

# The Impact of Vulgarities and Visual Obscenity in the Name of Reel Video Culture in the Present Time: A Sociological Analysis of a Distressed Youth Society

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**Abstract**—Digital media has fundamentally transformed patterns of communication, entertainment, and cultural consumption in modern society. In recent times, short-form video platforms—commonly referred to as “Reels”—have gained immense popularity among contemporary youth. While these platforms initially emerged as spaces for creativity and self-expression, a significant portion of reel content has gradually shifted toward vulgarity, visually offensive presentations, and moral degradation. As a result, increasing levels of mental instability, moral confusion, and social disorientation are being observed among young people. This research paper analyzes the social, cultural, and psychological impacts of obscene and attention-grabbing reel content on today’s youth. Through a qualitative analytical approach, the study demonstrates how digital addiction, algorithm-driven visibility, and the desire for virtual validation accelerate moral decline and weaken traditional social values. Furthermore, the paper discusses the long-term effects of this phenomenon on youth identity formation, mental health, and social cohesion. Finally, several policy-oriented and educational recommendations are presented to promote responsible digital behavior.

**Index Terms**—Reel culture, youth society, social media, moral degradation, digital addiction

## I. INTRODUCTION

Technological advancement has always functioned as a powerful transformative force in the history of human civilization. From the invention of the printing press to the digital revolution, every phase has reshaped modes of communication, education, and cultural practices. In the current digital era, social media platforms such as Facebook, Instagram, YouTube, and TikTok have become integral parts of everyday life, especially for the youth.

Among these platforms, short-form videos or “Reels” have gained rapid popularity. These videos, ranging from 15 seconds to one minute, attract viewers through fast-paced visuals, intense music, and exaggerated expressions. Although reels initially provided opportunities for creativity, talent showcase, and educational messaging, a concerning rise in vulgar, obscene, and visually disturbing content has been observed in recent times. In the competition for likes, shares, and followers, many content creators are crossing ethical boundaries. Consequently, young audiences are being exposed to distorted values, unrealistic lifestyles, and unhealthy mental comparisons. The objective of this research is to analyze the sociological implications of this growing trend.

## II. EMERGENCE OF REEL CULTURE

The emergence of reel culture is largely a result of reduced attention spans and the growing demand for instant entertainment. Social media platforms design their algorithms in ways that prioritize sensational, emotionally charged, and controversial content, making such material more visible. As a result, flashy and obscene content often gains popularity more quickly than meaningful and quality-oriented material.

Many young content creators realize that provocative gestures, sexually suggestive presentations, and controversial behavior can bring instant recognition. Since adolescents and young adults are at a critical stage of psychological and moral development, they tend to imitate these behaviors easily.

### III. NATURE OF VULGARITY AND VISUAL OBSCENITY

Vulgarity in reel videos manifests in various forms, such as excessive sexualization of the body, offensive gestures and language, objectification of women, and mockery of familial, cultural, and religious values.

Repeated exposure to such content gradually reduces moral sensitivity. What was once considered unacceptable slowly begins to appear normal. According to social learning theory, individuals—especially youth—learn behaviors through observation and imitation. As a result, these contents influence real-life attitudes and behaviors as well.

### IV. PSYCHOLOGICAL IMPACT ON YOUTH

Excessive consumption of reels has led to several psychological issues among youth, one of the most significant being a decline in attention span. The habit of seeking rapid stimulation trains the brain to crave instant gratification, making it difficult to concentrate on studies or constructive activities. Moreover, by comparing their real lives with idealized digital personas, many young individuals suffer from anxiety, depression, and low self-esteem. Likes and followers begin to function as measures of self-worth, leading to identity crises and emotional instability. Social isolation has also emerged as a major concern.

### V. MORAL AND SOCIAL DEGRADATION

When vulgarity becomes normalized, moral standards gradually erode. Instead of education, hard work, respect, and human values, an “instant fame” culture takes precedence. As a result, social harmony and intergenerational relationships weaken significantly.

### VI. CULTURAL AND ECONOMIC IMPLICATIONS

Although reels offer opportunities for income generation, earnings remain uncertain for most content creators. From a cultural perspective, traditional arts, literature, and intellectually enriching content are slowly being overshadowed, posing a long-term risk of cultural degradation.

### VII. RESPONSIBILITY AND ACCOUNTABILITY

Youth alone cannot be held responsible for this crisis. The lack of digital guidance within families, the absence of media ethics in the education system, weak platform regulation, and an overall decline in value systems all contribute to the problem.

### VIII. RECOMMENDATIONS

Inclusion of digital ethics and media literacy in the education system; Active involvement of parents and guardians; Stricter regulation by social media platforms; Promotion of creative and educational content; Increased youth participation in sports, arts, and social activities.

### IX. CONCLUSION

Reels themselves are not inherently harmful; misuse is the core issue. The uncontrolled spread of vulgar and obscene content is mentally, morally, and socially destabilizing the youth. A collective effort by families, educational institutions, policymakers, and digital platforms is essential to build a responsible and ethical digital culture.

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