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User-Generated Short Video Content and User Engagement: A Case Study of Facebook Reels

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ABSTRACT

The study aimed to analyze the content of Facebook Reels and user engagement on Reels. 105 Reels videos are analyzed using the mixed method approach. The study finds 18 categories of Facebook Reels where musical dance, entertainment, adult (seducing content), fitness (physical exercise), and comedy contents predominate produced motivated by the Id and Superego situation of human minds. Female performers are more popular with Reels than males in terms of participating in short video content. Using popular music and background sound, funny dialogue, narration, texts, and effects such as black and white, a short span of time like 5 to 15 and 16 to 25 seconds length videos made largely to attract audiences. Many camera movements including tilt up and down, zoom out and in, tracking and whip pan, and ruff cut editing style are also used to make short videos. Musical dance, adult, entertainment, fitness, sports, recipes, TV and movie celebrities, and adventure categories engage audiences more are proven by their reactions. This engagement gratifies audiences' affective and personal needs. Consumers engage in adult, musical dance, entertainment, and educational content through comments and meet cognitive and social integration needs. Therefore, Educational content connects audiences largely to meet cognitive and personal integration needs.

Keywords: User-Generated, Short Video, Engagement, Social Media, Facebook Reels

1. INTRODUCTION

Facebook, a social networking service, is the most popular social media ranked by the number of monthly active users. Facebook, owned by Meta platforms, was launched in 2004 by Mark Zuckerberg along with his fellows. Over time Facebook has gained popularity in the world. Above 2.9 billion people have been actively using Facebook on the whole earth¹. In terms of Facebook audience size, Bangladesh is the ninth-largest country in the world². Consistently, 75% of Bangladeshi social

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¹ Dixon, Jo Stacy. "Most popular social networks worldwide." Statista, 14 Feb 2023 <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

² Dixon, Jo Stacy. "Leading countries based on Facebook audience size." Statista, 24 Feb 2023 <https://www.statista.com/statistics/268136/top-15-countries-based-on-number-of-facebook-users/>

media users are using Facebook as their primary social media platform followed by 14.81% YouTube, 5.17% Twitter, and 2.25% Instagram³. Therefore, more than 59 million people are also using Facebook in Bangladesh as of May 2023, which is 33.6% of its entire population. Among users, 66.1 % are men and the rest are women⁴. Facebook has many features such as newsfeed, like, comment, share, text, photo or video posting, share story, live activity, etc. Facebook Reels is a new feature of this platform. Using such features, users are doing lots of work such as communicating with others and expressing his/her feelings by posting texts, photos, videos, and more. With the growing demand for short videos, Meta brought out Reels for Facebook users to chase TikTok. Meta rolled out Reels on Facebook firstly in the USA in 2021, and then globally in 2022. Facebook Reels facility is available in more than 150 countries⁵.

Reels on Facebook are a short-form video format complete with music, audio, AR effects, and other options. Users can watch reels created by creators and make their reels to share on Facebook⁶. Reels give people a new outlet to express their creativity with the ability to record videos, select music, and add effects and texts. With the rapid growth of Facebook Reels users, Meta extended the duration of Reels videos from 60 to 90 seconds as TikTok also extended its time from 3 minutes to 10 minutes⁷. Besides, the Facebook authority launched monetization tools to facilitate the users financially. Using this, users can earn money by including ads in videos, and articles, adding a subscription shortcut, collaborating with brands, and live videos. To get this facility, users need to meet several requirements, like having a well-established presence with 10,000 Page followers⁸. It is needed to conduct a study on Facebook Reels and user engagement on Reels videos.

1.1: User-generated content

Technological advancement facilitates the human being to be empowered individually through participation and interactivity. In the digital age, the concept of

³ Statcounter. "Social media states Bangladesh." July 2023 <https://gs.statcounter.com/social-media-stats/all/bangladesh>

⁴ Pokrop, Jasiek. "Facebook users in Bangladesh." *NapoleonCat*, 16 June 2023 <https://napoleoncat.com/blog/facebook-users-in-bangladesh/>

⁵ Meta. "Launching Facebook Reels Globally and New Ways for Creators to Make Money". 22 Feb 2022 <https://about.fb.com/news/2022/02/launching-facebook-reels-globally/>

⁶ Meta. "Unlock your creativity with Reels on Facebook." 29 Sept 2021 <https://www.facebook.com/creators/reels-for-facebook>

⁷ Malik, Aisha. "Meta rolls out new Facebook Reels features, expands max video length to 90 seconds." *TechCrunch*, 4 Mar 2023 <https://rb.gy/2lsru>

⁸ Meta. "Find new ways to earn money with your content." 2022 <https://www.facebook.com/business/goals/monetize-content>

User-Generated Content (UGC) has transformed from amateurs' experiment to an important concept in the new media environment. Although UGC content become a popular idiom recently, the practice of amateur users in building up media content has a substantial history⁹. UGC encompasses a wide range of media and creative content types that were created or at least substantially co-created by "users"—that is, by contributors working outside of conventional professional environments¹⁰. McKenzie and colleagues define UGC as "content that is voluntarily developed by an individual or a consortium and distributed through an online platform"¹¹. In the age of new media, audiences transform into not only passive to active audiences but also consumers to Prosumers. The scope of UGC content creates a chance for amateurs to deeply engage in the media content production-distribution-consumption-feedback system.

From a marketing perspective, Kietzmann, Hermkens, McCarthy, and Silvestre define social media as the product of users' creation¹². Social media users were called unpaid labor once but this situation has changed nowadays as audiences are now facilitated financially for UGC creation. Social media users can make short time videos like 30 seconds or 90 seconds and share them with their social media platforms. So it is understood that Facebook Reels is user-generated creative content. Therefore, in the study short video content means a video with a short period of time like 1 second to 90 seconds which is allowed on Facebook Reels.

1.2: Statement of the problem

With the growth of internet penetration rate and mobile subscriber numbers, social media especially Facebook users in Bangladesh are rising. The number of mobile and internet subscribers is about 186.10 and 129.40 million respectively in Bangladesh¹³. Therefore, the number of internet subscribers in Bangladesh rose by about 12 lakhs in May from a month earlier and mobile subscriber numbers

⁹ Kim, Jin. "User-generated content (UGC) revolution? Critique of the promise of YouTube." 2010, Iowa U, PhD thesis savieqcca
http://www.savie.qc.ca/BaseConnaissancesCommunication/upload/pdf/user_generated_content_revolution_Index6544.pdf

¹⁰ Bruns, Axel. "User-Generated Content". Wiley, 2016,
<https://onlinelibrary.wiley.com/doi/abs/10.1002/9781118766804.wbiect085>

¹¹ McKenzie, Pamela J., et al. "User-Generated Online Content 1: Overview, Current State and Context." *First Monday*, vol. 17, no. 6, June 2012, <https://doi.org/10.5210/fm.v17i6.3912>

¹² Kietzmann, J. H., Hermkens, K., McCarthy, I. P., and Silvestre, B. S. "Social media? Get serious! Understanding the functional building blocks of social media". *Business Horizons*, 54(3), 241-251, (2011), <https://doi.org/10.1016/j.bushor.2011.01.005>

¹³ BTRC. "Mobile and Internet Users". June 2023, <http://www.btrc.gov.bd/site/page/0ae188ae-146e-465c-8ed8-d76b7947b5dd/>

witnessed solid growth in March 2023¹⁴. The number of Facebook users in Bangladesh was about 29 million in 2019 with 74.7% male and 25.3% women but in May 2023 Facebook users stood at 59 million with a downward in male users¹⁵. Like the short video format of TikTok Reels is also its fasted growing format and it continues to grow quickly. Reshares of Reels have more than doubled on Facebook and Instagram in the last six months. Meta plans to continue to roll out new features for Reels to make it easier for creators to get discovered¹⁶. Videos like Reels on Facebook make up more than 50 percent of the time spent on Facebook¹⁷.

In the age of new media, people are now producing and consuming content at a time which is called Prosumers. Users are contributing a lot to this platform by producing content like short videos. As there is no control over content creation users can produce Reels on many themes as their minds wish. This content might have consisted of bulgur, violence, sexuality, and irritation that would be harmful to our society. Such kinds of content can help users to earn money. Besides, lots of sound content might have been produced to build a cultural awareness society. So, what kinds of content are being created widely, and what types of content are attracting consumers, there are inadequate studies in this regard. To determine content type, and identify content prevalent in the Facebook Reels, Features of Reels videos, and also factors behind user engagement on Facebook Reels, a comprehensive study is needed which helps to add some insights into content creation, content consumption, and social awareness.

1.3: Aims and objectives of the study

The general aims and objectives of the study are to analyze the content of Facebook Reels and user engagement on Facebook Reels. The specific aims and objectives of the study are

- a. To determine the content categories of Facebook Reels;
- b. To identify content prevalent in Facebook Reels;
- c. To analyze the features of Facebook Reels;

¹⁴ Hasan, Mahmudul. "Internet subscriber base sees growth for 4th month straight" *The Daily Star*, 5 July 2023 <https://www.thedailystar.net/business/economy/news/internet-subscriber-base-sees-growth-4th-month-straight-3361206>

¹⁵ Pokrop, Jasiek. "Facebook users in Bangladesh." *NapoleonCat*, 16 June 2023 <https://napoleoncat.com/blog/facebook-users-in-bangladesh/>

¹⁶ Malik, Aisha. "Meta rolls out new Facebook Reels features, expands max video length to 90 seconds." *TechCrunch*, 4 Mar 2023 <https://rb.gy/2lsru>

¹⁷ *The Daily Start*. "Meta launches Facebook Reels in Bangladesh." 13 Nov 2022 <https://www.thedailystar.net/business/news/meta-launches-facebook-reels-bangladesh-3168161>

- d. To analyze the factors behind user engagement on Facebook Reels.

1.4: Research questions

The study sought the answers to the following questions

- a. What kinds of content are created for Facebook Reels?
- b. What content and video length dominate the Facebook Reels?
- c. What stylistic features are added to Facebook Reels?
- d. Which gender makes more Reels in terms of participating in short video content?
- e. What types of content attract consumers more in terms of likes, shares, and comments?

1.5: Rationale of the study

Twitter, Facebook, and YouTube are social media platforms with unique architectures, norms, and cultures¹⁸. Short format Video, as one of the most important elements of social media, can play a vital role for individuals. The rise of video-sharing in various forms like short format video has been frequently discussed by media critics and scholars. Consumption of video format content has been improved with the increase of the internet speed and also the popularity of smart device facilitation. Young people find and consume short videos on social media as a prime way. Reviewing the literature, it can be said that no insightful study has been conducted on Facebook Reels in Bangladesh. So, there are clear research gaps and the need to conduct a rigorous study in line with research questions, aims and objectives.

2. THEORETICAL FRAMEWORK AND LITERATURE REVIEW

2.1: Uses and Gratification Theory (U&G)

The presence of social media impacts the development of media theory. Uses and Gratification theory is a significant one of those theories. The (U&G) theory is an audience-centric theory that posits that goal-directed and active users select a particular medium to gratify their specific needs. In other words, the theory claims that what people do with media rather than what media does to people¹⁹. The (U&G) theory assumes that the audience actively determines the motives for consuming

¹⁸ Sun, Hexiang. "TikTok: The era of Short Videos." 2021, California U, PhD Dissertation <https://scholarworks.calstate.edu/downloads/44558m19f>

¹⁹ Katz, Elihu, et al. "Uses and Gratifications Research." *Public Opinion Quarterly*, vol. 37, no. 4, 1973, pp. 509-523. <https://doi.org/10.1086/268109>

media. Audiences actively choose the media to use in getting information, entertainment, social relationships, and personal identity on social media. The uses and gratification theory is also influenced by various conditions that can determine the motives of media users in consuming media, for example, social situation, interests, education, economy, and experience²⁰.

Katz, Gurevitch, and Haas pointed out that audiences use media for four reasons such as cognitive, affective, personal integration, and social integration²¹. Here, Cognitive needs are related to the function of the media as a tool in obtaining information and increasing people's understanding; Affective needs are related to feelings, emotions, and pleasure; Personal integration needs are related to reinforcement of personal identity, status of a person, reliability and belief; and Social integration needs are related to staying connected with family, friends, and working environment.

As active voters, people can choose content from the large scale of content on social media. Anyone except themselves cannot control over consumption and production of content. Contents on different kinds of themes are available on Facebook Reels; from where audiences can select some content as per their personal preferences to meet their desires. What types of content are consumed largely to accomplish audiences' needs like cognitive, affective, personal integration, and social integration is possible to explain by the uses and gratification theory. User engagement on Facebook Reels can be analyzed by the audiences' likes, comments, and shares according to the theory.

2.2: Psychoanalysis theory

Psychoanalysis is a therapeutic technique, but it is also a form of inquiry that has been applied to many areas, – politics, anthropology, literary criticism, media, etc.²². Psychoanalysis can be applied to analyze media texts, and understand human motivation and audiences' reactions to what they read, see, and hear. Psychoanalytic theory primarily deals with how the thoughts and memories of the human subconscious mind influence human activities, cognitions, and beliefs²³. The human

²⁰ Nazuli, Ahmad Khairul. "Motives for Using Tik Tok in Uses and Gratification Theory Perspective." *Komunika: Jurnal Dakwah dan Komunikasi*, Vol. 16, No. 1, 2022, pp. 15-26. DOI 10.24090.komunika.v16i1.4787

²¹ Eginli, Aysen Temel and Tas, Neslihan Ozmelek. "Interpersonal Communication in Social Networking Sites: An Investigation in the Framework of Uses and Gratification Theory." *Online Journal of Communication and Media Technologies*, vol.8, no.2, 2018, pp. 81-104 <https://doi.org/10.12973/ojcm/2355>

²² Berger, Arthur Asa. *Media Analysis Techniques*. Sage: Beverly Hills, 1982.

²³ Hossain, Sara Monami et al. "Under Construction: The Female Gaze in Women Director's Film." *Asian Journal of Education and Social Studies*, vol. 38, no. 2023, Pp. 15-24. <https://doi.org/10.9734/ajess/2023/v38i2821>

mind is divided into three components: these are-primitive (Id), ego or reality (Ego), and mastery (Superego)²⁴. Individual's personality and behavior are influenced by these three states of mind. Primitiveness seeks to fulfill the primordial intentions or desires of the human mind. The ego reconciles the conflict between the primal or dark part of the mind's immoral desires and the mastery or conscience. But these desires do not die. They remain in the unconscious part of the human mind and try to escape it²⁵.

Many of our daily activities are governed by motivations over which we have no control and of which we are often quite unaware. Media feed our unconscious lives, and our psyches, in ways that few people understand²⁶. People go through the unconscious mind of human beings that drives audiences to consume and produce social media content, especially Reels on Facebook. Various types of short videos are produced and consumed by users. Analyzing video contents it can be understood what components of mind work for making and viewing Facebook Reels. So, creators, and users' motivations to produce and consume short video content are to be analyzed by the three components of the mind—Id, Ego, and Super Ego.

2.3: Literature review

From a Bangladeshi perspective, there is a lack of literature reviews on short-format videos on social media. There have been a few studies on user-generated short video content and user engagement in short-format videos.

Haxiang Sun stated that it is common for people to use TikTok in shorter bursts, rather than less frequently and for longer periods of time, which is different from YouTube. In terms of gender, females are more active users of TikTok than males²⁷. In a study M. Khan showed that the relaxing entertainment motive was liking and disliking videos on YouTube, the social interaction motive acts strongly for commenting and uploading, and sharing is strongly predicted by the information-giving motive, and reading comments predicted by the cognitive motive²⁸.

In his study on User-Generated Short Video Content in Social Media: A Case Study of TikTok, Aliaksandra stated that comedy videos and musical performances are

²⁴ Freud, Sigmund. "*The ego and the id.*" London, England: Hogarth Press, 1923.

²⁵ Baran, Stanely J., Davis Davis K. "Mass communication theory: foundations, ferment and future." *Cengage Learning*, 2010.

²⁶ Berger, Arthur Asa. "*Media Analysis Techniques.*" Sage: Beverly Hills, 1982.

²⁷ Sun, Hexiang "*TikTok: The era of Short Videos.*" 2021, California U, PhD Dissertation <https://scholarworks.calstate.edu/downloads/44558m19f>

²⁸ Khan, M. Laeeq. "Social media engagement: What motivates user participation and consumption on YouTube?" *Computers in Human Behavior*, Vo. 66, 2017, Pp.236-247 <https://doi.org/10.1016/j.chb.2016.09.024>

popular and frequent categories among both male and female performers. Male creators, however, showed their preferences for comedy videos. On the other hand, beauty and DIY-related videos are common for females, but not for males. Videos containing inappropriate content such as violence, sexual activity, or consumption of drugs and alcohol were, by contrast, not revealed²⁹.

Shahbaznezhad, et al. said that the effectiveness of social media content on users' engagement moderated by content context. The video format encourages users to actively engage on fan pages by sharing their opinions, while the photo format encourages passive engagement through likes³⁰. Ahmad Khairul stated that TikTok's communities are predominantly motivated by integration, social interaction, and entertainment. It helps to deal with family, friends, and the community, and TikTok can be used as a medium to interact with society and the environment³¹.

In recent years, there has been a growing interest in watching fun, entertaining short videos as well as creating your own³². After launching the revenue-earning facility by Facebook; YouTube also launched this kind of facility for the user as the demand for short videos is louder. Besides, as there have been many incidents of loss of lives, decay, and misguidance of the young generation through TikTok, misuse of it has been compared to drug abuse. Also, TikTok removed more than 3.4 million videos that are dangerous to the user of its Bangladeshi users. For these reasons, TikTok is being recommended to be banned in Bangladesh³³. Reviewing the literature, there is a clear indication that short videos on Facebook Reels are significant elements to analyze and have much impact on Facebook users, especially youths. As Reels have positive or negative content there is much need to explore Reels on Facebook from Bangladesh perspective.

²⁹ Shutsko, Aliaksandra. (2020). 'User-Generated Short Video Content in Social Media. A Case Study of TikTok' edited by Meiselwitz, Gabriele. "Social Computing and Social Media". *Springer, Cham*, 2020, vol. 12195. Pp.108-125 https://doi.org/10.1007/978-3-030-49576-3_8

³⁰ Shahbaznezhad, et al. "The Role of Social Media Content Format and Platform in Users' Engagement Behavior." *Journal of Interactive Marketing*, vol.53, no.1, 2021, 47-65. <https://doi.org/10.1016/j.intmar.2020.05.001>

³¹ Nazuli, Ahmad Khairul. "Motives for Using Tik Tok in Uses and Gratification Theory Perspective". *Komunika: Jurnal Dakwah dan Komunikasi*, vol. 16, no. 1, 2022, pp. 15-26. DOI 10.24090.komunika.v16i1.4787

³² *The Dhaka Tribune*. "Creators celebrate the launch of Facebook Reels in Bangladesh." 13 Nov 2022 <https://www.dhakatribune.com/business/279113/creators-celebrate-the-launch-of-facebook-reels-in>

³³ *The Business Standard*. "It's like drug abuse': JS body recommends banning TikTok." 21 July 2022 <https://www.tbsnews.net/bangladesh/its-drug-abuse-js-body-recommends-banning-tiktok-462526>

3. RESEARCH METHODOLOGY

3.1: Nature of the study

The research has followed the mixed-methods approach. Qualitative and quantitative data both have been collected. In every research method, there are biases and weaknesses, “and collecting both qualitative and quantitative data effectively neutralized the weaknesses of each”³⁴. Hence, there have been applied mixed method so that a perfect result can be found avoiding the disadvantage of a single method.

3.2: Sampling of the study

Facebook reels, which appear on a Facebook user's profile homepage, are the total population of the study. The researcher selected 105 Reels videos by applying the random sampling technique. To get representative data, the study selected 7 days to collect data, which were from August 11 to August 17, 2023. It is mentionable that every day was divided into three parts. The three divisions were at 8:00 a.m., 3:00 p.m., and 10:00 p.m. To get qualitative data, the researcher scrolled through his own Facebook profile at that time, like 8:00 a.m., and downloaded Reels which appeared on the laptop Facebook profile interface. Five videos were found at a time on the laptop interface. So, every day 15 videos were collected by scrolling through Facebook three times a day. So, the total sample size of the study was 15 multiplied by 7 equals 105 Reels videos.

3.3: Data collection and analysis process

The qualitative content analysis approach has been applied to collect data from selected Reels. Content categories and features of Reels and factors for users' engagement on short videos are examined by applying the qualitative approach. To collect quantitative data, it counted which types of reels the user mainly shared and which short format videos received the highest number of reactions, and comments. By counting different types of shared videos, liked and commented videos it has been able to know what types of content engage the users most, and the Reels category is predominant on Facebook.

4. RESULT AND DISCUSSION

Data have been presented in both qualitative and quantitative manner to get results according to study objectives.

³⁴ Creswell, Jhon W. *“Research design: Qualitative, quantitative, and mixed methods approaches.”* Los Angeles: Sage Publications, 2014.

4.1: Content categories of Reels videos

Applying the thematic analysis method in investigating the contents of the 105 short-format videos on Facebook Reels, many categories of Reels have been found that are given below³⁵.

Table: 1: Showing content category names, numbers, and percentages

Serial No.	Content category name	Number of Reels	Percentage
01	Musical dance performance	21	20
02	Entertainment	18	17.14
03	Adult content	15	14.29
04	Fitness	12	11.43
05	Comedy	09	8.57
06	Educational	06	5.72
07	Sports	03	2.86
08	Fashion	03	2.86
09	Recipe	03	2.86
10	TV and Movie celebrities	03	2.86
11	Other	03	2.86
12	Funny	02	1.9
13	Adventure	02	1.9
14	Arts and crafts	01	0.95
15	Promotional	01	0.95
16	News	01	0.95
17	Music	01	0.95
18	Clothing and accessories	01	0.95

Source: Content analysis, 2023

Inference, the study finds 15 specific naming categories of Facebook Reels content like musical dance performance, and another category is named 'other'. Table 1 shows that the categories are musical dance performance, entertainment, adult content, fitness, comedy, other, educational, sports, fashion, recipe, funny, adventure, arts and crafts, promotional, news, and music. Among these categories, 21 Reels

³⁵ In the thematic analysis process, Reels were downloaded first and observed deeply. Then looked at similarities among reel content. Similar content like dances with music, only music and adult content transformed into themes. And then according to themes Reels contents were categorized as musical dance, music, adult content, etc.

videos in musical dance performance, 18 in entertainment, 15 in adult, 12 in fitness, 9 in comedy, 6 in education, 3 in sports, fashion, and recipe, TV and Movie celebrities, other, and 2 in funny and adventure, 1 in arts and crafts, promotional, news, music and clothing and accessories categories are found which is 20, 17.14, 14.29, 11.43, 8.57, 5.72, 2.86, 2.86, 2.86, 2.86, 2.86, 1.9, 1.9, 0.95, 0.95, 0.95, 0.95, 0.95 per cents respectively of Facebook Reels videos which is sampled in the study.

Analyzing data, it finds that content is created by users from their life experiences like fitness, education, recipe, adventure, arts and crafts, etc., and can easily be performed as a nonprofessional like dance performance with lip-sing, entertainment, adult, comedy, and some videos of others posted by users also. It is mentionable that Meta has suggested some other categories namely pet care, wildlife, building blocks and toys, environmental science, video games, AR/VR games, plants and trees, home improvement, consumer tech, documentaries, sitcoms, talk-show, anime, car and trucks, Natural photography, visual arts, etc. As content creators are amateurs in this sector, so, they might not have enough knowledge to make videos based on all types of categories.

4.2: Content definition of Reels categories

- a) **Musical dance performance:** Popular music single, duet and group dance performances are featured in the musical dance performance Reels videos category. With Bangla or Hindi songs and remixes performers performed in live events, self-events, and events for training for dance learners. The performers were mostly nonprofessionals who created videos for promoting their pages but two or three performers were TV or Movie heroines dancing and lip-sing. Such kinds of dance performances give immense pleasure to users and also easily draw viewers' attention, and are produced motivated by the Id and superego minds situation.
- b) **Entertainment:** Something that mostly entertains people and helps to release tension, pass leisure time, reduce monotony, and sometimes give motivation for doing work is entertainment content. Videos in the entertainment category were mainly acting with music like playing with water, walking and moving slowly, acting in wedding events, riding bikes with loving people, transitioning of actress video clips and photos, and TV or Movie shooting clips. These activities help to gratify the affective needs of viewers and creators also produce such kinds of videos motivated by the Id and Ego situation of minds, and get affective and personal integration needs.
- c) **Adult:** Reels videos in the category of adult content were mainly acting and dancing to musical songs wearing short and fitting clothes so that performers

can show their bodies to viewers to draw the attention of users. Such kinds of videos were produced and posted for users motivated by the primitive minds of the situation. Reels with adult content are alarming to society as these seduce users to get such videos more and more. Getting motivation from the Id minds of the situation, users click on such Reels and then they get more such videos for the arithmetic system.

- d) **Fitness:** In the fitness category, Reels videos were mostly on physical fitness work done by groups of people and individuals. Individual fitness work videos were created for page promotion and got personal integration and group fitness work videos for health awareness and promotion of gymnasium instructions. Such kinds of videos were produced and consumed by motivated Ego minds situation and gratification of personal integration needs.
- e) **Comedy:** Reels videos in the category of comedy encompassing content with humor are created mainly to give enjoyment to viewers. Cooking with comedy talk, acting with his or her partner, shooting scenes with comic content, and acting with friends with background witty music are featured in the videos of the comedy category. These kinds of videos were made motivated by the unconscious human mind and to gratify affective needs.
- f) **Educational:** Videos that give motivation and education to users mainly are called educational content. Showing the cleaning technique of dust caused by water, fishing techniques, giving speeches on success stories, and acting of eating with brother are covered in the videos of educational category. These videos were mainly produced motivated by the Ego mind situations and for gratifying cognitive needs.
- g) **Funny:** Like videos of comedy, something that gives only surprising pleasure to users nothing else is enclosed in the category of funny content. Group acting with funny talk and kicking football by a little boy with the background laughing sound are featured in the funny category. Such kinds of videos were produced motivated by the unconscious mind and to meet affective needs.
- h) **Sports:** The category of sports content features scenes of successful sports events and a scene of playing cricket between two students who are from School and Madrasa background.
- i) **Fashion:** Taking beauty make-up, getting freshness from ladies' parlor, and wearing fashionable dresses events are taken in the Fashion category content.

- j) **Recipe:** The Reels videos in the Recipe category were mainly on cooking techniques and eating delicious food those videos can attract more viewers. These kinds of Reels were made for getting personal integration.
- k) **Adventure:** Videos of moving cars on a risky bridge over a river and acting with risks like a person moving on air are positioned in the adventure category of content.
- l) **Arts and Crafts:** Showing of moving woodcraft by a boy covers the arts and crafts category content. Videos on adventure and arts and crafts were made to gratify personal integration needs.
- m) **TV and Movie celebrities:** Reels on passing leisure time by TV and Movie celebrities are enclosed in the TV and Movie celebrity category content.

Therefore, Promotional, News, Music, Clothing and Accessories, and Other categories contain videos on TV news clips, movie promotions, singing songs, portraying her with a new dress, and tragic stories of immigrant people.

4.3: Content prevalent measured by the number of content categories

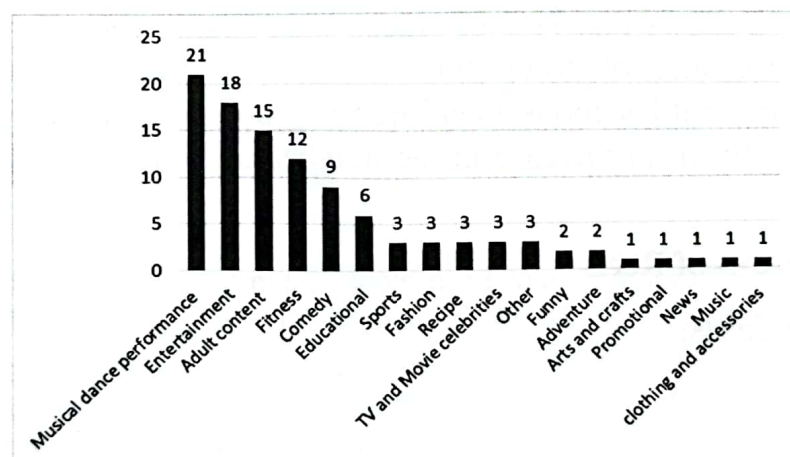


Figure 1: Content prevalent on Reels

Inference, According to Figure 1, content creators have produced 21 Reels' videos in the musical dance performance category which is 20 percent of total Reels videos. As usual, 18 Reel videos in entertainment, 15 in adult, 12 in fitness, 9 in comedy, and 6 in education categories are also found which is 17.14, 14.29, 11.43, 8.57, and 5.72 percent respectively of short videos. These six categories are 77.15 percent of respondents (Reels videos). On the other hand, the rest 12 categories, like sports, fashion, etc. contain only 22.85 percent of respondents. From the findings, it is clear that content creators mainly produce such kinds of content that can draw viewers'

attention easily. The Id or primitive component of minds, according to Freud's psychoanalysis theory, may provoke to make such videos to run after to earn money, rather than create educative or informative content.

4.4: Gender prevalent in Reels videos

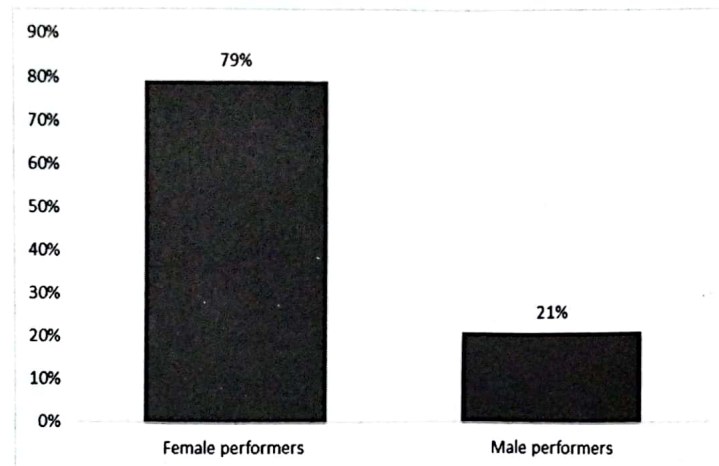


Figure 2: Showing gender prevalent in Reels

Inference, Figure 2 shows that 79% of videos were found where female performers participated in solo, duet, or group performances, the rest were made with male performers. It means that Facebook Reels are more popular with females than males. It might be one factor in to increase in the number of female social media users in Bangladesh.

4.5: Stylistic features of Reels

- **Length of Reels:**

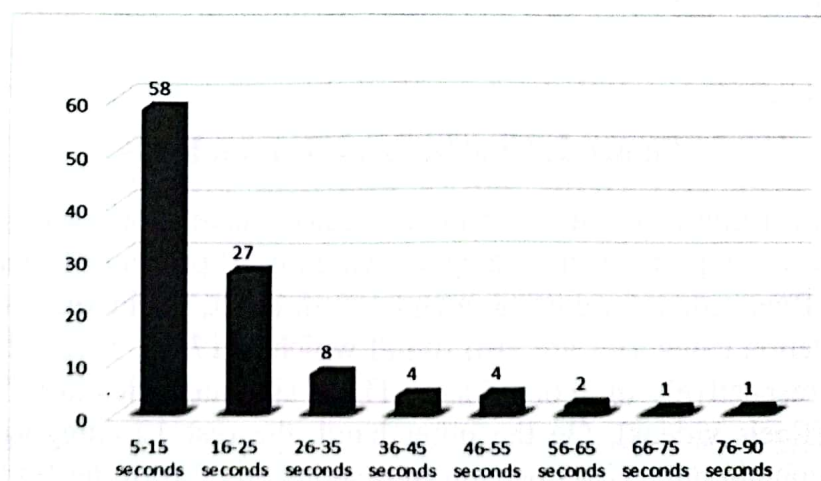


Figure 3: Showing duration of Reels videos

Inference, Figure 3 reveals that the duration of Reels videos is dominated by 5 to 15 and 16-25 seconds means that 58 short videos with 5 to 15 seconds and 27 with 16-25 seconds length were found which is 55.24 and 26. 47 percent respectively of respondents. The rest 18.29 percent of Reels were found within 26-35, 36-45, 46-55, 56-65, 66-75, and 76-90-second of duration. So, it is clear that creators chose the so short period of time to create videos. It is an important characteristic of amateur video creators. Within the shortest time, creators tried to establish a compelling narrative or deliver the intended message quickly through their videos.

- **Music and sound:** Popular music was used in almost all videos in musical dance performance content. Two or three videos are featured with remix sound. Performers mostly performed with background music. The narration was used in some entertainment videos. Movie dialogue and comic dialogue were also used as the soundtrack. Overall, all videos were featured with soundtracks like background music, sound effects-remixes, comic narrations, laughing, speeches, and Movie and TV dialogues. Few videos have been found soundless.
- **Texts and effects:** Some effects like black and white and warm had been used in a few videos. Therefore, some videos have been found with texts like Come back to childhood memories, About Tk 1 lack 80 thousand have to pay as rent for a juice shop which is small rather than a cooking room, Wife of Shakib Khan, Do legends see something? , Follow the page, Get yourself a friend who pushes who till failure, who wants to decrease 2 kg weight in four minutes..., Me taking measurements, Men never get pain..., Life of immigrant people, A date night like this, etc.
- **Visual style:** Content creators have used many camera movements and editing styles. In creating musical dance short videos various types of camera movements were used like pan, till up and till down, zoom out and in, pull in and push out, tracking, and whip pan shots also used to change audiences' attention from one subject to another. To create visual esthetics, insert and ruff cut editing styles were also practiced on some videos. In high frame rate, some videos were shot to create slow motion, and insert video clip techniques were applied.

4.6: Metrics of user engagement analysis

Table 2: Showing audiences' reactions, comments, and shares

Content category names	Total reactions	Total comments	Total shares
Musical dance performance	1300400	7362	11057
Entertainment	1007891	6373	5361
Adult content	637101	8357	5413
Fitness	345755	2671	4121

Comedy	319200	2652	2773
TV and Movie celebrities	290700	1761	884
Educational	275900	6044	26302
Sports	310800	1239	1095
Fashion	102400	571	1024
Recipe	381900	1695	6175
Funny	47300	803	1409
Adventure	274500	1431	1669
Arts and crafts	10300	451	936
Promotional	1300	127	73
News	44500	271	5100
Music	2300	132	18
Clothing and accessories	10600	426	36
Other	206900	5621	3154

Source: Content analysis, 2023

Inference, Table 2 reveals what categories of Reels videos received how many reactions to Reels videos, comments put on short videos, and what frequency worked for sharing the short videos. Every content category that gets the highest reactions, comments, and shares indicates that that category engages users more. By liking, commenting, and sharing videos users gratify their needs such as cognitive, affective, personal, and social integration cited in the uses and gratification theory. By inserting charts based on data audiences' engagement has been measured that is below.

4.7: User engagement measured by reactions

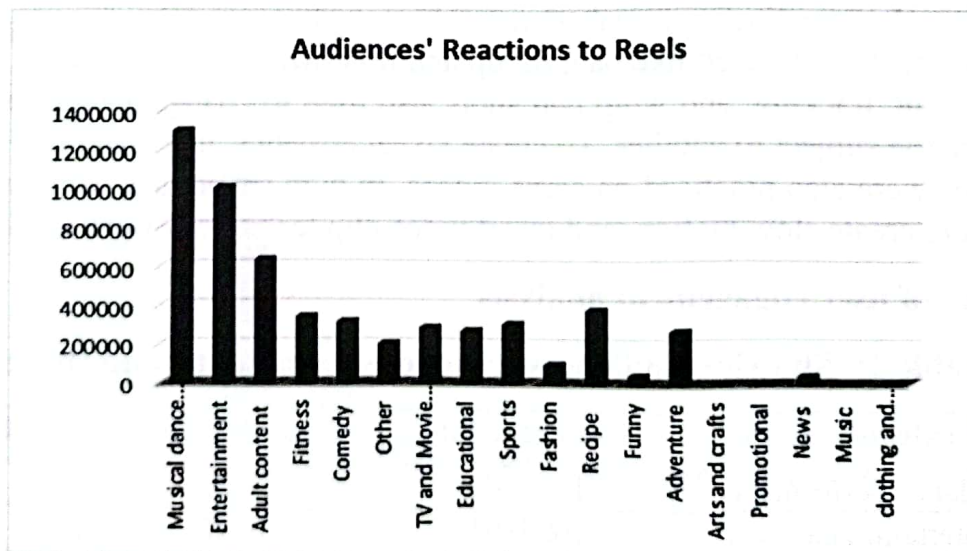


Figure 4: Showing audiences' reactions to Reels

Inference, Figure 4 shows that consumers of Facebook reels gave reactions in a wide range to musical dance content means that it received 1300400 reactions, and 1007891, 637101, 345755, and 319200 likes were also received by entertainment, adult, fitness, and comedy content respectively (Table 2). Although the graph of reactions to other categories is relatively small, in terms of the number of Reels videos especially on sports, recipes, TV and movie celebrities, and adventure, was also lower (Table 1) which means these types of content also accepted more. So, it can be said that people engaged themselves in such content to gratify their affective and personal needs as the uses and gratification theory said.

4.8: User engagement measured by comments

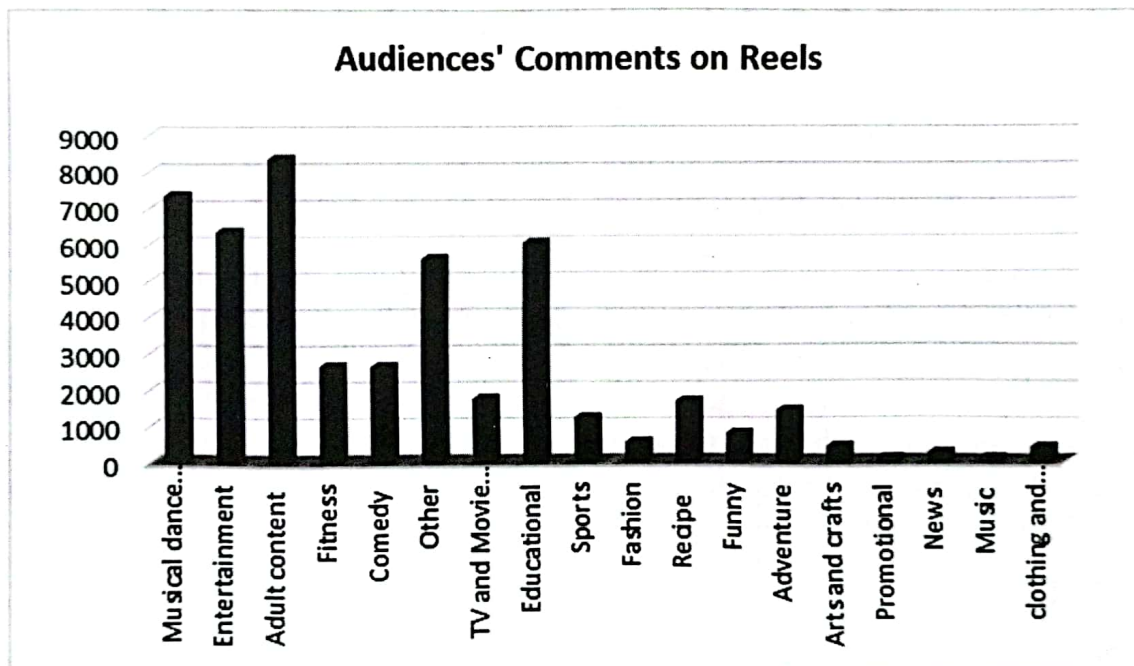


Figure 5: Showing audiences' comments on Reels

Inference, Graph 5 shows that adult, musical dance, entertainment, and educational content received more comments as consumers got engaged in these contents to gratify their social and cognitive needs motivated by the primitive and ego mind situations. From all categories, Adult and educational content engaged audiences remarkably as they received more comments in terms of reels' number. In adult content, audiences engaged themselves largely as this content might be dangerous to society or provoke them to get involved again and again. If something cannot touch the Ego or Id state of the human mind, they can't be provoked to comment on that.

4.9: User engagement measured by shares

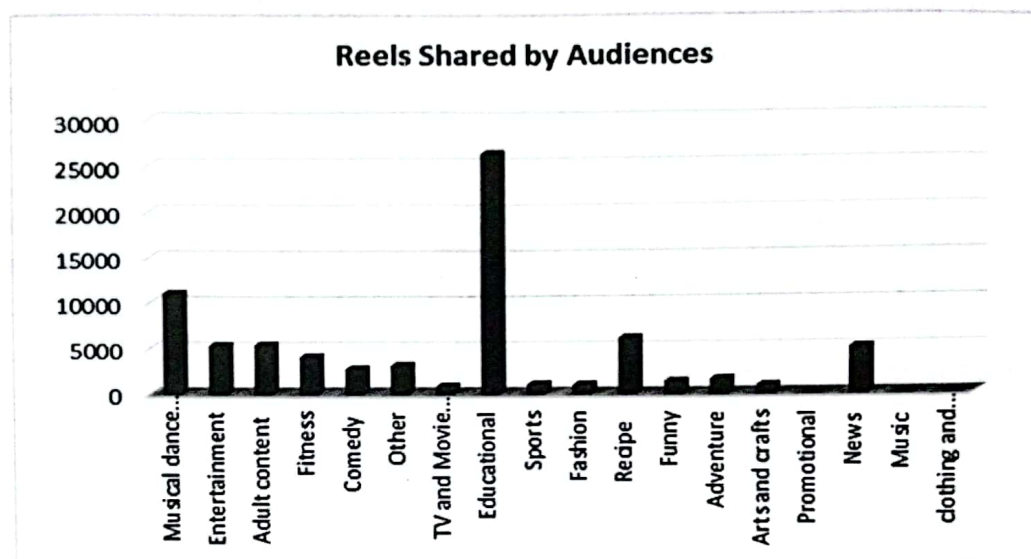


Figure 6: Showing audiences' shares of the Reels

Inference, Audiences want to share mostly something that meets their cognitive and personal integration needs and get motivation from the Ego mind situation. This thought is acknowledged by Figure 6 because educational content got the most shared among all content categories. Videos in other categories could not draw audiences' attention to share with others because of not have sound content. The activities of sharing engage audiences actively as this activity led to involvement again and again by replying and observing other activities.

5. CONCLUSION

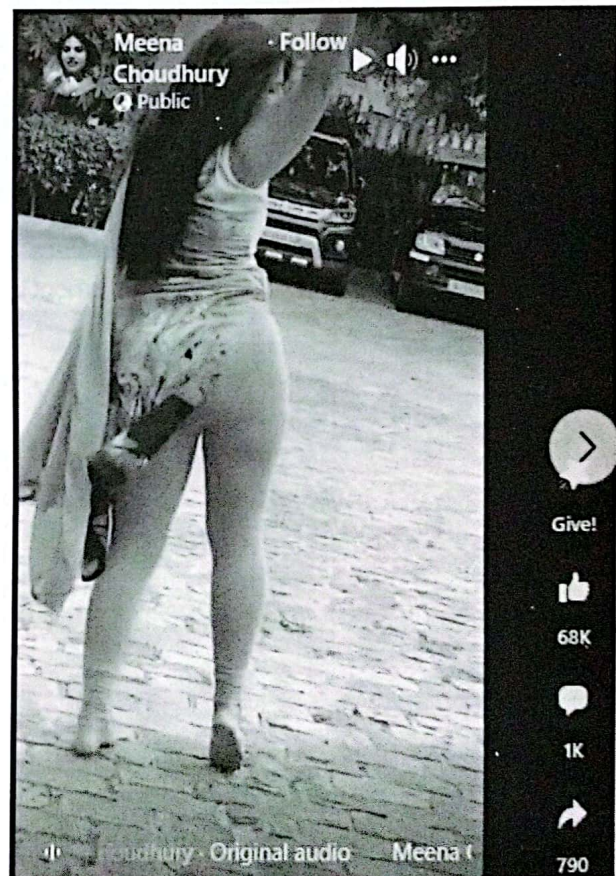
With the significant increase in internet penetration and mobile subscribers' number, Facebook users in Bangladesh are rising with tremendous consumption of user-generated short video content on social media. Users of social media indulged in producing and consuming video content to gratify needs and opened up ways of financial earning. The study finds 18 categories of Reels content where in producing, users intend to produce content largely in musical dance, entertainment, adult, fitness, comedy, and educational content categories which is 77.15 percent of respondents that can appeal to users easily. Female performers are more active in Reels content creation than males. With popular music, dialogue, and narration 5 to 15 and 16 to 25 seconds length videos made largely to attract audiences. To grab audiences, many camera movements including till up and down, zoom out and in, tracking and whip pan, and ruff cut editing styles are used in making short videos. Musical dance, adult, entertainment, fitness, sports, recipes, TV and movie celebrities, and adventure categories engage audiences largely to gratify affective and personal needs. To

satisfy cognitive and social integration needs, consumers engage in adult, musical dance, entertainment, and educational content by commenting. Therefore, Educational content connects audiences largely to meet cognitive and personal integration needs. So, creators should be aware of social values and the betterment of the nation. Besides, consumers also be aware of receiving content especially should emphasize consuming sound content. User engagement could be examined rigorously if the number of Reels viewers is known by the user, which is one of the limitations of this study. However, the study findings would be a foundation of literature for future researchers.

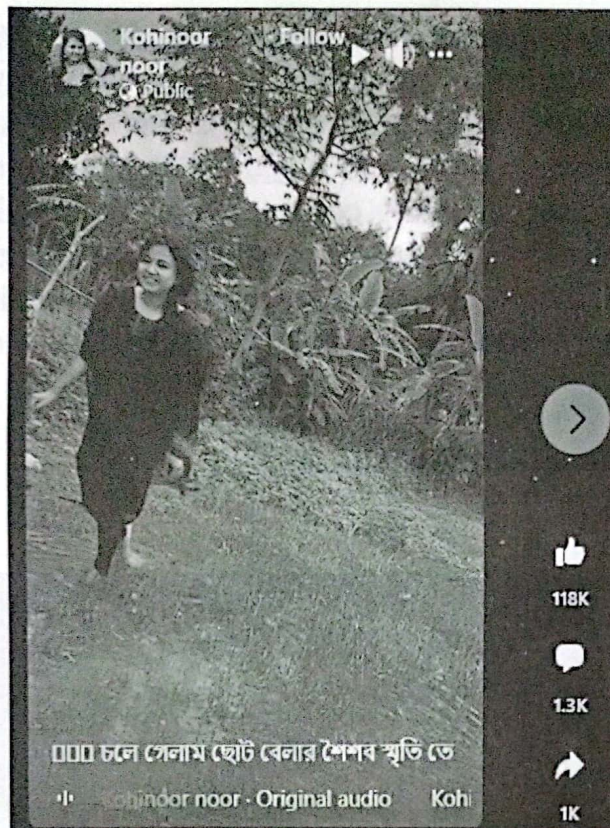
Appendixes



Females performing with music (musical dance)



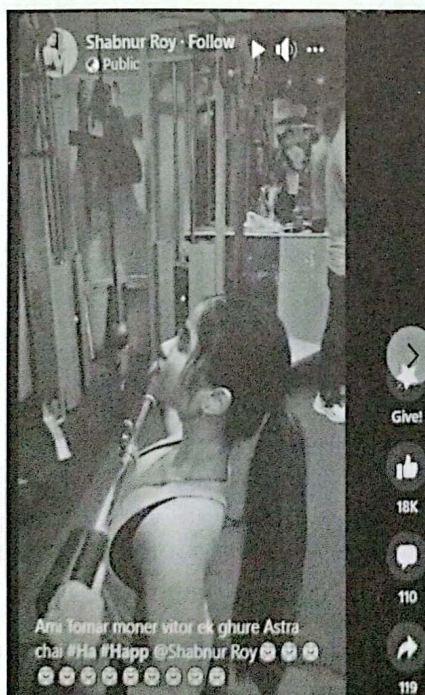
Female dancing with music (adult)



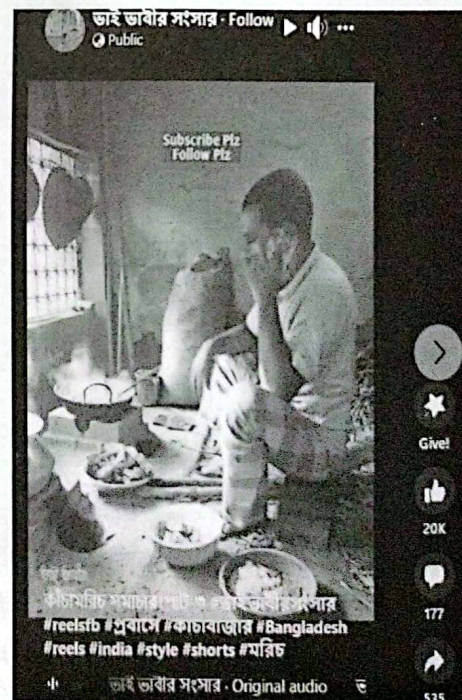
Female playing with water (Entertainment)



Movie actress passing leisure time (Celebrities)



Female doing exercise (Fitness)

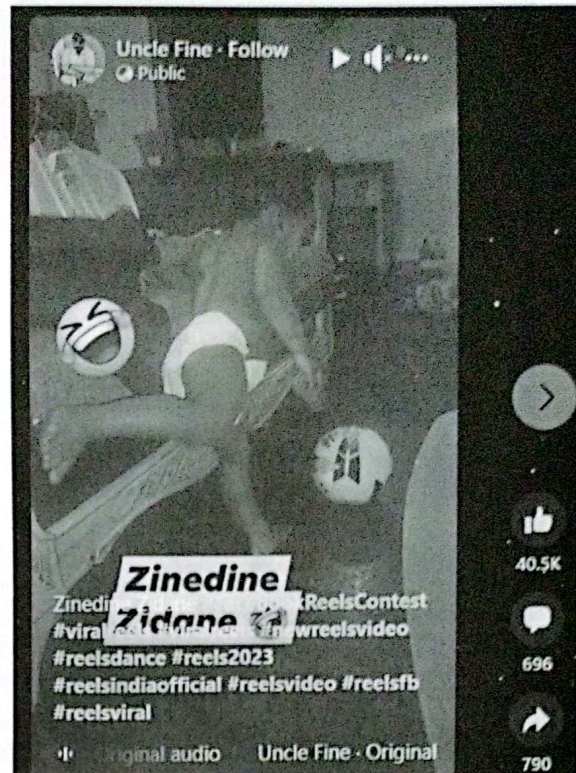


Male talking comedy over the phone while cooking (Comedy)

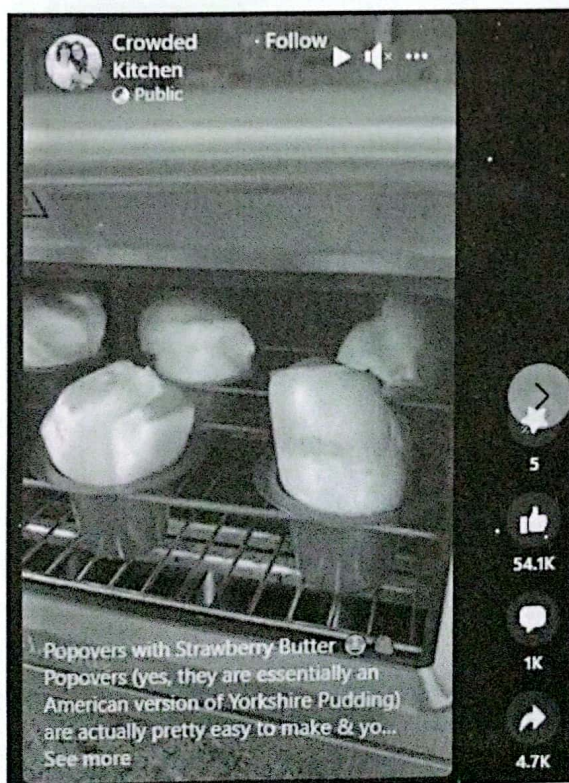
User-Generated Short Video Content and User Engagement: A Case Study of Facebook Reels



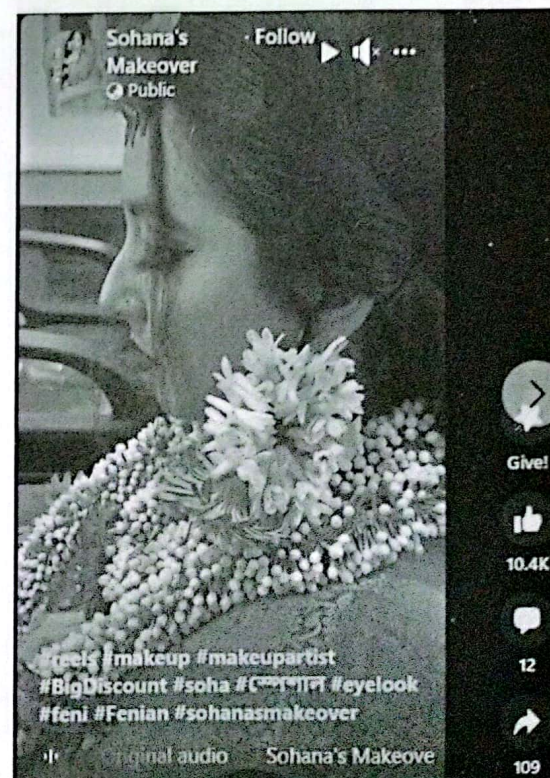
Showing how to clean dust



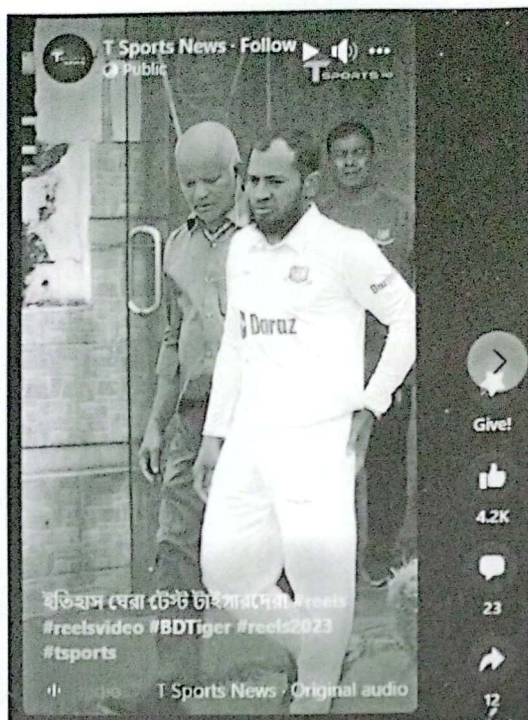
A little boy clicking football (Funny)
from shoes (Education)



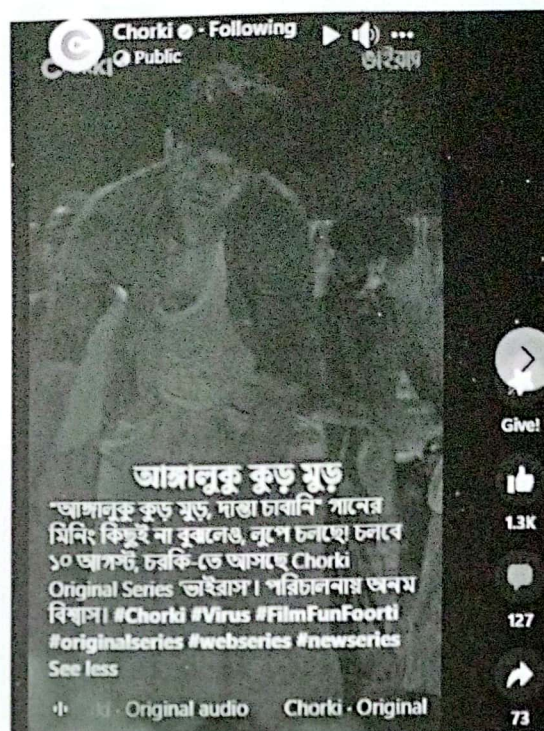
Showing the process of new recipe (Recipe)



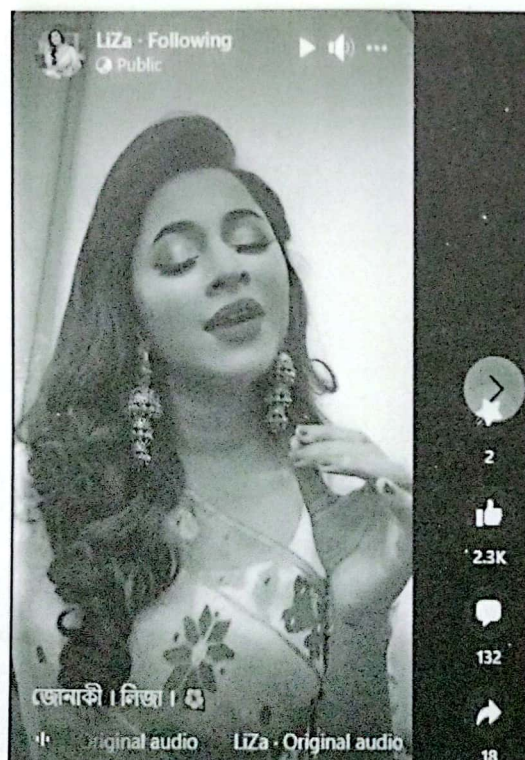
Female with makeup (Fashion)



Cricketer going out from dressing room (Sports)



Playing music to promote viral movie (Promotion)



Singer singing song (Music)



Immigrants telling their life story (Other)