

Research on the Communication Effect of China Mobile Short Video News Taking "Pear Video" in Sina Weibo as an Example

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ABSTRACT

"Pear Video", established in 2016, has already been one of the most representative mobile short video news media in China. Its production model and concept have attracted great attention from Chinese scholars. This paper selects short video news published on the Weibo platform of "Pear Video" as the research objects. The two dimensions of text characteristics and news value elements are independent variables. In this paper, the method of multiple linear regressions is used to examine the influence of independent variables on the popularity of content, and the six hypotheses are all valid. It is found that the vitality of the text has a significant impact on the user's retweet behavior, and the appeal of news topics during the communication has a significant impact on the users' likes, comments, and retweets. Finally, suggestions are provided for improving the quality of the news on "Pear Video" to achieve better communication effects.

Keywords: short video news, Pear Video, communication effect, influencing factors

I. INTRODUCTION

Chinese scholars believe that "with the diversification of computer and Internet technology, it is a contemporary form of news dissemination through the Internet and various digital platforms (such as smartphone app) [1] According to this definition, it regards "digitalization" as a specific application form based on computer network technology (CNT), and digital news has become the general term of various news forms displayed in new media and its related platforms. [1] As far as mobile short video news is concerned, with the all-round development of 4G network technology, it quickly swept the whole network with the characteristics of "being short, small and intensive" and relying on social platform. According to the 43rd statistical report on Internet development in China released by China Internet Network Information Centre (CNNIC), as of December 2018, the number of mobile Internet news users reached 653 million, accounting for 79.9% of mobile Internet users. The number of mobile Internet video users reached 590 million, an increase of 41.01 million over the end of 2017, accounting for 72.2% of mobile Internet users. The utilization rate of Weibo reached 42.3%, the number of short video users reached 648 million, and the proportion of

Internet users was 78.2%. [2] As of 2016, traditional media has always been the main distributor of short video. In 2018, three Internet giants of "BAT", Sina Weibo, Netease, Sohu and other enterprises have involved the field of short video. The coming mobile 5G technology will bring more opportunities and challenges for the development of short video. In the context of the rapid development of short video, the communication effect of mobile short video news is worth expecting. How to optimize is worth discussing. This paper selects the representative of mobile short video news — "Pear Video", and takes its official account in Sina Weibo as the object to explore and analyze its communication effect.

II. RESEARCH STATUS

At present, the earliest researches on short video in foreign countries are completed by Senechal. B and collaborators. And in this paper, it proposes an association method for detecting audio and video features of short video. With the development of short video, foreign researchers pay attention to the empirical research of short video, and the short videos in YouTube, Tiwtter and other social media has also become hot research objects. The concept of Chinese short video began with CATV on demand system. With the popularity of USee

network TV in 2011, scholars began to pay attention to the development of Chinese short video. At present, it is still a hot research field. The research on Pear Video began in 2013. Luan Mengfei and Xue Ke studied the communication characteristics of news on Pear Video. So far, there are 67 documents on "Pear Video", mainly focusing on the "content characteristics", "content operation", "communication characteristics", "problems and countermeasures" and "block content".

Based on the concept of news values of Gans, Cory L. Armstrong, Fang Fang Gao (2010) [3] have studied nine news organizations on Twitter within four months, so as to determine how individuals, links, news headlines and topic are used under the limit of 140 characters. According to the results, the use of Twitter by local media is different from that of national media, and broadcast media and print media prefer to use Twitter.

Based on the data of Sina Weibo, Wei Meng and Zhang Bo (2018) [4] established evaluation indicators for the microblog content of ten "Internet celebrities" from the perspective of text features and topic types, and explored the characteristic differences among different types of microblog contents of "Internet celebrities" and their relationship with popularity by using hierarchical analysis and multi factor virtual regression.

Zhang Bo and Li Zhujun (2017) [5] believed that the communication effect of Weibo can be further applied in the prediction and management of some major events, and the commercial application of Weibo is also an important development field.

Hu Lingshu (2016) [6] horizontally compared the number of retweet, comments and likes of data news and non-data news on Weibo. It is found that the communication effect was not as good as that of non-data news. It is believed that the unsatisfactory communication effect is affected by the receiving ability, platform communication characteristics, topic selection limitations and the quality of data news.

From the three perspectives of report theme, arrangement mode and communication form, Chang Jiang, Wang Xiaopei (2017) [7] sorted out and explained the production mode of short video news of major Western news organizations in all aspects. Combined with the current situation of short video news production in China, it is believed that it is necessary to enhance the simplification and visual impact of news narrative, explore personalized distribution mode, and strengthen the brand identification of short video media, which are the basic directions for short video news in China to overcome the current limitations and achieve healthy development.

Fan Jingyi (2018) [8] took Pear Video as the object, explored the content acquisition and distribution channels, and summarized the measures of efficient content logic, vertical content positioning and diversified news types, providing a reference.

Ma Yu (2017) [9] took the news on Pear Video as the object. It is found that short video news has changed the storied news concept of traditional TV. He believed that scene, open narrative, de-integrity and simplified audio-visual are the current trends of short video news. In the future, short video news will be shorter, more concise and more scene-oriented, and the narrative will be iterative.

III. RESEARCH METHODS

A. Research questions and hypotheses

In order to understand the popularity of "Pear Video", this paper starts from the perspective of the "news value elements" of journalism theory, and selects the short video news released on the Weibo platform of "Pear Video" as the research object. From two dimensions of text features and news value elements, this paper uses multiple linear regression method to investigate the influence of independent variables on the popularity of contents. The independent variables include the vitality (news title, text content, video content) and interactivity of microblog text, as well as the importance, interest and significance of news value elements and the appeal of news theme in communication. Moreover, the number of likes, comments and retweet of microblog of "Pear Video" is included in the measurement index of the popularity. Therefore, the hypotheses are put forward.

H1: The more vivid the short video news released by "Pear Video", the higher the degree of the popularity.

H2: The stronger the interactivity of the short video news released by "Pear Video", the higher the degree of the popularity.

H3: On the platform of "Pear Video", the short video news with important contents obtained more attention than those with no important contents.

H4: On the platform of "Pear Video", the short video news with interesting contents obtained more attention than those with no interesting contents.

H5: On the platform of "Pear Video", the short video news with significant contents obtained more attention than those with no significant contents.

H6: On the platform of "Pear Video", the short video news that can reflect the appeal of news theme is more popular than those with no appeal.

B. Research design and data collection

In this paper, the dependent variables are the numbers of likes, retweets and comments of "Pear Video" microblog. The independent variables are the vitality and interactivity of text features of "Pear

Video", as well as the importance, interest and significance of news value elements and the appeal of news theme in communication. In this paper, it divides the vitality and interactivity of the text content of "Pear Video" into three levels (as shown in "Table I").

TABLE I. LEVELS OF TEXT CONTENT

Level	No	Medium	High
vitality	Objective description of news events: the language can't reflect the dynamic content	Vivid News headlines	vivid contents of news report and news video
interactivity	It does not contain any interactive information and symbols	Editors interact with audience in message field	There is information using the topic tag "#" or interacting with the audience.

The samples selected in this paper are from 1714 items of news released by Weibo platform of "Pear Video" from May 1, 2019 to May 31, 2019. In this paper, the method of equidistant sampling is used to select samples (the first 10 news released before May 1 rank according to the number of 1-10, and the third news is randomly selected as the first sample. Combined with the total amount of news, it is required to take the second sample after 7 news intervals, and so on). A total of 217 samples are selected.

(medium), vitality (high), interactivity (low), interactivity (medium), interactivity (high), 1 (importance), 2 (interest), 3 (significance), 4 (the appeal of news theme). It takes natural logarithm of dependent variable, new variables can be obtained: like logarithm, comment logarithm and retweet logarithm.

In order to explore the influence of independent variables on liking behavior, this paper fitted three groups of predictive variables. The results are shown in "Table II", "Table III" and "Table IV".

C. Data statistics and analysis

According to the level of independent variables and whether there are dummy variables, new variables can be obtained: vitality (low), vitality

TABLE II. SUMMARY

Model	R	R ²	adjusted R ²	Estimated error
1	.192 ^a	.037	.028	1.17189
2	.192 ^b	.037	.023	1.17464
3	.550 ^c	.302	.279	1.00938
a. predictive variable: (constant), high, medium.				
b. predictive variable: (constant), high, medium, high 2.				
c. predictive variable: (constant), high, medium, high 2, 4, 3, 1, and 2.				

^a Note: 1, 2, 3 in "Table II" correspond to a, b and c. (the same below)

Through the model summary table: the adjusted R² of Model 1 is .028, indicating that the fit of Model 1 has a low-level effect; the adjusted R² of Model 2 is .023, indicating that the fit of Model 2 has a low-level effect; the adjusted R² of 3 is .279, indicating that the fit of Model 3 has a higher effect and model 3 has the best fit. The value of the adjusted R² of Model 1 and Model 2 decreases, showing that the standard error is increasing, while the value of the adjusted R² of Model 2 and Model 3 increases, showing that the standard error is decreasing.

In "Table III", the F value and Sig. value (i.e. p value) with the significance of data results show that the F value of Model 3 is the highest among the three groups of models (F=12.926), indicating that the reliability of significance test of the regression equation is strong. Among the three models, the Sig. value of Model 1 <.05 (Sig.= .018^b), the Sig. value of Model 2 <.05 (Sig.= .046^c), and the Sig. value of Model 3 <.05 (Sig.=.000^d), indicating that the three models are significant, and Model 3 has the highest significance.

TABLE III. ANOVA^A

Model		quadratic sum	df	mean square	F	Sig.
1	regression	11.240	2	5.620	4.092	.018 ^b
	residual error	293.893	214	1.373		
	Total	305.132	216			
2	regression	11.240	3	3.747	2.715	.046 ^c
	residual error	293.892	213	1.380		
	Total	305.132	216			
3	regression	92.191	7	13.170	12.926	.000 ^d
	residual error	212.941	209	1.019		
	Total	305.132	216			
a. Dependent variable: like logarithm						
b. Predictive variables: (constant), high, medium						
c. Predictive variables: (constant), high, medium, high 2.						
d. Predictive variables: (constant), high, medium, high 2, 4, 3, 1, 2.						

In "Table IV", the Sig. value (i.e. p value) is used to judge the significance of the independent variable to the dependent variable (like logarithm). It is found that the high level of vitality (high) and the appeal of the news topic (4) have a significant impact on the dependent variable. The dependent variable, like logarithm, has great influence on the high level (high) and significance (3) of vitality and the appeal of news theme (4).

To sum up, the predictive variables of three groups have a significant positive correlation with the dependent variable (like logarithm), while the dependent variable (like logarithm) has a great influence on a single variable among the predictive variables of three groups.

TABLE IV. COEFFICIENT^A

Model		Non-standardized coefficient		Standard coefficient	t	Sig.
		B	Standard error	trial version		
1	constant (quantity)	5.271	.093		56.892	.000
	medium	.318	.211	.102	1.506	.134
	high	.746	.284	.178	2.622	.009
2	constant (quantity)	5.252	1.175		4.471	.000
	medium	.318	.212	.102	1.501	.135
	high	.746	.285	.178	2.615	.010
	high 2	.019	1.178	.001	.016	.987
3	constant (quantity)	3.682	1.032		3.569	.000
	medium	.314	.197	.100	1.589	.114
	high	.641	.267	.153	2.398	.017
	high 2	.861	1.022	.049	.843	.400
	1	.119	.170	.045	.699	.485
	2	.171	.172	.072	.995	.321
	3	.285	.146	.117	1.955	.052
4	1.286	.146	.517	8.800	.000	
a. Dependent variable: like logarithm						

In order to explore the influence of independent variables on comment behavior, the author fits the

predictive variables of three groups. The results are shown in "Table V", "Table VI" and "Table VII".

TABLE V. SUMMARY

Model	R	R ²	adjusted R ²	Estimated error
1	.063 ^a	.004	-.005	1.30403
2	.064 ^b	.004	-.010	1.30703
3	.440 ^c	.193	.166	1.18744
a. predictive variable: (constant), high, medium.				
b. predictive variable: (constant), high, medium, high 2.				
c. predictive variable: (constant), high, medium, high 2, 4, 3, 1, and 2.				

The adjusted R² of Model 1 and Model 2 are both negative, meaning that the fitting degree of

Model 1 and Model 2 is not good, and the adjusted R² of Model 3 is .166, meaning that the fitting

degree of Model 3 is medium, and the fitting effect of Model 3 is the best among the three models. The adjusted R² of Model 1 and Model 2 both decrease,

showing that the standard error is increasing, while the adjusted R² of Model 2 and Model 3 increase, showing that the standard error is decreasing.

TABLE VI. ANOVA^a

Model		quadratic sum	df	mean square	F	Sig.
1	regression	1.448	2	.724	.426	.654 ^b
	residual error	363.904	214	1.700		
	Total	365.352	216			
2	regression	1.480	3	.493	.289	.833 ^c
	residual error	363.872	213	1.708		
	Total	365.352	216			
3	regression	70.659	7	10.094	7.159	.000 ^d
	residual error	294.693	209	1.410		
	Total	365.352	216			
a. Dependent variable: comment logarithm						
b. Predictive variables: (constant), high, medium						
c. Predictive variables: (constant), high, medium, high 2.						
d. Predictive variables: (constant), high, medium, high 2, 4, 3, 1, 2.						

In "Table VI", the F value and Sig. value (i.e. p value) with the significance of data results show that the F value of Model 3 is the highest among the F value of three models (F = 7.159), indicating that

the credibility of significance test of the regression equation is strong. Among the three models, the Sig. value of Model 3 is less than .05 (Sig.= .000^d), indicating that Model 3 is significant.

TABLE VII. COEFFICIENT^a

Model		Non-standardized coefficient		Standard coefficient	t	Sig.
		B	Standard error	trial version		
1	constant (quantity)	5.271	.093		56.892	.000
	medium	.318	.211	.102	1.506	.134
	high	.746	.284	.178	2.622	.009
2	constant (quantity)	5.252	1.175		4.471	.000
	medium	.318	.212	.102	1.501	.135
	high	.746	.285	.178	2.615	.010
	high 2	.019	1.178	.001	.016	.987
3	constant (quantity)	3.682	1.032		3.569	.000
	medium	.314	.197	.100	1.589	.114
	high	.641	.267	.153	2.398	.017
	high 2	.861	1.022	.049	.843	.400
	1	.119	.170	.045	.699	.485
	2	.171	.172	.072	.995	.321
	3	.285	.146	.117	1.955	.052
	4	1.286	.146	.517	8.800	.000
a. Dependent variable: comment logarithm						

In "Table VII", the Sig. value (p value) is used to judge the significance of independent variable to dependent variable. It is found that the high level of vitality (high) and the appeal of news topic (4) had a significant impact on dependent variable (comment logarithm). The dependent variable, comment logarithm, has great influence on the high level (high) and significance (3) of vitality and the appeal of news theme (4).

In order to explore the influence of independent variables on comment behavior, it is necessary to fit the predictive variables of three groups. The results are shown in "Table VIII", "Table IX" and "Table X".

In conclusion, the predictive variables of three groups have a significant positive correlation with the dependent variable (comment logarithm), while the dependent variable (comment logarithm) has a great influence on a single variable among the predictive variables of three models.

TABLE VIII. SUMMARY

Model	R	R 2	adjusted R 2	Estimated error
1	.204 ^a	.042	.033	1.26728
2	.204 ^b	.042	.028	1.27023
3	.524 ^c	.274	.250	1.11611
a. predictive variable: (constant), high, medium.				
b. predictive variable: (constant), high, medium, high 2.				
c. predictive variable: (constant), high, medium, high 2, 4, 3, 1, and 2.				

The adjusted R² of Model 1 is .033, meaning that the fitting degree of Model 1 is medium; the adjusted R² of Model 2 is .028, meaning that the fitting degree of Model 2 is medium; the adjusted R² of Model 3 is .250, meaning that the fitting degree of Model 3 is high; among the three models,

the fitting effect of Model 3 is the best. The adjusted R² of Model 1 and Model 2 both decrease, showing that the standard error is increasing, while the adjusted R² of Model 2 and Model 3 increase, showing that the standard error is decreasing.

TABLE IX. ANOVA^a

Model		quadratic sum	df	mean square	F	Sig.
1	regression	14.777	2	7.389	4.601	.011 ^b
	residual error	340.474	212	1.606		
	Total	355.251	214			
2	regression	14.806	3	4.935	3.059	.029 ^c
	residual error	340.445	211	1.613		
	Total	355.251	214			
3	regression	97.392	7	13.913	11.169	.000 ^d
	residual error	257.859	207	1.246		
	Total	355.251	214			
a. Dependent variable: retweet logarithm						
b. Predictive variables: (constant), high, medium						
c. Predictive variables: (constant), high, medium, high 2.						
d. Predictive variables: (constant), high, medium, high 2, 4, 3, 1, 2.						

In "Table IX", the F value and Sig. value (i.e. p value) with the significance of data results show that the F value of Model 3 is the highest (F = 11.169), indicating that the significance test reliability of the regression equation is strong; in the three models, the Sig. value of Model 1 <.05

(Sig.= .011^b), the Sig. value of Model 2 <.05 (Sig.= .029^c), and the Sig. value of Model 3 <.05 (Sig.= .000^d), indicating that Model 1, Model 2 and Model 3 are significant, and Model 3 had the highest significance.

TABLE X. COEFFICIENT ^a

Model		Non-standardized coefficient		Standard coefficient	t	Sig.
		B	Standard error			
1	constant (quantity)	3.907	.101		38.873	.000
	medium	.277	.231	.081	1.198	.232
	high	.901	.308	.199	2.929	.004
2	constant (quantity)	3.738	1.270		2.943	.004
	medium	.276	.232	.081	1.190	.235
	high	.900	.308	.199	2.917	.004
	high 2	.170	1.274	.009	.134	.894
3	constant (quantity)	2.161	1.141		1.894	.060
	medium	.173	.220	.051	.786	.433
	high	.699	.296	.154	2.359	.019
	high 2	.823	1.130	.044	.728	.467
	1	.365	.188	.129	1.947	.053
	2	.461	.191	.179	2.414	.017
	3	.297	.162	.112	1.833	.068
	4	1.280	.162	.476	7.904	.000
a. Dependent variable: retweet logarithm						

In "Table X", the Sig. value (i.e. p value) is used to judge the significance of the independent

variable to the dependent variable. It is found that the high level of vitality (high), interestingness (2),

and the appeal of news topics (4) have significant effects on the dependent variable (retweet logarithm). The dependent variable, comment logarithm, has great influence on the high level of vitality (high), importance (1), interestingness (2), significance (3) and the appeal of news theme (4).

To sum up, the predictive variables of three groups have a significant positive correlation with

the dependent variable (retweet logarithm), while the dependent variable (retweet logarithm) has a great influence on a single variable among the predictive variables.

On this basis, the text features and news value elements of "Pear Video" microblog samples are analyzed by multiple linear regression, and the results are as follows ("Table XI")

TABLE XI. REGRESSION ANALYSIS RESULTS

		Like logarithm	Comment logarithm	Retweet logarithm
Vitality	Medium	.314	-.166	.173
	High	.641*	.015	.699*
Interactivity	High	.861	.577	.823
Importance	Yes	.119	.201	.365
Interestingness	Yes	.171	.087	.461*
Significan	Yes	.285	.232	.297
Appeal of news theme	Yes	1.286**	1.184**	1.28**

^a. Note: *p<0.05, **p<0.01

The medium vitality of "Pear Video" news is positively related to users' likes and retweets, but it is not significantly. And it is negatively related to users' comment behavior, but it is not significantly. Higher vitality has a positive correlation with users' likes, comments and retweets, and has a significant impact on likes and retweets. According to the data, the more vivid the short video news released by "Pear Video", the more attention they will get, that is, H1 is valid.

The higher interactivity of "Pear Video" news has a positive correlation with users' likes, comments and retweets, but they are not significant. According to the data, the stronger the interactivity of the short video news released by "Pear Video", the more attention they will get, that is, H2 is valid.

The importance of "Pear Video" news is positively related to users' likes, comments and retweets, but not significantly. According to the data, the short video news with important contents released by "Pear Video" is more concerned than that with no important contents, that is, H3 is valid.

The interestingness of "Pear Video" news is positively and significantly related to users' likes, comments and retweets. According to the data, the short video news with interesting contents released by "Pear Video" are more concerned than those with no interesting contents, that is, H4 is valid.

The significance of "Pear Video" news is positively related to users' likes, comments and retweets, but not significantly. According to the data, the short video news with significant contents released by "Pear Video" are more concerned than those without significant contents, that is, H5 is valid.

The appeal of "Pear Video" news theme has a positive correlation with users' likes, comments and

retweets, and has a highly significant impact. According to the data, the short video news with the appeal released by "Pear Video" are more concerned than those with no appeal, that is, H6 is valid.

To sum up, the results of this study are consistent with the hypotheses. Except for the negative correlation between medium vitality and comments, all the others are positive. Although the data result of this study is not ideal, it can also reflect valuable information. The higher vitality has a highly positive correlation and significant impact on users' likes and retweets. This data reflects that users like to watch and participate in short video news with higher liveness. Short video news with interesting content also has a good positive correlation and significant impact on users' retweet behavior. According to the data, users like to retweet short video news with interesting content. News that can arouse users' empathy and emotion has a highly significant impact on users' likes, comments and retweets. This data reflects the user's preference for the news with communication and appeal.

IV. CONCLUSION

A. Results and discussion

With the development of mobile short video news, the vitality of news has a positive correlation with the users' likes, comments and retweets. This also shows that when users watch short video news, they are easily attracted by news with the "vivid title", "vivid text content" and "vivid video content". As a news producer of new media, it is necessary to frequently use the tag "# +" to improve the relationship with news users. It can be seen from the data that this is a positive correlation, indicating

that this operation mode is effective to a certain extent. From the perspective of news value elements, users prefer to retweet the short video news with interesting content. And the users are more likely to like, comment or retweet the short video news that can arouse their emotional resonance. For example, "original family", "father's behavior will affect daughter's view on marriage", and "misbehavior will make daughter's expectation of the opposite sex lower" have achieved 34,237 likes, 16,511 comments and 16,020 retweets. Such data is very rare in the statistics of original case data.

Combined with the results of this study, from the perspective of the development of "Pear Video", it is believed that the "Pear Video" news can be strengthened in the following three aspects:

1) *Improving the quality of short video news picture*: The news topic of "Pear Video" must be "close" to the life, and the current political news in China and foreign countries, stars' news, people's life, social and humanistic news are the objects of its attention. With the limitation of 140 characters of "Pear Video" microblog platform, it is necessary to be good at reporting the contents in the form of "vivid title" + "brief news content" + "short video news picture". The text description of news needs to be objective and accurate to improve the vitality. In addition to the "vivid title" which is well done at present, it needs to have high requirements for the video: improving the shooting level and quality, controlling the rhythm and duration of the editing picture, etc. Users are often attracted by news headlines or video images, and text description plays a supporting role in most users' reading habits. Users are used to "reading" news by "watching".

2) *Paying attention to the interaction with users*: "Pear Video" news in Weibo platform is currently in the state of being "pushed". Although the topic tag and other elements are added to the news title, there is few interaction with the audience. "Pear Video" has hardly been rewetted and commented. In this way, the interaction with users is much weaker. "Pear Video" can also appropriately create some interesting topics and guide the audiences to have interactive discussion, which is also a way to enhance its interactivity.

3) *Strengthening the establishment and cultivation of correct values of journalists*: In early December 2018, "Pear Video" released a piece of news called "the most refined indictment in history". According to this piece of news, Mr. Sun said that he fell in love with a girl at first sight in a bookstore. In order to find the girl, he first gave up his job and waited for 50 days for no result. Finally, he decided

to sue the local court to find the girl. This is not in line with the law and logic, and Mr. Sun's irrational behavior would increase the burden on others. However, the title of the incident was edited with the color of gossip. Users' attention to the news continues to rise. Among the comments, many users question Mr. Sun's behaviors. This query reflects the rational thinking of many users, and also shows the opposition between the values of users and editors through interaction.

B. Limitations and suggestions

In this paper, 217 samples are selected by systematic sampling, and the ideal sample size is more than 400. Therefore, the next step is to randomly select one month in 2019 except May, and the equidistant sampling method will be used to select the appropriate sample size. There are too many subjective factors in the judgment of independent variables in this study, which cannot be avoided at present. Whether the three levels of vitality and interactivity is the most scientific needs to be further explored.

From the perspective of "news value" of Chinese news theory, this study takes news value elements as one of the independent variables to analyze the popularity of short video news content, which can play a certain reference role for related researches. The research content can be extended to the popularity of different types of news content on "Pear Video".

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