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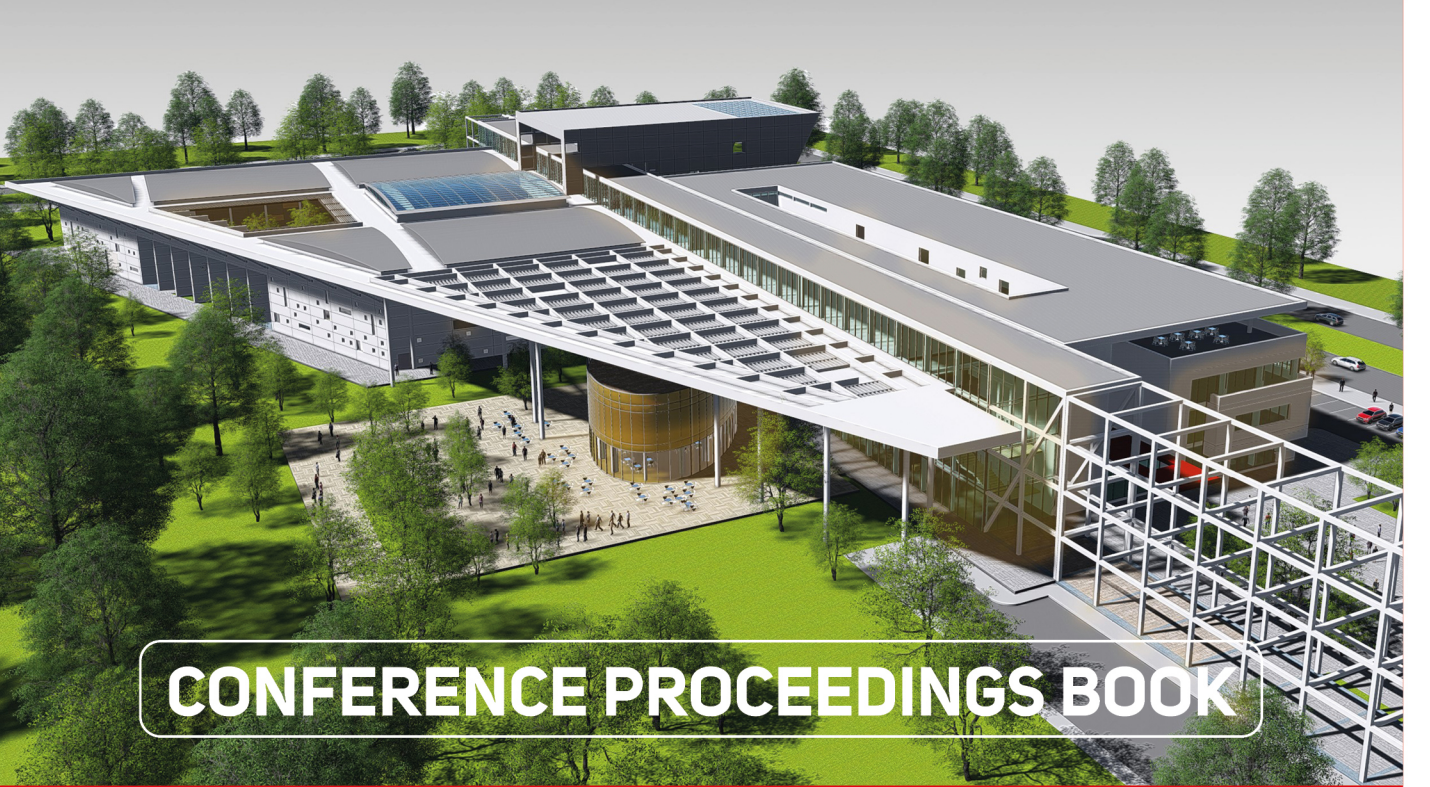
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**INVESTIGATION OF PSYCHOMETRIC PROPERTIES OF SHORT VIDEO FLOW
AND SHORT VIDEO ADDICTION SCALES**

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ABSTRACT

Nowadays, individuals have started to use social media more actively and the modern culture of speed has led to the widespread use of short-term videos. The fact that short-term videos can be consumed quickly and mobilise emotions has made them highly preferred. These videos can be shared and watched with everyone through applications such as Tiktok, Instagram, Facebook, Twitter and Whatsapp. Individuals' experiences of watching short videos may turn into behavioural addiction after a certain point and may lead to negative consequences on individuals. Psychometric measurement tools are needed to prevent these negative consequences and to diagnose problems related to short video watching. Short video flow and short video addiction scales have been developed to meet this need. However, there is no scale related to short video watching and short video addiction in Turkey. The aim of this study is to adapt the short video flow and short video addiction scales developed by Ye et al. (2022) to Turkish culture. Therefore, the data collected from 309 high school students were analysed. According to the CFA results, $\chi^2/sd=3.71$, IFI=.90, RMR=.08, GFI=.90 and CFI=.90 for the Short Video Flow Scale items; $\chi^2/sd=3.33$, GFI=.88, CFI=.86 and RMR=.09 for the Short Video Addiction Scale items. Cronbach's alpha reliability coefficients were calculated as .87 for the Short Video Flow Scale and .82 for the Short Video Addiction Scale. These results reveal that both scales have a high level of reliability.

Keywords: short video flow, short video addiction, phubbing