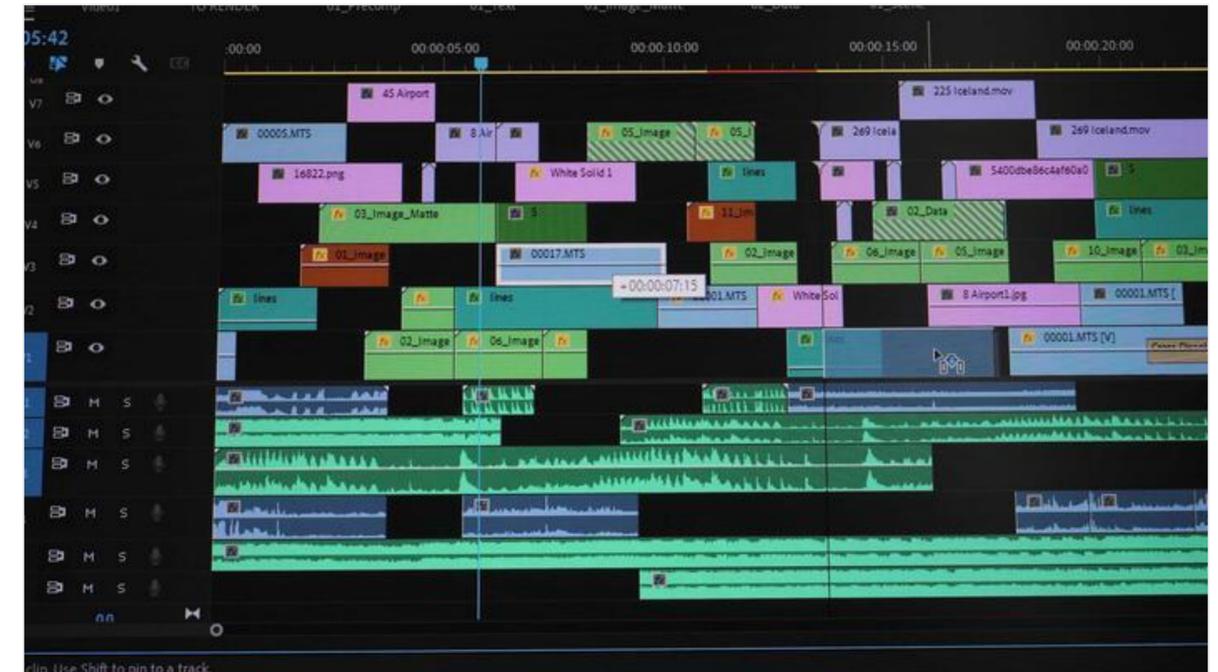


Analyzing the Impact of TikTok and Short-Form Editing on Gen Z's Attention Span and Film Pacing Expectations

Significance:

The rise of short-form media like TikTok has reshaped how younger audiences engage with media. Gen Z is almost always exposed to rapid cuts, instant hooks, and really quick storytelling. This study looks to build a understanding of how this influence Gen Z's attention span and expectations for pacing in films. By researching this, the project will balance the psychological and cinematic perspectives, reflecting how different editing decisions may need to be installed in order to meet the demands of this new audience.



Methodology:

This project uses research which compares and surveys engagement from three differently edited versions of the same short film:

- **Slow-paced (traditional)**
- **Standard-paced (modern)**
- **Fast-paced (TikTok-style)**

Quantitative: Engagement, attention, screen time

Qualitative: Feedback on pacing, immersion, and connection

