

## **Abstract**

The thesis focuses on the complex issue of so-called short-form content in the context of the digital era. By short-form content I mean the overabundance of information we receive on a daily basis, but also its rapid transmission, which has significant effects on individuals, such as information overload, fatigue and stress, or shortened attention span. The phenomenon of short-form content and information overload peaked with the advent of digital media, but in this thesis I also discuss specific historical parallels that preceded the digital era. However, a significant portion of the thesis focuses on the current era, and in particular on social media as the primary producers of short-form online content. I then also devote particular attention to a specific type of a short-form content – video content – since short video content currently dominates most social networks. The theoretical part of the thesis is complemented by a practical part in the form of personal interviews with selected individuals of different ages, through which I try to find out their subjective experience of consuming short-form content, its effects on themselves and feelings of information overload.

## **Key Words**

short-form content, video content, digital media, social media, information overload

## **Title**

Short-form Content Consumption and Feeling of Information Overload: Theoretical Definition, Historical Parallels, and Subjective User Experience