

Scrolling Without Slowing Down? Short-Form Content Consumption and Workplace Productivity

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ABSTRACT

Short-form content platforms like TikTok, Facebook Reels, Instagram Reels, and YouTube Shorts have experienced rapid expansion, raising concerns about their effects on people's attention spans and workplace productivity. The research investigated how short-form content consumption affects workplace productivity, with attention span as a mediating factor, among 100 Filipino working adults in a quantitative study. The research used self-administered surveys with standardized questions and proven Likert-scale instruments to obtain data, which researchers analyzed with descriptive statistics and mediation analysis. The research findings showed that participants engaged heavily in short-form content consumption but still maintained their office productivity and attention spans, which reached their peak. The research results showed that watching short-form content at work does not directly affect job performance, and people's ability to focus does not mediate the relationship between these two factors. The research data showed that workplace productivity is directly related to attention span, with a positive association. Research shows that daily short-video viewers stay productive because they have developed digital content management skills, and their work success depends on their ability to concentrate rather than on their screen time.

Keywords: Short-form content consumption, attention span, workplace productivity, digital media use, employee performance, mediation analysis

INTRODUCTION

Background of the Study

In today's digital technology, platforms such as TikTok, Instagram, Facebook, and YouTube have become one of the leading sources of entertainment and information. These platforms create a highly engaging, algorithm-driven content design to capture attention quickly and encourage prolonged viewing behavior while short-form content offers convenience and entertainment, and its excessive consumption has raised concerns about cognitive and behavioral effects, especially in professional settings (Manic, 2024; Nathwani 2025).

Attention span is described as how long a person can focus on a task without being distracted, and it is often seen as an indicator for productivity (Carstens et al., 2018; Simon et al., 2023). Frequent consumption of short-form content may impair executive functions, reduce sustained attention, and lead to addictive behaviors (Arouch et al., 2025; Nathwani, 2025). These cognitive disruptions can negatively influence employees' ability to concentrate and focus, complete tasks efficiently, and maintain high levels of performance in the work environment (Stepanek & Jahanshahi, 2018; Mustafakulova et al., 2024).

The study focused on employees, working professionals, and MBA students residing in the Philippines. This locale provides a relevant setting for investigating the behavioral and cognitive impacts of short-form content consumption on professional performance in a dynamic workforce.

Short-form video content has spread quickly through TikTok and Instagram Reels and YouTube Shorts which introduced a new way for people to consume media through brief attention-catching videos. Research findings indicate that this format structure creates problems for user mental processes regarding attention span because it

leads to performance issues during tasks that need extended concentration (Haliti-Sylaj & Sadiku, 2024; Ye et al., 2025).

Workplaces depend on productivity as their main economic and organizational priority so any form of distraction or reduced mental focus will negatively impact task completion efficiency and effectiveness (Sauermann, 2016). Research about short-form content and attention in educational settings keeps growing but there are gaps in the studies to understand how frequent short-form content viewing impacts workplace productivity through its effects on attention span and cognitive focus.

Short-form content consumption describes how people interact with brief social media videos under 60 seconds through TikTok and Instagram Reels and YouTube Shorts (Manic, 2024). The variable measures how often people watch this content and for what length of time and whether it becomes a regular part of their viewing habits.

People maintain their mental focus on work tasks for specific periods until external interruptions cause them to lose concentration according to Carstens et al. 2018). The person demonstrates their ability to stay focused by ignoring distractions. Research shows that watching short videos for long times causes attention fragmentation which results in poor focus maintenance (Haliti-Sylaj & Sadiku, 2024; Yan et al., 2024).

Workplace productivity refers to the ability of employees to perform tasks efficiently while using their time and effort effectively to reach their desired results (Sauermann, 2016). The measurement of productivity requires organizations to track specific performance indicators (KPIs) which include task completion time and output quality and attendance records and performance evaluation results (Bortoluzzi, 2018). The research design in this study identifies the professional results which cognitive functions have the potential to affect.

The relationship between short-form content consumption, attention span, and workplace productivity is supported by the findings of different studies, theories, and models. Studies have shown that excessive consumption of short-form content is found to affect cognitive functions such as attention span and memory because the rapid stimulation caused by this overwhelms the brain and dopamine receptors eventually causing weakening of attention span. Furthermore, frequent consumption of short-form content disrupts momentum, concentration, and focus (Arouch et al., 2025; Ye et al., 2025; Haliti-Sylaj et al., 2024; Najib et al., 2025). Kahneman's Limited Capacity Theory states that the brain has a finite number of resources when it comes to processing information, so distractions and overstimulation can hinder us to focus and sustain attention (Watson et al., 2010). Employees who are engaged in short-form video platforms are often distracted and find it hard to focus resulting in delay with their deliverables and impacted productivity (Priyadarshini, 2020; Tirtana et al. 2024; Tran Tuan, 2025). The Cognitive Control Model of Work-related Flow (CCMWF) highlights that work productivity is boosted when employees aim their attention and focus on their tasks solidifying the relationship between attention span and workplace productivity (Weintraub et al., 2023). Furthermore, studies have explored the mediating effect of attention span where it was found that attention span links short-form content consumption and the ability to perform well in a task (Gong et al., 2024; Al-Leimon et al., 2025; Haliti-Sylaj et al., 2024).

This study seeks to explore the negative effect of short-form content consumption on employee's workplace productivity, identify the correlation between excessive consumption of short-form content and the employee's attention span, analyze how the employee's attention span relates to their workplace productivity, and investigate the mediating role of attention span on the relationship of short-form content consumption and employee's workplace productivity. Altogether, these relationships are aimed to be examined through the Philippine context where demographic, cultural, economic, and workplace dynamics are considered.

Statement of the Problem

The following research questions were formulated to guide the research:

1. What is the effect of short-form content consumption on workplace productivity?

2. What is the effect of short-form content consumption on attention span?
3. What is the effect of attention span on workplace productivity?
4. Does attention span mediate the relationship between short-form content consumption and workplace productivity?

LITERATURE REVIEW

Short-form Content Consumption

Short-form content consumption refers to the successive viewing and engagement with multiple short-form video episodes in one sitting. (Park et al, 2024). Short-form content is introduced by top Social Media Platforms like TikTok, Facebook/Instagram Reels, and YouTube Shorts, and they are referred to as videos that last under 60 seconds, with a focus on being brief and engaging to rapidly capture the attention of users (Manic, 2024). Short-form content is compelling due to duration of the videos, easy to navigate interface, and endless algorithm recommendations where users tend to browse/scroll across an endless loop of curated content which ultimately may trigger addiction behavior. (Nathwani, 2025). In the Philippine context, Facebook and Tiktok are among the most visited apps in the Philippines logging an average of 26 hrs and 40 hrs time spent on the app per month making the Philippines one of the biggest consumers of social media and short form video content (Congressional Policy and Budget Research Department, House of Representatives [CPBRD], 2024).

Attention Span

Attention span is defined as the duration that a person can focus on a particular task without being distracted (Carstens et al., 2018). Attention span is often seen as an indicator of success in real-world scenarios whether in academics or the workplace (Simon et al., 2023). Kahneman's Capacity Theory states that our brains can only handle limited capacity when it comes to processing information, and distractions in our attention like multitasking and overstimulation can impair our ability to focus and complete tasks (Watson et al., 2010).

Simon et al. (2023) found that young adults can sustain their focus for about 76.24 seconds while older adults have about 67 seconds attention span. The study suggests that naturally, our attention span declines as we age. However, there is also a collective decline in attention span because of constant exposure to social media which shifts the focus of the brain to see consuming content as pleasurable, and avoid tasks that require deep mental effort (Nathwani, 2025).

Workplace Productivity

Escorpizo (2008) defined workplace productivity as the ability of an employee or worker to produce goods or deliver services that are expected of their job description and are aligned with their organization's goals and objectives. Sauermann (2016) also stated that workplace productivity is a measure of efficiency in how long it takes to complete a task while maintaining high-quality output with minimal errors or defects. Workplace productivity can be measured using KPIs (Key Performance Indicators) to analyze employee performance (Bortoluzzi, 2018). Common KPIs for measuring productivity include employee attendance, time-tracking sheets that measure hours worked, employee turnover rate, financial ratios, and individual employee performance assessments (Bortoluzzi, 2018).

There are many factors that further increase workplace productivity and these are attributed to the type of leadership, environment, culture, salary, training opportunities, and benefits (Mustafakulova, S, et al., 2024). However, it is seen that workplace productivity can decline if employees are stressed and distracted (Stepanek & Jahanshahi, 2018).

Short-form Content Consumption and Workplace Productivity

Short-form content is widely accessible through Social Media platforms like Facebook, Instagram, TikTok, and YouTube (Manic, 2024). Certain studies have shown that engaging with short-form video platforms affects individual productivity (Tirtana et al., 2024). Their findings show that users are more often distracted and delay completing their tasks while watching short-form videos, which also impacts their overall efficiency at work (Tirtana et al., 2024). Engaging on these Social Media Platforms may ultimately trigger addiction-based behavior that affects the well-being of the employees, which then causes lack of sleep, backache and eye strain, feelings of envy, and lack of depth in relationships (Priyadarshini, 2020). These factors translate to their workplace, which then affects their workplace productivity through missed deadlines, inconsistent work quality, and distraction from work (Priyadarshini, 2020).

Short-form Content Consumption and Attention span

Najib et al. (2025) found that there are negative cognitive effects in excessive consumption of short-form videos. Excessive screen time can lead to addiction, which disrupts work momentum that requires more focus and concentration, ultimately impairing attention span. Cheng et al. (2024) further concluded that frequent consumption of short-form videos can reduce attention span, although changing the duration of exposure does not significantly affect performance on attention tests. These findings show more evidence that the habitual tendency of short-form video use can be more harmful than the time spent watching.

Prolonged exposure to short-form content can also be associated with decline in cognitive functions which are decision making, problem solving, shortened attention span memory, and heightening compulsive behavior (Arouch et al., 2025). Furthermore, short-form videos impede the brain's reward system and dopamine receptors revealing the negative impact on our mental well-being (Ye et al., 2025). Rapid stimulation of the brain through short-form content overwhelms the cognitive capacity of the brain and fragments attention causing the respondents to find it difficult to concentrate or sustain any task (Haliti-Sylaj et al., 2024).

Attention Span and Workplace Productivity

Attention Span among employees is an important factor for Workplace Productivity as modern digital distractions or barriers hinder focus that ultimately affects the ability of the employees to complete certain tasks and meet deadlines (Tran Tuan, 2025). Blocking distractions such as enforcing digital blockers to intervene with usage of social media at work have good outcomes such as faster completion time of tasks and sustained attention among employees (Tran Tuan, 2025).

Weintraub Nolan and Sachdev (2023) developed the Cognitive Control Model of Work-related Flow (CCMWF) to show that work performance and employee involvement improve when employees direct their cognitive resources toward tasks which results in better flow experiences. The research shows that people who have high levels of attention span and can focus their thinking through control methods achieve better productivity in their workplace (Weintraub et al., 2023).

Research shows that work-related stress and shift schedules and extended work hours negatively impact attention and executive function abilities which results in decreased performance but website blocking during work hours improves concentration and work output (Mark et al., 2017). The Limited-Capacity Model of Attention (Kahneman, 1973) demonstrates that people have restricted mental abilities which decrease their performance when they try to work on multiple tasks at once. The Job Demands–Resources (JD-R) model identifies attention span as a vital resource which enables employees to maintain their performance levels.

Attention Span as Mediator

The negative correlation between short-form content consumption and task performance is mediated by the ability to sustain attention (Haliti-Sylaj et al., 2024). It was found that attention span mediates the relationship between short-form video consumption and academic performance (Gong et al., 2024). Short-form content diverts the focus of the students and depletes their attention, causing them to find it difficult to perform well in their academic tasks. Al-Leimon et al. (2025) found that attention span partially mediates the relationship between short-form video addiction and memory function. Since our memory has limited capacity, attention acts

like a selective filter that dictates which information will be retained and only prioritizes information that is for short-term storage (Al-Leimon et al., 2025).

Hypotheses

The following hypotheses were tested to see a significant effect between the concerned variables

1. There is a significant effect between Short-form Content Consumption and Workplace Productivity
2. There is a significant effect between Short-form Content Consumption and Attention Span
3. There is a significant effect between Attention Span and Workplace Productivity
4. Attention Span mediates the relationship between Short-form Content Consumption and Workplace Productivity

Conceptual Framework

Figure 1 - Conceptual Framework

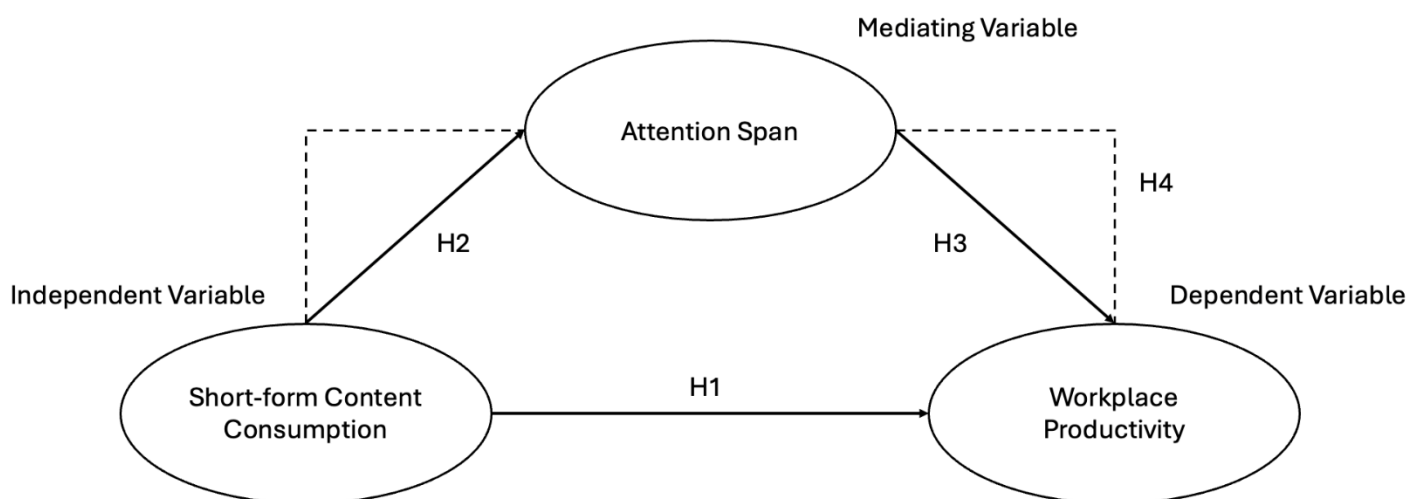


Figure 1 reveals the conceptual framework for this research. This research is a mediation analysis research aimed to determine the significant effect of Short-form Content Consumption on Workplace Productivity with Attention Span as the mediator. Short-form Content Consumption serves as the independent variable (IV) while Workplace Productivity is the dependent variable (DV), and lastly, Attention Span is the mediating variable (MV).

METHODOLOGY

Research Design

This study utilized a quantitative correlational research design, which is suitable for examining the relationships among short-form content consumption, attention span, and workplace productivity. A correlational approach is appropriate because the primary objective of the research is not to manipulate variables but to measure how they statistically relate to one another within a natural setting (Creswell, 2014). Consistent with previous studies that measured digital behaviors and cognitive responses in their natural form without experimental manipulation—such as the examination of attention patterns (Simon et al., 2023) and cognitive effects of short-form video exposure (Cheng et al., 2024)—this design allowed the present study to analyze real-world usage patterns and workplace outcomes. A survey was used since it is a widely accepted method for capturing behavioral frequency, cognitive constructs, and self-reported productivity perceptions (Sauermann, 2016; Mackie et al., 2013). Employing validated scales also aligns with existing literature such as the Cognitive Control Model of Work-

related Flow (Weintraub et al., 2023) and established attention span measurements (Carstens et al., 2018), improving reliability and accuracy of results. The correlational design is appropriate for this study because the research aims to statistically test hypotheses predicting negative and mediating relationships among variables, similar to how previous scholars have investigated how cognitive factors mediate effects of media consumption (Gong et al., 2024; Al-Leimon et al., 2025). Therefore, the methodology effectively supported the objectives of determining direct, indirect, and mediating effects among the variables in a structured and measurable way.

Research Locale

The primary respondents were working professionals in a hybrid work setup situated in Metro Manila who are active users of social media platforms like Facebook, TikTok, Instagram, and YouTube. They belong to various industries such as Finance, BPO, IT, Manufacturing/Engineering, Marketing, Healthcare, and Government & Non-Profit industries. These industries provided relevant insights for studying the behavioral and cognitive impact of short content consumption on attention span and productivity, as they represented a large, metrics-aware population of corporate knowledge workers whose core job functions rely directly on sustained attention capabilities and productivity in the workplace that the study aims to investigate.

Sampling Design

A probability design using stratified random sampling was used to identify respondents. The target population was grouped according to its profiles such as their status as employees, workload intensity, and frequency of short-form content usage. A total of one hundred (100) responses were gathered for analysis.

Research Instrument

This study utilized a structured survey questionnaire as the primary research instrument. The survey was developed and administered through Google Forms, which allowed ease of access and dissemination of the survey questionnaire. The survey includes sections corresponding to the independent variable (Short-form Content Consumption), mediating variable (Attention Span), and dependent variable (Workplace Productivity) to measure frequency, perception, and behavioral tendencies relevant to the study's hypotheses. A brief demographic section was also included (age, sex, Industry / Company Department, Job Position, Average daily screen time, Most used short-form platform (TikTok, Facebook, IG, YouTube Shorts)).

The items corresponding to the research variables are measured through a 4-point Likert Scale ranging from 1 - Strongly Disagree to 4 - Strongly Agree. The questions were developed using ChatGPT, which was prompted to create Likert Scale-based items based on the related literature gathered for this research. 3 items for each of the variables (Short-form Content Consumption, Attention Span, Workplace Productivity) were included in this survey questionnaire. The questions are adequate to measure the Short-form Content Consumption Engagement Level Score, indicating how engaged respondents are in using short-form content; the Attention Span Score, indicating how respondents perceive their ability to sustain attention or focus; and the Workplace Productivity Score, indicating how respondents perceive their productivity in the workplace.

Data Gathering Procedure

Data were gathered through a self-administered survey questionnaire that was facilitated using Google Forms. The survey questionnaire aimed to gather data to be used to support data analysis in this research. All information gathered was covered and is in compliance with the **Data Privacy Act of 2012 (Republic Act No. 10173)** of the Philippines, ensuring that the personal information of the respondents remains confidential. The data gathered was used solely for this academic research. Additionally, a consent form was also provided, ensuring that all respondents agreed to participate in the research. A Uniform Resource Link (URL) of the Google Forms survey questionnaire was generated and shared through social media platforms like Facebook, Twitter (X), Instagram, Threads, TikTok, and LinkedIn to garner respondents. The data gathered were stored, cleaned, and analyzed using Microsoft Excel. All statistical-related calculations and data visualization were performed with the help of Microsoft Excel and Jamovi.

Data Analysis

Data were analyzed using descriptive and inferential statistics. Data analysis took place using Microsoft Excel for descriptive statistics to calculate the mean and standard deviation of the numerical data. The research employed a mediation analysis in Jamovi to examine the mediating effect of attention span on short-form content consumption and workplace productivity.

Results Of the Study

Profiling of Respondents

Table 1 - Respondents' Age Demographics

Age	Count	Relative Frequency	Percent Frequency	Rank
25-34	78	0.78	78%	1
35-44	11	0.11	11%	2
45-Above	8	0.08	8%	3
18-24	3	0.03	3%	4
Total	100	1.00	100%	

100 respondents were targeted in this research through stratified random sampling. Among them, 78% were aged 25-34, 19% were age 35 and above while the youngest group is age 18-24 made up 3% of respondents.

Table 2 - Respondent's Industry Demographics

Industry	Count	Relative Frequency	Percent Frequency	Rank
IT/Technology/Engineering	53	0.53	53%	1
Manufacturing	15	0.15	15%	2
Marketing/Advertising	10	0.10	10%	3
Finance	9	0.09	9%	4
BPO/Customer Service	6	0.06	6%	5
Government/NGO	4	0.04	4%	6
Healthcare	3	0.03	3%	7
Total	100	1.00	100%	

Table 2 shows that most of the respondents came from IT/Technology and Engineering with 53% of the sample, while 15% came from Manufacturing and 10% from Marketing/Advertising while the remaining 22% came from Finance, BPO/Customer Service, Government/NGO and Healthcare sectors.

FREQUENCIES OF INDUSTRY

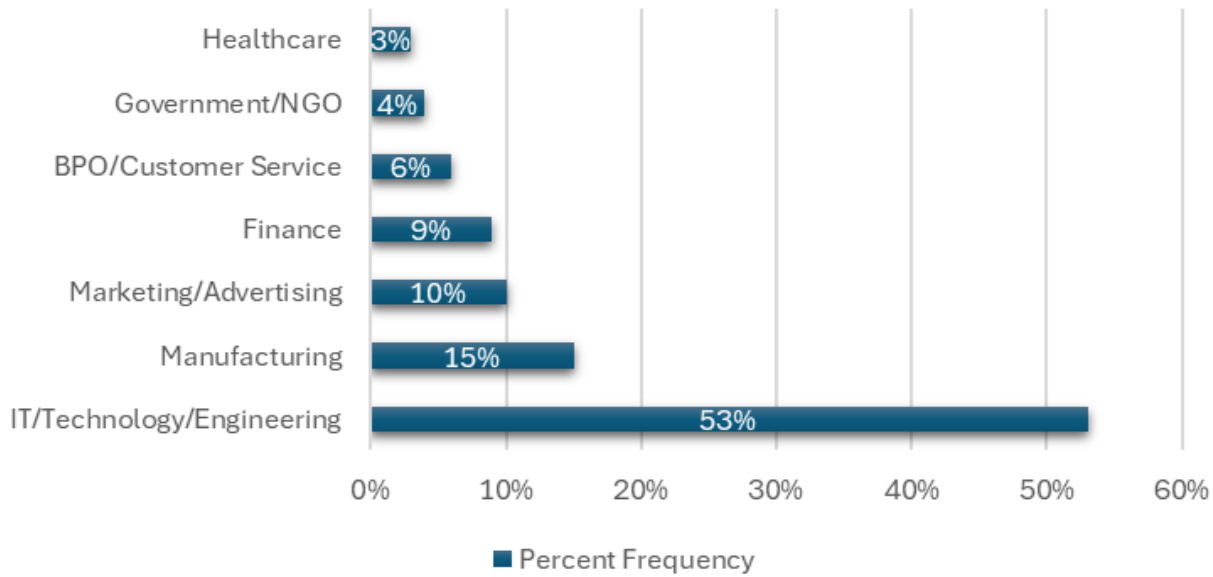
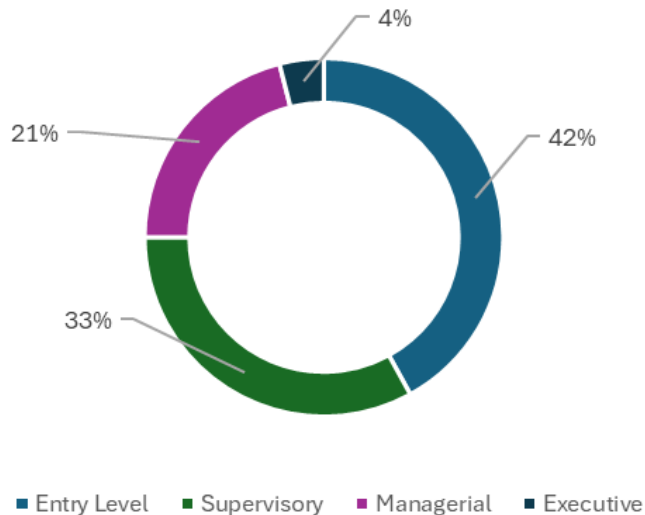


Table 3 - Respondent's Role Demographics

Role	Count	Relative Frequency	Percent Frequency	Rank
Entry Level	42	0.42	42%	1
Supervisory	33	0.33	33%	2
Managerial	21	0.21	21%	3
Executive	4	0.04	4%	4
Total	100	1.00	100%	

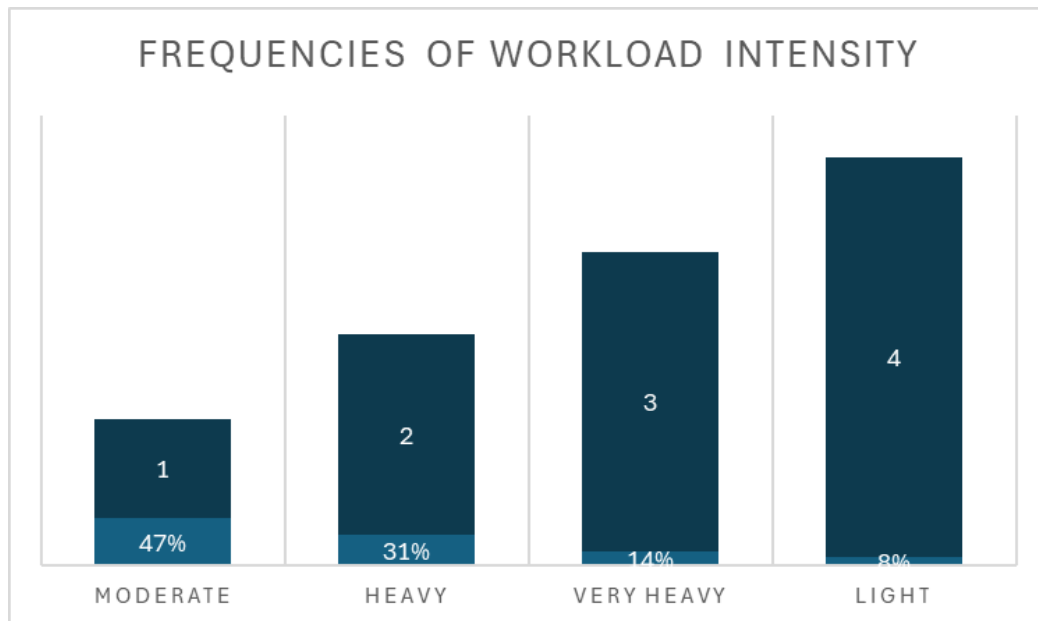
FREQUENCIES OF ROLE



As shown in Table 3, 42% of respondents are at the Entry Level while 33% are at Supervisory Level, and the remaining 25% came from Managerial and Executive level positions.

Table 4 - Respondent's Workload Intensity Demographics

Workload Intensity	Count	Relative Frequency	Percent Frequency	Rank
Moderate	47	0.47	47%	1
Heavy	31	0.31	31%	2
Very Heavy	14	0.14	14%	3
Light	8	0.08	8%	4
Total	100	1.00	100%	



Out of 100 respondents 47% reported that their workload intensity is moderate, while 31% indicated a heavy workload and the remaining 22% came from Very heavy and Light workloads.

Table 5 - Respondent's Social Media Application Demographics

Social Media Application	Count	Relative Frequency	Percent Frequency	Rank
Facebook	38	0.38	38%	1
Instagram	34	0.34	34%	2
Tiktok	15	0.15	15%	3
Youtube	13	0.13	13%	4
Total	100	1.00	100%	

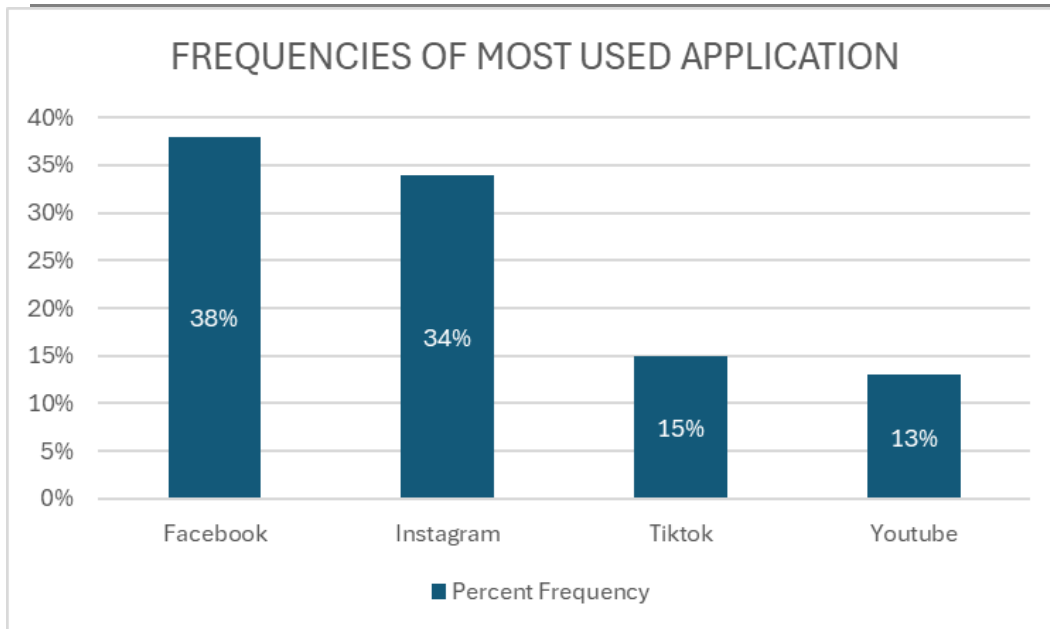
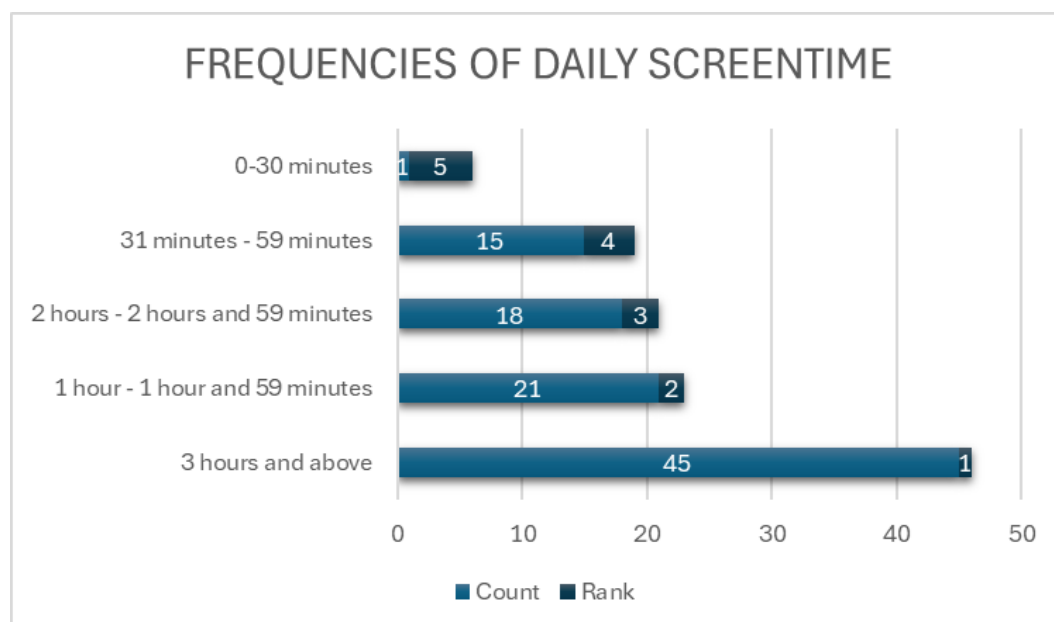


Table 5 shows that Facebook is the most frequently used social media application, with 38% of respondents choosing it as their preferred platform. This is followed by Instagram with 34% respondents, and the remaining came from Tiktok (15%) and Youtube with (13%) respondents.

Table 6 - Respondent's Social Media Application Demographics

Screentime	Count	Relative Frequency	Percent Frequency	Rank
3 hours and above	45	0.45	45%	1
1 hour - 1 hour and 59 minutes	21	0.21	21%	2
2 hours - 2 hours and 59 minutes	18	0.18	18%	3
31 minutes - 59 minutes	15	0.15	15%	4
0-30 minutes	1	0.01	1%	5
Total	100	1.00	100%	



As Table 6 shows, 45 out of 100 respondents spend 3 hours or more on daily screentime ranked as the highest category. This is followed by 21 respondents who spend between 1 hour and 59 minutes per day. While 2 hours

and 59 minutes ranked third with 18 respondents and the remaining 20 indicated that they spend less than 1 hour on daily screentime.

Descriptive/Variable Analysis

To interpret the extent of each variable as per the responses in the survey, the following interpretation will be used :

Table 7 - Interpretation of Scores / Mean Values

Range of Mean Values	Weight	Interpretation
3.25 - 4	4	Very High
2.51 - 3.24	3	High
1.76 - 2.5	2	Low
1 - 1.75	1	Very Low

Table 7 shows the range of mean values and their interpretation to be used to summarize the results of the survey gathered for each variable.

Short Form Content Consumption

Table 8 - Means, Standard Deviations, and Interpretations of Short Form Content Consumption Engagement Score

Descriptives	Mean	Standard Deviation	Interpretation
I regularly watch short-form content on one of these Social Media Platforms - TikTok, Facebook Reels, Instagram Reels, or YouTube Shorts	3.41	0.70	Very High
I tend to watch multiple short-form videos in one sitting because the recommended content by the algorithm keeps me engaged.	3.28	0.81	Very High
The endless loop of curated content by Tiktok, Facebook Reels, Instagram Reels, or Youtube Shorts makes me lose track of how much I've watched in a day	3.15	0.80	High
Short Form Content Consumption Engagement Score	3.28	0.60	Very High

The results of the data gathered shows that the respondents have a very high engagement on short-form content. Table 8 conveys the Means, Standard Deviations, and Interpretations of Short Form Content Consumption Engagement Score. The mean score for the Short-form Content Consumption Engagement Score is $M = 3.28$ with standard deviation of $SD = 0.60$ indicating that most respondents are active users/viewers of such platforms. Among the indicators listed above, regularly watching short form-content received the highest mean score ($M = 3.41$, $SD = 0.70$) suggesting that the respondents are so highly engaged in consuming short-form content that platforms such as Facebook, Tiktok, Instagram, and Youtube are regularly used. Additionally, respondents reported that they tend to watch multiple short-form content videos in one sitting ($M = 3.28$, $SD = 0.81$) indicating a very high engagement score on short-form content consumption. Lastly, the respondents also reported that they often lose track of how much they watch in a day ($M = 3.15$, $SD = 0.80$) reflecting the effectiveness of the algorithm of these platforms to keep the viewers engaged.

The respondents showed a very high level of engagement in short-form content consumption, and it's very likely that engaging in platforms like Facebook, Tiktok, Instagram, and Youtube have become part of their daily routine because of their high score in the engagement level of short-form content consumption.

Attention Span

Table 9 - Means, Standard Deviations, and Interpretations of Attention Span Score

Descriptives	Mean	Standard Deviation	Interpretation
I can maintain focus on a single work task for 15 minutes or longer without switching activities.	3.16	0.95	High
I complete tasks without frequently interrupting myself to check other apps or content.	2.91	0.87	High
I find it easy to sustain concentration on complex or detailed tasks until they are finished.	2.97	0.90	High
Attention Span Score	3.01	0.79	High

Table 9 features Means, Standard Deviations, and Interpretations of Attention Span Score. Based on the data gathered, the respondents reported high attention span scores with mean score $M = 3.01$ and $SD = 0.79$ implying that the respondents seem to have high levels of attention span. This suggests that the respondents are more likely to maintain focus for prolonged periods and are not easily distracted by other factors. Among the indicators listed above, the respondents scored the highest on whether they can maintain focus on a single task for 15 minutes or longer without switching activities ($M = 3.16$, $SD = 0.95$). This shows that the respondents can prolong their focus and attention even if there are distractions present. Additionally, the respondents reported that they find it easy to concentrate on complex or detailed tasks until they are finished ($M = 2.97$, $SD = 0.90$). Lastly, the respondents also scored high on completing tasks without interrupting themselves ($M = 2.91$, $SD = 0.87$) indicating a consistent level of attention.

Workplace Productivity

Table 10 - Means, Standard Deviations, and Interpretations of Workplace Productivity Score

Descriptives	Mean	Standard Deviation	Interpretation
In the past few weeks, I have completed my assigned work tasks within expected timeframes with consistent quality	3.18	0.82	High
In the past few weeks, I'm able to complete my tasks without the need to rework or revise my work because of mistakes or defects.	3.07	0.87	High
In the past few weeks, I have used my work hours efficiently to make progress on my pending work tasks	2.94	0.96	High
Workplace Productivity Score	3.06	0.79	High

The results of the data gathered shows that the respondents scored high on Workplace Productivity. Based on Table 10 - *Means, Standard Deviations, and Interpretations of Workplace Productivity Score*, the mean score of $M = 3.06$ and $SD = 0.79$ indicates that the respondents are quite productive in their workplace. The respondents scored highest in completing their assigned work tasks within expected timeframes with consistent quality ($M = 3.18$, $SD = 0.82$). This shows that the respondents are able to meet the deadlines of their deliverables with consistent quality. Additionally, the respondents also reported that they are able to complete tasks without the need to revise or rework due to mistakes ($M = 3.07$, $SD = 0.87$) showing that the respondents are able to deliver consistently. Lastly, the respondents also scored high in using their work hours efficiently to make progress on

pending work tasks ($M = 2.94$, $SD = 0.96$) implying that the respondents are able to make use of their work hours in an efficient manner being able to make progress each day.

Mediation Analysis

Table 11 - Mediation Estimates

Effect	Estimate	SE	Z	p
Indirect	-0.0961	0.0878	-1.094	0.274
Direct	0.1208	0.0979	1.234	0.217
Total	0.0247	0.1306	0.189	0.85

Table 11 presents the indirect, direct, and total effects of the mediation analysis done between the variables of the study. The mediation analysis shows the indirect effect of short-form content consumption on workplace productivity through attention span is statistically insignificant with an estimate of -0.0961 and p value of 0.274 which is greater than 0.05 threshold. Based on the results of the data gathered from the respondents, it is seen that the attention span does not mediate the relationship between short-form content consumption and workplace productivity. Additionally, the direct effect of short-form content consumption on workplace productivity is also statistically insignificant with an estimate of 0.1208 and p value of 0.217 which is also greater than 0.05 threshold. This suggests that the level of engagement of the respondents on short-form content does not predict the outcome of their workplace productivity score even when attention span is accounted for.

The total effect of short-form content consumption on workplace productivity is found to be statistically insignificant as well with an estimate of 0.0247 and p value of 0.85. This means that there is no significant total effect between short-form content consumption and workplace productivity.

Table 12 - Path Estimates

Effect	Estimate	SE	Z	p
Short Form Content Consumption → Attention Span	-0.142	0.1292	-1.1	0.27
Attention Span → Workplace Productivity	0.674	0.0753	8.96	< 0.001
Short Form Content Consumption → Workplace Productivity	0.121	0.0979	1.23	0.217

Table 12 reveals the individual path estimates of the variables for the mediation analysis. The path from Short-Form Content Consumption to Attention Span is also found to be statistically insignificant with an estimate of -0.142 and p value of 0.27. This means that a high level of engagement on short-form content does not lower the attention span of the respondents indicating that despite scoring high on the short-form content consumption score, the respondents reported having a high mean score for attention span. The mediation fails because the first path is found out to be statistically insignificant.

On the other hand, the path from Attention Span to Workplace Productivity is found to be statistically significant with an estimate of 0.674 and p value of <0.001 indicating a significant relationship between the two variables. This means that attention span is an indicator for workplace productivity as the respondents with high attention span score also reported having high workplace productivity score. It can be seen that the respondents with high attention span are also productive in their workplace.

Lastly, the path from Short-form Content Consumption to Workplace Productivity is found to be statistically insignificant with an estimate of 0.121 and p value of 0.217. This means that a high level of engagement on short-form content does not affect the workplace productivity of the respondents, and the results showed that despite having a very high mean score in short-form content consumption score, the respondents also reported

having high mean score in workplace productivity. It is found out that having a high level of short-form content consumption does not predict the workplace productivity of the respondents.

CONCLUSION, IMPLICATIONS, AND RECOMMENDATIONS

Conclusion

Based on the statistical findings of this study, the results indicate that attention span does not mediate the relationship between short-form content consumption and workplace productivity, nor does short-form content consumption have a direct significant effect on workplace productivity among the 100 respondents. In practical terms, this means that being an active user of short-form social media platforms does not automatically make an employee less productive at work.

The survey participants showed very high engagement in short-form content but their attention span and their work place productivity remained at peak levels. The research indicates that people who work in demanding fields including IT and engineering and knowledge-based work have probably learned to handle continuous digital stimulation. Short-form content became an integral part of their daily activities because it did not disrupt their ability to finish work tasks or maintain their work output.

However, research data demonstrated that workplace productivity directly relates to attention span in a positive way which researchers confirmed through statistical analysis. Respondents with higher attention span were consistently more productive, confirming that attention span remains a critical driver of productivity, regardless of social media usage levels. The research confirms previous cognitive and organizational theories which prove that employees need to stay focused to achieve their best work results during scheduled time periods.

The absence of mediation and direct effects may also be influenced by the methodological limitations of the study. The research used self-reported Likert-scale instruments to measure attention span and workplace productivity but it failed to track actual focus periods and interruptions and it did not include performance data measurement.

Overall, the findings suggest that short-form content consumption is not inherently harmful to workplace productivity, but attention span remains a crucial determinant of employee performance. The results highlight a more nuanced reality: productivity is shaped less by digital consumption itself and more by how individuals manage their attention within a digitally saturated environment.

Implications

The research establishes new findings that show that workplace environments do not experience the same cognitive detrimental effects from short-form content that academic and experimental studies have documented. Research shows that people who adapt to watching short videos and workers who fulfill their work requirements and advance their careers will not face major negative impacts from watching this content.

The study indicates that people should focus on keeping their attention span strong instead of trying to stop their social media activities. People who maintain their ability to focus and handle interruptions while working at high speed will continue to produce results in digital workspaces. People require training in self-regulation techniques along with time management skills and digital behavior control methods.

Research shows that organizations should prevent themselves from creating strict policies that punish employees for their social media activities at work because studies demonstrate that short-form content consumption breaks do not impact work performance. Organizations need to develop employees' attention management abilities through three essential strategies: reducing task changes, improving work organization, and creating conditions for focused work. Productivity initiatives achieve better results through their focus on work design and cognitive focus instead of implementing content limitations.

Recommendations

Organizations should shift their focus from restricting short-form content consumption to strengthening employees' attention management strategies. Since the findings indicate that short-form content consumption does not significantly affect workplace productivity, implementing blanket restrictions on social media use may not be necessary. Instead, organizations should adopt work practices that promote sustained concentration, such as establishing dedicated deep-work periods, batching similar tasks, and clearly prioritizing critical assignments. These strategies can help employees maintain focus during essential work activities while allowing flexibility in their digital media use.

Organizations should also integrate attention-span development into employee training and development programs. Given that attention span was found to have a direct positive relationship with workplace productivity, organizations should invest in initiatives that enhance employees' ability to concentrate. Training programs may include mindfulness sessions, focus enhancement workshops, time-management courses, and digital well-being seminars. These interventions can equip employees with practical techniques for managing distractions and maintaining high levels of concentration in increasingly digital work environments.

In addition, organizations should design work environments that support sustained attention and minimize unnecessary interruptions. Management should evaluate workplace layouts, communication practices, and workflow systems to identify factors that disrupt employee focus. Establishing meeting-free focus hours, limiting excessive notifications, and promoting asynchronous communication tools can provide employees with uninterrupted periods for completing cognitively demanding tasks. Such initiatives can foster greater efficiency and improve overall work performance.

Finally, organizations should encourage healthy and intentional digital consumption among employees. Rather than discouraging all forms of social media use, employers should promote responsible digital habits by encouraging employees to access short-form content during designated break periods. This balanced approach allows employees to mentally recharge without compromising their productivity, while also supporting digital well-being and fostering a healthier relationship with technology in the workplace.

Future Research

Future studies should incorporate objective measures of both attention span and workplace productivity to strengthen the validity of their findings. Rather than relying solely on self-reported perceptions, researchers are encouraged to collect behavioral and performance-based data, such as screen-tracking metrics, productivity key performance indicators (KPIs), time-on-task records, and standardized cognitive performance assessments. These objective measures would provide a more accurate understanding of how short-form content consumption relates to employees' attentional capacity and work performance.

Future research should also expand the sample size and include respondents from a broader range of industries, occupations, and organizational settings. A larger and more diverse sample would improve the generalizability of the findings while enabling comparisons across different work environments, job roles, and workload intensities. Such an approach would help determine whether the observed relationships vary across industries with distinct work demands and digital media usage patterns.

Finally, future studies should consider adopting mixed-methods research designs that integrate quantitative survey data with qualitative interviews or focus group discussions. While quantitative findings can establish statistical relationships among variables, qualitative data can provide deeper insights into how employees manage short-form content consumption alongside their work responsibilities. This approach would offer a richer understanding of the strategies employees use to balance digital media engagement with maintaining workplace productivity.

Significance of the Study

The findings of this study can be beneficial and deemed significant for organizations, employees, and policymakers to better understand the digital consumption behavior of employees focusing on social media platforms that offer short-form content like Facebook, Instagram, TikTok, and YouTube, and how they affect

workplace productivity. For companies and organizations, this study is significant as this can bring awareness of the effects of excessive consumption for short-form content on workplace productivity. This awareness can drive companies to design programs that improve productivity and support employee digital wellness. Furthermore, it can help them assess their employee performance metrics and develop policies related to employees' use of their devices during company time. Companies and organizations can guide their employees to the right use of digital media that will not cause harm in their mental health and work performance. For employees, this study is significant for their own awareness of their consumption habits related to short-form content platforms. This study can help employees understand how frequent consumption of short-form content may harm their work performance and quality of work. Furthermore, this educates them of the potential dangers of excessive consumption of such content to their cognitive health, and apply significant changes in their consumption habits to promote a healthier lifestyle. Overall, this study can help employees make informed decisions with regard to short-form video consumption. For policymakers, the findings of this study can drive policies and programs that can educate the public regarding the potential dangers when short-form content is frequently consumed. Additionally, this study can support initiatives for promoting digital consumption literacy, whether at the national or local level. In today's modern world where technology is integrated in our daily lives, it is important to find the right balance between technology use and our well-being. It is crucial to understand these relationships, so we can find the right approach to the sustainable use of technology, especially on its effect in the modern Philippine workplace.

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