Short Video: A New Way to Spread Campus Culture*

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Abstract—**With the development of the Internet, the short video market develops rapidly and has a wide range of applications. However, it is not common for colleges and universities to use short videos to spread campus culture. There are some problems, such as little emphasis, similar content of creation, and great difficulty in supervision. It is suggested to innovate the communication channels of campus culture from the aspects of strengthening the understanding and learning of short videos, innovating the content and form of short videos, and strengthening the supervision of short video platforms, so as to improve the popularity of campus culture and enhance the influence of campus culture.**

Keywords: new media, short video, campus culture, route of transmission

I. INTRODUCTION

With the popularization of 4G and the rapid development of 5G, new media also usher in new development. People use methods of communication from the Webpage, micro-blog, WeChat public account to the current self-media, short video and other prevalent methods of communication; from the use of short video to spread our daily life and to the use of short video to spread national policies, hot issues at home and abroad. Currently, short video has become one of the main means to spread information in various fields.

II. OVERVIEW OF SHORT VIDEOS AND CAMPUS CULTURE

The short video is a mode of video with short recording time. Users can shoot and upload videos through mobile terminals, and record and share their lives in 10 to 60 seconds. In accordance with the 44th statistical report on Internet development in China released by China Internet network information center, by June 2019, the number of online video users in China have reached 759 million, of which 648 million were short video users, accounting for 75.8% of the total Internet users. [1] After 5G is commercialized on a large scale, the length and the number

of users of short video will continue to increase significantly. Teachers and students in colleges and universities are the important group to use short video, and also the main group to use short video to spread campus culture. Short video has the characteristics of fast communication, easy production and wide audience, which enjoys a bigger superiority for the spread of campus culture. But the number of people who use short video to transmit campus culture is few. If a short video platform specialized in transmitting campus culture can be established in colleges and universities, this will surely promote the influence of campus culture and propagation force.

Campus culture refers to a group culture that takes students as the main body, regards extracurricular cultural activities as the main content, regards campus as the main space, regards education as the main orientation, and regards campus spiritual civilization as the main feature. It includes institutional culture, behavioral culture, environmental culture, spiritual culture and other aspects. [2] At present, the main channels of campus culture dissemination are official campus websites, university micro-blogs, school public accounts and campus forums. In the new media environment, all aspects of campus culture communication have undergone great changes. The combination of campus culture and short videos can vividly show the unique campus culture to the broad audience.

III. ANALYSIS OF THE CURRENT SITUATION OF SHORT VIDEO IN THE DISSEMINATION OF CAMPUS CULTURE

It is learned that at present, most universities still rely on the official campus website, university micro-blog, school public accounts and the campus forum to spread campus culture, but the phenomenon of using short video to spread campus culture is not common, mainly because of the following reasons:

A. Colleges and universities put little emphasis on the role of short video communication

As an emerging product, short video has a variety of communication styles. Many universities are constrained by their majors and serious external images, so they have little

willingness to operate short video. Even if there are some universities willing to accept this form, but in the specific operation practice, it is easy to appear some problems such as similar content, lack of features and attractions. Therefore, colleges and universities lay particular stress on the operation of micro-blog and WeChat and Tik Tok. [3] The cognitive bias of colleges and universities towards short videos is an important factor that affects their use of short videos to spread campus culture.

B. Lack of innovation in short video content

Although the positioning of each short video platform is different, they are similar in terms of content. They mainly include popular videos such as entertainment, news, daily life, food, etc., and lack of professional video types. In accordance with the data, entertainment videos are always popular videos. Over time, people will feel aesthetic fatigue. [4] The spread of culture can't be diversified, which is not conducive to creating a distinctive campus culture. In addition, short videos produced by colleges and universities lack innovation in both content and form, which affects the dissemination effect of short videos in campus culture.

C. Chaos of the short video market and the difficulty of campus supervision

The threshold of short video production is low, and there are large user base. Because most short video platform operation has long been on the market, an increasing user base also brought regulatory pressure to the platform. For users who enter the short video platform, their information and behaviors cannot be regulated effectively. It is easy to lead to the formation of the unhealthy practices, and presents the phenomenon that is beyond the scope of supervision for colleges and universities. In the chaotic market environment, it is easy for some criminals to use short videos to spread vulgar and dirty content, and some people even use short videos to seek personal gain, which has a negative impact on the spread of campus culture.

IV. INNOVATIVE WAYS OF CAMPUS CULTURE COMMUNICATION

In the face of the new situation, the construction of campus culture should not be complacent. We should constantly seek for ways suitable for the environment of colleges and universities, find the foothold of cultural propaganda, and innovate the way of campus culture dissemination. [5] In view of the problems of short videos in the dissemination of campus culture, it is suggested to innovate the dissemination ways of campus culture from the following aspects.

A. Strengthening knowledge and learning of short videos

Colleges and universities need to pour attention into the role of short video dissemination, carry out organized and planned activities to acquire short video knowledge, and improve their ability to operate short videos. Facing the newcomer group of the post-00s, college administrators need

to make changes in the way of thinking, operating models, and communication channels to spread campus culture. The operating modes of short videos are different from the static means of communication such as micro-blog and public account. The university can use the power of a professional team, licensed professional team to shoot the video for the campus culture, communication, and supervise by themselves. Colleges and universities can also collect creative video topics for the school. At the same time, they can recruit talented individuals to form a short video operation team within the school and establish a short video operation management center.

B. Innovating the content and form of short video

No matter what content is transmitted, it is closely related to the audience, and only information that meets the needs of the audience is valuable. The content and method of university campus culture should be combined with the reality of the university, tap its own characteristics, and display a unique campus culture.

1) Enriching content of campus material culture communication

In the material culture module of colleges and universities, the characteristic buildings of colleges and universities should be integrated with campus culture to convey the "architectural beauty" of colleges and universities to the outside world through the appearance of buildings and the stories happened in the buildings. For example, shooting the library's crowded moments and the figures still struggling before the library was closed into a short film, and combining "the beauty of architecture" and "humanistic atmosphere" to show the library culture to the audience. Whether it is the laboratory building or the stadium, whether it is the learning area or the sports area, as long as it is part of the campus, it can form part of the campus culture. It can also be presented to the audience in the form of short videos to transform the static beauty into the dynamic beauty.

2) Expanding the theme of campus spiritual and cultural communication

Teachers and students play an indispensable role in the spiritual and cultural modules of colleges and universities. Whether it is a front-line teacher or a teaching management staff who works silently behind the scenes, whether it is a classmate who is sharp in the academic field or a classmate who is shining in the association, they are all the builder of campus culture. The spiritual culture of colleges and universities are vividly reflected in the wonderful teaching clips of teachers in class, the interaction and communication with students, and the tireless presence of students after class and the active participation in various competitions. Whether the confidence in front of the camera, or the story behind the camera, they all show the university style, and transmit the culture of the university. These beauties are presented in the video through the lens, so that the audience can have a more intuitive understanding of the university and like the cultural atmosphere of the university.

3) Constructing the communication module of campus development prospects

In the development prospect module of colleges and universities, the comparison between the old and new is a better way to present. To present the former campus and the present campus in the dynamic video is no longer only through photos. Not only the construction of the campus, but also the cultural landscape and life changes can reflect the development of colleges and universities. Videos can shake people's hearts, make people truly feel the rapid change of development, and make the audience feel the sustainable development and bright future of colleges and universities.

C. Strengthening supervision over short video platforms

Nowadays, the environment of short video market is complicated and competitive, which brings great threats and challenges to the spread of campus culture. Universities should strengthen the supervision of short video platforms from the following two aspects.

1) Reviewing the release of short videos by combining technology and manpower

Colleges and universities can block some bad videos through keywords, or use the "sensitive content" automatic filtering technology for the first screening, and then set up a filtering pool for the second screening. The background can also set up procedures such as manual spot checks, using technology and manpower to implement screening and permission settings for short video users, increase supervision on short video users and content, and ensure that the content of the short video is healthy and positive, full of positive energy, and in line with socialist core values.

2) Building a unique short video platform or joining existing video platform in the market

In the early stage, universities need to control the review and release rights of videos, and formulate corresponding rules and topics according to the needs of publicity and the spread of campus culture, while the public has the function of commenting and forwarding. In the medium term, colleges and universities can establish identity authentication, divide account permissions, and integrate short video platforms for colleges and universities. Some modules are given to some people in order to innovate the video content and theme forms. At this stage, the review of video content should also be strengthened. In the later period, the functions of shooting, publishing, commenting, and forwarding of short videos can be given to the audience, and after the audience are familiar with the platform's operating mechanism, they can play their own roles in communication and creativity.

In short, to build a positive campus culture, colleges and universities need to overcome the negative energy and side effects brought by the large amount of mixed information on the short video platform. [6] Colleges and universities need to constantly strengthen the ability to monitor and deal with public opinions on short video platforms, constantly innovate the security mechanism of campus culture, and provide guarantees for the dissemination of campus culture.

V. CONCLUSION

As an emerging product, short video has changed the way people socialize and the way campus culture is transmitted. Relying on the short video platform to spread campus culture, colleges and universities should play a guiding role, let the audience actively participate in the innovation of campus culture content, and ensure that campus culture is down-to-earth, popular and meaningful. Practice has proved that short video is a new way to effectively spread campus culture, which can quickly improve the popularity of campus culture and enhance the influence of campus culture.

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