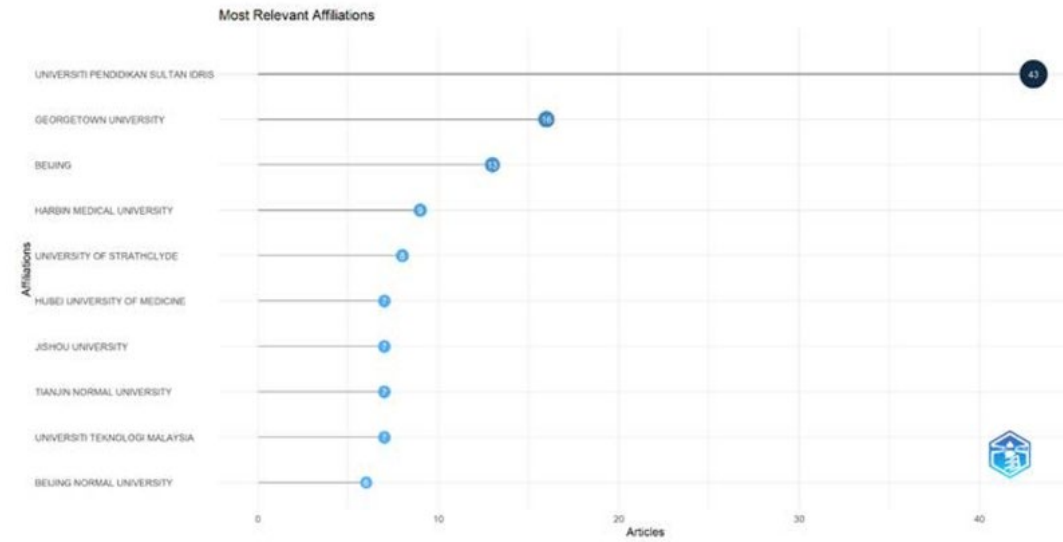
A list of the popular and most contributing journals and the number of papers published in these journals are presented in [Table 1](#). The list was created using Biblioshiny software and it identified that the journal Behavioural Sciences had the highest number of research output with a publication of 18 papers.

Table 1**Table 1 Journals with the Highest Number of Published Papers on Short-form Videos, Focusing on their Usage and Impact.**

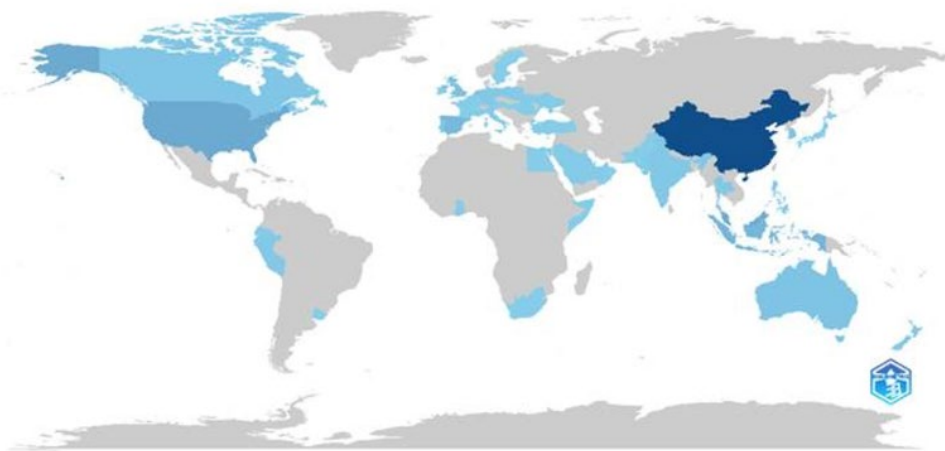
Name of the journal	Number of papers
Behavioural Sciences	18
Heliyon	13
Sustainability (Switzerland)	12
Humanities and Social Sciences Communication	8
Plus One	8
Scientific Reports	8
Aptisi Transactions on Technopreneurship	7
Social media and Society	5
Studies in Media and Communication	5
Cyberpsychology	4
Proceedings of the ACM on Human-Computer Interaction	4
Acta Psychologia	3
Frontiers in Communication	3
Library HI Tech	3
Sage Open	3
Communication and Society	2
Computers in Human Behaviour	2
Convergence	2
Education and Information Technologies	2
Emerging Science Journal	2
Human Behaviour and Emerging Technologies	2
Information Research	2
Innovative Marketing	2
International Journal of Data and Network Science	2
Revista Latina De Comunicacion Social	2

AFFILIATION STATISTICS

Using Biblioshiny, the authors' affiliations were extracted from the CSV file and are presented in [Figure 1](#). The figure denotes the key affiliations and research collaborations. The top 10 institutions contributing the most to research in SFVs have been identified. Leading the list is the University Pendidikan Sultan Idris with 43 publications, followed by Georgetown University with 16 papers. Beijing is in third position with 13 papers. Harbin Medical University with 9 papers is on the fourth position in the list. University of Strathclyde is in fifth place with 8 papers, Followed by Hubei University of Medicine, Jishou University, Tianjin Normal University and Universiti Teknologi Malaysia with 7 papers each. The list ends with Beijing Normal University with a publication of 6 papers. The most relevant countries contributing to the research are presented in [Figure 2](#).

Figure 1**Figure 1 Top 10 Organisation' Global Contribution to Short-form Video Research****Figure 2**

Country Scientific Production

**Figure 2 Country wise Scientific Production on Short-form video Research****KEYWORD STATISTICS**

The prominent keywords used are provided in [Table 2](#). The most relevant keyword is female and has occurred 32 times. Other relevant keywords include; male, adult, social media, young adult, China, adolescent, human, humans etc. These keywords have appeared 20 times and more. Advertising, anxiety and cross-sectional study are the keywords which were least used.

Table 2

Table 2 Keywords and their Occurrences Related to Short-form Video Research	
Words	Occurrences
female	32
male	30
adult	29

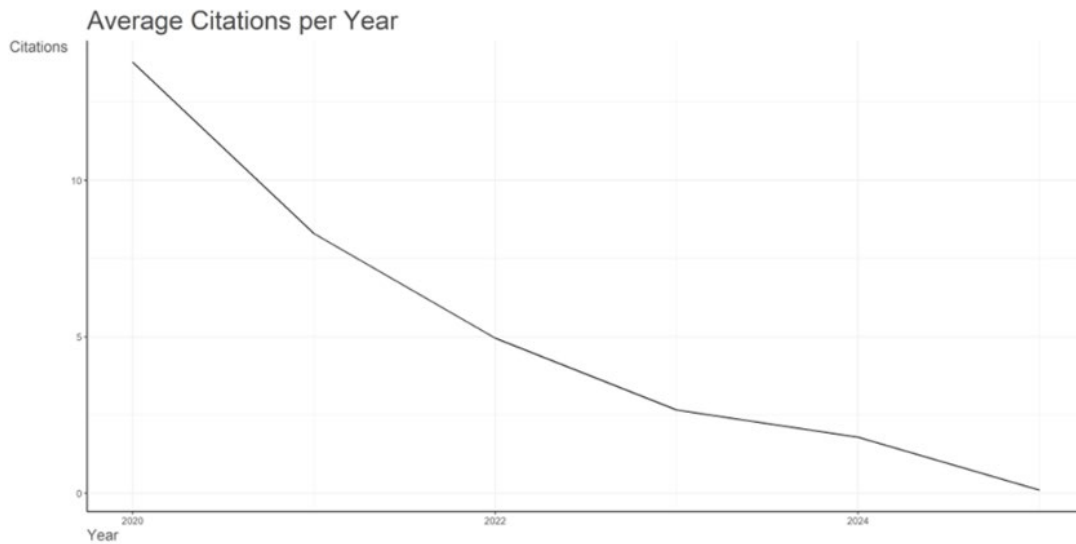
social media	26
young adult	26
china	24
adolescent	23
human	23
humans	20
questionnaire	12
article	11
marketing	11
survey and questionnaire	11
psychology	9
internet	8
middle aged	8
video recording	7
social network	6
student	6
students	6
depression	5
perception	5
personality	5
tourism	5
advertising	4
anxiety	4
cross-sectional study	4

NETWORK ANALYSIS OF PUBLICATIONS

Further step is to conduct and display the results of network analysis of selected papers using tables and graphs. Biblioshiny software was used for this purpose in this study.

CITATION ANALYSIS

According to researchers, citation analysis is an effective measure which is widely used to identify the most popular publications. It is done by measuring the number of citations received by these papers by other publications [Goel et al. \(2024\)](#). The graph [Figure 3](#) illustrates the number of citations received annually of research articles published over the period from 2020 to 2025. The graph denotes a clear decline in the number of citations. In 2020, average citation was at peak. The average citations started to decline from the year 2021 and gradually reached to zero by 2025.

Figure 3**Figure 3 Yearly Average of Citations for Short-Form Video Studies**

PROMINENT AUTHORS

Figure 4. highlights the authors who are key contributors in the research of SFVs. The authors Chen Y and Li Y are in the topmost position with a contribution of six researches each. The number indicates their relevance and expertise in the area of research. The authors Li J and Wang H have five researches to their credit, which is also a significant contribution to the literature. Chiu Dkw and Zhang X are associated with four researches each, which is a remarkable contribution. The lowest but relevant contributions were given by Chung D, Ho Kkw, Jiang Y, and Khan A with three researches each. Figure 5. depicts the authors local impact by their H index. H index shows the productivity and impact of a researcher. The authors Chen Y, Li Y, Ma Y and Rahardja U have an impact measure i.e., H index 3, which indicates that they are the most productive authors. Followed by the researchers Chen Z, Chiu Dkw, Chung D, Gamir-Rios J, Garcia-Jimenez A, Ho Kkw with H index 2.

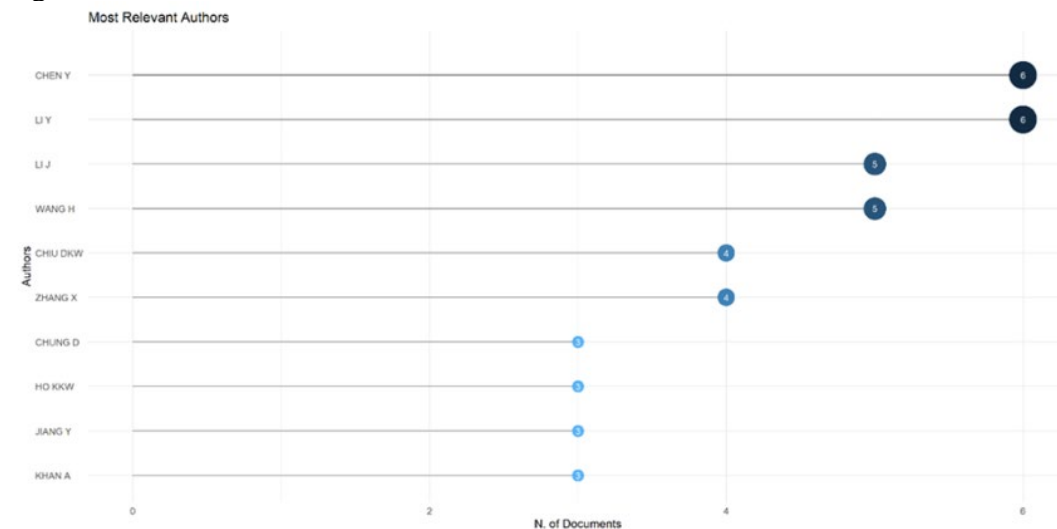
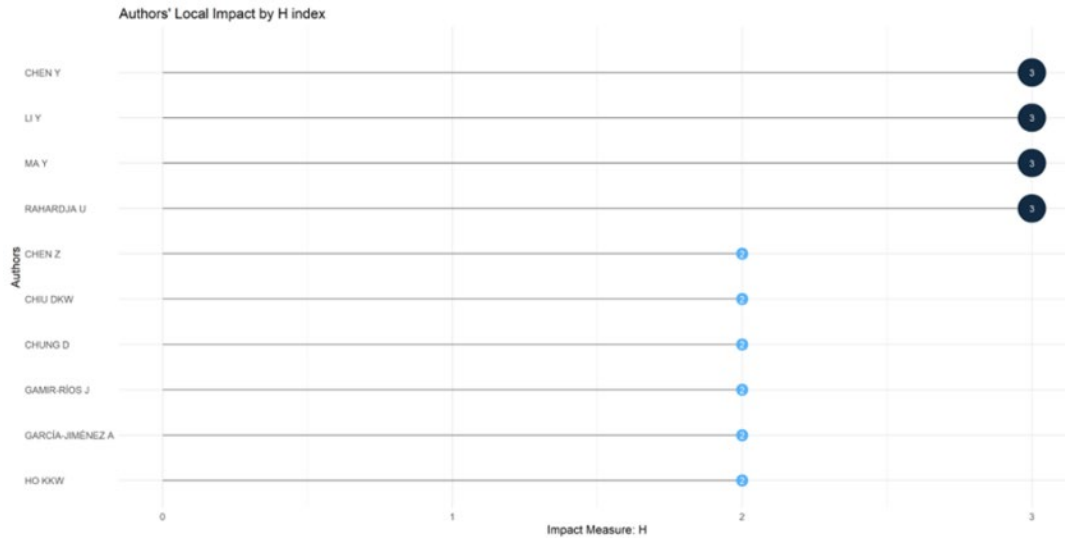
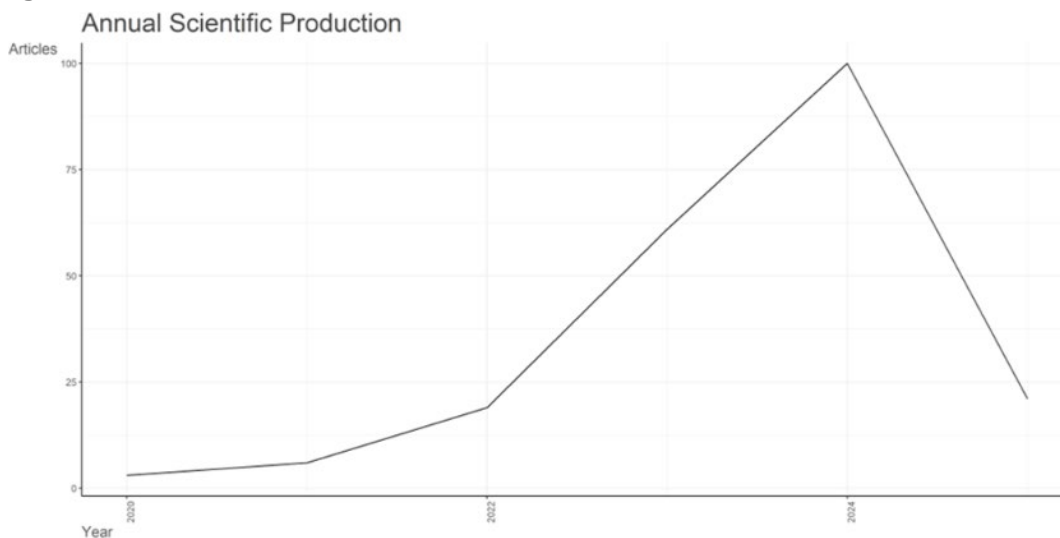
Figure 4**Figure 4 Key Authors in Short-form Video Research Publications**

Figure 5**Figure 5 Authors Local Impact by H Index.**

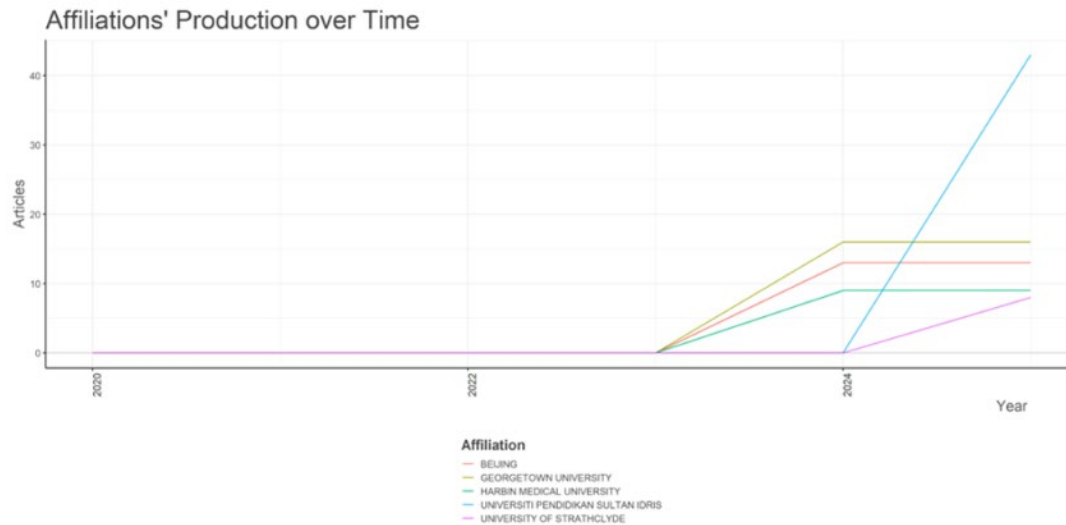
SCIENTIFIC PRODUCTION

The number of scientific articles published annually between 2020 and 2025 is depicted in the graph in [Figure 6](#). The quantity of articles increased slightly between 2020 and 2021. The number of articles increased significantly between 2022 and 2024, with the majority, nearly 100 articles being published in 2024. However, there were only about 20 articles in 2025 which indicates a significant decrease in research outputs.

Figure 6**Figure 6 Trends in Scientific Production Influenced by Evolving Research Priorities in the Short-Form Video Domain**

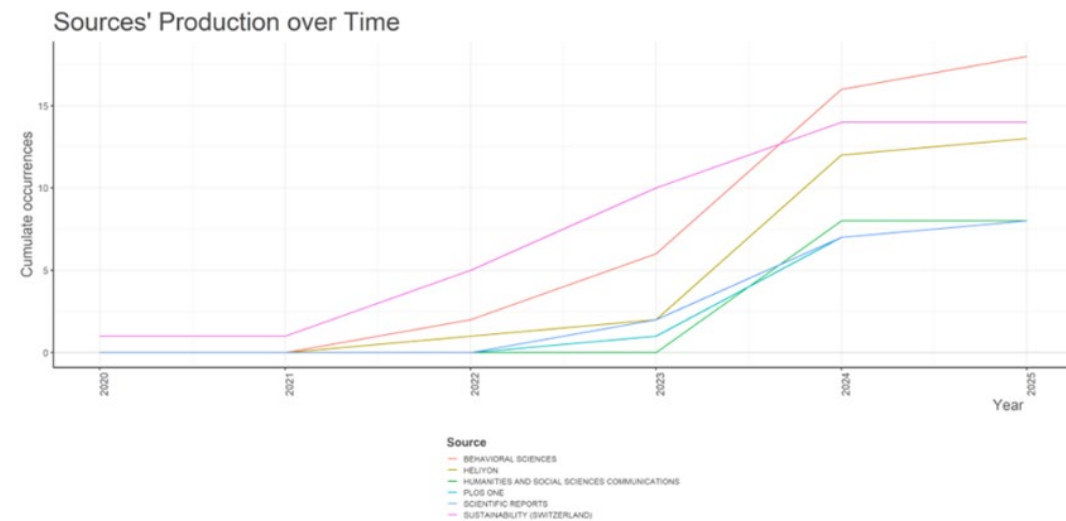
AFFILIATIONS PRODUCTION

The number of research articles published by various universities between 2020 and 2025 is depicted in [Figure 7](#). None of the universities listed published any articles in the early years (2020–2023). Five universities began publishing in 2024. The universities with the most articles that year were Georgetown University, Beijing University, and Harbin Medical University. In 2024, the University of Strathclyde also started publishing. The number of articles published by Universiti Pendidikan Sultan Idris increased significantly in 2025. This indicates that research activity has grown over time, particularly for Universiti Pendidikan Sultan Idris.

Figure 7**Figure 7 Affiliations Production Over Time in Short-form Video Domain**

SOURCES PRODUCTION

The graph in [Figure 8](#) illustrates the publication output over the time period from six academic sources. The source Behavioural Sciences show the biggest increase, starting from 2022 with 18 papers. By 2025, Behavioural Sciences will have the most publications. The publication output of Heliyon and Sustainability (Switzerland) has also increased significantly from 2022 with 1 and 12 papers each. Scientific Reports on the other hand displayed early contributions in 2020 and 2021. The growth of Plus One and Humanities and Social Sciences Communications is steady but moderate. Humanities and Social Sciences Communications becomes a significant contributor after the year 2022.

Figure 8**Figure 8 Trends in Publication Output Over Time Across Six Sources**

AUTHOR COLLABORATION NETWORK

[Figure 9](#) displays the collaboration network. The nodes represent the authors working on this area of research and how they are connected with each other. The group represented in red nodes are strongly connected and work on similar areas. The authors Li Y and Chen Y are most prominent and have collaborated closely in various works. They are also connected to the Chiu Dew, Xie Y, Ma Y, Wang Z. Another significant author Wang H is connected to Li J, Jiang Y, Zhang C, Liao X, represented in blue nodes. The groups represented in green, purple, orange and brown are very small groups and are not much prominent.

Verdu A, 2022, Simpson E, 2022, [Apasrawirote et al. \(2022\)](#) have also gained a notable number of citations and are recognised globally.

Figure 11

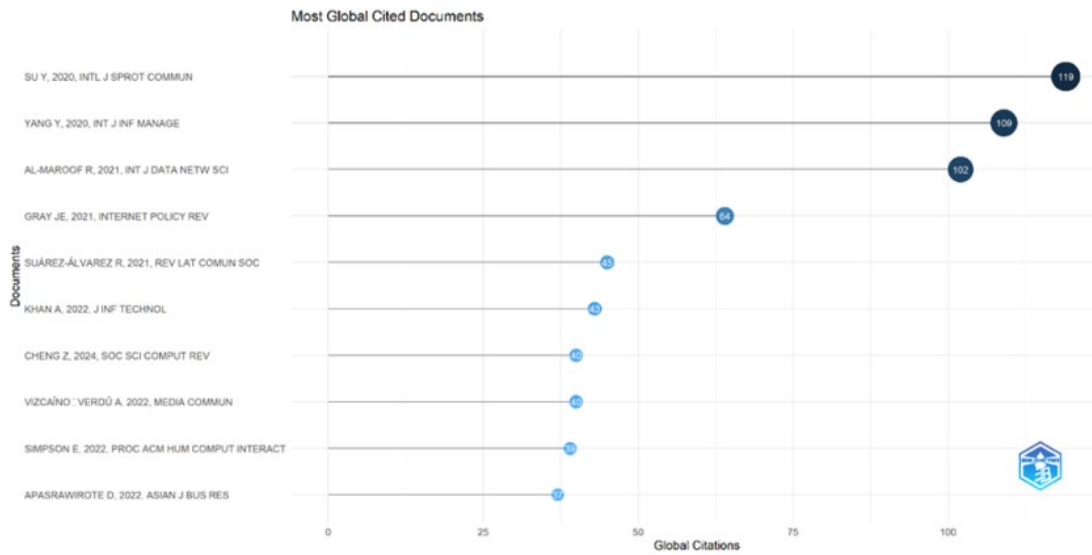


Figure 11 Most Global Cited Documents for Short-term Video Studies

CORRESPONDING AUTHORS COUNTRIES

The analysis of countries of the corresponding authors are depicted in the image with the type of collaboration they have; Multiple Country Publications (MCP), and Single Country Publications (SCP). China has the highest number of publications and the majority of the publications are SCP indicating that China mostly works within the country. USA is in the second position and most of the publications are SCP. Countries like Spain, Australia, Indonesia, Korea, United Kingdom and Netherlands have both SCP and MCP which indicates that they work within their respective countries and also have good international collaboration. Countries in the bottom of the list; India, Germany, Peru, Poland, Portugal and Saudi Arabia have few publications in this area of research and they work only on SCP.

Figure 12

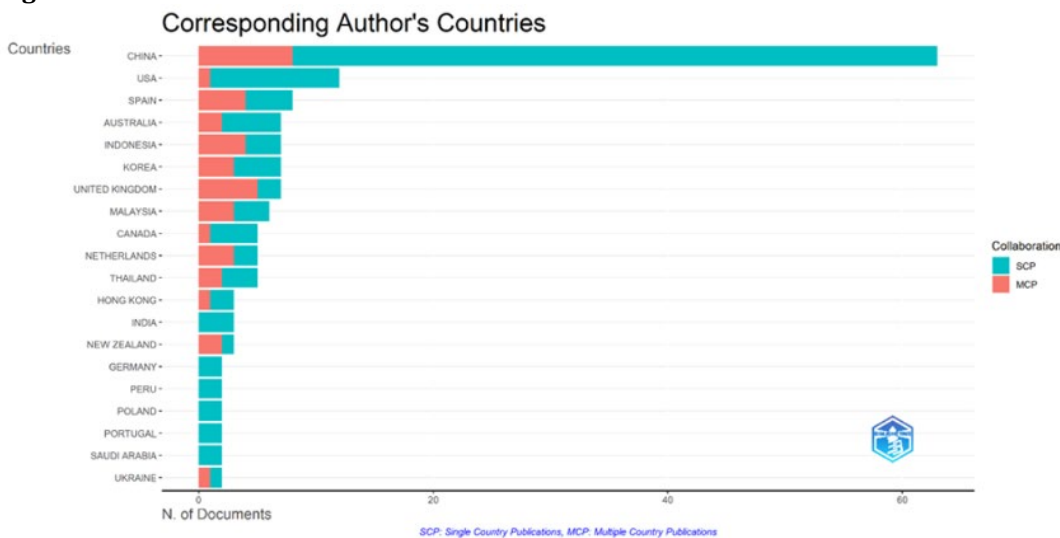


Figure 12 Countries of Corresponding Authors in Short-duration video Studies

The image portrays a thematic map and it categorises themes within the area of research. The themes are divided into four; niche, motor themes, emerging or declining themes and basic themes. Media use and well-being is a niche theme. The motor themes include psychology, social media, human, Likert scale, student, China, education, social network, decision making, public health. These motor themes are highly relevant, well developed and are central themes of the topic of research. User generated networking (online) is an emerging theme, which is evolving with time and progressive research is being conducted. The basic themes include marketing, perception, software which are the foundational or general topics in the area of research.

Figure 14

Figure 15

Words' Frequency over Time

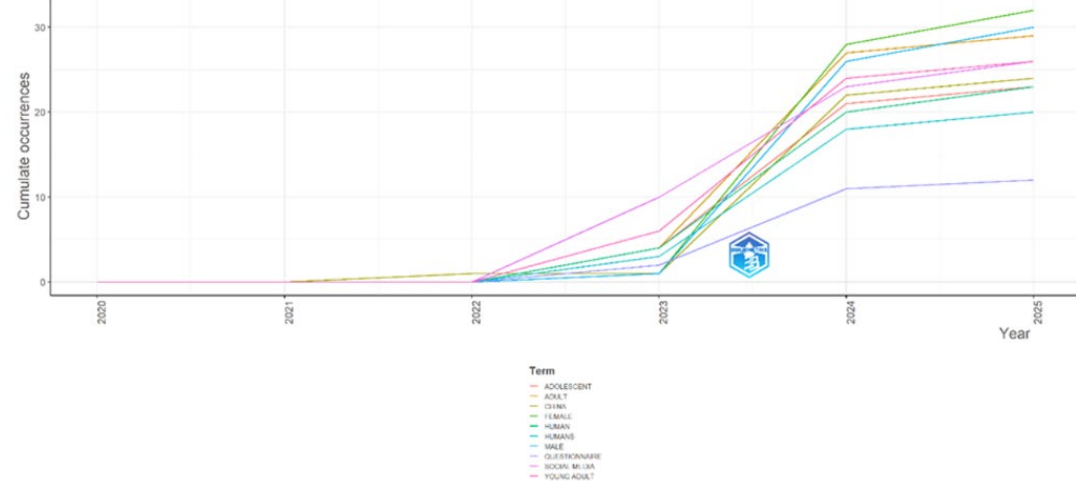


Figure 16

surveys and questionnaires



The above image [Figure 16](#) is a word cloud and it indicates the most frequently occurring keywords. The larger words appear to be more frequently used and the smaller ones are not much common. The word cloud provides a visual representation of the major focus areas and trends in the research area. The most commonly used keywords according to the word cloud include; social media, male, female, adolescent, adult, human, young adult, and China. Other key terms used are questionnaire, surveys, marketing, internet, psychology, anxiety, depression, student, middle-aged, social network etc.

TREE MAP

Figure 17

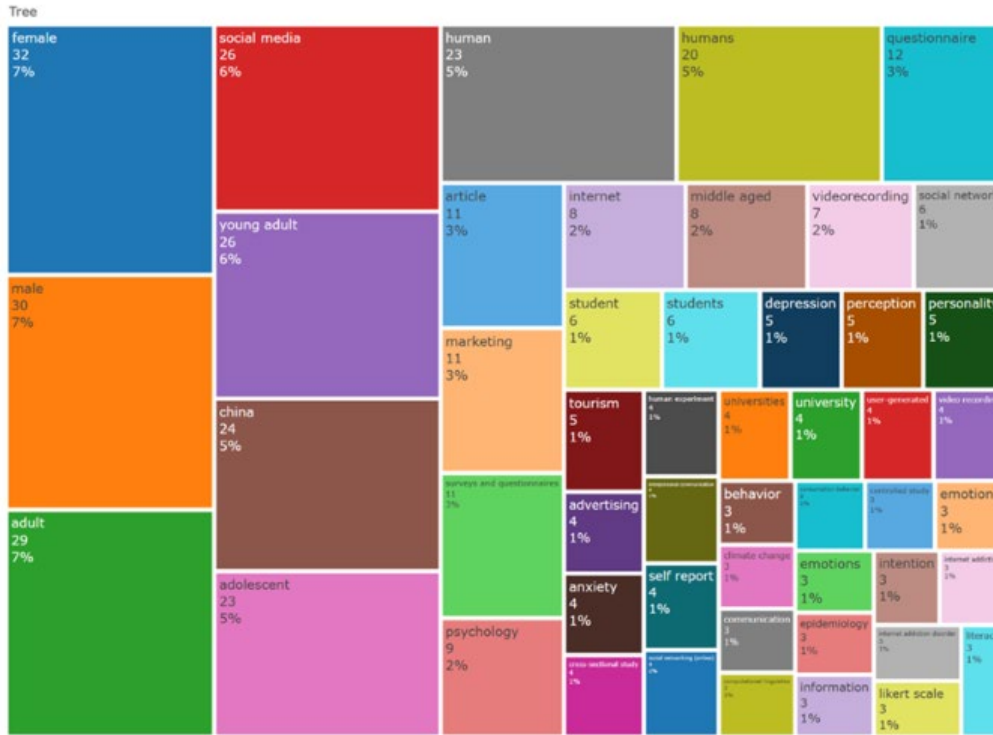


Figure 17 Tree Map: Shows Dominant Research Keywords Within the Short-Form Video Related Literature

The tree map in [Figure 17](#) shows the most commonly used keywords in the area of research. The larger boxes indicate keywords that appear more frequently. The terms which are most frequently used are female, male, adult, social media, young adult, China, adolescent, human etc. These keywords indicate that social media usage and gender or age is a common area of research. The smaller boxes represent the less frequently used key terms which include; internet, student, psychology, anxiety, questionnaire etc, which suggests that the research also focuses on social media usage and human behaviour.

DISCUSSION

The findings of this analysis shed light on the development and intellectual structure of short-form video (SFV) literature within the scholarly landscape. The accelerated growth in SFV-related research publication output since the COVID-19 pandemic underscores the medium as an essential form of digital expression and audience interaction. This expansion is not merely quantitative; it also indicates a broader range of themes. Earlier studies mainly concentrated on entertainment value and user engagement. However, recent studies reveal a wider issue regarding digital well-being, algorithmic dynamics, marketing efficacy and socio-cultural impact.

The observed keyword co-occurrence and thematic clusters suggest a transition from platform-focused discourse to topic-related user behaviour addiction, branding, and participatory culture. This trend indicates a growing scholarly acknowledgement of SFVs as more than just short-lived content. They are recognised as integral components within cultural, political and economic frameworks. Additionally, themes like digital literacy and misinformation in SFV research heightened the awareness of the medium's far-reaching social implications.

The visual depiction of authorship and institutional collaboration highlights a research landscape that is characterised by dispersed scholarly activity alongside accelerated development. Although certain authors and journals have begun to dominate as

central nodes, the generally sparse collaboration network indicates that the field remains relatively dispersed. This dispersed structure could restrict the accumulation of knowledge and consolidation of theories. At the same time, it also suggests opportunities for new participants and interdisciplinary collaboration, particularly from underrepresented regions and fields.

A significant scholarly focus is needed on the cultural differences in the creation, dissemination and interpretation of SFVs. Existing literature primarily focused on Western contexts, despite high SFV usage in regions such as South and Southeast Asia, which are comparatively underrepresented. While ethical issues surrounding content moderation, user privacy and the psychological impact of excessive use are increasingly acknowledged yet, they remain under-theorized.

Moreover, there is a significant absence of longitudinal and comparative research that would provide a deeper understanding of how SFV effects change over time and among different demographic groups.

Overall, the analysis indicates that SFV research is shifting from an early exploratory emphasis to one that demands greater conceptual clarity, methodological diversity and contextual depth.

CONCLUSION AND FUTURE DIRECTIONS

This study offers an extensive bibliometric and network analysis of short-form videos, examining publication venues, authorship structure, thematic patterns and institutional linkages. The findings emphasize the increasing academic importance of SFV, reflecting a thematic shift from entertainment and marketing to more complex issues such as media addiction, digital culture, and algorithmic influence.

Although the field is expanding, it continues to display a lack of theoretical cohesion and an uneven regional focus. As research is largely concentrated in the Western context and limited publication landscape, it highlights a chance for more global engagement and interdisciplinary collaboration. In addition, the limited collaboration among researchers underscores the need to foster a more robust academic network that can facilitate cumulative and comparative studies. Future studies should seek to bridge this gap by integrating SFVs in wider debates about digital societal frameworks with particular attention to cross-cultural perspectives in order to comprehend how SFVs operate across various political, linguistic and economic contexts.

The increasing convergence of these platforms with domains like journalism, education, political communication, and health awareness, their impact on public discourse and behaviour necessitates more detailed empirical and theoretical investigations. In addition, including a qualitative and ethnographic approach could enhance our understanding of user experiences underlying user behaviour, digital labour practices, identity construction, and patterns of audience participation.

As platforms evolve and new methods of digital expression arise, it is essential that academic research maintain both critical reflexivity as well as responsiveness to ongoing technological transformation.

Embracing diverse methodology, encouraging global scholarly partnerships and emphasizing ethical participation with digital media will enable the domain of SFV research to hold the potential to make a significant contribution to evolving discourse on contemporary media culture.

AUTHOR CONTRIBUTIONS

Aarzoo: conceptualization (equal), data curation (equal), methodology (equal), visualization (equal), writing – original draft (equal), writing – review and editing (equal).

Aditya Tiwari: conceptualization (equal), data curation (equal), methodology (equal), visualization (equal), writing – original draft (equal), writing – review and editing (equal).

Nishant Upadhyay: conceptualization (equal), data curation (equal), methodology (equal), visualization (equal), writing – original draft (equal), writing – review and editing (equal).

Prachi Sharma: conceptualization (equal), data curation (equal), methodology (equal), visualization (equal), writing – original draft (equal), writing – review and editing (equal).

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