

A Brief Study on Short Video Platform and Education

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ABSTRACT

We are now entering in fragmented information age which information leads to a lack of attention, which needs to be effectively allocated to the excessive information sources to might consume it. The short, concise and rich short video form has become the focus in a short time. Its low-cost and easy to forward and share features that meet the current fast-paced life of people's desire and demand for social interaction. With the advancement of this technology, educational activities have been taking place in online communities where knowledge can be shared between users. Therefore, this paper aims to provide insights into the uses of short-video platforms and how it offers collaborative learning to its users to enhance and improve their learning experience.

Keywords: *Short video, education, tiktok, new media*

1. INTRODUCTION

Using the Internet has been part of one's daily routine in today's generation whether it was for educational use, business, news update, or for entertainment due to its usefulness, reliability, and easy accessibility. It contains almost all of the information that a person might want to know or need as it is considered as one of the easiest tools to communicate with other people. With the advancement of this technology, educational activities have been taking place in online communities where knowledge can be shared between users. The sharing of content among users in online communities has all sprung up from a platform called Web 2.0 which also gave rise to social media. Social media networks alone have several advantages and usage which led to the creation of other applications that have similar features with social media. An example of this is the short-video platform which does not only have features of social media but also enables the user to create and browse short videos. Tiktok is a representative of this platform. Therefore, this paper aims to provide insights into the uses of short-video platforms and how it offers collaborative learning to its users to enhance and improve their learning experience.

1.1. Collaborative learning on Web 2.0 and Social media

Almost everyone in this modern and advanced world spends much of their time engaging on their latest phones, tablets, or laptops to access a website without actually knowing the awesome tool behind that. In this generation, technologies and services on the web all comprised Web 2.0. This so-called Web 2.0 involves sites for social networking, blogs, tools for communication, wikis, and folksonomies. This application platform is recognized as dynamic and highly interactive as it offers services to users

which are centered on content sharing. Several popular applications have resulted from Web 2.0 such as Instagram, YouTube, and Twitter. Through this platform, online users can work together in generating input and information and facilitate the sharing of knowledge via the Internet community [1].

Social media is considered as a direct derivative of Web 2.0. Developed from the foundations of Web 2.0, both technologically and ideologically, social media pertains to a group of applications that are Internet-based wherein the generation and exchange of user-generated content (UGC) is permitted. In addition to this, Bowley [2] defined social media as "collaborative online applications and technologies which enable and encourage participation, conversation, openness, creation and socialization amongst a community of users".

Humans are known to be "social beings." As a result of this, the internet has been evolving from being a tool that offers information to be a platform where people can socially interact, communicate, and be in touch with each other's lives. The creation of social networks has enabled individuals to access online services wherein one can create a profile that can be viewed by other users within an entrenched net system. In addition to this, the users are able to share information with each other, interchange likes and dislikes, and have a discussion about almost anything that they desire with others in the system. Social networks offer various kinds of interactions and expand relationships with others. Moreover, the social network is widely used today referring to social media websites that enable users to share reviews, photos, and other information. The most famous and commonly used social media platforms are Facebook, Twitter, Skype, LinkedIn, Tumblr, and YouTube. These platforms served as social communities wherein users can communicate and develop connections virtually [3].

A social network is defined as a social structure that is created for several factors which include individuals or groups of individuals. In terms of internet usage, social

media is considered as a platform that sustains social relations among its users, usually the active members of the social network who share common interests or hobbies [4]. These websites provide services on the web to users where one can create profiles, upload and download pictures as well as videos, interact with other users through comments or shares, and can send and receive messages instantly, personal or in a group chat.

In terms of online interaction and collaboration, social media has become a medium for users wherein opportunities for sharing knowledge online are provided. Collaborative learning through the use of social media tends to provide an optimistic view among its users as it facilitates interactive learning and provides encouragement during the whole duration of knowledge-related activities [5]. Behaviors involving knowledge on social media include the creation of content as well as communicating with peers. In creating content on social media, users are able to simultaneously obtain information passively and actively produce User Generated Content or UGC. Social media is characterized by the creation of UGC. Through this, users in social media space are now able to partake in making, commenting, editing, distributing, and evaluating unique content [6]. Concerning communication among peers, communication is necessary for the exchange of knowledge among peers. With the use of social media, real-time communications and social interactions have become possible among online users as illustrated in various forms such as personal messaging and audio or video calling, making it an effective platform for sharing of knowledge [7]

1.2. Short video platform

1.2.1. Introduction

Short videos are one of the things that have sprung up from social media especially with the advanced and dynamic web 2.0. The type of media which is shared and exchanged online depends mostly on the form of application that is used. Applications such as YouTube, Instagram, and Twitter all have different functions such as text message, photo, and video sharing. A lot of various application platforms are now emerging which allow users to share and exchange various forms of media online. As a result, short video platforms were developed which has become a popular medium for sharing short duration videos.

A short video, in its strictest and traditional sense, is any video that does not exceed ten-minute duration. Video that exceed the ten-minute limit is already considered long-form. Short videos have become a trending form to gain new information and knowledge while sharing different skills and crafts. Research shows that the relative convenience of content generation, rapid content transmission, and emphasis on sociality are the distinct attributes of a short video platform .

1.2.2. Purpose

With the existence of communication technologies in this world, it makes everyone's life easier. Short-video platforms have several purposes that help people such as personal consumption, business promotions, entertainment, income generation, and learning.

1.2.2.1. Business uses

Social Media can influence a lot of people that's why it is one of the best platforms to use in promoting something or someone. Businesses, whether small scale or large, incorporate short videos as part of their promotional activities and marketing strategies to introduce or enhance their brand or identity to the market. Video advertisements or ads are noted to be effective if they have shorter durations. Most users no longer have the patience to view lengthy videos to grasp the content. To add, people are now having short attention spans, and viewing on mobile phones and gadgets welcome a lot of distraction. In social media, videos are considered as the most shared content. If people can relate to the message being delivered by the video, they will share it. Thus, enhancing the business' access to more audience and potential customers. Delivery of these videos to reach target markets will be easier .

1.2.2.2. Personal use

The thing with social media, it can be used anytime and anywhere with just your phone. Alongside business purposes, short video platforms are becoming popular for users in sharing content for entertainment, income generation, and learning for one's own personal benefit.

1.2.2.3. Entertainment

With the unique minds and creativity of the people in this generation, a lot has been relying on social media when it comes to setting up their mood or emotions. Primarily, the goal of setting up short video platforms is for entertainment. With people hooked on their mobile phones, these platforms provide a community for users to share funny or serious content through self-expression and creativity. Passive users or those who only wish to view or watch uploads and do not have time or interest to interact with other members are welcomed in this kind of set-up. Trends change in days or weeks and receive virtual support through hashtags and re-uploads. Creative sides and talents of users are showcased through their own uploads.

1.2.2.4. Income generation

Users with a wide audience and engagements are using this platform to generate income. Most websites pay video

creators every time an ad is placed in their videos. Another means to gain revenue is to directly sell videos to media partners and clients with options to rent, buy, or subscribe at reasonable prices. Some websites also pay their users or content creators every time they upload short, original videos .

1.2.2.5. Learning

The Internet will always be an option for learners to gain knowledge because of its wide scope and a lot of reliable information. Along with the advancement of technology, contents shared through short-video platforms are also changing. Initially, these platforms have provided users with entertainment in the form of videos. However, it has been recently noted that content creators have been motivated to create videos not only to entertain, but also to educate, creating a platform for both entertainment and learning. Short-video platforms have not only integrated visual images to knowledge but also made knowledge accessible for every user of the platform. With the utilization of social media platforms, short videos can be integrated with creative instructional materials as well as features allowing users to ask questions, post comments, and provide feedback, thus, reshaping a new environment for learning. Through these various educational-related features and functions of the video platforms, the learning experience of a user can be more enhanced and improved. Activities involving learning and sharing are made possible in online communities due to collaborative platforms through the accessibility of social media and communication technologies.

According to studies, it has been shown how sharing of knowledge can be facilitated with the use of short video platforms through social media. This is by providing a platform where people can socially interact, experiences can be shared, relationships can be built through connections research, providing greater opportunities for networks, and mutual swift trust. Several explanations have been cited to justify the success of social media in assisting educational activities done with the use of short video platform. Take interpersonal interaction as an example. For knowledge to be efficiently transferred, interaction among individuals is necessary. This is also applied among various kinds of online communities wherein close interactions are vital for knowledge to be distributed efficiently. Moreover, online communities can provide a conducive environment for learning wherein participants' point of view can be widened through alternative views and exchange of various ideas among individuals. These explanations are examples of justifications that collaboration by interpersonal interactions is a crucial factor in facilitating the sharing of knowledge through online learning. Thus, it only shows that social media through the use of short video is a potential platform for the distribution of knowledge through a collaboration of people who have similar personalities in achieving their goals by obtaining proficiency with the utilization of online communities.

One of the advantages of using short-video platforms is the high chance of authoritative scientific and technological theories being spread and popularized. In addition to this, content creators are not required to be experts nor scholars when sharing useful information and knowledge. Short videos have become a medium for creators for sharing knowledge. These kinds of content can catch the attention of users who seek useful content other than entertainment. In the case of users, knowledge can be easily accessed on these platforms as long as the network connection is available. By demonstrating knowledge in a creative, concise, and clear manner, short-video platforms can further encourage users to be more motivated when learning. The emergence of knowledge-related short videos promotes a conducive environment for learning in the content sector of the internet industry.

1.3. TikTok

TikTok, a representative of short-video platforms, is an application that has been known worldwide due to its unique features that provide entertainment to its users. The majority of platforms presenting short videos are in the form of mobile applications. These platforms enable users to create, share, edit, view, and comment on short videos. The duration of these videos is regulated to be recorded from few seconds to few minutes.

TikTok has emerged to be the most popular social media platform among millennials in China [8] TikTok is considered as a form of social media that allows its users to create and share videos encompassing a broad spectrum of categories that include simple lip-syncing to comedy videos up to challenges that are viral. Nowadays, it has become so popular that even videos from this short-video platform went viral to other social media networks as these videos are being shared in various online communities. TikTok has recorded all-time downloads of 1.5 billion. Its influence along with its popularity among the young generations has only continued to spread [9].

TikTok is created by a major Chinese tech company known as ByteDance. It has not been long since the creation of TikTok until it was popularized by its loyal users. There are several changes that can be noted since the TikTok app has been created. This includes its name, its new features and functions, and its graphics. All these changes have contributed greatly to its popularity, reaching a new level of fame. This has been popularized not only in China but also in other parts of the world such as India and the U.S. However, TikTok's increasing popularity in the west, particularly in America, has also brought questions considering its Chinese roots, raising concerns and alertness in regards of the influence and access of the Chinese government to TikTok's system, user information, as well as its content moderation [9].

This entertainment-oriented platform succeeds in the immersive user experience and stimulation mechanisms. Knowledge sharing is becoming an important part of all the content and experience that the platform provides. In the essence of community, this platform's immersive user

experience and stimulation mechanism have opened opportunities for a new collaborative, engaging, and effective learning experience for users. As an initiative, teachers have used TikTok as a medium for students to express their learning on topics assigned. For example, a Filipino teacher has required a TikTok video from her students with content revolving on measures to avoid Covid-19. Their grades are based on content creativity and uniqueness. As an additional instruction, the students have to use uniform Hashtags for their uploads to be recognized and to reach global awareness. That way, learning was made fun.

Collaborative knowledge can be also facilitated in this short video platform through its features highlighting the fast interaction and reactions in regards to videos posted or among the users of the platform. The knowledge-related activities in TikTok app mostly relied on three factors. These include the creation of the video, the viewing video, and social activities. These elements all contribute to activities that involve obtaining and producing knowledge. Strategically, this platform has provided a community wherein users can participate in knowledge-based activities, enabling them to be more involved in collaborative learning [10].

Several interpersonal interactions are happening in the TikTok app. This is made possible by various functions and features baking users to interact which includes interactive and reactive buttons such as likes, shares, and comments. Agreement and appreciation can be illustrated just by simply clicking the like icon located just after the comment. In addition to this, online users can interact more with other individuals through a response to the comment posted and initiate a new conversation, whether in public or via direct personal message [10].

Another way of illustrating the exchange and sharing of knowledge in this short-video platform is through the message feature. Users can directly interact with the creator of the content by sending private messages about their thoughts and opinions. In addition to this, a section allowed for trending topics can be accessed on the search page of this TikTok app, allowing users to be updated with related video posts through the use of hashtags. This trending hashtag section creates a small community that allows users to scan and generate their own personalized videos having similar topics [10].

TikTok offers more interactive features and functions which motivates the users to produce their own creative videos that are related to the original post. TikTok offers various ways for users to be interactive in creating and exchanging knowledge through the use of videos.

1.4. Education companies using a short video platform for knowledge-sharing

According to research, memory can be more recalled and processed with the use of short video clips. The audiovisual features of videos grab the attention of the audience, enabling users to process various information in

an easy and natural manner. This led to educational companies to utilize short video platform with the goal of collaborative learning.

Several researchers have conducted studies concerning video-sharing platforms identifying the behaviors of users in relation to obtaining knowledge content, evaluated their experiences, and offered awareness in maximizing the use of this kind of platform in order to enhance the learning experience of the audience as well as catering to their needs. A study by Monserrat et. al has shown that by employing a comment section for the video shown, knowledge can be easily accessed and obtained by the viewers, contributing to a better comprehension of the short video [11]. Serving as a carrier of information, the video has been utilized in sharing and exchanging of knowledge from social network websites to Massive Online Open Class (MOOC) platforms. At present, knowledge can be facilitated through two types of video structure. The first type is known as lecture videos which present declarative, also known as conceptual knowledge. On the other hand, procedural knowledge is presented through tutorials wherein the process or the how-to is presented [12]. Findings from several studies have demonstrated that short-duration videos are more preferred by viewers when seeking knowledge content. According to Guo et.al [12], a maximum duration of three minutes for a video is more appealing to the audience as they can be more engaged through the MOOC platform. Moreover, studies have also confirmed that knowledge is better distributed using videos that lasted for less than 5 minutes, enhancing the capabilities and skills of the student in a learning environment. Shorter videos facilitate better learning by motivating students to partake in task-relevant activities and avoid activities that are task-irrelevant [13]. The study also showed that users prefer to achieve knowledge through videos depicting skills and experience rather than passively watching lecture videos, obtaining conceptual knowledge.

1.4.1. Influence on society

The Internet allows online videos to engage a wider audience and flexible time accessibility. Through instant shares, these videos used as educational materials can be accessed by users globally at any time of the day. The online nature of the videos can be used as an advantage by educational institutions by inviting potential students, maintaining current ones, and reconnecting with alumni through involvement and engagement. A chemistry teacher in southwest China's Sichuan province said that before using short-video platforms, he could only reach his own students, but the platform now allows him to teach about 6 million followers [14].

1.4.2. Influence on the company itself

Aside from the growth of the audience, the use of short video platforms by educational institutions creates a number of advantages to the company itself. Online training of faculty and staff through live recordings addresses the problem of incoherent schedules of the members and leveling-off of information. Accordingly, the learners can review and playback the course video anytime if they wish to go through some details. Online viewing of campus events can leave a sense of engagement to the students, parents, and alumni, thus encouraging recommendations to possible students. The integration of online courses offered to the diverse students through learning management systems offers resources to both the faculty and the students. With the high demands of high-quality learning videos, the offering online courses, and campus events viewing, the educational institutions are faced to meet these demands [14].

2. CONCLUSION

TikTok, a representative of short-video platforms, is an application that has been known worldwide. It has lots of uses not only include entertainment but also learning and education. The audiovisual features of videos on tiktok grab the attention of the audience, enabling users to process various information in an easy and natural manner. For institutions, they can attract more students from all over the world. Also, the use of short video platforms by educational institutions creates a number of advantages to the company itself. Short video platform not only provides opportunities for education, but also cause negative effects sometime. The quality of content on tiktok is different. Because teenagers' discrimination ability is low, they are easy to be misled. So, educators need to improve self-discipline and professional ability and tiktok platform needs to strengthen supervision.

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