DIGITAL MARKITING TRENDS: ANALYSING THE EFFECTIVENESS OF SHORT-FORM AND LONG-FORM VIDEOS

Saba Riaz
Working as a Head of Youth Empowerment Program in BE92 Organization
sabariaz870@gmail.com

Abstract
This research paper investigates the ongoing social media trend of short-form versus long-form video content. Understanding these two different video formats requires essential comprehension about their fundamental dynamics and implications. formats in light of the exponential growth of video consumption and the increasing prevalence of social media platforms. The primary objectives of the study are as follows: (1) to analyse the This study evaluates (1) characteristics of short-form and long-form video content and (2) differentiating features while examining factors (3) impacting successful implementation of short-form and long-form video content. This research investigates the essential components which determine the success of short-form versus long-form video content. Additionally, the author incorporates personal experiences and observations acquired during a 40-day apprenticeship at The Zero Publishing Co., Ltd. from January, 2023, to March, 2023. The results of this study will enhance comprehension of the opportunities, challenges, and trends in the field of social media video content.
Keywords: Digital marketing, short-form, long-form video, video consumption

Introduction

Through social media platforms businesses along with individuals demonstrate products and services by using captivating visuals and entertaining content. The Hubspot survey shows that video marketing content created by companies earns popularity with 54% of their buyers. The animation of a brand becomes possible through videos which play up its standout elements and benefits as they build emotional relationships with viewers. Research proves that video content used in social media effectively reaches consumers to produce superior brand enhancement results.

Many different video types now appear on social media platforms during the current period. Digestible video content found on platforms such as TikTok and Instagram Reels has become highly popular while delivering primarily humorous and amusing content. Social media evolution indicates videos will continue being fundamental media for organizations and individuals who want to engage with their audiences. Video content creation skills represent a vital necessity for marketing professionals who need to reach their target audience through social media platforms.

This document presents the derivation of the research paper titled "Social Media Trend 2023: Short-form Versus Long-Form Video." I worked as a video editor through the internship program at The Zero Publishing. Rabbit's Tale owns The Zero Publishing as its content creation arm which acts as a production partner for Thailand's leading businesses for their social media video requirements. My main role entailed supervise all main production workflows which consisted of video filming and sound recording and post-production editing.Exploration of both short-form and long-form video attributes along with their respective effects on audience engagement and attention span and message retention.The process for making short-form media differs from the production approach for long-form content.This research will examine three main factors which affect video content effectiveness: platform algorithms together with video content distribution methods as well as audience demographic characteristics.omers like video content from businesses they endorse. Videos may animate a brand by highlighting its distinctive attributes and advantages, fostering an emotional connection with the audience. Studies indicate that social media videos may effectively engage consumers and enhance brand promotion.

In recent years, social media videos have diversified to include many forms and genres. Short-form videos, exemplified by platforms like TikTok and Instagram Reels, have gained significant popularity, primarily emphasising amusement or humour. As social media progresses, videos are expected to remain an essential medium for organisations and people aiming to connect with their audiences. The capacity to produce and disseminate videos has become a crucial competency for marketers, content providers, and anyone aiming to establish a presence on social media. This document presents the derivation of the research paper titled "Social Media Trend 2023: Short-form Versus Long-Form Video." I participated in an internship program at The Zero Publishing as a video editor. The Zero Publishing, a subsidiary of Rabbit's Tale, is a content firm that collaborates with premier businesses in Thailand to produce video content for social media. I primarily oversaw all pertinent production tasks, including shooting, sound recording, and video editing.

Objective of Study

The study aims;

- ❖ To examine the attributes of short-form and long-form video material and their corresponding effects on audience engagement, attention span, and message retention.

- ❖ To assess the distinctions between the production of short-form and long-form video content.

- ❖ To analyse the determinants influencing the efficacy of short-form and long-form video content, including platform algorithms, audience demographics, and content distribution methodologies.

Research Methodology

This research paper adopts a mixed-methods research model that combines quantitative and qualitative information to achieve research objectives. Data collection for this research came from the internship project "iCreator Insight" conducted at The Zero Publishing. Facebook Pages for "Mango Zero" and "RAiNMAKER" at Zero Publishing serve as data sources to study audience behavior and social media preferences when sharing short-video and long-form video content. This research relies on data obtained from web sources and scientific publications and critical studies along with data collected from investigations and journals. ZERO Publishing Co., Ltd. (Head Office) No. 1706/34, Banthat Thong Road, Rong Mueang, Pathumwan, Bangkok 10330, TAX ID: 0-1055-59169-41-1. The study investigates the performance of short-form vs long-form social media video content on network platforms through examination of various success factors acting on video content success. This research aims to enhance the current understanding of the efficacy of various kinds of video content on social media platforms. This research aims to meet the requirements of the video content business by delivering evidence-based insights about the efficacy of short-form and long-form video content on social media platforms.

 Literature Review

A significant transformation in social media is the exponential growth in the global user base. A survey by We Are Social and Hootsuite (2021) indicates that there are over 4.9 billion active social media users, reflecting a 9.2% rise from the prior year. The proliferation of mobile devices and enhanced internet access has accelerated the transformation of social media. The simplicity and portability of smartphones have facilitated user access to social media platforms while mobile, resulting in heightened engagement and greater time spent on these platforms (Pew Research Centre, 2021; We Are Social & Hootsuite, 2021). Moreover, the

accessibility of high-speed internet and the expansion of 4G and 5G networks have enabled uninterrupted video streaming and content engagement on social media. These platforms enable users to produce and disseminate diverse media formats, including video material (Jurgenson, 2019). Video content has surged in popularity on social media, owing to its capacity to captivate attention and convey messages engagingly. There is a discussion among content providers over the efficacy of short-form vs long-form video content on social media platforms. The progression of video content on social media platforms has transformed consumer consumption and engagement with digital media (Fieseler et al., 2021). Since its inception, video content has seen substantial transformations, influencing user experiences and moulding online communication. In response to rising demand, several websites providing many choices for sharing user-generated video material have emerged. YouTube, Dailymotion, and Metacafe were among the first and most popular video-sharing platforms on the Internet (Saxena et al., 2008). The advent of specialised video sharing platforms such as YouTube in 2005 signified a crucial turning point in the development of video content on social media (Burgess & Green, 2018). Social media platforms developed their video capabilities through user-generated video content evolution (Jenkins, 2006). Through video creation users now share their personal experiences and talents alongside their thoughts thus establishing a worldwide participatory culture.

The compatibility of social media platforms toward various video formats as well as different video lengths has steadily improved (Zhang et al., 2020). Platform evolution has introduced expanded video content along with real-time streaming alongside unique storytelling options and vertical programming which caters to diverse creator demands and viewing preferences. Media consumption patterns have shifted sharply since YouTube launched because users began using its platform predominantly for entertainment alongside education and information access (Burgess & Green, 2018). YouTube long-form video content now stands as a key element of user media consumption while endangering traditional television platforms and reshaping viewer behaviors. The emergence of mobile technology has expedited the development of video content on social media (Meyer et al., 2019). The proliferation of smartphones and enhanced connection enables users to shoot and disseminate films in real-time via live streaming, hence promoting immediate and immersive experiences. Moreover, social media platforms included video functions into its essential features (Fuchs et al., 2019). Autoplaying videos in feeds, video discovery algorithms, and video-specific engagement measures have facilitated the extensive consumption and dissemination of video content.

Findings and Results

This section elucidates the outcomes of the research on "Social Media Trend 2023: Social Media Short-form vs. Long-form Video." It aims to deliver a thorough analysis of the collected data, emphasising the principal findings and results of the study. The insights presented herein enhance the comprehension of the impact, efficacy, and audience preferences linked to these two video formats. Results from this study will generate actionable production recommendations that help content producers analyze how their viewers respond to both brief and extended video formats.

Listeners hold different attitudes towards viewing videos in short form rather than long form formats

Many contemporary users obtain videos from multiple platforms and especially like to engage with changing content consumption habits. Content providers can use audience preference understanding to refine their video distribution techniques in order to best reach their target audience.

Audience preference and demographic comparison

Survey respondents showed a preference for Short-form videos over Long-form videos . Long-form Videos. According to survey data 96 out of 123 Thai respondents watch short-form videos with great regularity but only 27 prefer the longer format. The latest survey shows growing interest in short videos throughout 2023. Research data shows students between 18 and 24 dominate the viewer audience who select short videos instead of long videos while individuals older than 24 tend to choose longer videos. Analysis shows that 65.3% of users who watch short videos primarily use TikTok among their social media platforms. YouTube serves video content to 73.1 percent of viewers whose videos last longer than a few minutes. Short-form videos are preferred by 96 respondents out of 123 for the following reasons: The study shows that users value (A) Conciseness at 84.4% and (B) Excitement and noteworthiness at 53.1% while also valuing (C) Benefits gained at 25% and (D) Storytelling and presentation at 46.9% as well as (E) Production quality at 21.9% and (F) Trustworthiness at 18.75

Engagement level comparison: The Case Study of Mango Zero and RAiNMAKER

The way audience members interact with messages and activate their responses directly reflects the effectiveness of video content. The actual effectiveness of different video platforms shows no direct relationship to their viewing engagement rates. The connection between video format and targeted audience demographics determines this association. The engagement patterns of viewers respond differently to short-form and long-form video content because of their format structures and storytelling approaches length of time. Instead of trying to find out which video format has garnered more interaction, I'm comparing the ways in which short-form and long-form videos have helped increase social media engagement via various forms of video content.

Figure 1 Mango Zero and RAiNMAKER Facebook Page

This section will compare the two main Facebook Pages of The Zero Publishing, "Mango Zero" and "RAiNMAKER." Mango Zero releases new social news daily while delivering video content about food and travel and entertainment and technology and social media. RAiNMAKER positions itself as a Content Creator Community devoted to sharing instructional content about content production alongside internet marketing insights along with social media bulletins and online business knowledge. The number of Facebook followers at Mango Zero exceeds RAiNMAKER's 161,000 with 440,000 active users. You are Mango Zero launched two years before RAiNMAKER in 2016. acebook sites with identical fundamental purposes maintain separate follower bases according to particular audiences.

Message transmission and narrative effectiveness

Through video content people receive powerful messages that reach their feelings and sustain viewer interest effectively. Video storytelling plays an important role for all content creators who work in social media today. Through effective storytelling methods artists both develop clear communication of their ideas and build deep emotional bonds with audience members. The combination of content volume and tempo alongside storytelling structure operates through video duration alongside display format to shape the entire storytelling approach.

Short-form videos have dramatically altered how people watch videos because they spread across all platforms in recent times. The long-form video format is not going anywhere just because short films are becoming more popular, even if people still prefer seeing shorter stories in video form. There is a subset of social media users who gravitate towards long-form videos because of the unique way in which they deliver their messages. The results presented here will show how the various video formats vary in their ability to efficiently convey stories. As part of my internship with iCreator, I got to interview a slew of famous 2023 video artists for their insights. Again, the goal is not to choose a winner, but to see how well each video format works and what kinds of people are most likely to see them. I selected two YouTube creators—Kriti Tone on Channel A and สัมภเวศิลป์ on Channel B—to demonstrate the differences in the efficacy of message delivery and narrative in short-form and long-form video.

Channel A, run by a famous Thai voice actor, with over 206,000 YouTube subscribers. Commercial voice over and making-of films are frequent topics for its one-minute uploads. However, Channel B has up to 331,000 members and markets itself as a platform that uses art theories to analyse and present horror tales. Channel B makes its distinctive feature clear by showing only long-form films across a time span of fifteen minutes to one hour. Classic communication principles led me to split Channel A for short-form video content while making Channel B the home for long-form video content.

The channels were chosen as they use narrative storytelling approaches to draw viewer attention. In order to compare and contrast these two YouTube channels, which use entirely different video formats, the research will centre on three important aspects that help make video content effective for storytelling and message delivery: content creation, the art of storytelling, and production, visual, and editing styles.

Making content

Both Channel A and Channel B creators chose to create videos about topics they personally engage with. The creator who developed Channel A brings ten years of expertise working as a professional commercial voice actor to the platform. He initiated regular postings to TikTok and YouTube after COVID-19 began its spread in 2020. Competing in 2019 Channel B's founder founded his YouTube page firstly for personal enjoyment yet today he utilizes the platform to express his love for horror videos. Video content at both networks successfully engages viewers by fulfilling different video presentation styles.

Channel A runs more focused content-based operations during content development and content drafting than Channel B. Through their own voice acting experience together with behind-the-scenes content and audience interaction Channel A creates programming that targets its users directly. Egypt makes short movie production tough because determining the right amount of content for each one-minute video represents the greatest creative hurdle. As a result, scripts are prepared in advance to forestall the spread of false information. Channel B, on the other hand, posts a wide range of films and analyses their interaction rates to produce material that matches the tastes of their target demographic. Research by Channel

B shows their audience seeks detailed examinations of horror films above generic horror podcasts along with horror experiences that activate various feelings including fear and nostalgic sentiments and recognition. The lengthy content demands extended preparation and writing time according to the research conducted by Channel B. Just to be sure, before making any videos for Channel B, the creator viewed the whole film three times: The author watched each film three times starting with an exploration of its core elements then followed by a memorization of significant points followed by a final review for accuracy. The original intention of the creator depends on improvisational execution yet bullet points helped reduce potential misinterpretation during script preparation.

The craft of narrative

That moment when creators reduce everything they've written into a short film they want you to have a valuable understanding that will make you feel better while searching for answers. While in journalism journalism has been their main focus the creator's initial experience was in voice acting. He used the same method of presenting information through "The Inverted Pyramid" which journalists use in their news reporting to inform their reading audience about news stories.

According to YouTube Thailand stpb training videos must establish a quick connection with viewers in the opening three seconds followed by exact information delivery. Each Channel A video follows a specific structure by delivering a hook at the start along with a nut graph before reaching its conclusion.

According to Channel B many story elements require extreme preparation to maintain viewer focus across lengthy videos. According to the author's analysis the emotional resonance of horror elements and artwork indicates potential conceptual alignment. The inventor established that maintaining audience engagement becomes possible by introducing emotional appeals to the content. Digital content on Channel B uses the "Five-stage story structure" but Channel A implements news story structure for its media content. In order to maintain audience interest the creator devotes equal importance to story development as they do to movie production. During movie production he sets out to replicate his own emotional experience for his audience. To guarantee a clear understanding of the film's story all viewers need to know how the narrative unfolds.

Every video starts with a strong introduction which lets viewers make an emotional connection right before moving to the central story details. Channel B stands apart from competing networks since they introduce unique methods for linking artwork theories to horror movies. The important elements tying narrative to theoretical art concepts will find their way into analysis sections to help viewers detect horror creators' intentional communications.

The channel adopts distinctive approaches for video production combined with visual effects and editorial techniques

A video's final quality depends entirely on production values. Video creating processes follow unique paths depending on whether the output requires short-form or long-form content. Evidence shows Channels A and B use professional studios with equivalent setup facilities thanks to their use of professional equipment. The core differences emerge because each channel applies different approaches to video editing and graphic development.

Based on the obtained data Channel A chooses video elements that work towards efficient concise content. The developer specified brevity as the vital factor in film production so the

excessive preparation of appealing graphics and headlines represents unnecessary effort. Fast-paced video clips have been followed by verbal explanation and written captions for better understanding. 30

Conclusion and Discussion

Conclusion
There has been a meteoric surge in the amount of video footage uploaded online due to the proliferation of social media users that followed the worldwide epidemic. Social media platforms utilize video content alongside new features which significantly changes consumer interactions with digital media experiences (Fieseler et al., 2021). The significant evolution of video content throughout recent years has transformed user interactions with video media also reshaped online discussion patterns. The surge of social media systems along with viral video styles on TikTok and Instagram Reels and Shorts drives users to consume videos in ever-increasing amounts. The appeal of brief video productions has exploded across these digital domains where creators produce imaginative content for wider connections.

Discussion
The findings from this research paper align with broader academic observations to show how various video lengths perform on social media platforms. Viewers experience increased engagement with videos under two and a half-times greater in short-form content research by Sprout Social confirms the extreme engaging aspect. Social media consumption of brief videos experiences growth which supports these research outcomes.

Social media research shows a significant growth trend for short-form videos which experts expect will capture 66% of total social media usage in 2022 while prediction was at 50% in 2020. The 2023 research documented that 78% of participants elected short videographic content over more extended formats. These statistics from consumers demonstrate the expanding usage of short-form video content by social media users.

Relentless short-form video popularity has no bearing on the fundamental value of extensive video content formats. Long-form video content enables detailed investigation of complex matters but short-form videos deliver efficient information sharing through simple-to-understand content. Video material's ability to succeed depends primarily on its relevance to target objectives and viewer preferences rather than its actual duration.

For video content preference consumers consider both their personal aesthetics and their anticipated needs along with the nature of the content they consume. Video content presented in brief segments works best for obtaining immediate viewer attention and delivering simple information while also enabling shareable and viral content formats. Audiences who seek detailed comprehension or educational content or want to be entertained always select long-form videos because these videos enable more extensive exploration and thorough explanations and deep involvement.

Content creators should learn about fundamental distinctions together with advantages between short-form and long-form video content creation. Content creators should utilize format abilities as strategy tools while they push past outdated views about one format replacing another. Through its length the video establishes valuable education for audiences and builds deep engagement but short-form entertainment drives interactions with direct brand exposure and viral moment potential.

Success happens through determining target audiences together with their viewing behaviors and customizing video clips effectively. More content creators succeed in expanding their video audience and reaching unique target demographics when they produce both short and extended video styles.

The growing user base of social media outlets coupled with heightened demand for video content motivated developers to develop short-form videos which currently enjoy widespread popularity. Long-form videos remain useful even though short-form videos prevail. A video's success depends on three essential components involving audience choices together with mission requirements and video subject matter characteristics. Short-form alongside long-form videos serve unique purposes yet these properties require strategic integration to maximize desired marketing benefits and provide efficient audience reach.

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