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Reels Addiction and Mental Health: A Questionnaire-Based Study on Its Psychological Impact

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Abstract Short-form videos, or “Reels,” have become increasingly popular on social media platforms, serving both entertainment and informational purposes. However, excessive viewing of Reels can lead to negative effects. This study conducted a survey of 33 participants to examine how Reels addiction affects users. The results indicate that most participants watch Reels primarily for entertainment, and algorithm-driven suggestions encourage prolonged viewing. Overuse may lead to compulsive scrolling, which negatively affects productivity, emotional well-being, and real-life social engagement. The 33 participants shared their perspectives through responses submitted via Google Forms. Most reported that extended screen time resulted in physical discomfort, digital fatigue, and sleep disturbances. Regular overconsumption of such content has also been associated with reduced attention spans and increased procrastination, particularly in academic contexts. The design of social media platforms stimulates dopamine release, which reinforces habitual usage and increases the addictive nature of Reels. Additional concerns include the spread of misinformation, heightened cybersecurity risks, and threats to data privacy. Nevertheless, moderate engagement can enhance creativity and help relieve stress. To avoid harmful consequences, users are encouraged to set screen time limits and participate in offline activities. This study emphasizes the importance of adopting a balanced approach to Reels consumption, enabling users to enjoy its benefits while minimizing potential drawbacks.

Keywords Doomscrolling, Reels Addiction, Mental Health, Overscreen Usage, Media, Dopamine

1. Introduction

Based on survey data from 33 participants, the study analyzes how excessive reels consumption affects people's lives. The popularity of blogging has significantly increased the number of people using social media [1]. Reels became popular as they provided entertainment, and the recommendations made the users watch for a long period of time. On the other hand, people watch reels to get information; most do so casually, which can lead to compulsive scrolling. Doomscrolling is the compulsive act of endlessly scrolling through negative or distressing news on social media, often leading to heightened anxiety or

stress [2]. The findings reveal that prolonged scrolling can turn watching reels into a habit, ultimately leading to digital addiction. Doomscrolling, characterized by a compulsive nature that involves constant scrolling for depressing and negative news on social media, has been identified [3]. Though some use it in the right way, such as to collect information, many use it just for entertainment purposes, which shortens their sleeping time and also disturbs their health. The dopamine-based reward system in Reels encourages users to stay engaged, increasing the risk of digital addiction. Characterized by the compulsive, habitual, and uncontrolled use of digital devices and excessively recurrent participation in a particular online activity, digital addiction is found to be functionally identical to all addictions [4]. It not only affects their health but also affects social interaction. Researchers have found altered brain structures in children and teenagers suffering from digital addiction [5]. In simple words, even talking face-to-face with people can become complicated and also their privacy may be disturbed in certain circumstances. The tracking of personal data for targeted content often leads to misinformation and privacy concerns. To reduce these risks, the study suggests setting screen time limits, maintaining a proper routine, and being mindful of content consumption. Checking facts and managing privacy settings can help protect users from misinformation and data breaches. Though reels have benefits like learning, creativity, and relaxation, balancing screen time with offline activities is key to avoiding negative consequences.

2. Literature Review

Reels and short-form videos, like many forms of addictive technology, manipulate the brain's reward system through immediate gratification. Alter [6] explains that short bursts of pleasure derived from digital feedback such as likes, views, and new content result in dopamine release, which encourages users to continue consuming content without self-regulation. This behavioral reinforcement closely mirrors the compulsive patterns observed in other digital addictions, including gaming and social media use. The repetitive and seamless format of Reels triggers the "infinite scroll" phenomenon, described by Montag and Diefenbach [7], where users lose track of time due to continuous algorithmic content delivery. These mechanisms exploit variable rewards, much like gambling, which lead to habit formation and digital dependency. This aligns with survey findings indicating that users struggle to disengage from Reels, even at the cost of their productivity and well-being. Moreover, Reels have been shown to disrupt attention spans, as users become accustomed to high-speed content consumption. Matei [8] emphasizes that the human brain is rewired by digital media to favour novelty and short attention cycles, reducing the ability to focus on long-form or deep tasks. This has significant implications for learning and academic performance, especially among youth who are still developing executive functioning skills. In terms of physical health, prolonged screen time and improper device posture contribute to Tech Neck, digital eye strain, and circadian rhythm disruptions. Sheppard and Wolffsohn [9] report that eye fatigue, headaches, and blurred vision are increasingly common among screen-dependent users. The American Academy of Sleep Medicine [10] warns that exposure to blue light before sleep inhibits melatonin, which delays sleep onset and affects sleep quality. These findings mirror survey responses describing sleep disturbances and physical discomfort due to late-night Reels consumption. The impact on emotional intelligence and real-life communication is also notable. Twenge and Campbell [11] observed a decline in empathy and interpersonal skills among adolescents who spend more time in digital environments than physical ones. Reels, often personalized to individual interests, offer a solitary entertainment experience, displacing face-to-face interactions and shared emotional experiences. Social media platforms, including Reels, also contribute to the rapid spread of misinformation. According to Vosoughi, Roy, and Aral [12], false news spreads faster than truth, especially when emotionally charged. Reels are particularly vulnerable to this due to their short length and lack of context or source verification. Users often fail to pause and verify content, contributing to public confusion, misinformation, and political polarization. From a cybersecurity perspective, Zuboff [13] introduces the concept of surveillance capitalism, wherein users' behavioral data are collected, analyzed, and used to manipulate engagement and monetize attention. The absence of user awareness about data collection also reflected in the survey findings raises serious concerns about privacy, informed consent, and data exploitation. Scholars like Andrejevic [14] argue that digital platforms have outpaced traditional regulatory frameworks, leaving users exposed to privacy violations and digital manipulation. The mental health implications of excessive Reels consumption are just as alarming. Hunt et al. [15] found a strong association between time spent on social media and symptoms of anxiety, depression, and loneliness. These effects are often amplified by social comparison and curated content, which distort users' perception of reality and self-worth. Adolescents, in particular, are more vulnerable due to their developing identities and social insecurities. Scholars like Shalaginova [16] argue that digital media serves as a means of escapism, with users relying on short-form videos to avoid stress, boredom, or personal responsibilities. While this may offer temporary relief, it often exacerbates long-term issues such as avoidant behaviour, procrastination, and social withdrawal. This again supports the survey's conclusions that excessive Reels use is linked with diminished motivation, lower productivity, and poor emotional regulation.

3. Materials and Methods

3.1. Method

The study adopted a quantitative research design using a survey method. This approach was chosen to systematically measure and evaluate participants' perceptions, behaviours, and habits related to short-form video consumption. The quantitative method was particularly suitable because it allowed the researchers to identify measurable patterns and to present the findings in a structured manner that could be generalized within the defined group.

3.2. Participants

The participant group comprised 33 individuals, both male and female, aged between 17 and 24 years. All participants were students of St. Joseph's College, Trichy, Tamil Nadu, India. This age group was purposefully chosen as it represents young adults who are among the most active consumers of social media content. By selecting this group, the study could capture insights into how reels and related media influence individuals during a stage of life that is marked by identity formation, social participation, and creativity.

3.3. Material

The primary research instrument was a Google Form questionnaire designed specifically for this study. The questionnaire consisted of ten questions addressing various aspects of media use. To ensure comprehensiveness, the survey included multiple-choice questions for structured responses, open-ended suggestions to capture qualitative insights, and rating scales to measure attitudes and behaviours with greater precision. This combination of question types allowed the researchers to document both the quantitative tendencies and the subjective experiences of participants.

3.4. Procedure

The Google Form was circulated online among media users, allowing participants to respond at their convenience. The survey investigated multiple dimensions of digital media engagement, including: Motivations for watching reels, Daily screen time, Physical and emotional well-being, Participation in social events, and Awareness of rumours and misinformation.

Once responses were collected, the researchers carefully reviewed them to ensure accuracy and completeness. The procedure also incorporated strong ethical practices: participants were informed of the study's purpose, their responses remained confidential, and anonymity was strictly maintained by not disclosing any names. The researchers also declared that there was no conflict of interest, ensuring academic integrity and objectivity.

3.5. Statistical Tool

The data were analyzed using descriptive statistics, with percentage analysis serving as the principal tool for categorizing and interpreting participant responses. Percentage analysis allowed the researchers to present the frequency and proportion of each response category, thereby offering a clear picture of trends within the sample. This statistical approach was particularly effective in identifying the prevalence of habits such as screen time, reel-viewing motivations, and levels of awareness regarding misinformation. The use of descriptive percentages not only highlighted dominant behavioural patterns but also provided a basis for comparison with prior studies in the field.

4. Results

The rapid rise of short-form video content, particularly in the form of social media reels, has significantly influenced user behaviour across digital platforms. To explore this phenomenon, a survey was conducted with 33 participants to understand their patterns, motivations, and the effects associated with watching reels. The questions covered a range of topics, including usage habits, perceived addiction, psychological and physical impacts, and measures taken to control consumption. The findings reveal compelling insights into how reels serve as a source of entertainment, learning, and time pass, while also raising concerns about addiction, sleep disturbances, and exposure to misinformation. This data highlights the dual nature of social media reels offering values but also posing risks to users' well-being and digital literacy.

The survey was conducted with a total of 33 respondents regarding their primary motivation for watching Instagram Reels; 16 individuals (62%) cited entertainment as their main reason. Eight respondents (31%) indicated that they watched Reels to pass the time, while six (23%) watched to learn. Additionally, two participants (8%) noted a specific interest, and one respondent (4%) acknowledged addiction as the reason for their viewing habits.

Regarding screen time, 13 respondents reported watching Reels for 1 to 2 hours per day, 7 for 2 to 4 hours, 7 for less than half an hour, and 6 for more than 4 hours daily. While moderate use served as a source of relaxation, prolonged usage raised concerns about potential negative impacts.

In terms of concentration and productivity, 19 out of 33 respondents (73%) agreed that Reels distracted them, whereas 6 respondents (23%) disagreed. This suggests a majority felt a decline in focus related to Reels usage.

On sleep and health, a separate question asked 22

individuals about the impact of Reels on their sleep cycle. Only 4 participants (18%) acknowledged an effect on their sleep. However, when asked about physical discomfort, 13 out of 33 respondents reported experiencing neck pain, eye strain, or symptoms of "Tech Neck," while the other 10 did not report any such issues.

Regarding communication, 13 out of 24 respondents agreed that Reels affected their communication, while 11 disagreed.

In terms of dopamine-related psychological effects, survey data showed that 11 respondents felt a 25% dopamine effect, 10 felt a 50% effect, 6 felt a 75% effect, and 5 felt a 100% effect.

Concerning misinformation and cybersecurity, 13 out of 27 participants acknowledged encountering misleading content through Reels, whereas 14 did not. When asked about cybercrime experiences related to Reels, 7 respondents reported such incidents, while 15 disagreed. Twelve participants believed their information had been tracked to deliver targeted content, while six disagreed.

These survey findings align with existing research on how short-form content is designed to capture and sustain attention. Reels are brief and have been designed to quickly capture and maintain the viewer's attention [17]. They have attracted and held people through their areas of interest and have also provided content based on users' search results. Additionally, reels have featured relatively creative and relevant topics that align with what users seek, presented in various formats, which has made them more engaged with the content by offering endless results [18].

While this engaging design increases user satisfaction, it also contributes to problematic patterns of use, closely tied to smartphone addiction. Smartphone addiction has been an emerging problem in the modern era [19]. Excessive involvement has been shown to harm real-life interaction and productivity. Users who have used Reels for emotional relief have become addicted in some cases, which has reduced their attention spans and has distracted them from their duties. Similar to gambling and recreational drugs, social networking sites such as Facebook, Snapchat, and Instagram have activated the same neural circuitry that motivates users to engage repeatedly with such platforms [20]. On a platform like Instagram Reels, the content creators or producers have also functioned as consumers [21].

The addictive tendencies highlighted above manifest in tangible health outcomes, particularly when usage exceeds two hours daily. Users who have used Reels for more than 2 hours have faced challenges such as insomnia, lack of physical activity, and a decline in productivity. Reels are full-screen, vertical videos up to 90 seconds long that have allowed the brain to engage more deeply, in a manner comparable to addictive behaviour [22]. Recent studies have suggested that late-night screen exposure affects the sleep schedule, as the blue light emitted by screens inhibits melatonin secretion. The smaller number of people aware of the effect of screen time on sleep patterns demonstrates that many individuals often do not realize the extent to which their sleep is being disrupted.

Beyond physical health, extended screen exposure also influences social and emotional well-being. Research has indicated that dependence on digital communication diminishes the ability to interpret nonverbal cues, which are essential for effective face-to-face interactions [23]. Additionally, prolonged use of social media has been associated with a decrease in social connectedness and an increase in loneliness, particularly among younger users [24].

These social consequences are reinforced by the neurological mechanisms of instant gratification. Reels have been shown to provide immediate gratification, which releases dopamine and motivates users to continue engaging with the content. The rapid delivery of a variety of content has compelled individuals to continue scrolling, thereby increasing their usage. Research has revealed that social media companies exploit this psychological response by activating the brain's reward system, which further encourages habitual use [6, 25]. As a result, users may become overly reliant on digital platforms, leading to restlessness when they do not engage with them [26].

In addition to psychological conditioning, another challenge relates to the quality and credibility of the content consumed. To mitigate the risks associated with consuming misinformation, individuals must possess social media literacy and should cross-check the credibility of the content they encounter [27]. Social media mechanisms are structured to collect user data to provide targeted content, thereby posing a significant threat to user privacy.

While these risks highlight informational vulnerabilities, prolonged use also poses serious health concerns. Prolonged usage of digital devices has caused serious health concerns, including eye fatigue, disruptions in sleep cycles, and various physical aches resulting from poor posture and irregular sleep patterns [9, 28]. Excessive consumption of Reels has also affected individuals' social lives. Increased engagement in the virtual world has led to a decline in real-world participation, which in turn has resulted in reduced emotional intelligence and weakened interpersonal skills [29].

These physical effects, combined with the spread of unverified information, further intensify the risks of prolonged digital engagement. Furthermore, the dissemination of false or exaggerated information, often designed to sustain viewer attention, has become increasingly prevalent. Cybersecurity remains at risk, as users' private information is being collected to deliver personalized content [30].

Survey Responses on Social Media Reels Addiction

Question	Response Options	Number of Responses (n=33)	Percentage
1. Why do you watch reels on social media?	Entertainment	20	60.6%
	Learning	8	24.2%
	Passing Time	5	15.2%
2. How many hours per day do you watch reels?	Less than 1 hour	10	30.3%
	1-3 hours	15	45.5%
	More than 3 hours	8	24.2%
3. Do you have a sleeping disorder?	Yes	18	54.5%
	No	15	45.5%
4. Do you experience physical side effects?	Yes	14	42.4%
	No	19	57.6%
5. Do reels affect your social life and communication?	Yes	12	36.4%
	No	21	63.6%
6. Do you feel addicted to reels?	Yes	22	66.7%
	No	11	33.3%
7. How does reels usage impact dopamine levels?	High impact	16	48.5%
	Moderate impact	12	36.4%
	No impact	5	15.2%
8. Have you encountered misleading information in reels?	Yes	25	75.8%
	No	8	24.2%
9. Have you been directed to proxy websites from reels?	Yes	10	30.3%
	No	23	69.7%
10. What actions do you take to limit reels consumption?	Screen time limits	15	45.5%
	Reduced usage	12	36.4%
	No actions taken	6	18.2%

5. Discussion

To tailor their services and increase engagement, social media platforms have used machine learning as a tool to deliver content according to the viewer's area of interest. This kind of instant pleasure has led to habitual behaviour in individuals, particularly those who seek to pass time when bored. This social media platform also included educational content, which was not used effectively by many users, as they perceived this platform solely as a means of entertainment and therefore did not engage with such content. Their engagement has gone beyond merely viewing or creating content. Since millions of people have used short videos, India has become the largest market for Instagram reels [18].

The business strategy of social media companies has depended upon retaining users, as it has often been difficult to differentiate between occasional usage and digital dependency. Therefore, reels can serve as a source of entertainment and leisure, but excessive use may lead to distractions, and continuous scrolling has emerged as a hindrance to day-to-day functioning. Even the reels producers may have become addicted to reels. When used for a minimal duration, watching Reels has served as a source of relaxation. However, prolonged screen time has raised concerns about addiction. On the other hand, digital marketers and content creators may have found extended involvement to be a part of their professional responsibilities.

The proposed solution has been to maintain a disciplined schedule so that leisure viewing does not interfere with relationships, work, or study. By implementing digital wellbeing strategies such as disabling unwanted notifications, using focus settings, and scheduling regular screen-free periods, users can better manage their screen time and develop a healthier relationship with digital content. The popularity of short-form video content has raised questions regarding its impact on focus and productivity. According to the widespread consensus, excessive scrolling has shortened attention spans, which in

turn has resulted in procrastination and has reduced productivity while completing tasks.

Endless, short, and humorous videos trigger the brain's reward system, thereby reinforcing the behavior as a habit. As a result of this continuous cycle of instant gratification, users have found it increasingly difficult to concentrate on longer, intellectually demanding tasks. Researchers have found that frequent exposure to brief videos impairs deep focus and memory retention, rendering traditional study or work sessions less appealing [22], [23]. Consuming an excessive amount of Reels can lead to poor time management, procrastination, and a decline in both productivity and efficiency [31]. Some studies have suggested that using entertainment media during scheduled, moderate, and time-controlled breaks boosts productivity and prevents mental exhaustion.

The basic mechanism underlying this phenomenon is the dopamine-based engagement model employed by social media platforms. Striking a balance with clear limits is critical, as it ensures that Reels can be used effectively during controlled breaks; otherwise, they become a persistent source of distraction. This observation highlights the fact that some individuals may maintain better posture, limit their screen time, and demonstrate greater ergonomic awareness. Nevertheless, the issue continues to pose a potential health risk for the rest of the population.

Reduced in-person interactions due to increased screen time may erode social skills and interpersonal relationships. Users' preference for virtual interaction over face-to-face engagement may have had an impact on their emotional intelligence. On the other hand, when shared and discussed among friends and family, Reels can promote social bonding. The key lies in striking a balance, ensuring that online interactions enhance rather than replace in-person social experiences.

The short-form content presented through Reels has often been found to mislead audiences with false or unverified information. Fraudulent solicitation and unaccredited data collection practices have also contributed to the rising cybersecurity threats associated with digital platforms [29, 30]. While the user experience has continued to improve, cybersecurity has remained vulnerable [13, 32].

The survey discloses the concerning reality that the overconsumption of Reels, which have been tailored according to users' interests, stimulates individuals to continue scrolling on social media platforms. The addictive nature of Reels has increased digital dependency, thereby complicating users' ability to regulate their screen time [33]. The survey further points out that Reels have had negative effects on users' productivity and attention spans. As individuals have grown accustomed to the instant gratification offered by Reels, they find it increasingly difficult to maintain focus, which in turn leads to procrastination [34]. The constant distractions created by social media have distorted users' productivity.

5.1. Recommendations

Based on the findings of this study, it is evident that excessive engagement with Reels can lead to negative consequences such as reduced productivity, impaired concentration, disrupted sleep, physical discomfort, and digital dependency. Therefore, users are encouraged to "set daily screen time limits" to manage their usage and reduce the risk of overconsumption. This aligns with the survey results, which indicated that a significant portion of respondents watched Reels for more than two hours a day, a behaviour associated with procrastination and reduced productivity. Studies have shown that time-restricted media use can mitigate digital fatigue and improve attention spans [12]. "Implementing screen time limits" is critical. Users should consider "using specialized apps" designed to reduce mobile phone overuse, which have been shown to effectively prevent maladaptive phone use and improve digital well-being [35].

To make social media use more purposeful, users should prioritize educational and informative content. Although Reels platforms include informative content, the survey revealed that the majority of users consume Reels primarily for entertainment. With intentional effort, users can reshape their viewing habits to include content that contributes to personal growth, thereby transforming the platform into a tool for learning rather than distraction. With 62% of participants watching Reels for entertainment rather than learning, users should actively "prioritize educational and informative content". "Tailoring consumption to meaningful content" may reduce passive scrolling and promote cognitive engagement, aligning with research that suggests purposeful media use fosters better outcomes than purely recreational use [33].

To reinforce healthy digital habits, users should make use of "in-built digital well-being tools", such as screen timers, focus modes, and app usage reminders. These features help reduce unconscious scrolling and enable users to regain control over their screen time. The dopamine-driven engagement identified in this study echoes findings by Alter [6] regarding the addictive design of social media platforms. Employing smartphone features such as focus mode, app timers, and notification controls can help users mitigate compulsive behaviours and reduce exposure to addictive algorithms.

Incorporating techniques like "the 20-20-20 rule", where individuals look at something 20 feet away for 20 seconds every 20 minutes, can also help mitigate eye strain and Tech Neck, issues reported by approximately half of the survey respondents. Physical symptoms like eye strain and neck pain were reported by about half of the users, consistent with literature on digital eye strain prevalence [9]. The 20-20-20 rule looking 20 feet away for 20 seconds every 20 minutes should be promoted to reduce ocular fatigue and maintain eye health.

Given the effect of blue light on melatonin suppression and its subsequent impact on sleep, users should avoid

"late-night screen time". Only a small percentage of respondents acknowledged this effect, indicating a gap in awareness. Increased public knowledge about the biological effects of late-night exposure can improve sleep hygiene, especially when paired with nighttime device settings such as blue-light filters. Despite only 18% acknowledging sleep disruption, research confirms that blue light from screens suppresses melatonin, impacting sleep quality [36]. Users should reduce screen time before bedtime, which is essential to prevent sleep disturbances and support overall health.

For those who rely on digital tools for work or content creation, it is essential to establish "structured routines" and "schedule regular screen-free breaks". As the discussion noted, even content producers can become overexposed and distracted, thus reducing their overall efficiency. Brief periods away from screens can enhance focus and reduce burnout. Survey findings demonstrate the detrimental effects of continuous reel consumption on focus and productivity. Structured routines that integrate scheduled breaks can reduce cognitive overload and improve efficiency, as supported by Mark, Gudith, and Klocke's [34] work on the costs of interrupted work and stress management.

Furthermore, users should be encouraged to "engage in offline activities" such as physical exercise, socializing, or hobbies to maintain a balance between their virtual and real-world lives. The survey indicated that excessive online engagement often comes at the cost of real-life communication and emotional well-being. Given the negative impact on communication skills reported by participants, "promoting face-to-face interactions" and encouraging offline activities are vital. Parry et al. [36] highlight that excessive digital media use can harm children's emotional intelligence, emphasizing the importance of balanced social engagement for emotional development.

Raising awareness of dopamine-driven engagement patterns is also crucial. The study's findings showed that many users experienced elevated dopamine responses while watching Reels, which is consistent with research suggesting that social media activates the brain's reward pathways [9]. Users should be educated about the "psychological mechanisms" behind social media addiction, such as dopamine release triggered by short-form videos [6]. Awareness programs can empower users to recognize and "manage compulsive scrolling habits effectively".

Another important recommendation is to "enhance digital literacy", especially regarding misinformation and cybersecurity threats. The survey revealed that nearly half of the participants encountered misleading information, and a concerning number were unaware of potential privacy threats. With nearly half the respondents encountering misinformation, bolstering digital literacy is critical. Training users to critically evaluate sources and identify false information has been demonstrated to increase discernment and reduce the spread of misinformation [37].

As data tracking was acknowledged by nearly half of respondents, users must be vigilant in managing privacy settings. Ensuring apps comply with data protection standards can reduce risks related to targeted advertising and data breaches [38, 39]. Users should be trained to "monitor app permissions and privacy settings during installation" to minimize data tracking and improve online safety.

To further reduce distraction, users should "disable non-essential notifications", which are often designed to re-engage users with the platform. Doing so can help prevent unnecessary interruptions and support a more intentional use of digital media. Frequent notifications contribute to distraction and decreased productivity, as indicated in this study and prior research [34]. Users are encouraged to disable non-urgent alerts to maintain sustained attention and reduce stress.

Striking a balance between entertainment and responsibility is also crucial; while leisure content has its place, users must ensure that it does not interfere with academic, professional, or personal obligations. While Reels provide entertainment, your findings show excessive use harms productivity and well-being. Users should "consciously balance leisure and work" to ensure that social media serves as a controlled source of relaxation without dominating their responsibilities.

Finally, educating younger users about healthy media habits is essential. Parents, guardians, and educators should play a proactive role in guiding children and adolescents toward responsible digital behavior. Given adolescents' vulnerability to social media addiction [32], parents and educators should actively "teach young users balanced, responsible, and mindful social media" practices to prevent maladaptive use and foster healthy digital habits. Early interventions can prevent the development of harmful habits and equip the next generation with the tools needed to navigate digital platforms in a balanced and informed manner.

6. Conclusions

Mental health is often understood as balancing one's mindset and preferences. [40,41]. According to the study, the participants suffered a lot because of the negative consequences of reels. The algorithmic programming of the reels takes into account the viewers' interests. These algorithmic suggestions engage the viewers by presenting reels that align with their interests sequentially. This makes the viewers depend on the digital mode of entertainment. It is very challenging for the users to limit the screen time. The study concludes that the reels provide a negative effect on concentration and productivity. Due to reels' dopamine-driven nature, users are addicted to the reels and consider them their extreme happiness. This leads to

distractions for users from their professional and academic assignments. Also, it impacts sleep patterns, eye strain, body posture, and physical and mental discomfort.

The excessive usage of reels among the users breaks the real-world relationship and social introduction. Though it paves the way for digital interaction, it may hinder the development of strong emotional intelligence and interpersonal skills. Another major problem is that many reels mislead users by spreading misinformation rather than giving useful content with accurate or appropriate information. The study indicates that the users are addicted to digital entertainment, which makes the users depend a lot on it, which impacts mental and physical health and their productivity, but they can control their screen time by actively participating in other productive activities. The users should be aware of their screen time, and gradually they should reduce it.

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