

# Social Media Reels Usage and Weekend Activity Patterns for College Students

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## Abstract

This study investigates how college students use social media Reels and how that usage relates to their weekend activities routines. Due to the growing popularity of platforms like Facebook Reels, Instagram Reels, and YouTube Shorts, students are spending a large amount of their free time watching short-form videos. Examining how students schedule their weekend Reels time, the kinds of information they like, and how this usage connects to their free time and social contacts are the goals of this study. Data were analyzed under five theme areas using a simulated survey of 100 college students: Daily Routines and the Use of Social Media Reels, the frequency and duration of Reels viewing, the genres of content that students chose, patterns of entertainment and relaxation, and peer content sharing behavior. The results show that students choose entertaining and educational information, share content with friends frequently, and watch Reels primarily during breaks or free time. The study gives parents and teachers information on good digital habits and emphasizes the importance of short-form videos in influencing students' weekend routines.

**Keywords:** College students, Social media Reels, Weekend activities, YouTube shorts, Instagram Reels, Facebook Reels

## I. Introduction

In recent years, Social media has become an essential aspect of college students' everyday lives. Short-form video content has gained popularity because to platforms like Facebook Reels, Instagram Reels, and YouTube Shorts, which enable consumers to instantly consume entertainment and information. The purpose of these brief videos is to grab viewers' interest in a matter of seconds, which frequently results in extended viewing sessions. For students, Weekends are an important time to unwind, interact with others, and have fun. Knowing how students spend their weekends using social media Reels can reveal information about their social contacts, time management, and leisure activities. Weekends

Even though Reels are becoming more and more popular, little research has been done on how students' daily activities connect to engagement patterns, particularly on weekends. By investigating the frequency, duration, and content preferences of college students' consumption of social media reels,

this study seeks to close that gap. Students' sharing habits and the information they select for amusement and education are also examined in the study. Using a thematic approach, this study provides a thorough analysis of students' weekend social media behaviors by highlighting important topics such daily routines, preferred content kinds, relaxation styles, and peer relationships.

## II. Daily Routines and the Use of Social Media Reels

College students use social media sites like Facebook Reels, Instagram Reels, and YouTube Shorts for an important part of their leisure time. Short-form videos are now students' main source of enjoyment and relaxation, claim Smith and Brown (2020). According to the simulated poll used for this study, the majority of students watch Reels during lunch, breaks, or after school. Regular exposure to brief videos indicates a trend in which students' everyday routines incorporate Reels usage, impacting how they allocate their free time.

### III. The frequency and duration of reel viewing

According to the simulated survey results, 65% of students watch Reels for 30-60 minutes per day, with 20% spending more than an hour. Kaur and Kaur (2022) observe that prolonged viewing of short-form videos can change attention spans and contribute to habitual screen use. The report also finds that students consume many Reels consecutively, especially on weekends, emphasizing the intensity of involvement during their free time.

### IV. Favored Content Types

Students clearly favor music, enjoyment, and instructional materials. According to Sharma and Verma (2021), educational reels offer chances for skill development in addition to entertainment. According to the simulated data, students frequently choose their content based on their mood, with academic reels being seen mostly for educational purposes during the week and entertainment-focused reels predominating on the weekends.

### V. Patterns of Entertainment and Relaxation

Students can use reels as a tool to decompress and relieve tension. Short-form video viewing is linked to mood enhancement and momentary release from academic strain, according to Nguyen and Lee (2020). Following to the survey's findings, students watch Reels as a form of relaxation, usually together with other weekend activities such as chilling out with friends or doing light housework.

### VI. Sharing Practices and Interactions with Peers

Reels are regularly shared by students with their peers, encouraging community development and social interaction. According to Al-Jabari and Zakar (2021), exchanging content promotes peer relationships and encourages conversation about popular subjects. 70% of students often share Reels, according to the simulated survey, indicating that Reels serve as a social bonding tool in addition to being an entertainment source.

### VII. Methodology

**A. Sample Selection:** A simulated poll of 100 college students, ages 18 to 22, were utilized in

the study. To assure diversity in social media usage habits, students from different academic streams were included.

**B. Data Collection:** Five areas—daily routines and Reels usage, frequency and length of viewing, preferred material categories, entertainment and relaxation patterns, sharing habits, and peer interaction—were addressed using a structured questionnaire. Responses were produced to mirror common usage patterns seen in student populations because this is a virtual survey.

**C. Data Analysis:** Descriptive statistics, such as percentages, averages, and theme categorization, were used to examine the gathered data. To graphically depict trends in Reels usage and weekend activities, graphs and charts have been created.

### VIII. Findings and Outcomes

#### A. Daily Routines and Use of Social Media Reels:

Around 80 percent of students watch Reels every day, primarily in their evenings or during breaks from studying. As soon as they woke up or before going to bed, 60% of respondents said they checked social media Reels.

**B. Frequency and Length of Reels Viewing:** 20% of students spend more than an hour on Reels each day, while 65% spend 30 to 60 minutes. Compared to weekdays, scrolling expanded by 40% on weekends.

**C. Preferred Content Types:** 20% music or inspiring content, 30% instructive, and 50% entertainment reels. On weekdays, students viewed more instructive content, whereas on weekends, they watched more entertainment-oriented reels.

Patterns of Entertainment and Relaxation 75% of respondents said that during the weekends, reels help them calm or lower anxiety levels. - Students frequently mixed watching Reels with light housework, pastimes, or informal conversation.

70% of students shared Reels with peers or groups at

least three to four times a week, demonstrating sharing behavior and peer interaction. - Most people shared for amusement, current events, or educational reasons.

## IX. Discussions

The results of the simulated survey show that college students' activities on weekends and leisure habits are greatly impacted by social media reels. Students engage in a usual dedication pattern by incorporating Reels viewing into their everyday routines, especially during breaks or at night free time (Smith & Brown, 2020). The longer viewing times on weekends imply that students devote a significant amount of their downtime to short-form films, which is consistent with the trends identified by Kaur and Kaur (2022).

Preferred content kinds show that instructive information is more popular throughout the week, whereas entertainment-focused Reels predominate on weekends. This illustrates how students utilize social media in a purposeful and mood-based manner, striking a balance between fun and academic goals (Sharma & Verma, 2021).

According to the study, as students usually exchange content with their peers, reels also help build social bonds. Al-Jabari and Zakar's (2021) findings are supported by the fact that sharing behavior encourages peer involvement, community interaction, and discussion. Reels' significance in lowering stress and improving mood is further highlighted by their use as a relaxation technique, which supports findings by Nguyen and Lee (2020). Overall, our findings highlight how Reels serve as a platform for social connection and enjoyment, influencing college students' own leisure habits as well as their interactions with their peers.

## X. Conclusion

The subject of this article study looked at how college students used social media Reels and how that related to their weekend activities. According to the simulated study, students use Reels on a daily basis, exchange content with classmates regularly, and prefer instructional and entertaining content based on their mood and time. Reels show their

important role in students' life by promoting social connection, leisure happiness, and relaxation.

Teachers and parents can use these information to better understand children' digital behaviors and promote social media usage that is balanced. By using actual survey data and investigating the long-term impacts of short-form video viewing on cognitive attitudes and academic performance, future study can build on this work.

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