

Social Media Trend 2023: Short-form VS. Long-form Video



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Title

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Abstract

This thesis explores the ongoing social media trend of short-form versus long-form video content in the year 2023. With the increasing prevalence of social media platforms and the exponential growth of video consumption, it is imperative to understand the dynamics and implications of these two distinct video formats. The study aims to achieve four main objectives: (1) to analyze the characteristics of short-form and long-form video content, (2) to evaluate the differences, (3) Examine the factors that affect the success of short-form and long-form video content, and (4) to provide insights and recommendations for content creators to optimize their video content strategy on social media platforms. Furthermore, the author draws upon observations and personal experiences gained during an internship in The Zero Publishing Co.,Ltd spanning a period of 30 days from January 3, 2023, to March 31, 2023. The findings of this research will contribute to a deeper understanding of the trends, challenges, and opportunities in the realm of social media video content.

Acknowledgement

I would like to express my heartfelt gratitude to all those who have contributed to the completion of this thesis on the topic "Social Media Trend 2023: Short-form VS. Long-form Video." Without their support, guidance, and encouragement, this research would not have been possible.

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With regards to The Zero Publishing, the focus of this report, I express gratitude to the company for providing an opportunity to experience work in Thailand's leading content agency. I highly value the experience of learning from a multitude of talented individuals during their internship at The Zero Publishing.

Lastly, I would like to thank the academic community and the vast body of existing research in the field of social media and video content. The works of numerous scholars and researchers have paved the way for this study, and their contributions have been instrumental in shaping my understanding of the subject matter

Ms. Preamsira Rugrien

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Chapter 1

Introduction

1.1 Background of Study

Social media video has become an increasingly popular form of content in recent years. It refers to video content that is created and shared on social media platforms like Facebook, Instagram, YouTube, and TikTok. These videos can be short-form or long-form and can range from personal vlogs to promotional videos for businesses. The popularity of social media videos can be attributed to several factors. First, videos are a highly engaging form of content that can capture the viewer's attention quickly and keep them engaged for longer periods. This is especially true for social media platforms, where users tend to have short attention spans and are constantly scrolling through their feeds.

Second, videos are highly shareable, which can help increase the reach and visibility of content. Users are more likely to share a video that they find interesting or entertaining, which can help increase brand awareness and drive traffic to websites or other digital platforms.

Third, social media videos provide an opportunity for businesses and individuals to showcase their products or services in an engaging and visually appealing way. According to a study by Hubspot, 54% of consumers prefer to see video content from brands they support. Videos can help bring a brand to life by showcasing its unique features and benefits, and can help create an emotional connection with the viewer. Research has shown that social media video can be an effective way to engage audiences and promote brands.

In recent years, social media videos have evolved to include a range of formats and styles. Short-form videos, such as those found on TikTok or Instagram Reels, have become increasingly popular and are often focused on entertainment or humor. As social media continues to evolve, videos are likely to remain a critical form of content for businesses and individuals looking to engage with their audiences. The

ability to create and share videos has become an essential skill for marketers, content creators, and anyone looking to build a presence on social media.

This is the derivation of the thesis “Social Media Trend 2023: Short-form Versus Long-Form Video” Since I had an opportunity to be a part of an internship program at The Zero Publishing as a video editor. The Zero Publishing, the subsidiary of Rabbit’s Tale, is a content agency that works with Thailand’s top tier companies on creating video contents on social media. I mainly took charge of all relevant production work, including filming, sound recording, and video editing.

1.2 Objective of Study

1.2.1 Analyze the characteristics of short-form and long-form video content and their respective impact on audience engagement, attention span, and message retention.

1.2.2 Evaluate the differences in creating short-form and long-form video content.

1.2.3 Examine the factors that affect the success of short-form and long-form video content, including platform algorithms, audience demographics, and content distribution strategies.

1.2.4 Provide insights and recommendations for content creators to optimize their video content strategy on social media platforms, based on the findings of this study.

1.3 Scope of Study

The scope of study for this thesis is designed to provide a focused analysis of the effectiveness of short-form and long-form video content on social media platforms. By analyzing the impact of different video content types on audience engagement, message conveyance, production process, and other relevant factors, this study aims to provide a comprehensive understanding of the strengths and limitations of short-form and long-form video content on social media.

1.4 Limitation of Study

1.4.1 Platform-Specific Analysis: While the study will focus on the most popular social media platforms for video content consumption, including YouTube, Instagram, and TikTok, the results may not be applicable to other platforms.

1.4.2 The study will be conducted over a limited time frame, which may not capture the full range of factors affecting the success of short-form and long-form video content on social media platforms.

1.4.3 Social media platform algorithms are constantly evolving, and changes in the algorithms could affect the effectiveness of short-form and long-form video content on these platforms.

1.4.4 The findings of this study may not be generalizable to all content creators and businesses producing video content on social media platforms.

1.5 Research Methodology

The research methodology for this thesis will consist of a mixed-methods approach, utilizing both quantitative and qualitative data to achieve the research objectives.

1.5.1 Primary Data

1.5.1.1 Information based on an internship project “iCreator Insight” at The Zero Publishing

1.5.1.2 The Zero Publishing’s Facebook Page “Mango Zero” and “RAiNMAKER”, by collecting data on target audience, engagement, and preferences for short-form and long-form video content on social media.

1.5.2 Secondary Data

1.5.2.1 Information based on studies, journals, publications, and relevant research from online resources

1.6 Time and Place of The Study

The ZERO Publishing Co., Ltd. (Head Office) No.1706/34, Banthat Thong Road, Rong Mueang, Pathumwan, Bangkok 10330 TAX ID: 0-1055-59169-41-1

1.7 The Expectation of Study

1.7.1 This study is expected to provide a comprehensive analysis of the effectiveness of short-form and long-form video content on social media platforms, taking into account various factors that affect the success of video content.

1.7.2 This study is expected to contribute to the existing knowledge on the effectiveness of different types of video content on social media platforms.

1.7.3 The findings of this study are expected to address the needs of the video content industry by providing evidence-based insights into the effectiveness of short-form and long-form video content on social media platforms.



Chapter 2

Literature Review

The purpose of this literature review is to provide a comprehensive analysis of the current literature on social media short-form vs. long-form video content. This review will examine the benefits and limitations of short-form and long-form video content, the factors influencing audience engagement and attention span, and the impact of production costs and resources. Additionally, this review will propose a theoretical framework and hypotheses for testing the impact of short-form and long-form video content on social media platforms.

The study of “Social Media Trend 2023: Short-Form vs. Long-Form Video” consists of the overview of video content on social media platforms along with the analysis of both short-form and long-form video content by gathering the information from literature and related research. Following subtopics will be included in the chapter:

2.1 Overview of social media platforms and video content

2.1.1 Evolution of video content on social media

2.1.2 User behavior and video consumption on social media

2.1.3 Emerging video format trends

2.1.4 Impact of video content on social media platforms

2.2 The comparison between short-form and long-form video content on social media

2.2.1 Definition and characteristics of short-form and long-form video

2.2.2 Engagement and attention span

2.2.3 Effectiveness in conveying messages and storytelling

2.1 Overview of social media platforms and video content

Social media platforms play a vital role in facilitating online communication and information sharing (Kaplan & Haenlein, 2010). Over the past decade, social media has undergone significant transformations, reshaping the way individuals

connect, communicate, and consume content (Kaplan & Haenlein, 2010; Statista, 2021). The rapid advancements in technology, coupled with the widespread availability of internet access, have fueled the exponential growth of social media platforms (Pew Research Center, 2021). In recent years, social media platforms have become a crucial channel for businesses and content creators to reach their target audiences.

One of the major changes in social media is the exponential increase in the number of users worldwide. According to a report by We Are Social and Hootsuite (2021), there are now over 4.9 billion active social media users, representing a 9.2% increase compared to the previous year. The rise of mobile devices and improved internet connectivity has further fueled the change in social media. The convenience and portability of smartphones have enabled users to access social media platforms on-the-go, leading to increased engagement and time spent on these platforms (Pew Research Center, 2021; We Are Social & Hootsuite, 2021). Additionally, the availability of high-speed internet and the proliferation of 4G and 5G networks have facilitated seamless video streaming and content consumption on social media.

These platforms provide users with the ability to create and share various forms of media, including video content (Jurgenson, 2019). Among various types of content on social media, video content has gained increasing popularity due to its ability to capture attention and deliver messages in an engaging way. However, there is a debate among content creators on whether short-form or long-form video content is more effective on social media platforms.

2.1.1 Evolution of video content on social media

The evolution of video content on social media platforms has revolutionized the way users consume and engage with digital media (Fieseler et al., 2021). From its early stages to the present, video content has undergone significant changes, impacting user experiences and shaping online communication. With the increasing demand, numerous websites offering a variety of options for sharing user-generated video content have become available. YouTube, Dailymotion, and Metacafe were among the first most popular video sharing services on the Internet (Saxena et al., 2008).

The emergence of dedicated video sharing platforms like YouTube in 2005 marked a pivotal moment in the evolution of video content on social media (Burgess & Green, 2018). The rise of user-generated video content has been a significant driving force in the evolution of video on social media platforms (Jenkins, 2006). Users have become content creators, sharing their experiences, talents, and perspectives through videos, fostering a participatory culture on a global scale.

Over time, social media platforms expanded their support for various video formats and lengths (Zhang et al., 2020). Initially limited to short clips, platforms now accommodate longer-form videos, live streaming, stories, and vertical videos, catering to diverse content creators and user preferences. The introduction of YouTube influenced media consumption habits, with users increasingly turning to the platform as a primary source of entertainment, information, and educational content (Burgess & Green, 2018). Long-form videos on YouTube became an integral part of individuals' media diets, challenging traditional television and reshaping viewing habits.

The advent of mobile technology further accelerated the evolution of video content on social media (Meyer et al., 2019). With the rise of smartphones and improved connectivity, users can now capture and share videos in real-time through live streaming, facilitating instant and immersive experiences. Furthermore, social media platforms integrated video features into their core functionalities (Fuchs et al., 2019). Features such as autoplaying videos in feeds, video discovery algorithms, and video-specific engagement metrics have contributed to the widespread consumption and sharing of video content.

Video content is the most effective and remarkable type of content that attracts social media users' attention, according to Sprout Social's research. ("Social Media Trends for 2022 and Beyond"). Moreover, short-form video has gained significant popularity on social media platforms, transforming the way users consume and engage with video content (Oh et al., 2021). These concise and captivating videos have become a dominant format, influencing user behaviors and shaping online communication.

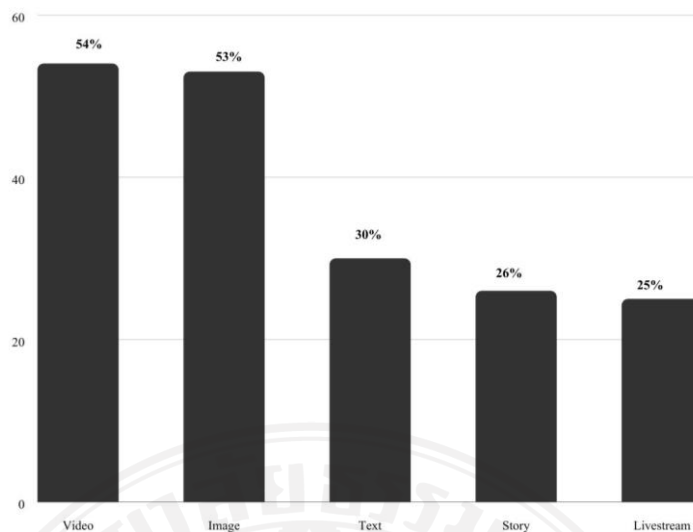


Figure 2.1 Successful Type of Content on Social Media
 (“Social Media Trends for 2022 and Beyond”)

2.1.2 User behavior and video consumption on social media

Users engage with various types of video content on social media, including entertainment, educational tutorials, product reviews, news clips, and user-generated content (Livingstone & Das, 2019). Users' motivations for engaging with social media vary widely. Some users seek social connections, using platforms to maintain relationships, communicate with friends and family, and expand their social networks. Others are driven by self-presentation, using social media to construct and manage their online identities. Meanwhile, information seekers use social media to stay informed, gather news, and explore topics of interest (Kuss & Griffiths, 2017). The diversity of video genres appeals to different user interests and motivations, influencing their consumption habits.

Video consumption on social media platforms is influenced by various factors that shape users' preferences, engagement, and viewing habits.

2.1.2.1 Content Relevance and Personal Interests

One of the key factors influencing video consumption is the relevance of the content to users' personal interests and preferences (Ksiazek et al.,

2015). Users are more likely to engage with and consume videos that align with their specific areas of interest, increasing the likelihood of extended viewing sessions.

2.1.2.2 Social Recommendations and Influencer Endorsements

Research has shown that influencer endorsement can significantly impact consumer attitudes and behaviors. The perceived credibility and authenticity of influencers, combined with their ability to engage and connect with their followers, make them effective advocates for brand messages in video content (Jin et al., 2020; Schouten et al., 2020). The use of video content in influencer endorsements adds another layer of engagement and storytelling. Videos enable influencers to demonstrate product features, share personal experiences, and provide in-depth reviews, creating a more immersive and persuasive brand experience.

2.1.2.3 Emotional Appeal and Storytelling

Research has shown that emotional content tends to generate higher engagement and resonance among social media users. Emotional appeals, such as humor, joy, sadness, or surprise, can elicit strong emotional responses, leading to increased viewer involvement, sharing, and commenting (Li et al., 2020).

2.1.2.4 Visual Appeal and Production Quality

The visual appeal and production quality of videos are crucial factors that influence video consumption (Ksiazek et al., 2015). Well-produced videos with high-quality visuals, sound, and editing techniques are more likely to captivate users, enhancing their viewing experience and encouraging longer watch times.

2.1.2.5 Video Length and Time Constraints

The length of videos is an important consideration for users, as it impacts their decision to consume the content based on time constraints and attention span (Thongkorn & Krottapalli, 2021). The rise of mobile devices has transformed video consumption behavior, with users increasingly consuming videos on-the-go and through mobile apps (Livingstone & Das, 2019). Mobile viewing habits, such as shorter attention spans and vertical video formats, have influenced content creation and platform design strategies. Shorter videos are often preferred on platforms like TikTok and Instagram, while longer videos may be more suitable for in-depth educational or entertainment purposes.

2.1.2.6 Accessibility and Convenience

The accessibility and convenience of video consumption, such as seamless streaming, mobile compatibility, and offline viewing options, significantly influence users' video consumption behavior (Van den Bulck et al., 2019). Users prioritize platforms and formats that offer easy access and a hassle-free viewing experience.

2.1.2.7 Social Interaction and Engagement Opportunities

Videos that provide opportunities for social interaction and engagement, such as comments, likes, and sharing, tend to foster higher levels of user engagement and consumption (Peters et al., 2013). Users are more likely to spend time watching and interacting with videos that facilitate social connections and community engagement.

2.1.3 Emerging video format trends

The landscape of video content is continuously evolving, with emerging trends shaping the way videos are created, consumed, and shared. Understanding these trends is essential for content creators and platforms to stay relevant and engage with their audiences effectively.

Short-form video content, characterized by its brevity and quick consumption, has gained immense popularity, driven by platforms such as TikTok and Instagram Reels (Wang et al., 2021). This trend reflects the growing preference for concise and engaging videos that capture attention in a fast-paced digital environment. Short-form video content is considered to be 2.5 times more engaging by viewers than long-form. Short-form video will reportedly account for 66% of all social media engagement in 2022, up from 50% in 2020, according to consumers (“Social Media Trends for 2022 and Beyond”).

2.1.4 Impact of video content on social media platforms

The widespread adoption of video content on social media platforms has had a profound impact on various aspects of communication, user engagement, and marketing strategies. Understanding the implications and effects of video content is crucial for both researchers and practitioners in the field.

In the present, video content has been found to significantly enhance user engagement on social media platforms (Fischer et al., 2021). Videos tend to capture attention more effectively than text or images, resulting in higher click-through rates, likes, comments, and shares. The interactive nature of video content, such as live streaming and user-generated videos, fosters greater user participation and social interaction.

Short-form videos and live streaming enable real-time updates, citizen journalism, and the rapid spread of viral content (Saffer et al., 2020). This dynamic nature of video content facilitates the rapid transmission and consumption of news, making social media an influential platform for information exchange. Likewise, video content on social media platforms has a significant impact on social influence and opinion formation (Jiang et al., 2019). Engaging videos, particularly those created by influencers or thought leaders, have the potential to shape public opinion, influence purchasing decisions, and drive social and cultural trends. The visual and persuasive nature of video content amplifies its impact on individuals' beliefs, attitudes, and behaviors.

Video content offers a powerful medium for entertainment and emotional connection on social media platforms (Pang et al., 2021). From humorous videos to heartwarming stories, videos evoke emotions and foster a sense of connection among users. This emotional resonance facilitates content virality, user loyalty, and the formation of online communities around shared interests. Thus, it could be a useful tool for marketers, where the integration of video content in social media marketing has proven to be highly effective in building brand awareness and reaching a wider audience (Yoon & Kim, 2019). Video advertisements, influencer collaborations, and branded video content help companies convey their brand message in a more engaging and memorable manner, leading to increased brand visibility and customer engagement.

2.2 The comparison between short-form and long-form video content

The emergence of social media platforms has revolutionized the way video content is consumed and shared, leading to the proliferation of both short-form and

long-form videos. As users engage with these videos on platforms such as TikTok, Instagram, YouTube, and Facebook, it becomes crucial for content creators to examine and compare the characteristics, impact, and user preferences associated with short-form and long-form video content in order to reach their target audience effectively.

2.2.1 Definition and characteristics

Short-form video content is characterized by its brief duration, typically ranging from a few seconds to a few minutes (Zhao et al., 2018). It is designed to convey a concise message or capture the viewer's attention quickly. Short-form videos are widely popular on social media platforms like TikTok, Instagram Reels, and Vine, where users create and share bite-sized content with engaging visuals and storytelling.

Conversely, long-form video content encompasses videos that are typically longer in duration, ranging from several minutes to hours (Bärtil, 2018). Platforms like YouTube and Facebook have provided creators and users with the ability to upload and consume longer videos that cover a wide range of topics, including vlogs, tutorials, documentaries, and full-length films. Long-form videos allow for more in-depth storytelling, detailed information sharing, and extended engagement with the audience.

2.2.2 Engagement and attention span

Short-form and long-form videos differ in their impact on user engagement and attention span. Short-form videos capitalize on their concise format to cater to users' shorter attention spans and desire for quick entertainment (Li et al., 2020). These videos often employ captivating visuals, catchy music, and rapid editing techniques to maintain viewer interest. The brevity of short-form videos makes them snackable, allowing viewers to fit them into their busy schedules and consume them in between activities (Wang et al., 2021). In contrast, long-form videos require users to invest more time and attention, offering an immersive experience that appeals to individuals seeking in-depth knowledge or narratives.

2.2.3 Effectiveness in conveying messages and storytelling

Short-form video content tends to provide more concise and powerful messages in short duration that capture the viewer's attention quickly. The brevity of short-form videos often encourages creativity and innovation in storytelling

techniques, as creators aim to convey their messages effectively within a short span of time (Zhao et al., 2018). On the other hand, long-form video content offers a more extensive platform for storytelling, allowing for in-depth narrative development and exploration of complex topics (Bärtl, 2018). Creators utilize this longer format to provide detailed information, engage audiences in immersive storytelling experiences, and build a deeper emotional connection.



Chapter 3

Findings and Results

The findings and results of this thesis presents the outcomes of the research conducted on the topic of “Social Media Trend 2023: Social Media Short-form vs. Long-form Video”. This chapter aims to provide a comprehensive analysis of the data collected, focusing on the key findings and results derived from the study. The findings presented here contribute to a deeper understanding of the impact, effectiveness, and audience preferences associated with these two forms of video content.

Thus, the findings and results presented in this chapter will also provide practical implications for content creators by examining the similarities, differences, and audience responses to short-form and long-form video content.

In this chapter, the findings are presented under these key topics:

3.1 Audience perspective on short-form and long-form videos

3.2.1 Audience preference and demographic comparison

3.2.3 Reasons for selecting one format over the other

3.2 Engagement level comparison: The case study of Mango Zero and RAINMAKER

3.2.1 Audience analysis

3.2.2 Views, like, comments, and share comparison

3.3 Message conveyance and storytelling effectiveness

3.3.1 Content creation

3.3.2 The art of storytelling

3.3.3 Production, visuals and editing styles

3.1 Audience perspective on short-form and long-form videos

Audiences today have access to an abundance of video content across various platforms, and their preferences and consumption habits continue to evolve. Understanding the audience's preferences and consumption habits enables content

creators to tailor their video strategies and distribution channels to better reach and engage their target audience.

3.1.1 Audience preference and demographic comparison

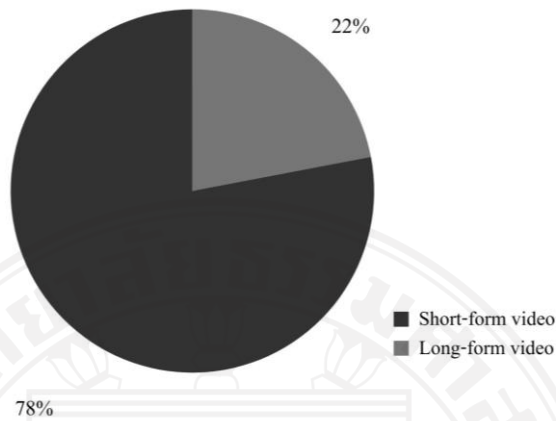


Figure 3.1 Number of Survey Respondents Who Prefer Short-form VS. Long-form Videos

Out of 123 respondents who live in Thailand, 96 watch short-form videos frequently, while only 27 prefer long-form videos, according to the survey. The result reflects the rising popularity of short videos in 2023.

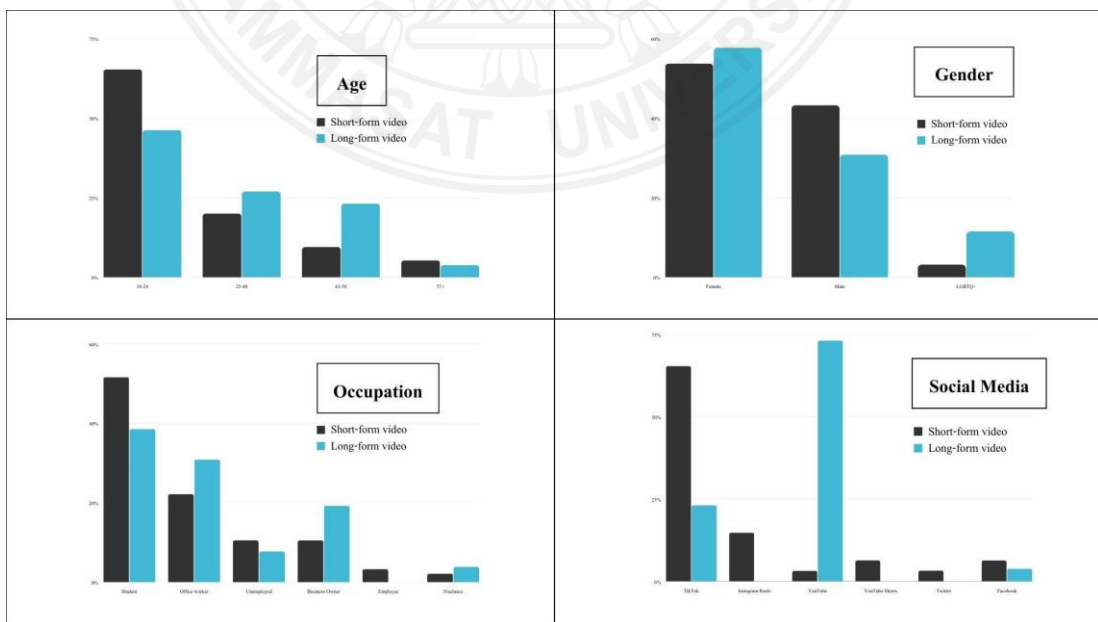


Figure 3.2 Audience Demographic of Short-form and Long-form Comparison

In conclusion, the data clearly demonstrates that students between the ages of 18 and 24 are the majority of the audience and are likely to favor short videos over long ones, while those above 24 are more likely to favor watching long videos. Furthermore, it is evident that 65.3% of users that view short videos utilize TikTok as their primary platform. However, YouTube is used by 73.1% of those who enjoy longer videos.

3.1.2 Reasons for selecting one format over the other

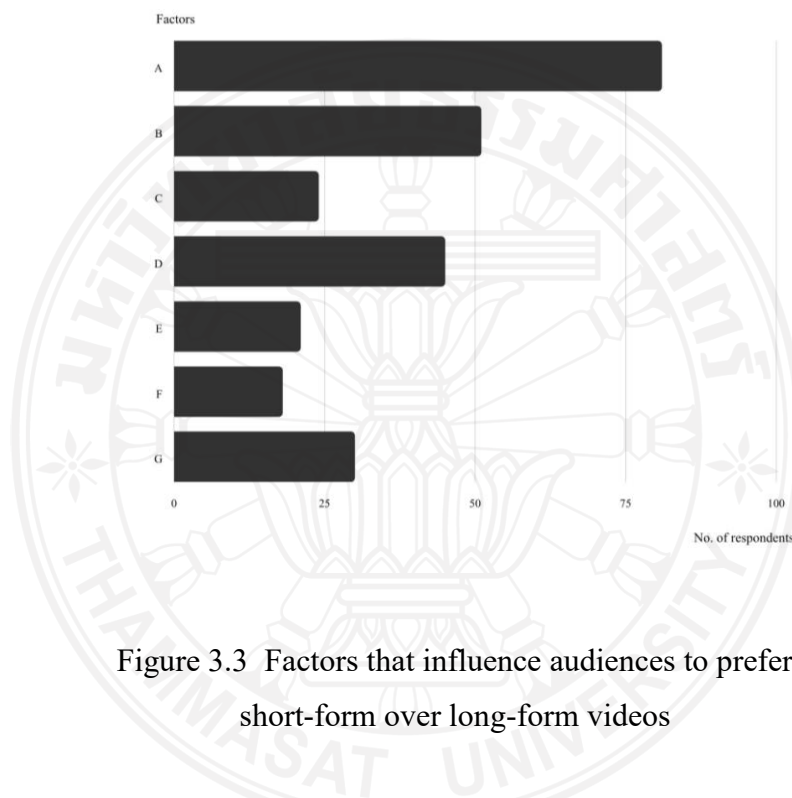


Figure 3.3 Factors that influence audiences to prefer short-form over long-form videos

Short-form videos are preferred by 96 respondents out of 123 for the following reasons:

- (A) Conciseness: 84.4%
- (B) Excitement and noteworthiness: 53.1%
- (C) Benefits gained: 25%
- (D) Storytelling and presentation: 46.9%
- (E) Production quality: 21.9%
- (F) Trustworthiness: 18.75%
- (G) Popularity: 31.2%

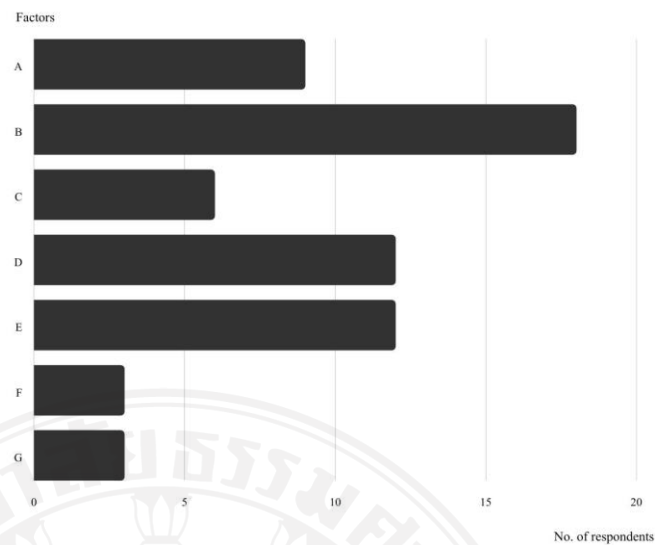


Figure 3.4 Factors that influence audiences to prefer long-form over short-form videos

Long-form videos are preferred by 27 respondents out of 123 for the following reasons:

- (A) In-depth understanding: 33.3%
- (B) Excitement and noteworthiness: 66.7%
- (C) Benefits gained: 22.2%
- (D) Storytelling and presentation: 44.4%
- (E) Production quality: 44.4%
- (F) Trustworthiness: 11.1%
- (G) Popularity: 11.1%

In summary, the majority of respondents watch short-form videos because of their conciseness, noteworthiness, and storytelling. Similarly, most long-form viewers also prefer lengthy videos due to their noteworthiness and storytelling techniques. However, they prefer long videos' quality of production over short ones.

3.2 Engagement level comparison: The Case Study of Mango Zero and RAINMAKER

Engagement is a crucial factor in measuring the effectiveness and impact of video content, as it directly influences viewers' attention, interaction, and overall response to the message conveyed. The level of engagement is not an indicator for proving that one video format is more effective than another. However, it usually relies on the kind of content and what audience demographic is being targeted. Due to their different formats, storytelling approaches, and content lengths, short-form and long-form videos present unique opportunities and challenges when it comes to capturing and maintaining audience engagement. Thus, in this case, I am comparing how short-form and long-form video formats have effectively contributed to a higher social media engagement via different types of video content rather than competing to determine which one has received a greater percentage of engagement rate.



Figure 3.5 Mango Zero and RAINMAKER Facebook Page

This section is going to compare The Zero Publishing's two primary Facebook Pages, "Mango Zero" and "RAINMAKER." Mango Zero is an online site that offers unique social news on each day, including video content that is generally about entertainment, social, technology, lifestyle, food, and travel. RAINMAKER, on the other hand, describes itself as a Content Creator Community that distributes useful information on content creators, online business, marketing, and social media news. Mango Zero has 440,000 Facebook followers, but RAINMAKER has 161,000. This is

due to the fact that Mango Zero was launched in 2016, two years before RAINMAKER. Although these two social media pages perform similar functions on Facebook, their target audiences are different.

3.2.1 Audience analysis

According to the research, it is obvious that Mango Zero and RAINMAKER both target groups of people with similar ages and status, but having completely distinct interests and traits. The audience traits of Mango Zero are unable to be precisely defined due to its broad and general content. On the contrary, RAINMAKER followers are likely to have more specific interests and traits as the content being posted on the Facebook page is more narrow.

Audience Analysis Comparison	Mango Zero	RAINMAKER
Age	18-35	18-40
Status	Student, first-jobber, working age	Student, first-jobber, working age
Interests	General news, lifestyle, food, travel, culture, entertainment	Marketing, online content, content creator community
Traits	not specified	enthusiastic, inquisitive, socially active, always on-trend, technique seeker

Figure 3.6 Target Audience Comparison Between Mango Zero and RAINMAKER
(Rugrien. P., 2023)

3.2.2 Views, likes, comments, and shares comparison

By observing six videos with different durations, views, likes, shares, and comments uploaded on Mango Zero's Facebook Page during 2021-2023, video content (D) with a duration of only 1 minute and 30 seconds has the highest engagement rate of 19%. The data provided above clearly shows that the short video format is quite effective for Mango Zero

Mango Zero							
No.	Video Title	Duration (Mins)	Views	Likes	Shares	Comments	Engagement Rate
A	ส่องรอยสักล่าสุดที่ Jackson Wang ผ่านความหมายปิ้งในฉบับศิลปิน	0.59	520,000	14,239	224	60	3.3%
B	ขอบทโลศ ไซกดอน พบกับ เจย์! พบกับ 4 สาว "SERTIST" : แก้ว-น้ำหนึ่ง-ปูเป้-โมนาย	13.24	10,000	714	224	8	0.2%
C	ใบเฟิร์น-พินพชนก กับ วัชรธรวัยเด็ก ความรัก และ เพื่อนดีไซน	4.45	180,000	6,721	118	13	1.5%
D	ดีกว่าช็อคคอม! ไร่ลัดังใน TikTok ร้านค้าสาขาฯ ไม่รู้มาขายของ หรือมาขายยา	1.30	2,300,000	81,040	2,402	844	19%
E	"Jiwaru Days" บันทึกหน้าสุดท้ายของ BNK48 รุ่นที่ 1	18.23	26,400	1,926	325	13	0.5%
F	Fun fact ฮีโร่ในราตุทองชาวด มีตัวตนจริง!	0.59	1,200,000	42,012	496	77	9.7%

Figure 3.7 Mango Zero's Video Engagement Rate on Facebook Watch 2023 (Rugrien. P., 2023)

Unfortunately, RAINMAKER has posted 15 videos this year, which is not as frequent as Mango Zero that has posted over 100 videos. As a result, compared to Mango Zero, it fails to obtain a high amount of engagement from video content. Despite their low engagement rate for video content, the data shows that video (B) with a video length of up to 36.51 minutes has the greatest engagement rate of 2.3%. Furthermore, according to the data, video (A) and (B) are the same videos with

different durations: (A) is shorter than (B). The results show that even though video (B) is much longer, the audience pays greater attention to it. As a result, it appears that long-form videos can be beneficial to RAINMAKER.

RAINMAKER							
No.	Video Title	Duration (Mins)	Views	Likes	Shares	Comments	Engagement Rate
A	iCreator Insight EP.1 เจาะลึกแคมเปญเลือกตั้ง 'ทีมซันชาติ' (Work Life Balance)	4.23	37,100	1,817	87	51	1.2%
B	iCreator Insight EP.1 เจาะลึกแคมเปญเลือกตั้ง 'ทีมซันชาติ'	36.51	54,000	3,204	415	119	2.3%
C	คุยกับ "mintchyy" ทำอย่างไรหากอยากเป็น YouTuber ที่ยั่งยืน	5.11	155,000	1,564	162	0	1.1%
D	สุดยอด 10 คอนเทนต์แห่งปี 2020	13.44	46,300	501	164	1	0.4%
E	เจาะลึกไม่โกงใจใคร! ศรีอ เตอร์ล้านวิวกับการใช้เสียงสร้างอาชีพ	25.02	20,600	114	29	2	0.09%
F	RAINMaker Tips Ep05: ตัวช่วยสมองดี้น กับ 3 แหล่งส่องเทรนด์สร้างคอนเทนต์	1.03	778	41	48	0	0.05%

Figure 3.8 RAINMAKER's Video Engagement Rate on Facebook Watch 2023 (Rugrien. P., 2023)

After the collection of data from both Facebook Pages, I am examining the characteristics of two videos with the highest engagement from each Facebook page, Mango Zero's video (D) and RAINMAKER's video (B), to determine why and how each video format matches each specific page. Figure 3.9 shows that Video (D) as a short-form video is concise, entertaining, and noteworthy based on the content. Video (B) is also noteworthy, but because of the longer video length, it provides a more in-depth grasp of the topic and has better production quality.

	Video Title	Format	Concise	Provide in-depth understanding	High quality production	Entertaining	Noteworthiness
Mango Zero	(D) มีกว่า ๑๐๐ ล้านวิวใน TikTok ร้านค้าหลายราย ไม่รู้ที่มาของ หรือขายยา	Short-form	✓			✓	✓
RAiNMAKER	(B) Creator Insight EP.1 เจาะลึกแผนกลยุทธ์เลือกตั้ง 'ทีมชัชชาติ'	Long-form		✓	✓		✓

Figure 3.9 Highest Engagement Videos from Mango Zero and RAiNMAKER:

Video Format Characteristic Comparison

(Rugrien. P., 2023)

Based on this information, it is possible to conclude that the short video format performs well on Mango Zero due to its characteristics. Looking back at the target demographic and the type of content being produced, it appears that most new and existing Mango Zero followers are anyone who finds general news interesting and does not have a particular goal in mind while visiting the page. In a comparable manner it is possible that individuals visit the page by coincidence as a result of Facebook recommendations, friends' shared postings, or the video's virality. As a result, the conciseness of short-form video can be an essential attribute that assists Mango Zero in reaching a high engagement rate.

Long-form video, on the other hand, leads to higher engagement for RAiNMAKER because the audience they are targeting has a more specific interest and goal in viewing the page. For example, people watch videos from RAiNMAKER because they want to find out more about marketing for their own online business. As a result, their video consumption habit differs from those of Mango Zero followers; they require videos that are long enough to provide them with in-depth and valuable information for greater comprehension.

3.3 Message conveyance and storytelling effectiveness

Video content has emerged as a powerful medium for conveying messages, evoking emotions, and engaging audiences. In the social media era, storytelling is a fundamental aspect of video production, enabling creators to communicate their messages effectively and connect with the audience on an emotional level. In fact, the dissimilarity of video duration and format result in different storytelling processes, as they determine the level of detail, pacing, and narrative structure.

In recent years, the emergence of short-form video has shifted our video consuming habit. Despite the growing demand for compact storytelling through video content, the long-form video format is not dying because of the rise of short videos. Long-form videos maintain a distinct message conveyance that appeals to a particular kind of social media user. The findings in this section will illustrate how each video format functions differently in terms of storytelling efficiency.

Throughout the internship program, I had the opportunity to interview multiple well-known video creators of the year 2023 for the iCreator insight project. Once more, this is not to determine which is better than the other, but to examine how each video format performs and who is likely to watch it. As a case study for message conveyance and storytelling effectiveness between short-form and long-form video, I chose two creators who produce profoundly different types of content and video format on YouTube; Channel A: Krit Tone, and Channel B: สัมภาษณ์ป๊อ.

YouTube channel	Average video length (min)	Subscribers	Genre	Type of content
A: Krit Tone	1	206,000	Entertainment, Educational	Behind the scenes of personal work, Experience sharing, Parody
B: สัมภาษณ์ป๊อ	30	331,000	Horror, Educational	Art and horror films, games, books, and media analysis

Figure 3.10 Channel A and B Comparison

(Rugrien. P., 2023)

Channel A, which has over 206,000 followers on YouTube, was founded by a well-known professional voice actor in Thailand. It regularly posts 1-minute videos related to commercial voice over and behind-the-scenes. Channel B, on the other hand, promotes itself as a channel that analyzes and delivers horror stories using art theories as its unique selling point, and it has up to 331,000 subscribers. The key difference is that all of the videos on Channel B are long-form, from 15 minutes to an hour. As a matter of fact, I'm using Channel A to represent short-form video and Channel B to represent long-form video.

These two channels were selected since they both engage followers through the use of storytelling in video content. The study will focus on three critical factors that contribute to effective storytelling and message delivery through video content: content creation, the art of storytelling, and production, visual, and editing styles- to evaluate the difference between these two channels on YouTube that use completely different video formats.

3.3.1 Content creation

Both Channel A and B's creators created video content based on their particular interests. According to their background information, Channel A's creator has been a professional voice actor for commercials for ten years and has begun to post frequently on his TikTok and YouTube accounts since the COVID-19 began in 2020. Similarly, the creator of Channel B established his YouTube channel as a hobby in 2019 and publishes videos on horror stories based on his interest. Despite the fact that their video formats are radically different, both channels are able to successfully capture the audience's attention with their video content.

Content planning and scripting takes significantly less time for Channel A in comparison with Channel B. The content is typically audience centric, which is based on the creator's professional experience as a voice actor, behind-the-scenes footage, and questions from the audience. Although it may look simple, the most difficult aspect of creating short videos is determining how much information can be condensed into a one-minute video. Scripts are therefore written beforehand in order to avoid misinformation.

While Channel B creates content that corresponds to the preferences of their target audience, by posting a variety of videos and analyzing the level of engagement on each one. Channel B came to the conclusion that their target audience prefers horror film analysis over typical horror podcasts and demands movies that simultaneously make them feel frightened, acknowledged, and nostalgic. Furthermore, due to its lengthy material, it requires a lot longer to prepare and script. Before creating a single video for Channel B, the creator watched the entire movie exactly three times: once to understand, once to list important things, and once more to make sure all the information was gathered. Scripts were written with bullet points to avoid misinformation, but aside from that, improvisation is the key to conveying what the creator had intended.

3.3.2 The art of storytelling

The Channel A creator thinks that when shortening every piece of content into a brief video, the information presented to the audience must be able to inspire them with the answers they are seeking while also keeping them satisfied throughout the whole thing. Before becoming a voice actor, the creator worked as a journalist. As a result, he adopted "The Inverted Pyramid" into the storytelling style, just as journalists do when they write to inform news readers.

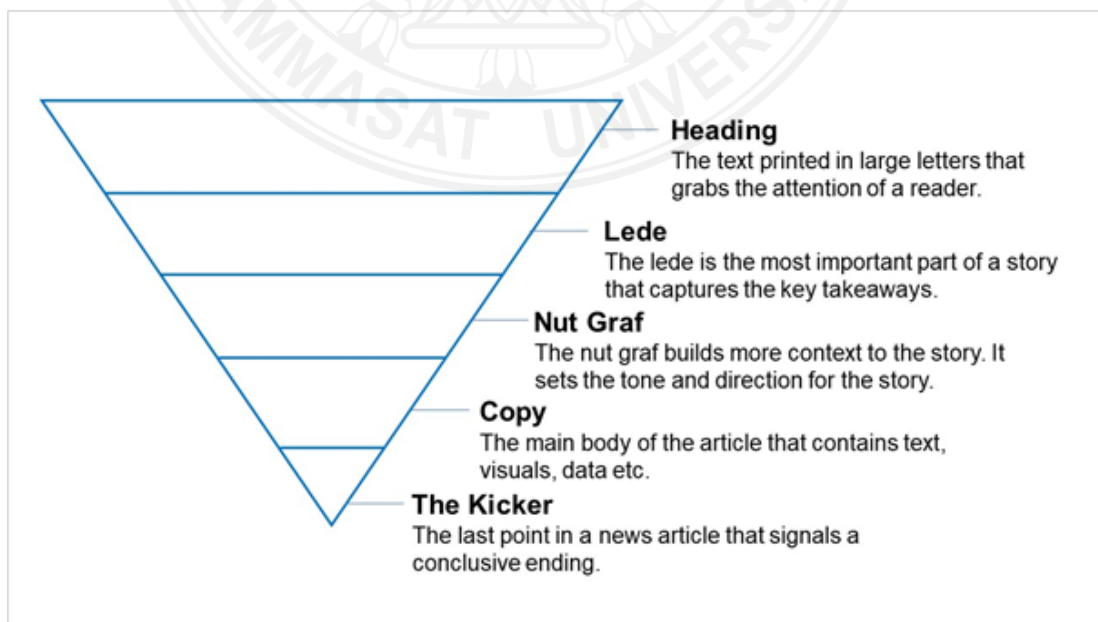


Figure 3.11 The Inverted Pyramid (Subramanian)

According to YouTube Thailand, successful short videos must be able to hold viewers' attention within the first three seconds of their viewing and offer clear information afterwards. Correspondingly, each video on Channel A often begins with an intriguing lead that attracts the viewer in from the very beginning, followed by a nut graph, the main content, and ends with a conclusion.

Channel B, in contrast, stated that they must give plenty of thought in order to make a compelling story and keep viewers' attention over a lengthy video. According to the creator, "horror" and "art" can be related because both are influenced by human emotions. The creator claims that emphasizing an emotional appeal will help keep the audience's attention. While Channel A uses the news story structure as the foundation of their storytelling, Channel B uses the "Five-stage story structure" for their video content.

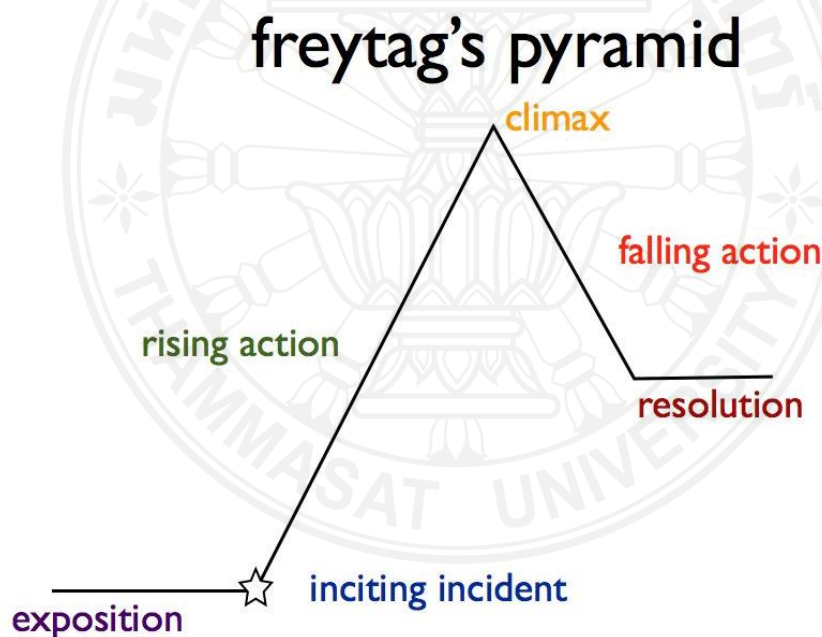


Figure 3.12 Five-stage of A Story: Freytag's Pyramid Diagram (Glatch)

The creator genuinely feels that creating an appealing narrative with an engaging dynamic is just as crucial as making movies in order to keep viewers' attention during a long video. He will always ensure that viewers experience the same feelings as he does when viewing the movie. Therefore, the viewer must also be able to comprehend the entire plot of the movie.

He consistently builds an outstanding exposition in each video to connect the emotions of the viewers before moving on to the main story. What sets Channel B apart from competitors is its unique concept of connecting horror movies with art theories. The creator will always include important plot details, linked with art theories, in the analysis to tell viewers what the horror filmmakers are trying to portray.

Channel B: Audience Interactions Between YouTube and Shorts					
Video Title	Platform	Duration (Mins)	Views	Likes	Comments
วิเคราะห์คดีที่สยองและเศร้าที่สุดของไคติน	YouTube	64	340,000	7,000	503
	YouTube Shorts	1	2,300	94	-
คุณเห็นอะไรแปลก ๆ ในผังบ้านหลังนี้ ?!	YouTube	24.45	450,000	13,000	748
	YouTube Shorts	1	1,700	58	0
หญิงสาวผีเข้าที่ท่าสงสารที่สุดในโลก	YouTube	15.32	100,000	2,900	87
	YouTube Shorts	2	1,800	53	2
ชาเลนจ์บั้ง ที่จะทำให้เด็กคนหนึ่งมีปมไปตลอดชีวิต	YouTube	15.09	150,000	5,700	87
	YouTube Shorts	1	1,500	44	1

Figure 3.13 Channel B: Audience Interactions Between YouTube and Shorts
(Rugrien. P., 2023)

“Shorts กับสั้มภเวศศิลป์ไม่ถูกกัน”, the creator mentioned, claiming that short video formats do not work effectively for the channel. The channel's creator decided to cut some of the important parts of the entire videos into shorts after realizing the potential for growth of short videos on YouTube’s new feature “Shorts”. However, according to the data, viewers paid less attention to short videos than they did to

extended videos. Despite the rise of short videos, he nevertheless thinks that long-form videos are still necessary, especially for a storytelling technique like this.

3.3.3 Production, visuals, and editing styles

The primary factor that enhances the quality of video content is production. Short-form and long-form video content have separate production procedures. According to my findings, Channels A and B have comparable studio setups since they both use top-notch shooting equipment, making the videos professional. The visuals they use and the methods of video editing are the main differences.

Video Elements	Channel A	Channel B
Title		✓
Sonic logo	✓	✓
Visual effects		✓
Text and subtitles	✓	
Frequent cutting	✓	
Insert	✓	✓
Motion graphics		✓
Background Music		✓
Sound effects	✓	

Figure 3.14 Video Elements of Channel A and B Comparison
(Rugrien. P., 2023)

The data gathered shows that Channel A concentrates more on the elements that enhance conciseness and comprehensiveness. Since the creator wants the video to be brief and to the point, it is not necessary to spend much time developing

captivating visuals or titles. Although the video has been trimmed so quickly, texts and subtitles are added to help viewers fully understand what is being said.

Channel B, on the opposite, places more importance on the visual identity and graphics because they serve as the essential component of their storytelling style. The creator of Channel B believes that one of the most important elements in creating video content is production quality because if viewers are going to invest their time to watch such lengthy videos, they need to receive something valuable in return.



Chapter 4

Conclusion and Discussion

4.1 Conclusion

The rise of social media users following the global pandemic has led to a significant increase in the volume of video content being shared online. The way consumers consume and interact with digital media has completely changed due to the emergence of video content and new features on social media platforms (Fieseler et al., 2021). Video content has seen considerable changes from the beginning to the present, changing user interactions and reshaping online conversation. This surge in video consumption is attributed to the growing popularity of social media platforms, as well as the emergence of new trends such as TikTok, Instagram Reels, and Shorts. These platforms have seen a tremendous demand for short-form video content, with content creators leveraging these formats to reach wider audiences and engage with users in new and creative ways.

4.2 Discussion

The findings of this thesis study align with the overall literature review, providing valuable insights into the comparison between short-form and long-form video content on social media platforms. The research conducted by Sprout Social supports the notion that short-form video content is highly engaging for viewers, with viewers finding it 2.5 times more engaging than long-form content. This finding is consistent with the growing trend of short-form video consumption on social media platforms.

The study also highlights the increasing popularity of short-form videos, indicating that they are projected to account for 66% of all social media engagement in 2022, a significant increase from 50% in 2020. Similarly, 78% of overall respondents favor short video formats over long ones, according to a survey conducted in 2023. These statistics from consumers provide strong evidence of the rising preferences for short-form video formats among social media users.

Nevertheless, the increasing prevalence of short-form video content does not diminish the value and relevance of long-form videos. While short-form videos offer a concise and immediate way to capture attention and convey messages, long-form videos provide an opportunity for more in-depth storytelling, detailed information sharing, and nuanced exploration of complex topics. It is important to recognize that the effectiveness of video content is not solely dependent on its duration, but rather on its ability to align with the intended goals and preferences of the target audience.

Consumers' preference for short or long videos depends on various factors, including their personal preferences, goals, and the nature of the content being consumed. Short-form videos are ideal for capturing attention quickly, delivering bite-sized information, and creating shareable and viral content. On the other hand, long-form videos allow for deeper exploration, detailed explanations, and immersive experiences that resonate with audiences seeking comprehensive information, entertainment, or educational content.

Understanding the distinctive features and advantages of both short-form and long-form videos is essential for content creators. Instead of viewing one format as better or obsolete, a strategic approach involves utilizing the advantages of each format to accomplish particular goals. Short-form videos can be utilized to increase brand awareness, drive engagement, and create viral moments, while long-form videos can be employed to educate, inspire, and build a deeper connection with the audience.

The key lies in identifying the target audience, understanding their preferences and consumption habits, and tailoring the video content accordingly. By offering a mix of short-form and long-form videos, content creators can cater to a broader audience and deliver content that resonates with different segments of their target market.

In conclusion, the rise of social media users and the demand for video content have contributed to the emergence of short-form videos as a popular format. However, this does not render long-form videos irrelevant. The effectiveness of video content depends on factors such as audience preferences, goals, and the nature of the content itself. Both short-form and long-form videos have their unique functions and strengths, and a balanced approach that incorporates both formats can be instrumental in achieving desired marketing implications and engaging with diverse audiences effectively.

4.3 Recommendations

4.3.1 Comparative Analysis of Audience Engagement

Future studies could conduct a comprehensive analysis of audience engagement metrics, such as likes, comments, shares, and view duration, specifically focusing on short-form and long-form videos. This would provide a more quantitative understanding of the differences in audience response and engagement between the two formats.

4.3.2 User Surveys and Preferences

Conducting surveys and interviews with social media users can help gather insights into their preferences and consumption habits regarding short-form and long-form videos. Understanding the factors that influence their viewing choices, such as content type, platform, and context, can inform content creators and marketers in tailoring their video strategies.

4.3.3 Experimental Studies

Experimental studies can be conducted to measure the impact of short-form and long-form videos on various outcomes, such as post awareness and user engagement. By manipulating the video format and analyzing the subsequent response, researchers can gain valuable insights into the effectiveness of each format in achieving specific goals.

4.3.4 Content Analysis

Analyzing a wide range of short-form and long-form videos across different platforms can provide valuable insights into the visual and storytelling techniques employed. By examining factors such as video length, editing styles, narrative structure, and visual aesthetics, researchers can uncover patterns and best practices for optimizing content creation.

4.3.5 Platform-Specific Analysis

Future studies can focus on specific social media platforms and their impact on video content consumption. Comparing the effectiveness of short-form and long-form videos on platforms like TikTok, YouTube, Instagram, and Facebook can shed light on platform-specific audience preferences, engagement patterns, and content strategies.

4.3.6 Long-Term Impact

Investigating the long-term impact and effectiveness of short-form and long-form videos on engagement rate, channel growth, and audience behavior can provide valuable insights into the lasting effects of different video formats. Longitudinal studies tracking audience responses over time can shed light on the sustainability and longevity of video content strategies.

4.4 Limitations

4.4.1 Generalizability

The findings and conclusions of this study may have limitations in terms of generalizability. The research focuses on a specific timeframe, social media platforms, and target audience, which may not represent the entire population or encompass all possible variables. Different demographics, cultural backgrounds, and platform preferences may yield varying results.

4.4.2 Data Reliability

The study relies on existing literature, audience surveys, and platform analytics for data collection. The accuracy and reliability of these sources may be subject to limitations, such as biased reporting, sample selection, or measurement errors.

4.4.3 Subjectivity of Audience Preferences

Understanding audience preferences and consumption habits involves subjective factors that may vary among individuals. While efforts have been made to collect data and analyze patterns, individual preferences, tastes, and biases may influence the findings.

4.4.4 Research Methodology

The study's research methodology, including the literature review and data analysis, may have limitations, especially during an internship project. Certain information, including social media engagement analytics, is confidential and cannot be obtained from a company.

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