

Creating a Popular Video——The Case Study of the Influencer Blogger "Jia Jia" on Tiktok

Sitao Yang*

¹ English-Chinese Bilingual Broadcasting, Sichuan Conservatory of Music

*Corresponding author. Email: YST18708241116@163.com

ABSTRACT

In the era of information fragmentation nowadays, the renewal and transformation between traditional media and new media has promoted the emergence of convergence media era. As network technology continues to develop, media communication class platforms are renewed and transformed at a high speed. Various famous online video accounts strive to launch their own special advantages in order to achieve the effect of attracting viewers to increase the number of views and enhance the popular rate. As a representative of the most well-known media video platforms, Tiktok has emerged to provide a new way of entertaining people in a fast-moving society to express themselves and their views. In particular, Tiktok has successfully established its own brand and style with its "short video + music" model. As a result, Tiktok stands out from the competition of thousands of video platforms, thus creating a trend of "short videos + music" and "popular videos". It has contributed to the emergence of many influencer bloggers. Moreover, it also provides a typical example for us to study the new media video model. Based on this, this paper analyses how to create a popular video by integrating the case study of the influencer blogger "Jia Jia" on Tiktok.

Keywords: Short video background, Information fragmentation, Convergence media, "Short video +" model, Tendency setting, Popular video.

1. INTRODUCTION

1.1. Background

Nowadays, the network technology has been increasingly optimized. As a result, [1] short videos have caught the attention of a large number of young people with their short, explicit and personalised content, which has achieved nationwide popularity over a remarkably short time. In the convergence media era, the ecology of the media is constantly being reconstructed. It is essential for communicators to adapt to short video development strategies in the era of convergence media by accelerating the speed of information diffusion in order to facilitate a healthy and stable development of short videos.

As the medium for the dissemination of information, media refers to the tools, channels, carriers, intermediaries or technical means by which people transmit information and access to information. Rather, it also refers to the tools and means of transmitting information such as text and sound. Certainly, the media can also be considered as all the technical means to

achieve the transmission of information from the source to the recipient. Media is defined in two ways: Firstly, as an object that carries information. Secondly, as an entity that stores, presents, processes and transmits information. Communication, in other words, it is an indispensable medium for the exchange of information. As a way of communicating information, "visual communication" has a wide impact, a large scope and a very large audience. It has generated a great deal of research interest in how we can better use it and thereby further expand its reach. Leonardo da Vinci ever said that "The senses that are closest to the senses are the most responsive, and this is vision." A series of new media categories have emerged along with visual communication: "popular videos" have become the representatives and trends of the contemporary media world, which are spreading among the people at a very fast pace. As a new product of the Internet, the emergence and development of online video has directly changed the ecological pattern of online communication, as well as influencing significantly the online entertainment life. Currently, the Internet has entered an era of "long video", from the development to the heyday of online video, the competition and

development of the video market has generated new online video products. In particular, a phenomenal online video practice has captivated the industry, viewers and scholars.

1.2. Significance

Media has become not only one of the essential tools of the contemporary communication media, as well as an essential research project that should be studied in depth to discover its potential. As an important representative of the transition from old to new media, its product, the "popular video" has changed the conceptual framework of traditional media and raised people's awareness of new media. As a result, the transition from traditional media to new media, the constant innovation and the exploration of new and unknown areas become a way of exploring its charms and its mysteries.

2. CONTENT

(1) Powerful external foundation advantage: The support of the media platform guarantee and the conscious marketing packaging of its contracted companies.

As the medium of information dissemination, media is the foundation of all communication-based media platforms. Without this medium, all information would be unable to reach the purpose of dissemination. Tiktok has been continuously updated and developed, and has become a more comprehensive large-scale media-type platform with a huge user base, which supports the maintenance and protection of all video numbers issued by Tiktok accounts. As a video blogger, no matter which video number platform we are publishing our content on, we first have to pass the user registration under the relevant media platform in order to publish on its platform smoothly. Moreover, all the content we publish on that platform will be supervised and audited by that media platform. After determining that the criteria have been met and permission granted to publish, the platform will protect and defend all of our work, which sets the stage for the creation of popular videos.

(2) Given the security of the media platform, most people will choose to work with the company if they want their video to spread quickly and achieve a "popular" effect in short time, unless they have a strong talent in this area. The first step in the process is to negotiate and sign a contract. Following this, the contracting company will tailor the video to the user's own characteristics, which is known as "packaging". The user is responsible for defining the main content of the video and researching it over and over again to create the own reputation. The platform partner will provide the appropriate support in planning and

professional filming (equipment, location, professional team) to guide him. Subsequently, following the initial planning and filming, post-production is the key to optimising the quality and content of the video. No matter how well the actors act or how they use the camera, or how they add the right soundtrack, whatever the level of video content, it will look completely new in post-production. As a result, the video is streamlined, clear and distinctive, thus meeting all the requirements of a short video. Lastly, the final product is widely promoted, distributed and disseminated through a variety of channels on all major media platforms, so that the video quickly catches the eye. As the exposure rises, the popularity continues to rise and with the constant increase, likes and reposts, a popular video is created.

3. THE ADVANTAGES THAT THE BLOGGER HAVE: IDENTIFY THEIR OWN CHARACTERISTICS, KEEP INNOVATING THE CONTENT, KEEP CREATIVE IN STYLE

(1) With the strong packaging support of external media platforms, many bloggers of popular videos are closely associated with standing on the shoulders of giants. With such a high standard, in addition to the external factors driving the bloggers' creation of their popular videos, their own inner heritage plays a decisive role in the research and creation of future popular videos. Hence, it is important to find your own characteristics and exploit your strengths in order to have a constant source of creative inspiration for the video content, thus avoiding monotonous and tedious, uniform situations.

(2) The content of an article defines the blogger's attitude and the final result, and so does the creation of a video. It is particularly important to innovate the content after setting the tone in line with the style. Tiktok influencer blogger "Jia Jia", who started the own identity as an art university student as the basis for creating videos, combined with own expertise and instrumental music, to create innovative content for each edition, which made the videos get positive reviews and reposts from the audience once they were uploaded, thus reaching the popular effect one after another.

(3) One of the essential internal factors in creating a popular video is maintaining the creativity of the video style. It's not about quantity, but quality. Hundreds of videos are not as valuable as one unique video, which can have a huge impact. Therefore, in order to preserve fresh content over time, it is necessary to take the essence and remove the dross.

4. SEIZE THE THEME OF THE ERA AND IDENTIFY CURRENT AFFAIRS HOTSPOTS: CATCH THE TRENDY CONTENT AND PARTICIPATE IN TRENDY CONTENT PRODUCTION

In the current era of fragmented online information, media content continues to be updated and traditional media continues to transition to new media. In this regard, with the advent of convergence media era, it has changed the previous concept of traditional media from the initial complete, long videos with excellent content quality and strong narrative to the era of streamlined and clear short videos gradually. [1] The main characteristics of short videos are broad audience and high participation. In comparison with traditional media, short videos have very significant advantages in terms of communication effects. As a general rule, a short video with very concise content and content directly related to the topic often allows people to understand what the author is trying to say more quickly without having to think deeply. The main video content is displayed directly to the user and thus the loss of time due to disinterest can be greatly avoided. In order to facilitate the popularity of short videos and increase the efficiency of access to information for users, creators can deliver their messages through short videos, and users can feel the emotions of creators through their process, which can cause emotional resonance. In comparison to previous media, short videos are more rapidly popularised, have a wider range of activities and a higher degree of enlightenment. Therefore, it is important to recognise real-time trends, seize the themes of the era and identify hot topics that are closely linked to popular concerns in order to create popular videos that audiences will love.

In addition, the creative choice of video should engage with trends, both in the planning of content and in the selection of topics. It is important to address the audience and to deepen the video content to make your production more recognisable. Moreover, it is also necessary to strengthen the interaction with users and increase their loyalty. The premise of capturing the audience point, the flashpoint (highlight) of the object given by the production video can cause people to resonate. In early February of 2020, COVID-19 epidemic hit the country. During this period of national isolation, the use of media networks has become increasingly valuable. Tiktok blogger Jia Jia released a series of short videos called "Online Classes at Home for Art Students" from February to March 20. By telling the story of own experience of taking online classes at home and combining it with innovative content and own nonsensical language and physical comedy, the series quickly became popular on Tiktok. Precisely, due to the fact that he catered to the social context of the time and captured the popular psychology of people generally

staying at home, he gradually brought joy and happiness to people who were isolated at home to escape their boredom. It also further demonstrated the situation of art students at home during their online classes, making us want to know more about their videos and their lives.

Certainly, besides catering to the social context of the subject matter, innovation in the selection of topics is also key to ensuring that the video is popular. After the series of "Online Classes at Home for Art Students" ended, Jia Jia began to capture a series of new trends that emerged after the epidemic was lifted. For example, he created an issue of "When the start of semester is postponed until September", as it was a common topic of conversation that students go straight from freshman to sophomore, and that the transition from junior to senior only takes a few months at home. The question was raised by a university senior when he was asked by a new student where the academic office was (because the senior had only been studying for half a semester before the school was closed, and he became a senior before all the facilities of the school had been cleared up), which caused resonance among seniors and sisters of the same age. Additionally, ordinary and unappreciated things in life are magnified and polished in Jia Jia's videos, thereby turning the "ordinary" into "trendy" content. For example, it is common for music bloggers to use musical instruments to play a whole piece of music, but Jia Jia and roommates played a "grassroots" concert by using all the objects in the dormitory that could make a sound. Many students began to imitate it, and it became an instant campus trendsetter.

5. INNOVATIVE PROMOTION AND MARKETING METHODS IN SEARCH OF ALL FAVOURABLE RESOURCES: COOPERATION AND ADVERTISING BENEFITS WITH INFLUENCERS OR CELEBRITIES TO EXPAND MARKETING MEANS

(1) At a time when the internet marketing economy is developing rapidly, video number platforms have gone through the process of launching influencers and celebrities who endorse their platforms from the beginning, which provides a precedent and talent advantage for the cultivation of new bloggers. In addition to produce daily high quality popular videos, many newly-emerged bloggers under the cooperation of the platform company will choose to conduct live PK with the platform's major influencers and bloggers to boost the number of video views. For example, in recent years, the influencer blogger Li Jiaqi has emerged as a model for live-streaming with goods. On behalf of student bloggers, "Qingdao Aunt Zhang Daxia" and "Zheng Lifen'er". Foodie bloggers such as "Pupu Jiji" and "Shi Ge Paopao". Education bloggers such as

"Andrew Cap". They all have collaborated with each other on live streaming, networking and PKs to boost popularity. Alternatively, a new word or a new joke that pops up inadvertently during a live chat is a popular trend. This 'dream link-up' phenomenon is also an important factor in the popularity of the videos, as both sides of the video have appeared in the production. As this marketing method does not only have a celebrity effect, but also through this effect way in the short term to quickly attract flow, and thus increase the probability of popularity. Jia Jia's videos burst has been inseparable from Tiktok live streaming PK, which has also contributed to the increase in views and the number of fans.

(2) Besides the collaboration that can be made with bloggers or celebrities, what we encounter most on short video platforms is the broadcast of our least popular advertisements halfway through or at the climax of the content. Such classic marketing techniques that emerged in the traditional media era have been given new meaning in convergence media era, [2] and people's consumption behavior has become more diverse. The advertising and operation planning work in the creation of popular products should pay attention to the output of quality content to meet the needs of users and form creative clusters. In this way, the audience can be directly faced, broadening their own marketing channels and eliminating the boundaries of advertising. This makes the original performance of a single form of operation into a new model of "content optimization + promotion of communication + guide consumption". In summary, all marketing methods are designed to generate video views, likes and reposts.

6. EMPHASIS ON VIDEO QUALITY: THE APPROACH, MEANS AND CONTENT OF CREATION

The reason why an excellent video can be popular is that quality content is often what meets the needs of users and forms the creative set. Improving audience objectivity is an important key. Furthermore, the way a video is shot determines the degree of its quality, which is like a piece of jade that needs to be polished hundreds of times, and a complex production process before it can become a top quality masterpiece for sale. Both domestic and international classics have been rereleased countless times in cinemas, and the reason why they have been able to bring people a different feeling each time, and have been able to endure and even become a model in the film industry, is inseparable from the process of creation.

The requirements for the production of popular short videos are even higher.[3] Featuring high socialization, high sharing, low technology and low threshold for creation, videos are easy to create and can be done with just a mobile phone or computer. Due to the short

length of the video, the production cost of a single video is very low, and it can be applied to all aspects of life, with abundant content. Given the increasing competition in the market today, the pace of life is accelerating and time is gradually becoming fragmented. Therefore, in this context, short videos with diverse, simple and interesting content have become popular and short video platforms are growing rapidly. It is a huge challenge for us to create a unique content within a limited and extreme time frame, under the premise of guaranteeing the popularity, which is related to the video creator's accumulation of material and own foundation.

With regard to the process of creating popular videos, the main points are as follows:

(1) Preliminary conception: In order to produce a short video, the first step is to determine the theme and differentiate it from the previous one to ensure that the same content does not appear, to keep it innovative, to participate in the trend, the subject matter can be unlimited. However, it is important to have a style that belongs to you and when it is most appropriate to show it on point, which does not appear abrupt and does not look pretentious.

(2) Preparation of the location and equipment: As we all know, video shooting is inseparable from the assistance of filming equipment and the location of the scene, so the choice of the scene is very important to the background content of the whole video. Regarding the equipment, short videos are usually based on auxiliary filming brackets, mobile phones or small Vlog equipment, and some bloggers will also choose a camera with better clarity and effect for some detailed filming, so the details determine success or failure, and the quality of the video can be shown instantly.

(3) Mutual cooperation between actors and crew members: We can find out how some famous video bloggers on Tiktok to create high quality. Actually, it is closely related to the professional team to a large extent, and the repeated deliberation and screening of each shot provides a strong guarantee for the quality of the video.

(4) Post-production editing: Previously, the production of large films and TV series required a large number of professionals to take charge. However, the production of short videos has revolutionised the situation by making them self-sufficient, so that they can be filmed and edited by themselves. Pr, Cap Cut or ME are increasingly popular on computer or mobile phone, which allows users to edit to a master level if they have the basic skills. As a result, many of the videos are provided by the software and the bloggers choose their own scenes.

(5) Distribution of final content: It is crucial that the final product is uploaded to become a popular video. It requires cautious thinking on the part of the blogger as to how to conduct an effective and wide distribution as

well as multi-channel distribution channels. If the results are not good in the short term, there is the possibility of taking it down and reworking it.

Overall, the emergence of any popular video is inseparable from the careful planning and operation of the planner. In line with the needs of the public, so that people accept. It is important to ensure that the content is always different, just like the creation of a work of art, to have its own uniqueness so that people find artistic effects, like the unity of [4] image and rational understanding, the unity of emotional experience and logical cognition, the unity of aesthetic activities and ideology combined, so that the popular video are more artistic, ornamental, unique.

7. CONCLUSION

The media effects of the convergence media era allow unlimited possibilities for the "short video +" approach. In order to create a real popular video, it is not only the personal effect of the blogger. [5] Nobody is an isolated individual. Individuals form groups, and groups create a tightly intertwined social network based on different attributes, relationships and purposes, which is called "hashtags". All the connections established between bloggers and their surroundings, whether it is platform support, content creation and creativity or participation in the production of trendy content, should seize the theme of the era, evolve with the times, establish their own characteristics, build their own foundation roots, find internal demand to promote the role of external factors. As a result, the number of views of the short-form video can increase and "popularity" can be achieved in a short time. Hence, how to make a popular video is definitely a theme of the era that we need to continuously explore in depth.

REFERENCES

- [1] Pan Jincai. Analysis of the characteristics of popular short videos in convergence media era [J]. News Trend, 2021(07):40-42.
- [2] Li Jiaze. The creation path of popular production under the background of short videos [J]. Reporter Yao Lan, 2021(03):104-105.
- [3] Chen Chen. Analysis of current situation and development of Tiktok short video in convergence media era [J]. Media Forum, 2021, 4(02): 46-47.
- [4] Peng Jixiang. Introduction to Art [M]. Beijing. Peking University Press, 2006: 96.
- [5] Meng Xin. How to create a popular video account-Taking the video account of Zhuhai Special Economic Zone as an example[J].China Local News, 2021(07):116-117.10.16763/j.cnki.1007 - 4643.2021.07.050.