



Research on the Creative Way of Popular Short Video Content in Health Category

Take the Popular Science of Electronic Cigarettes on the Tik Tok Platform as an Example

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Abstract. Most of the domestic short videos of health have great differences in content attractiveness, resulting in less output of popular short videos. This paper takes the related short videos of “e-cigarette harm” on the Tik Tok platform as the research object, and through the evaluation criteria of popular short videos, using the content analysis method to explore the characteristics and laws of health-related popular short videos from the perspectives of video content, creative methods and presentation forms, and conduct in-depth analysis of the collected cases. The research results show that there are mainly two creative ways of short videos on the harm of e-cigarettes: explanation-recommendation and storytelling. In addition, the explanation and recommendation category is more popular, while the storytelling category needs to be improved in the quality of video creation.

Keywords: Health communication · Popular short video · Tik Tok · Creative way · E-cigarette hazards

1 Introduction

As an electronic product that is popular all over the country, electronic cigarettes are gradually becoming younger and younger. Many manufacturers have grasped the characteristics of teenagers’ curiosity and pursuit of trends, and forgot the warnings that cigarettes are harmful to the body. The low price attracts the target audience, which not only brings a lot of bad atmosphere to the society, but also makes people’s love for electronic cigarettes continue to increase. The State Tobacco Monopoly Administration issued an announcement on the “Measures for the Administration of Electronic Cigarettes” on March 11, which pointed out that it is necessary to strengthen the popularization and education of the harm of electronic cigarettes, and to discourage young people from smoking electronic cigarettes while prohibiting primary and secondary school students from smoking electronic cigarettes. It can be seen that the promotion of health-related short video content harmful to e-cigarettes is urgent. However, in the promotion and popularization of health-related short videos, there are problems such as lack of influence, single content format and uneven video quality. Through the organic

integration of short videos and health communication, this research explores the creative ways of health short video content on the Tik Tok platform today, and integrates a feasible plan for creating popular videos.

2 Literature Review

2.1 Health Communication Literature Review

Taking the CNKI platform as an example, “health communication” is used as a keyword to search. In the fields of medical and health care, media, etc., there are a total of 1007 related studies since the first scholar’s research in 1986; with “health communication” as the main theme, “Short videos in health category” were searched as a secondary topic, and a total of 45 research documents were obtained, accounting for only 4.5% of the field of health communication research.

As for the definition of “health communication”, the most classic one was proposed by Rogers in 1994. Health communication is the transmission of medical scientific research results into health information that the public can understand. Through the change of attitude and behavior, the morbidity and mortality can be reduced, in order to achieve the purpose of improving the quality of life and health of a community and even a country [1].

After entering the 21st century, American scholars have subdivided research directions, and nearly half of the research is on tobacco control, AIDS, alcohol and drug abuse. In terms of research methods, most of them are quantitative research, among which the questionnaire survey method is the most used; the second is the content analysis and experimental method; the qualitative analysis is less used [2].

As an imported product, the professional academic research of health communication started late and developed relatively slowly. 1987 was the starting point of domestic health communication research, and the concept of “health communication” was first proposed and established in 1993 [3]. However, based on the development of communication science in my country, the initial research of Chinese scholars is biased towards health education and public health. After entering the 21st century, the domestic health communication research model began to change gradually. The outbreak of SARS in 2003 connected mass media with health communication. In November of the same year, the “China Health Education and Mass Media Forum” held in Beijing marked a new stage of health communication in the mainland [4].

As far as the domestic research field is concerned, the topic with the largest number of researches is health communication in mass media, focusing on effect research; the following is a review and comparison of the history of health communication in China and the United States, nearly 20% of the research comes from the field of health education and health promotion [5]. As far as research methods are concerned, domestic scholars focus more on qualitative research, using the literature research method the most, followed by content analysis method and questionnaire survey [6]. However, a small number of scholars will combine multiple methods in their research.

2.2 Health Short Video Literature Review

The rapid development of the Internet has brought a new development direction to health communication. The rise of short video platforms has made health communication more interactive and richer in content.

However, in the domestic short video platform, there are still gaps in the research on the field of health communication and there are many problems. Wang Yongan and Fan Qingli believe that the main body of health short video in the Tik Tok application is not professional enough, account authentication names are confusing, health rumors affect audience cognition, and the overall content of short videos is monotonous [7]. Wang Xinru believes that in the post-epidemic era, short video platforms have gradually become the main way of health communication, but there are still many problems caused by improper supervision of short video platforms, and it is urgent to improve the quality and authority of short video content [8].

2.3 Literature Review of Popular Short Videos

Short videos have risen rapidly due to the characteristics of fast dissemination, wide cross-platform dissemination, and strong sense of interaction and participation. In the limited time of short videos, creators need to find the attraction of each video and create popular short video content. As of March 1, 2022, CNKI platform has a relatively small number of literatures in the field of popular short videos. The author used “popular short videos” as a keyword to search, and a total of 59 related studies were retrieved. In addition to 4 master’s thesis, the remaining 55 are journal papers.

Domestic scholars Shen Jiequn and Wang Zhong summed up some key points on how the newspaper media created a popular short video with millions of views. The first is to be unique in theme planning, and to select the correct video presentation form; secondly, when shooting video content, the producer must grasp the explosion point of the video content and guide the shooting guests to maintain the best state in the short communication time. Finally, it is necessary to master the platform traffic password, and create video titles that attract audiences according to the user characteristics of different platforms [9]. Song Dongqiang, in his research on the popular short videos on the Tik Tok account of the People’s Daily, found that the video content must grasp the user’s demand for such information and satisfy the audience’s psychological expectations. In addition, the narrative method should be closer to life, telling stories with warmth, humanity and positive energy [10].

3 Method

3.1 Research Questions

The main research object of this paper is the short video content related to the harm of electronic cigarettes on the Tik Tok platform, which is used to study the specific presentation form of short videos of health-related popular styles, and try to solve the following problems in the research process:

1. What are the main creative ways of video content for short videos in the health category?
2. What is the video data about the harm of electronic cigarettes on the Tik Tok?
3. What are the basic characteristics and rules of health-related popular short videos?
4. How should the media effectively carry out healthy communication and create popular videos?

3.2 Research Methods

This paper takes quantitative and qualitative framework theories as research methods. In the video content of Tik Tok short video related to health communication - “the harm of electronic cigarettes”, quantitative analysis collects the content data of the overall video, and qualitative research will convert the collected data into text descriptions in the follow-up. There are two main research methods used:

3.2.1 Case Analysis Method

According to the video material provided by the “Hazards of Electronic Cigarettes” in the search box of the Tik Tok platform, the relevant characteristics of the content, form and creative method of short health videos are summarized. In this study, a total of 10 related short videos on the platform were selected, and classic cases were selected for analysis [11].

First of all, a total of 7 relatively popular short videos were collected in the visual creative method of the explanation-recommendation category, and all of them were broken videos.

- (1) Knowledge explanation. This type of video is mainly presented in the form of “text + picture, picture + dubbing”, and the audience will be popularized and explained to the audience by means of voice-over and special effects animation. Paitou International released a short video “18-year-old suffers from mysterious lung disease, lungs look like 70-year-olds” for the promotion of health content. After this video was released on September 17, 2019, it has accumulated 141,000 likes and 59,000 reposts. It has received the highest attention among knowledge explanation videos.
- (2) Clip reorganization. This type of video is mainly presented in the form of “text + picture + background music”. After the creator extracts the essence of the original video, he integrates and reorganizes multiple video contents. “Daily Economic News” released the short video “New Research: Smoking E-cigarettes May Increase the Risk of Erectile Dysfunction in Men” on December 2, 2021, with a total of 45,000 likes and 91,000 retweets.
- (3) Explain directly. Such videos are mainly presented in the form of “text + pictures + interviews or explanations”, introducing and explaining relevant knowledge through the conclusions drawn by authoritative figures in the industry. In order to popularize knowledge about the hazards of e-cigarettes, “Sou Tianxia” released a short video “Can e-cigarettes cause COPD?” on December 2, 2020. This video is one of the most popular short videos in the field of e-cigarette hazards, with a total of 411,000 likes, 134,000 comments, and 168,000 reposts.

Secondly, a total of 3 short videos were collected by the visual creative method of storytelling. 2 videos that were out of the circle were relatively popular, but 1 was a closed-loop video.

- (4) Animated stories. Such videos are mainly presented in the form of “animation + plot, text + dubbing”, and vividly tell the audience about the dangers of electronic cigarettes through plot cartoons. On July 6, 2021, “Oriental Tobacco News” released a short video about “Minors must say no to electronic cigarettes”, with a total of 211,000 likes and 19,000 comments. It’s the hottest in the storytelling category.
- (5) Live-action performances. This type of video is mainly presented in the form of “actors + plot, subtitles + original sound”, and uses simple fragment interpretation to promote the development of the story in the predetermined direction. “Yueyang Evening News” shot a short video on January 26, 2022 with the theme “E-cigarettes are no less harmful than traditional tobacco” for the popularization of electronic cigarettes. The cumulative number of likes was 568, and the cumulative number of comments and reposts was 369. It can be determined from the number of fans of the account of 1.063 million that this short video of health is the only closed-loop video in this research sample.

3.2.2 Content Analysis Method

First of all, it is determined that the overall research is all video content in the field of “the harm of electronic cigarettes” on the Tik Tok platform; secondly, it is determined that the analysis unit is the popular video content of the harm of electronic cigarettes; finally, starting from the research samples of 10 short health videos, the different characteristics of the video are classified into categories and the analysis results are encoded.

This research will take the “Tik Tok Application” as the main analysis channel, and take the related short videos of “e-cigarette harm” as the research object (data as of March 22, 2022), and according to the basic criteria for evaluating popular videos. The short videos with low popularity on the platform were removed, and 10 popular video contents were finally screened for in-depth analysis. Since there is no case of scholars conducting content analysis in this field in the field of health short videos, the study establishes the coding table in Table 1 based on the similarities and differences between videos and the conclusions from the preliminary analysis.

Table 1. Research content coding

Index	Explanation
Number of likes	Cumulative likes as of March 22, 2022
Comment volume	Cumulative comment volume as of March 22, 2022
Forwarding volume	Cumulative forwarding volume as of March 22, 2022

(continued)

Table 1. (continued)

Index	Explanation
Creative way	It is mainly divided into two types of visual creative methods: explanation in popular videos-recommendation and storytelling.
Video type	The types of health short videos are relatively rich, and the types of videos are roughly divided into: knowledge explanation, editing and reorganization, direct explanation, animation story and live-action interpretation
Personas	Because the topics of short health videos are mostly knowledge science. Therefore, the characters are mainly doctors, smokers and ordinary people.
Background music	As the main music creative short video software, Douyin also has great consideration in the selection of background music, which is mainly divided into platform popular audio and original editing audio
Length of time	In this research sample, there are 5 short videos with a duration of less than 30s, 4 short videos with a duration of 60s-1'30, and only 1 short video with a duration of 4'57
Types of Actor's Lines	Divided into actor dialogue, dubbing narration and character monologue
Subtitles or not	Refers to whether there are subtitles in the short video of health category

4 Characteristic Analysis

4.1 Number of Likes, Comments and Retweets

As of March 22, 2022, the most popular short video about the dangers of electronic cigarettes ranked first in the number of likes, comments and reposts, with 411,000 user likes and 134,000 comment data and 168,000 retweets by users. Among the above three types of video data, the amount of comments is nearly 6 times higher than the overall average, and the increase is the largest; the amount of likes is 4.15 times higher than the overall average, and the increment ranks second; the amount of forwarding is 3.7 times higher than the overall average, the increment ranks third.

Studies have shown that health short videos on the Tik Tok platform have the phenomenon that the video content is too simple and health rumors affect the audience's cognition. According to the standard deviation data provided in Table 2, among the 10 short videos in the research sample, the standard deviation of the three sets of data of likes, comments and reposts is small, which indicates that the short videos with high attention and the overall content quality is good. On the contrary, the creation level of short videos with low attention needs to be improved.

Table 2. Statistics of popular short videos in health category

Variables	Maximum value	Minimum value	Average value	Standard deviation
Number of likes (10,000 times)	41.1	0.042	9.899	12.124
Number of comments (10,000 pieces)	13.4	0.007	2.247	3.868
Forwarding volume (10,000 times)	16.8	0.023	4.527	5.052

4.2 Time Length Analysis

After analyzing the length of health short videos, this paper draws the relevant results: based on 10 research data, between 1–15 s, there are a total of 2 short videos, of which 1 video is the most popular, located here first in the field; Between 16–30 s, there are a total of 3 short videos, of which 1 video is the second most popular in this field; the short videos of health-related popular styles within 60–90 s have the largest output, with a total output of 4. Among them, 2 videos have high popularity, and the popularity of 2 videos is at the bottom of the total data; only 1 video has a duration of 4 min and 57 s, and the video popularity is moderate.

From the above data, it can be known that the popularity of short videos of health-related popular styles is not affected by the length of time. Whether each video is popular needs to be judged from the subject matter itself and the quality of creation.

4.3 Analysis of Creative Ways

There are two main types of visual creativity in the short videos of health-related explosions in the field of e-cigarette hazards: explanation-recommendation and storytelling. The explanation-recommendation category is the mainstream for the creation of popular short videos in the health category, accounting for 70%, and the storytelling category accounts for 30%. There are also differences in the audience groups of the two types of creative methods. The explanation-recommendation category is mainly aimed at people who have certain news appeals. They will regularly obtain relevant health consultations. The official media who choose such creative methods need to uphold fairness, objectivity, and integrity.

Storytelling is a relatively innovative type of short health video. It is presented in two forms: animation and real-life plot. The audience of this type of video is mainly teenagers, and it mainly attracts audiences with the two characteristics of sequel and fun. However, the plot setting and shooting techniques have also become the top priority during creation. If the plot design is far-fetched in the finished film and the actors are improperly selected, it will reduce the audience's expectations for the content of the sequel, thus affecting the video traffic of the follow-up works.

4.4 Video Type Analysis

The 10 popular short videos collected in this research can be divided into: knowledge explanation, editing and reorganization, direct explanation, animation story and live-action interpretation. The direct explanation category accounts for the highest proportion, at 40%; the knowledge explanation and animation story categories account for 20% respectively; the editing and reorganization and live-action interpretation categories account for 10% respectively. Direct explanation short videos rely on the researchers in the industry from a professional point of view to convey relevant knowledge to the audience through short language and quickly attract the audience's attention, thus gaining a high degree of attention. Therefore, it is favored by the majority of video creators in the popular short videos of health.

Knowledge explanation and animation story videos occupy the second place. In fact, it can be seen that this is a contest between two creative methods of popular science explanation and storytelling. Through their respective video advantages, they can attract target audiences.

Editing reorganization and live-action interpretation are ranked third. The former is because of doubts about the credibility of the video content, so few creators are willing to produce it; the latter is because the overall production cost of the video is higher than other types. Therefore, creators are more willing to choose to reduce the video production cycle and creation cost. Meanwhile, they can also produce explosive models.

5 Law Exploration

5.1 Features of Creative Ways: Explanation-Recommended Short Videos Are Easy to Become Popular

Among the top 10 short videos in the health short video popularity list, the visual creative method of explanation-recommendation produces a total of 7 short videos, which are more likely to become popular. Because there are two main sources of attraction for explanation-recommended short videos, one is that the explanation object itself has certain characteristics, which can deliver positive energy and objective video content to the audience; the other is that the explainer itself has a certain attraction. For example, in the popular short videos of health, most of the explainers are doctors and experts and scholars who have made achievements in related medical fields. Therefore, explanation-recommended short videos have been highly recognized by the audience in terms of content credibility and authority.

The popularity of storytelling visual creative methods is second only to the explanation-recommendation category in the health-related short videos in the whole field of e-cigarette hazards. It is mainly through different narrative forms to complete the reorganization and presentation of the content of a certain story in a specific group. The appeal of such short videos mainly comes from the content of the story, the conflict and its development. Therefore, short storytelling videos are more able to win the audience's attention in terms of the narrative and interestingness of the plot content.

5.2 Video Type Characteristics: Short Videos of Animated Stories, Direct Explanation and Knowledge Explanation, Are Easy to Become Popular

Among the popular short videos of health, a total of 4 videos of direct explanation are produced, which are the most created videos in the field of electronic cigarette harm. After research, it was found that such videos are mainly information science about health content, and video content that conveys positive energy to the audience through the opinions of experts in the medical field. Because the audience has a high degree of trust in doctors and is blessed by the nameplate of the official account, and the video itself is presented in a concise and clear form, the communication effect of the video is better improved.

The knowledge explanation category and the animation story category have respectively produced 2 video contents, which are second only to the direct explanation short videos in the number of video creations. The knowledge explanation category mainly organizes the research results of most medical experts in the field of e-cigarette harm, and forms a detailed health science video in the form of narration explanation, so that the audience can fully understand the harm caused by e-cigarettes to the human body. Animated stories are mainly presented in the form of serials, and the plots are very interesting. The harm of electronic cigarettes is drawn out through interesting plot content, thereby raising the audience's expectations for short animation stories.

6 Conclusion

Nowadays, health-related short videos have become the general trend. After solving the problem of food and clothing, people have turned more attention to health science popularization issues such as how to eat healthy, keep fit, and the types of products that endanger personal health. It can be seen that the content quality of health-related short videos is very important, and media should pay attention to the following points when creating health-related popular videos:

- (1) Enrich visual creative methods and avoid single creative forms. When creating health short videos, the media can appropriately use creative ways other than explanation-recommendation and storytelling. For example, interesting creative methods such as reverse consequences and exaggerated effects can enrich the types of videos and expand the target audience.
- (2) Grasp the video duration and improve the communication efficiency. From the popular video data in the field of e-cigarette harm, it can be seen that the distribution of video duration is relatively scattered. However, in today's fast-paced urban life, it is difficult for people to watch all the health science videos that are too long at one time. Therefore, it is easier to increase the popularity of the video by further shortening the length of the video or pushing the video in the form of a sequel. Become a healthy short video that breaks the circle.
- (3) Strengthen the platform authentication mechanism to avoid the phenomenon of false popular science. Tik Tok application should strengthen the authentication mechanism for official accounts, and at the same time strengthen the video review system of such accounts, to prevent information that is beneficial to human physical

and mental health from becoming rumors and harm the audience, so as to better avoid the appearance of false popular science content.

- (4) Strengthen the original review system to prevent overlapping of video information. From the perspective of the future development of health-related short videos, publishing original video content is the key, and audiences can popularize more health-related content from different videos, making the dissemination more diverse. Therefore, for the management and control of original videos, the platform has a great responsibility to remove pirated content and avoid overlapping video information.

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