

Leading Work Path of College Communist Youth League Network Thoughts Behind Micro Video

Evidence from Eight "Double First-rate" Universities in Sichuan Province*

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Abstract—Based on the rise of micro-video and the spread among college students, 1017 students from 8 "Double First-rate" universities in Sichuan Province are investigated to demonstrate the necessity and urgency of the college youth group to use micro-video to carry out network thinking, possibility and reality, put forward a path suggestion based on micro-video communication to promote network thinking.

Keywords—micro-video; college communist youth league; network thinking

I. INTRODUCTION

With the popularization of smart phones and mobile networks, the influence of the new media environment on the mainstream ideological education and political leadership in colleges and universities has become more and more important. The study shows that the Communist Youth League organizations in colleges and universities have positive actions in Weibo certification and WeChat public platform construction. However, in the many micro-video platforms that has risen rapidly in the past two years, the Communist

Youth League organizations in colleges and universities have been slightly weak.

Micro-video (also known as video sharing short film) refers to a short film that the individual captures and uploads the internet through a video recording machine such as a PC or a mobile phone. The short film is as short as 15 seconds, and the long is generally about 20 minutes. Widely distributed and diverse in form, it is a general term for short films such as micro-movies, short films, and commercial clips. Compared with Weibo and WeChat, the spread of

micro-video platforms is more intuitive, convenient and fast.

However, micro video has two major problems in its development in recent years. First, many micro-video software crowded the market, and its content and quality were mixed. Micro-video software such as Mei-pai, Miao-pai, V-movie, Volcano-video, Douyin-video so on, are mixed with a large number of videos, and these videos are passed away again through mainstream social networking platforms such as Weibo, WeChat and QQ, which has a great impact on mainstream social values. Second, the speed and breadth of vulgar, kitsch content often exceeds that of traditional media such as paper media. Some violent, pornographic micro-videos can bypass the regulatory system. The traditional network video playback platform can be spread without resistance. These three popular micro videos will have a very serious negative impact on college students' outlook, which is not conducive to the physical and mental health.

The purpose of this paper is to analyze the advantages and disadvantages of the micro-video platform based on the results of a special survey of 1017 students in 8 "Double First-Rate" colleges in Sichuan Province, and explore the necessity of using the micro-video to carry out network thinking in universities campus, and put forward the realization path.

II. RESEARCH DESIGN

A. Data Source

In order to ensure the breadth of the sample, this study used stratified random sampling to conduct a questionnaire survey of 1017 students. The respondents were from "Double First-rate" universities in Sichuan Province: Sichuan University, University of Electronic Science and Technology, Southwest Jiaotong University, Southwestern University of Finance and Economics, Southwest Petroleum University,

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and Chengdu Institute of Technology, Sichuan Agricultural University, and Chengdu University of TCM. The questionnaire was collected in anonymous, with multiple choices and freely written questions.

B. Investigation Process

According to the source and communication channels of micro-video, the platform is divided into the following three categories: Class A: independent platform for micro-video, such as volcano-video, Douyin-video, Mei-pai, Miao-pai; Class B: gradually from live broadcast transformed into a

micro-video platform, such as YY, Kuai-shou, Douyu-TV; Class C: the use of its own user base large features, extended micro-video capabilities of the platform, such as Weibo, WeChat, QQ Zone.

Micro-video platform usage (see "Fig. 1"): According to platform popularity, market share and registered capital, this study selected Weibo, WeChat, Mei-pai, Miao-pai, Bilibili, YY, QQ Zone, volcano-video, Douyin-Video, Tencent Micro-Video, Quduopai, V-Movie, Eyepetizer, IngTube, Pear-Video, Kuai-shou and Douyu-TV are used as indicators for the use of micro video platform.

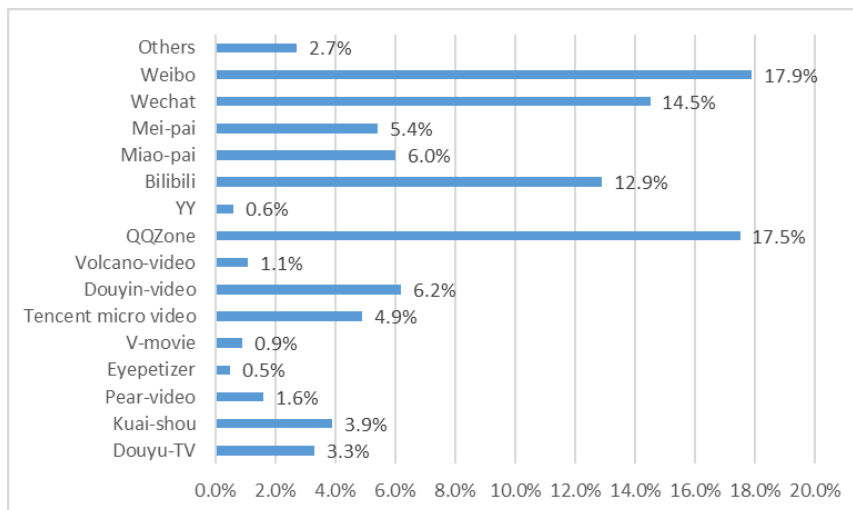


Fig. 1. Micro Video Platform Usage.

Micro-video content viewing (see "Fig. 2"): The classification indicators are spoof humor (based on film and television drama funny clips, life error collection video), life skills (to health, diet, home, daily beauty, life dressing videos such as dressing up, current affairs commentary (mainly based on interpretations of real and some social phenomena,

comments, and Tucao videos), game collections (to comment on popular online games, Highlighted video), pop star living show (mainly the daily life of pop star, film and drama), product advertising (based on soft advertising and hard advertising), ideological and political education (with positive energy transmission).

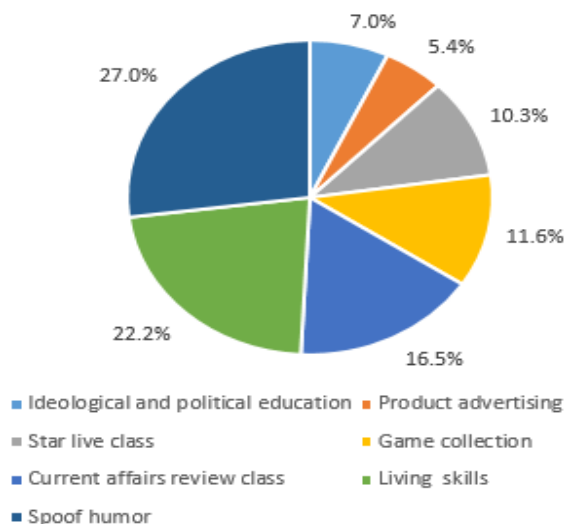


Fig. 2. Micro video content viewing.

III. MICRO-VIDEO COMMUNICATION EFFECT AND MAIN CONTENT ANALYSIS

A. Analysis of Micro-video Transmission Effect

Firstly, there are many micro-video platforms, but the industry as a whole shows a concentrated trend. From the perspective of interviews, the platform for college students to contact micro-video is more concentrated. 49.9% of the respondents indicated that they mainly watched micro-video through Weibo, WeChat and QQ Zone. In addition to Weibo, WeChat, QQ Zone (Class C) micro-video platform, the most frequently used micro-video platform is Bilibili, reaching 12.9%. According to the "Mobile Internet 2017 Q2 Summer Report" released by the data company Quest Mobile, the Bilibili ranked the first among the top ten APP preferred by young users aged 24 and below, and the 2016 Hot Search published in Baidu. In the list, Bilibili ranked the first in the top ten fresh attention App.

Secondly, the main micro-video distribution platforms also include Douyin-Video (6.2%), Miao-pai (6.0%), Mei-pai (5.4%). Class A micro video platform, because its user base cannot be combined with Class C micro video, the competition of Class A micro video platform is relatively fierce. The Class A micro-video platforms show the competition of capital market. For example, the Miao-pai completed E-round of financing about 500 million US dollars in November 21, 2016. Investors include Sina Weibo, Shanghai Radio and Television, Shanghai Culture Broadcasting and Television Group Co., Ltd. (ie "SMG") and so on. After this round of financing, the Miao-pai platform technology valuation quickly reached 3 billion US dollars.

Class B micro-video platform, because its entry into the micro-video market is relatively late, the market share is obviously not as good as the market share of Class A and Class C micro-video platforms, but such micro-video platforms are also due to more and more intense competition. In contrast to the development of the blowout, this new field of almost no threshold is facing the question of lack of supervision, low user viscosity, and vulgar content.

B. Analysis on the Main Content of Micro Video

The types of videos on the micro-video platform are relatively single, mostly based on entertainment, games, and hilarity, and cannot adapt to the learning, life, and spiritual needs of college students. This survey shows that the spoof funny (27.0%) and life skills micro video (22.2%) have the most viewers, accounting for 49.2% of the total daily viewing micro video, sorted according to the daily viewing rate: spoof funny (27.0%), life skills (22.2%), current affairs reviews (16.5%), game collections (11.6%), celebrity live broadcasts (10.3%), ideological and political education (7.0%), product advertising (5.4%). Among the survey data, 87.2% of respondents watched more than one type of micro video, 69.3% of respondents chose to watch three or more types of micro video, and most of the respondents would not fix watching a certain type of video, but prefer to have a

certain personal preference and randomly watch what you are interested in.

In this survey, 46.31% of respondents said that watching micro-video is entertainment-oriented, and 35.68% of respondents said that watching micro-video is based on instant information, with 14.95% of respondents said watching micro video is based on learning. However, the entertainment videos watched by respondents accounted for 76.5%, information videos accounted for 16.5%, and learning videos accounted for 7%. The micro video provided by the market does not match the needs of college students.

IV. SUGGESTIONS FOR THE COMMUNIST YOUTH LEAGUE OF UNIVERSITIES TO USE MICRO-VIDEO TO CARRY OUT WORK

A. From the Perspective of Necessity, Micro-video Has Entered the Daily Life of College Students Through Various Platforms, and the Use of New Media Is Constantly Rising

In this survey, 67.14% of respondents said that the time spent watching micro video has exceeded 30% of the total usage time of media, and according to the use of mobile phone software in the group of born after 1995, the top three mobile phone software are QQ, WeChat and Weibo, the ordinary micro video platform is infiltrating into Weibo, WeChat and QQ Zone. Compared with the ordinary micro-video platform, Weibo, WeChat and QQ Zone have a larger market share. On November 7, 2017, Weibo released the third quarter 2017 financial report, September 2017, Weibo was active in the month, the number of users reached 376 million; according to the latest "2017 WeChat User & Ecology Research Report" published by Tencent's on April 24, 2017, WeChat has a total of 889 million monthly users in 2016, and the public platform has 10 million users, Weibo, WeChat and QQ Zone all support video uploading function, and cooperate with some video platforms to jointly develop micro video uploading functions, such as Mei-pai and Miao-pai videos can be uploaded to Weibo platform, these provide a more extensive and convenient platform for the spread of micro video.

B. From the Perspective of Urgency, the Traditional Live Broadcast Platform Is Transformed into the Live Broadcast and Micro Video, and the Supervision Mechanism Is Relatively Backward

Due to the stricter review mechanism of Weibo, WeChat and QQ Zone some of the three popular videos have become more secretive, with highly labelled topics such as "Northeastern", "Rural People" and "The Rich". The audience spread the negative emotions of vulgarity and negative energy, and promoted the ideas of regional discrimination, which disturbed the establishment of correct social values and outlook on life for college students. For example, Kuai-shou has joined the micro video playback function, but these traditional live broadcast platforms have some shortcomings in video quality and value guidance. After the National Internet Information Office released the

"Regulations on the Administration of Internet Live Broadcasting Services", most live broadcast platforms have begun to control related videos of trivial and value-oriented errors, such as the self-discipline committee established by the Kuai-shou. However, the control of micro-video is still very tricky, micro video compared to live broadcast, a single video will exist on the network for a long time, can be viewed by the audience and then watched repeatedly, so the impact on the network ecological environment is greater, but also because the micro video is "short, fine, fast" the characteristics of micro video control will be more difficult and lagging behind. For example, in the multiple videos published by the Kuai-shou Self-Discipline Committee on December 18, 2017, the upload date of the problem video can be traced back to December 16, 2016. The upload date of the most recent question video was only until July 21, 2017. This shows that the supervision of the Kuai-shou self-discipline committee is quite lagging. A problem video was broadcasted on the network for a year before it was discovered, blocked, and self-regulated. It is inevitable that some want to cover up.

Due to the ease of dissemination of micro-video itself, it has brought many obstacles to the supervision of the government and related platforms. At this time, it is particularly important for the Communist Youth League to enter the micro-video market. First, the Communist Youth League can combine its own work and actively carry out network clean-up work in Network. The college students have a large base and spend more time on new media every day. It is more adaptable to the various problems highlighted in the new media era. The Communist Youth League of colleges and universities should promote the correct network concept to college students and launch more students to resist bad videos. By organizing theme presentations, theme boards, and theme activities, college students can guide college students to identify bad videos and have the determination to resist bad videos. Second, the college youth league should have an organized access to the micro-video platform to provide more high-quality, meaningful and youth-oriented micro-videos from the supply side. For example, the relevant student activities of the Communist Youth League are actively combined with micro-videos, shooting promotional videos, commercials, and documentaries, presenting the latest current events in the form of micro-videos, and using networked language to interpret relevant policies and events, providing guidance for network public opinion, and squeezing out the bad video in the micro video market from the supply side.

C. From the Perspective of Possibility, the Communist Youth League of Colleges and Universities Will Enter the Micro-video Platform, and They Must Dare to Take the Step and Strive to Stabilize the Pace

First, it is necessary to pay attention to brand awareness and create a new fashion of micro video. College Communist Youth League should combine its own work, explore its own advantages, use its own resources, and shoot and produce a series of micro-videos of the Communist Youth League. These videos can create a series of brand effects from the

beginning, the end, the form, the color tone, the length of time, etc., so that the college youth group video can enter the micro video market in an organized way, so that people can understand the basic structure of the college youth group micro video in a short time. What information can viewers know through these videos? What knowledge can they get? Adapting to the short, precise and fast characteristics of micro video, using short-term memory method, more people can remember the video of college youth league. Second, it is necessary to pay attention to the quality of the content and create a micro video that students like to see. In order to enter the micro-video market, college youth leagues must follow some basic characteristics of the micro-video market. Can a micro-video have a good communication effect, depending largely on the basic quality of this micro-video? What is the content? According to the above data, the students' needs for understanding fresh information and learning new knowledge are not well met. The college youth group can use the micro video platform to bring authoritative fresh information to the students, such as one minute. Understand the 19th National Congress, read the first-generation and other themes in a minute, and use the short video structure and the expressions that students like to express information, fragmentation, flattening, and easy to understand. For example, the micro-video UFO said that with the expressions that everyone likes and hears, paying attention to some cold knowledge and things around, it has also achieved good results on the Internet. UFO said that the series of videos has achieved great success in the early stage, and it is a social hotspot. For the topic, in an interesting way, video ancillary animated talk shows for a variety of hotspot knowledge. As the conscience of the industry, creating the myth of billion-dollar traffic, it has become a recognized network video encyclopedia. Third, improve the entry mechanism and establish a dedicated team. The Communist Youth League's serious microblogging and WeChat success can be largely determined by the importance of Weibo and WeChat work in various colleges and universities, and the establishment of relevant new media teams. The entry threshold for micro-video platforms will be relatively high; they at least should have some basic video shooting and editing skills. Most of the college youth leagues have their own video production team, which can transform these video teams that serve the video to the micro video team with the new media era, and invest the corresponding human and material resources to establish, for example, the Qingbo index. The unified metrics will make micro-video a further direction for the future development of the Communist Youth League.

D. From the Perspective of Reality, Universities Should Correctly Face the Difficulties of Entering the Micro-video Platform and Accumulate the First Users Through Video Content

In the new media network environment, it is prone to the characteristics of more viewers, more emotional venting, less rational thinking, and rapid speech communication. However, college students are weaker in facing various kinds of information in society, and they are more susceptible to online public opinion. The negative impact is that there are a

large number of young and middle-aged universities. The influence of homogenous communication on the thinking of the communication people is more obvious, and it is more prone to the "snowball effect", which puts higher demands on the thought leadership of the Communist Youth League.

According to the above data, spoof humor (27.0%) and life skills micro video (22.2%) have the largest number of viewers, accounting for 49.2% of the total daily viewing micro video, and 69.3% of respondents will choose to watch three or more micro-video types, and most respondents do not have a fixed view of a certain type of video. Which type of micro-video to be viewed by viewers depends largely on which micro-videos are available in the micro-video market.

However, some micro-video platforms maliciously allow some trivial videos to be spread on the micro-video platform in order to attract people's attention, while some micro-videos are re-transmitted through Weibo, WeChat, and QQ Zone, causing worse impact. From another perspective, the reason why these low-quality videos can have such good communication validity is because these micro-videos cater to some bad needs in the market. In order to do a good job of leading thoughts on the Internet, the Communist Youth League of universities needs to listen to the opinions of the students and combine the advanced nature of the Communist Youth League to actively look at the ideas and lead the work.

In combination with the above, 14.95% of the respondents indicated that they hope to see more learning videos. The college youth group can record some latest ideas, hot events, life skills, and small knowledge into micro video, and build it. Brand effect, system packaging, create some micro-videos that are nutritious, valuable, and branded. According to the preferences of college students, it is necessary to create a group of micro-videos that students like to see and hear. In the way of teaching and learning, it is needed to integrate the leadership of the Communist Youth League into micro-video, occupy micro-video positions and spread energy.

V. CONCLUSION

In summary, in recent years, the Communist Youth League of colleges and universities are actively entering the micro-video field, hoping to expand the connotation dimension of thought-led by some platforms. The results show that the direction of the Communist Youth League in colleges and universities is correct, and the effect achieved is remarkable. However, due to the micro-video media itself and the defects of the market, some platforms have seriously affected the growth of young college students' thoughts. Therefore, the Communist Youth League of colleges and universities should take advantage of the development of micro-video media from two aspects: first, continue to promote the advancement of ideas through good platforms; second, guide young college students to identify and correctly use micro-video media.

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