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Attention Retention and Engagement Enhancement Techniques in Short News Videos

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Abstract— *The article presents a comprehensive analysis of attention retention mechanisms and audience engagement enhancement in short news videos within algorithmic short-video platforms. The study is based on the systematization of cognitive mechanisms of media consumption, the comparison of audiovisual characteristics of video content, and the interpretation of motivational factors influencing user interaction with news materials. The analysis shows that attention retention in short-video platform environments is formed through the combination of perceptual flow states, the architecture of algorithmic feeds, and the characteristics of the initial phase of user interaction with video content. It is established that audience engagement is determined both by the content of the news message and by the parameters of media presentation, including sensory characteristics of image and sound, the dynamics of visual storytelling, and emotional strategies of information presentation. Special attention is given to motivational mechanisms of news sharing in social networks, where user activity becomes an important element of the secondary circulation of media content and the expansion of information reach. It is shown that the effectiveness of short news videos emerges as a result of the interaction between cognitive mechanisms of attention retention, structural characteristics of video materials, and social motivations of user behavior. The practical significance of the results lies in their potential application in the development and adaptation of news video content for short-video platforms, as well as in the formation of editorial strategies for media companies operating in algorithmic media environments. The study demonstrates that attention retention and audience engagement in short news videos should be considered as an interconnected system of cognitive, media-production, and social factors.*

Keywords— ***short videos, attention retention, audience engagement, news video content, algorithmic platforms, audiovisual characteristics, news sharing.***

I. INTRODUCTION

The proliferation of short-video platforms has altered the news consumption model, shifting it toward dynamic audiovisual formats distributed via algorithmic social media feeds. TikTok, Instagram Reels, and similar services create an environment where news competes for limited user attention within a continuous stream of videos [6]. Under these conditions, attention retention becomes a key factor in the effectiveness of news content, as viewing duration and the level of user reactions directly impact the algorithmic distribution of materials. The architectural features of short-video platforms intensify stimulus competition and accelerate attention switching, thereby raising the requirements for the structure and delivery of news videos [2].

Cognitive mechanisms of short-video consumption play a significant role. User attention retention is associated with the emergence of states of concentration, enjoyment, and time distortion, which sustain continuous content viewing [8]. Simultaneously, audience engagement depends on the

audiovisual characteristics of the videos and their ability to elicit an emotional response and stimulate user reactions, including comments, likes, and content sharing [10]. As a result, the effectiveness of short news videos is determined by a combination of cognitive attention retention mechanisms and the specific features of audiovisual information delivery.

The objective of this study is to identify and systematize the primary mechanisms of attention retention and audience engagement enhancement in short news videos within algorithmic media platforms. To achieve this goal, the following tasks are addressed:

- identify the main cognitive mechanisms of user attention retention during short-video consumption;
- analyze the impact of the audiovisual characteristics of video content on audience engagement;
- systematize the motivational factors of news content sharing on social media;
- determine the structural parameters of short videos that influence audience interaction with news content.

The research hypothesis posits that the effectiveness of short news videos is determined by a combination of cognitive attention retention mechanisms, the audiovisual characteristics of the video, and the motivational factors of user interaction. The isolated use of engagement enhancement techniques without their integration fails to ensure a sustainable growth of audience interaction within algorithmic feeds.

The scientific novelty of this work lies in examining attention retention and engagement as an interconnected system of cognitive and media-production factors, integrating flow states of perception, audiovisual parameters of video content, and motivational drivers of news sharing.

The scope of the study encompasses the mechanisms of attention retention and engagement enhancement in short news videos on short-video platforms. The analysis focuses on behavioral and content-related factors of audience interaction, excluding issues of media companies' editorial policies and the technical specifics of recommendation algorithms. The empirical base of the research is predominantly associated with the TikTok platform and similar services.

II. MATERIALS AND METHODS

The research methods employed include the theoretical generalization of scientific publications, a comparative analysis of audience attention retention and engagement factors on short-video platforms, a structural interpretation of cognitive media consumption mechanisms, and the systematization of empirical data concerning short video characteristics and user reactions. The combination of these methods enabled the identification of primary attention retention mechanisms and audience engagement factors in short news videos, interpreting them as interconnected elements of media-production and behavioral processes.

The study was conducted in the format of a systematic review analysis of open-access publications from 2022 to 2025, indexed in international peer-reviewed journals. The search strategy was based on combinations of keywords: short-form video, TikTok engagement, attention retention, scroll immersion, short video addiction, news sharing behavior, audiovisual characteristics, short video information quality, and short video engagement model, utilizing AND/OR logical operators.

During the identification phase, 53 publications were discovered. Following the removal of duplicates and an initial analysis of titles and abstracts, studies unrelated to short-video platforms or user attention were excluded. During the full-text assessment phase, works lacking empirical data on audience engagement or short video characteristics were further excluded. The final sample comprised 12 studies.

The inclusion criteria were: the presence of an analysis of user behavior on short-video platforms, the investigation of cognitive mechanisms of attention and engagement, the examination of video content characteristics affecting user reactions, and the modeling of content sharing factors on social networks. Publications devoid of reproducible empirical results or those failing to analyze audience interaction with short videos were excluded.

The study by Al-Leimon et al. [1] analyzes the link between short-video addiction and attention and memory among youth, whereas Alruwaili [2] examines the impact of scroll immersion on user attention, working memory, and cognitive fatigue. Chung et al. [3] explore the influence of short-video exposure on audience engagement through cognitive mediators, while Le and Xiong [4] identify the motivational factors for news sharing on social networks. Li et al. [5] investigate the effect of short-video application addiction on academic engagement via the mechanism of mindfulness, and Maroto-González et al. [6] analyze the use of TikTok by news organizations. Ming et al. [7] consider video characteristics and their impact on user interaction; Qin et al. [8] detail the effect of information quality and platform system characteristics on users' flow states. Ta et al. [9] study the engagement factors of Generation Z with TikTok news content, Wang and Li [10] analyze the influence of audiovisual characteristics of short videos on

audience reactions, Wang et al. [11] compare information quality and video content engagement on TikTok and BiliBili, and Wu et al. [12] propose a model for identifying success factors of short videos on social media.

The selected body of publications facilitated the structuring of attention retention and audience engagement factors on short-video platforms across several dimensions: cognitive mechanisms of attention and flow states, audiovisual characteristics of videos, motivational factors of news sharing, and structural parameters of short video content. The obtained results were utilized for the subsequent analysis of techniques for retaining attention and enhancing audience engagement in short news videos.

III. RESULTS

The analysis demonstrated that user attention retention on short-video platforms is formed through a combination of cognitive and emotional states emerging during interaction with the algorithmic video feed. Under conditions of high information stimulus density, user attention is distributed differently than in traditional media environments. A short-video feed is organized as a sequence of autonomous videos, generating a model of fragmented yet sustained interaction with content. Within this structure, attention retention is determined by the informative content of the videos and the states of cognitive user involvement that arise during continuous viewing [5].

It was established that a central mechanism for stabilizing user attention is the formation of a flow state of interaction with the video platform. This state is forged through a combination of attention concentration, subjective viewing enjoyment, and altered time perception [8]. Concurrently, attention retention is supported by the user's individual cognitive characteristics and the specifics of media consumption behavioral models. The continuous scrolling of the video feed establishes a stable fixation of attention on a sequence of short videos, progressively engrossing the user in a media viewing session [2]. This mechanism is amplified by the characteristics of the initial phase of user interaction with the video content. Within an algorithmic video feed, the decision to continue watching is made within the first few seconds after the video begins. Consequently, the structural organization of the video's introductory segment gains particular significance. The rapid formation of cognitive interest enables the fixation of user attention, preventing an immediate switch to the next media item. Therefore, attention retention in short news videos depends on the content of the message and the video's capacity to generate an instantaneous stimulus for continued viewing. Simultaneously, there is a decline in subjective control over the duration of platform interaction, accompanied by a time distortion effect, which facilitates continued video consumption [1].

A comparison of attention retention factors reveals that the components of the flow state exert varying intensities of influence on user behavior. Concentration ensures the cognitive fixation of attention on the video material and sustains the viewing sequence. However, the emotional reaction to the content fosters subjective enjoyment of interacting with the video feed, serving as a more robust mechanism for prolonging the media session. Consequently, attention retention is shaped as a result of the interaction between cognitive and emotional components of video content perception. A substantial role is played by the architecture of the algorithmic feed, which curates a sequence of videos matching the user's interests, thereby maintaining viewing continuity and reducing the probability of exiting the media session [9]. Figure 1 examines the explained variance of flow state factors related to attention retention during short video consumption.

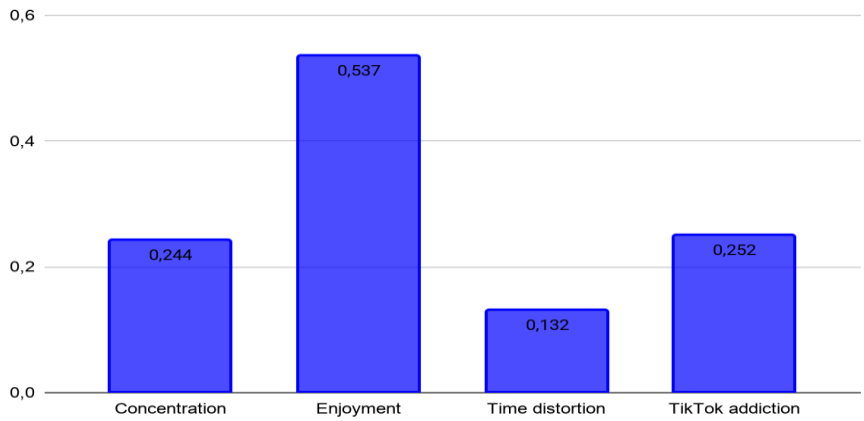


Fig.1: Explained Variance (R^2) of Flow State Factors in Short Video Consumption (compiled by the author based on source: [8])

The presented values demonstrate the diverse explanatory power of the flow state components. The largest portion of explained variance is recorded for the variable enjoyment ($R^2 = 0.537$), indicating the structural dominance of the emotional component of user interaction with video content. The concentration indicator stands at 0.244, reflecting the contribution of cognitive attention fixation on the video material. The R^2 value for the TikTok addiction variable is 0.252, demonstrating the connection between flow states and the formation of stable short-video consumption models. The minimal share of explained variance is observed for the time distortion variable ($R^2 = 0.132$), pointing to a more limited contribution of this mechanism to the attention retention structure. The ratio of indicators shows that in the architecture of attention retention, the user's emotional engagement exerts a stronger influence on media session duration than cognitive concentration, reflecting the specifics of media consumption in the short-video platform environment.

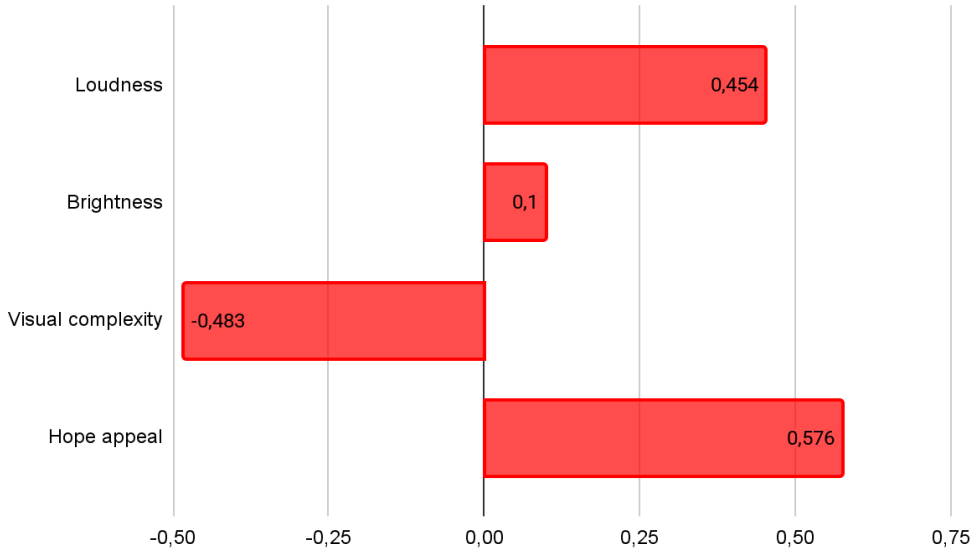
The analysis revealed that audience engagement in short news videos is built through cognitive mechanisms of attention retention alongside the characteristics of the media delivery itself. In the short-video platform environment, the user interacts with content under conditions of highly competitive visual stimuli; therefore, the video's structure emerges as an independent factor influencing user reactions. Under such conditions, the audiovisual parameters of the video exert a direct impact on the intensity of audience interaction with the content, including viewing reactions, likes, and the sharing of video materials [10]. In addition to the sensory characteristics of image and sound, the structural dynamics of information delivery within the video play a crucial role. Editing pace, the frequency of visual shot changes, and the sequencing of key messages establish the rhythm of video content perception. On short-video platforms, such a dynamic structure assists in maintaining the user's cognitive interest and diminishes the likelihood of premature viewing termination. Consequently, audience engagement is determined by discrete audiovisual parameters and the overall organization of visual storytelling within the video. Concurrently, research indicates that the characteristics of information delivery in short videos can either amplify or attenuate user engagement depending on the cognitive load and emotional impact on the viewer [7].

It has been proven that audience engagement is augmented by employing audiovisual elements capable of rapidly capturing the user's attention in the initial seconds of viewing. On short-video platforms, it is this initial interaction phase that determines the probability of continued video viewing. In this regard, parameters of visual brightness and audio signal serve as instruments for enhancing the sensory impact of video content on the user. More pronounced visual and audio signals increase the likelihood of attention fixation and stimulate further audience interaction with the video. Simultaneously, the emotional strategy of content delivery exerts a noticeable influence on user reactions. The utilization of positive emotional frames linked to hope or optimism yields a higher probability of audience interaction with the video material [3].

A comparative analysis of engagement factors indicates that an increase in the visual complexity of the video can depress the intensity of user reactions. A high density of visual elements elevates the cognitive load on the viewer and complicates the rapid comprehension of the video's key message. Under the constraints of short-video platforms, where the user decides whether to continue watching within a limited timeframe, such an overloaded visual structure diminishes the probability of subsequent interaction with the content [7]. Figure 2 illustrates the impact of the audiovisual characteristics of short videos on audience engagement metrics.

The displayed values demonstrate the varying intensity of the impact of audiovisual characteristics on audience engagement. The highest coefficient value is observed for the appeal to hope variable ($\beta = 0.576$), pointing to the significant role of the emotional content delivery strategy in shaping user reactions. The loudness indicator is 0.454, reflecting the influence of the auditory signal in capturing user attention. The brightness value stands at 0.100, showing a more limited contribution of this parameter to the audience engagement structure. The negative coefficient value for the visual complexity variable ($\beta = -0.483$) shows that increasing the visual complexity of the video is accompanied by a decline in user reactions. The aggregate of these metrics reflects the varying intensity of audiovisual characteristics' influence on audience behavioral reactions, allowing the media delivery structure to be viewed as an essential element of the engagement architecture in short news videos [10].

The presented results permit the interpretation of audience engagement in short news videos as an outcome of the interaction between cognitive attention retention mechanisms and the structural characteristics of media delivery, which concludes the analytical examination of user interaction factors in the short-video platform environment.



Note: A positive value indicates an increase in engagement; a negative value indicates a decrease.

Fig.2 – Influence of Audiovisual Characteristics of Short Videos on Audience Engagement Metrics (Compiled by the author based on source: [10])

The mechanisms of attention retention and engagement enhancement identified in the analysis can also be observed in the production practices of independent short-form video creators on digital platforms. Short videos produced by independent authors demonstrate similar structural solutions aimed at capturing audience attention within algorithmic feeds.

For instance, the video "Where Did Edward Bil Come From?" employs a rapid entry into the narrative, based on posing a question already in the initial phase of viewing. The headline is integrated into the visual composition and supported by contrasting imagery, allowing the viewer to instantly identify the subject of the video. Such a structure corresponds to the attention trigger mechanism, where the first seconds perform the function of fixing attention by reducing the time required to interpret the content.

A different strategy is implemented in the video "Olya Tykva or How to Make Money from Hype," where the key role is played by a combination of explanatory delivery and a moderate emotional accent. The visual composition and topic framing are designed to quickly engage the viewer through a recognizable situation and a clear context, without relying on conflict-driven or evaluative rhetoric. This format supports sustained interest through cognitive accessibility and a transparent message structure.

A similar principle can be observed in the video "Shoulder Workout with Yuri Spasokukotsky," where attention is maintained through an immediate transition to the core content and a high density of visual information. The absence of an extended introduction and the consistent presentation of key elements help minimize cognitive load and sustain continuity of perception.

The examined examples demonstrate a consistent pattern: the effectiveness of short video content is ensured through the combination of a rapid initial trigger, visual clarity, and a compressed narrative structure. These characteristics directly correspond to the cognitive and media-production factors of attention retention and audience engagement identified in this study.

IV. DISCUSSION

The analysis of audience engagement factors demonstrates that user interaction with short news videos is not limited to viewing content. Within algorithmic video platform environments, the active dissemination of information by users plays a pivotal role, transforming the audience from a passive content recipient into an element of media distribution. In platform-based media environments, such forms of interaction gain particular significance, as it is user activity that generates an additional layer of news message dissemination. Consequently, audience engagement should be considered both an indicator of attention to the video material and a mechanism for expanding the informational reach of news content [9]. In the digital platform ecosystem, user activity becomes a supplementary tier of news media distribution. Comments, reactions, and reposts foster the secondary circulation of video content within social networks. These modes of interaction allow news materials

to transcend their initial audience and integrate into broader information flows. As a result, user engagement performs a media distribution function, amplifying the algorithmic visibility of news video content.

It has been determined that the motivational mechanisms of news sharing differ from the factors dictating the primary consumption of video content. While attention retention is governed by the cognitive and audiovisual characteristics of the videos, the intention to share news is formed through social and informational motives of user interaction. Within this framework, a vital role is played by the social value of the information, its perceived relevance to the audience, and the users' desire to demonstrate their own awareness on social networks. Such mechanisms forge a distinct model of news content dissemination, in which user actions become an extension of media consumption and simultaneously an element of social interaction [4]. Table 1 examines the impact of various motivational factors on users' intention to share news on social media.

Table 1 – Influence of Motivational Factors on News-Sharing Intention (PLS-SEM) (Compiled by the author based on source: [4])

Relationship	β	t	p
Social value → sharing intention	0.126	4.009	0.000
Audience relevance → sharing intention	0.084	2.350	0.019
Information seeking → sharing intention	0.140	4.481	0.000
Socialization → sharing intention	0.088	3.284	0.001
Status → sharing intention	0.183	4.970	0.000
Pass-time → sharing intention	0.026	0.714	0.475

Note: β – standardized path coefficient indicating the strength and direction of the relationship; t – t-statistic used to test the significance of the path coefficient; p – p-value indicating the statistical significance level of the relationship.

The presented metrics reflect the varying intensity of motivational factors' influence on users' intent to distribute news content. The most pronounced impact is demonstrated by motives associated with social status and the users' aspiration to position themselves as informed participants in digital discourse. In this context, news sharing acts as a form of information transfer and a tool for social self-presentation in the online environment. Of comparable significance is the information-seeking motivation, which reflects users' desire to broaden their own informational space through the exchange of news materials.

A distinct role is played by the perceived social value of news. Users are more likely to share information they deem important for other network members or for public discussion. However, the personalized relevance of the content exerts a more moderate influence, pointing to the role of individual news perception in the decision to share information. A similar function is fulfilled by the socialization motivation, wherein news messages are utilized as a means of sustaining communication within digital communities and social groups.

In contrast to these factors, motives related to the passive consumption of content and the use of videos as a form of leisure are practically unassociated with users' intention to distribute news information. This distribution of factors reveals that news sharing on social networks is driven predominantly by users' active social and informational motivations, whereas recreational models of media consumption have a significantly more restricted impact on news-sharing behavior.

The analysis of audience interaction with short news videos revealed that the structural organization of the video material serves as an independent factor in user engagement. In the environment of short-video platforms, the video duration dictates the volume of transmitted information and the nature of the user's interaction with the content. Within an algorithmic video feed, attention is allocated under conditions of high scrolling speed and constant shifting of visual stimuli. Hence, the structural parameters of the video begin to perform the function of managing audience attention. In this context, a short news video can be regarded as a distinct form of platform-adapted media content. Its structure is formulated with consideration for the algorithmic logic of the video feed, the nuances of user behavior, and the constrained timeframe for information perception. A compact message composition, the rapid delivery of key facts, and a high density of visual stimuli enable the adaptation of news content to the conditions of short-term media consumption. Video duration in this context becomes an element of media strategy, allowing for the regulation of the intensity of user interaction with the content.

Additional analysis suggests that news organizations employ disparate structural logics for publishing video

content depending on the objectives of the account. Corporate profiles are more frequently oriented toward the institutional presence of the media company and exhibit a more extended form of video materials. Conversely, news profiles display a more compact video structure, which better aligns with the dynamics of an algorithmic video feed. This distinction reflects the existence of two media communication strategies: presentational and informational. In the former case, the video performs the function of brand representation; in the latter, it fulfills the function of rapid news message transmission. Table 2 presents a comparison of the total combined duration of videos published by public broadcasters on the TikTok platform.

Table 2 – The total length of videos published by public broadcasters on TikTok (Compiled by the author based on source: [1])

Platform / profile type	Total duration of sampled videos (h:mm:ss)	Total duration of sampled videos (seconds)
BBC (corporate)	2:12:09	7929
BBC News (news)	0:48:39	2919
France Info (news)	1:33:57	5637
France TV (corporate)	1:21:09	4869
SVT (corporate)	0:47:12	2832
SVT Nyheter (news)	0:42:27	2547

The structure of the presented data demonstrates a stable differentiation in video content formats between the news and corporate accounts of media companies. News profiles systematically utilize a shorter form of video materials, which allows the news message to be adapted to the pace of content consumption in the algorithmic feed. The more compact video structure facilitates the assimilation of key information and lessens the cognitive load on the user amidst the rapid switching of video content.

In contrast, corporate profiles exhibit a more prolonged publication structure. Such a format is geared toward an expanded presentation of content and the institutional context of the media company. In this instance, the video material serves an informational and representative function, accounting for the greater duration of the videos. The difference between these formats indicates that video content duration is leveraged by media companies as an instrument for the strategic management of user attention.

This structural differentiation of formats points to the fact that the effectiveness of audience interaction with short news videos is determined by the information's content and the degree of the video material's adaptation to the platform feed's architecture. Following this logic, video duration acts as an element of editorial video content construction and impacts the capacity of a news message to retain user attention within an algorithmic media space. Thus, the effectiveness of short news videos is built through a combination of cognitive attention mechanisms, the audiovisual structure of the video content, and the motivational factors of user interaction.

V. CONCLUSION

The conducted analysis revealed that audience attention retention in short news videos is determined by a combination of cognitive perception mechanisms and the specifics of media delivery within an algorithmic video feed. A pivotal role is played by the formation of a flow state, wherein attention is sustained by concentration, emotional engagement, and altered time perception. The resilience of viewing largely relies on the initial phase of interaction with the video, given that the decision to continue watching is made in the first few seconds. Under these conditions, the effectiveness of a short news video is dictated by the material's ability to swiftly cultivate cognitive interest and retain user attention.

The obtained results demonstrate that audience engagement depends on the content of the news message, alongside the audiovisual and structural organization of the video material. Image and sound parameters, visual storytelling dynamics, and emotional information delivery strategies amplify user reactions and sustain interest in the video content. Here, engagement manifests in the form of viewing and through active forms of interaction, including news sharing. The intention to share content is predominantly linked to the informational and social motives of users, whereas passive consumption plays a significantly smaller role. It was additionally established that video duration and message composition are utilized by media companies as an instrument for adapting news content to the dynamics of the algorithmic video feed.

The research results validate the proposed hypothesis that the effectiveness of short news videos is governed by a

combination of cognitive attention retention mechanisms, the video's audiovisual characteristics, and the motivational factors of user interaction. The examined factors do not operate in isolation but function as an interconnected system in which production decisions regarding the structure and delivery of video content interact with the psychological traits of media consumption and the social motives for information dissemination.

Prospects for further research involve a more detailed study of the production techniques for creating short news videos and their impact on various forms of user activity. Of particular interest is the analysis of the structural elements of video material—including the introductory phase of the video, editing rhythm, and the density of visual stimuli—and their connection to the algorithmic distribution of content on short-video platforms. An additional direction could be a comparative study of news video production strategies across different social media platforms and an evaluation of their influence on the dynamics of user attention and audience engagement.

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