

Pedagogical Adaptation in the Age of Short-Form Digital Media: Challenges for the Education Industry

Abdelkader Aouribi*¹ | Hanae Belhassani²

*abdelkaderaouribi@gmail.com (Morocco) h.belhassani@ump.ac.ma (Morocco)

¹ CLEHN Laboratory, Faculty of Letters, Human Sciences and Arts (FLHSO), Mohammed First University, Oujda 60000, Morocco.

² English Department, National School of Applied Sciences (ENSA), Mohammed First University of Oujda, Oujda 60000, Morocco.

INTRODUCTION & AIM

- Short-form media (TikTok, Reels, Shorts) reshapes attention.
- Digital-native learners = fragmented focus.
- Traditional pedagogy = structurally inadequate.
- Aim: Synthesize challenges & adaptive strategies.

METHOD

- Systematic review (PRISMA).
- 2020–2025.
- Databases: ERIC, PsycINFO, Web of Science, Scopus, Google Scholar.
- 82 sources included.

RESULTS & DISCUSSION

- Algorithmic media restructures cognition.
- Attention spans fragmented; deep focus reduced.
- Mismatch between linear teaching & learner expectations.
- Micro-learning works but limits deep comprehension.
- Visual storytelling & gamification boost engagement.
- Redirect attention economy toward sustained learning.

CONCLUSION

- Systemic pedagogical redesign is urgent.
- Not accommodation → strategic redirection.
- Use media literacy + adaptive strategies.
- Goal: deep, sustained, critical thinking.

FUTURE WORK / REFERENCES

- More longitudinal & cross-cultural studies.
- Emerging tech (AR, AI-driven learning).
- Moroccan & Global South contexts needed.
- See article for 82+ references.

THE CHALLENGE: THE ALGORITHMIC PARADIGM SHIFT



FEWER THAN SIX MINUTES
of on-task behavior

Habitual high-stimulation media trains working memory for low-effort processing, hindering deep academic tasks.

Key Finding: Reactive Cognitive Calibration



773 MILLION SHORT-FORM USERS

Massive global engagement has established short-form video as the dominant cognitive environment.

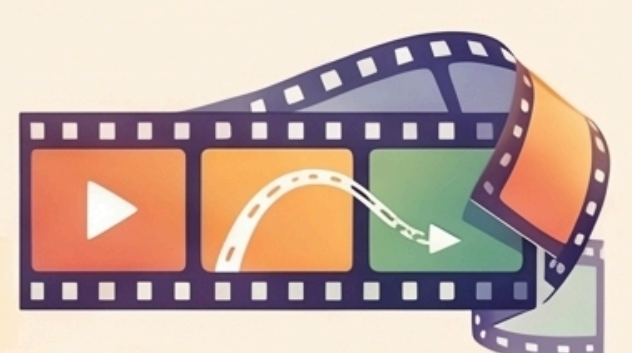
THE COGNITIVE GAP



THE SOLUTION: ADAPTIVE PEDAGOGICAL STRATEGIES

MICRO-TO-MACRO RAMP

Use 2–10 minute modules to capture focus before building toward sustained cognitive depth.



VISUAL STORYTELLING HOOKS

Narrative-driven visual grammar reduces the cognitive friction of complex instructional content.



CRITICAL MEDIA LITERACY

Students must analyze the algorithmic architectures that shape their own attentional habits.

TRADITIONAL MODEL		ADAPTIVE STRATEGY	
Sustained & Linear		Modular & Scaffolded	
Text/Lecture Heavy	Transmission-Based	Multimodal/Visual Storytelling	Interactive/Gamified