



Analysis of the Positive Effect of Short Video on the Audience

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Abstract. As a form of media practice, short videos are favored by users for their diverse content, strong visual impact, low production costs, fast dissemination, and easy sharing. In recent years, with the help of the development of network communication technology, short video platforms have rapidly grown into powerful communication media. Although short video, the rapidly developing new media, will inevitably have negative problems, it still brings quite positive effects to the development of society. This paper analyzes the positive effect of short videos on audiences from three perspectives: the improvement of short video audiences' moral literacy, the improvement of public health, and the development of social culture, tourism and education.

Keywords: Short video · Positive effect · Media · Audience

1 Introduction

With the popularization of the Internet and smart phones, and the promotion and application of big data and artificial intelligence new technologies, short videos have rapidly gained popularity among the public with extremely low technical threshold and convenient creation and sharing, rapidly surpassing static sharing platform apps like Facebook and Wechat that release text and pictures [1]. Short video is a new form of media generated in the era of mobile Internet. The video length is counted in seconds and the length is usually less than five minutes. It is mobile, low threshold, lightweight and has strong social attributes [2, 3]. The development of short video is based on the joint effect of Internet media and audience communication, and has gradually become a network cultural phenomenon that meets the needs of the audience.

The short video industry started in 2011, with the establishment of Kuaishou as the main symbol. During the following ten years of development, the short video industry experienced a transformation from an incremental market of 'from nothing' in the early stage to a stock market of 'from many to excellent', with a rapid growth in user scale [4]. According to data from China Internet Network Information Center (CNNIC), in recent years, the number of short video users in China has grown rapidly (as shown in Fig. 1), The number of users increased from 190 million in 2016 to 934 million in 2021, and the usage rate increased from 26% in 2016 to 90.5% in 2021. It is estimated that by December 2022, the number of short video users will reach 985 million, and

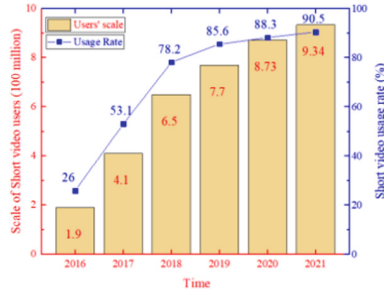


Fig. 1. Scale of Short video Users (100 million) and usage rate (%) in 2016–2021

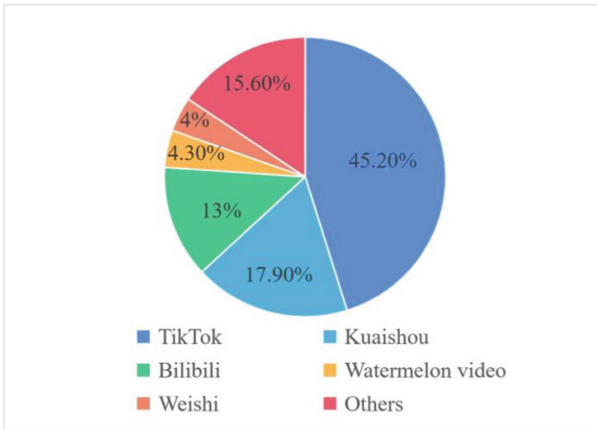


Fig. 2. TOP5 short video platforms most commonly used by short video users in China in 2021

the usage rate will reach 92.4% [5]. According to the TOP5 short video platforms most commonly used by Chinese short video users in 2021, 45.2% of short video users use TikTok platform. The proportion of users using Kuaishou platform is 17.9%; Bilibili users followed with 13 percent. Watermelon video and Weishi account for 4.3% and 4% of users, respectively [6] (as shown in Fig. 2).

As a new carrier of digital economy, short video and live broadcast platforms not only develop rapidly, but also show an obvious trend of cross-functional development. The mainstream short video platform from the content to include social and cultural communications, commercial and other multi-functional platform, live in the electricity, the service life, entertainment, knowledge dissemination and pay for content, model driven, embedding depth of social life and the industrial structure, integration eliminates more industrial boundaries, and connection enables the development of more industries [7].

However, due to the characteristics of low communication and production threshold, the content of short videos is mixed with good and bad, and there are many vulgar contents [8]. Many short videos rely on curiosity, excitement, vulgar, entertainment and other content to catch the attention of the audience, and some videos even involve high-risk

actions, which lead to risky imitation by the audience and seriously harm their physical and mental health. However, with the maturity of artificial intelligence technology, the video platform uses a large number of artificial intelligence technology, using artificial and intelligent double check way to review the content of the platform, rapidly improve the ability of video control, eliminate a large number of bad content. The living space of videos deliberately spreading negative, vulgar and bad emotions is constantly being compressed, and a large number of short videos with high-quality content, positive emotions and good social outlook are gradually occupying the mainstream position of the communication platform. Therefore, the wide spread of short video plays a very positive role in the harmonious development of society.

This paper will elaborate and analyze the positive effects of short videos on audiences from three aspects: the improvement of audience's moral literacy, the improvement of public health level, and the development of social culture and tourism education.

2 Analysis of the Impact of Short Videos on the Improvement of Audiences' Moral Standards

Positive energy short video themes usually have the ability to drive emotions, and they are driven in the positive direction of truth, goodness and beauty, that is, 'emotions drive thinking positively'. Apart from the grand scenes, events and glories of patriotism, there are vivid examples in daily life, such as the short video of citizens escorting the examinee released by 'Ice City Special Police', which has received millions of concerns and tens of thousands of comments and retweets, and has been widely recognized by the society. The love and warmth spread by the positive energy short video can elevate the audience's emotions and arouse the audience's resonance.

Positive energy short video role is cured with humanism, from the micro level, its cure effect is the digestion of negative energy, but from the nature, heal itself is a kind of values guidance, is for the public 'input positive energy', a reasonable guide the audience perceive the world through the media, finally realizes the social benefits [9]. For example, on December 28, 2020, Burning News published an article titled 'Dalian Grandmother speaks through a Window to praise Volunteers for epidemic Prevention', using the grandmother's encouraging words to spread positive energy. Positive energy discourse and visual symbols together constitute positive emotional energy, which counteracts the infiltration of negative energy into the society and constructs a clear and vigorous network ecological space. In addition, positive energy short videos can not only gather strength, but also effectively leverage strength. 'Positive' and 'energetic' social news is used to fight back against western stigmatization and smear, effectively guide some hot spots of social public opinion, clarify facts with positive energy short videos, and unblock the 'traffic of public opinion'. In epidemics, some positive short videos have become popular on social media, such as the struggle of health care workers, the dispatch of medical teams to other countries and the donation of vaccines. These positive short videos can not only resonate and build strength, but also construct positive political discourse and eliminate the residual of stigma of other ideologies.

Positive energy short video is not only a public emotion regulating valve, but also a social tool that plays a purifying role. It can reasonably guide the audience and improve their personal moral accomplishment.

3 Analysis of the Impact of Short Videos on the Improvement of Audiences' Public Health

3.1 Physical Health

With the development of mobile Internet technology and the popularity of mobile network equipment, mobile new media has become the main source of people's access to information. Short sports video, as a new media of sports information, has also been widely popularized by virtue of its 'short, flat and fast' characteristics, and has become a part of People's Daily learning and life, and has influenced the physical exercise motivations and sport behaviors of the video audiences [10]. On the other hand, in recent years, the COVID-19 pandemic has affected people's normal life. Due to strict control measures, outdoor travel of residents in the affected areas has been strictly controlled, which has effectively curbed the spread of COVID-19 and restricted people's outdoor exercise in groups. Such a background makes people turn to online network media to learn and guide daily fitness activities through online media. This has inspired the development of short videos of sports and daily health care, and a large number of high-quality short videos of fitness and health care have sprung up. For example, Liu Genghong, who has been isolated at home in Shanghai, has attracted many fans to do aerobics by releasing short videos and live streaming. In less than 3 months, TikTok has more than 30 million fans and has become a hot search on the Internet, so home fitness has become a craze. This promotes the development of the national fitness cause, improves the audience's participation in physical exercise, and maintains the physical health of the audience.

Zhang Yusheng [11] found through research that short sports videos not only had a significant impact on the willingness of video audience to engage in sports, but also had a significant impact on the willingness of video audience to continue to participate in sports.

3.2 Public Health Awareness

Biomedical intervention is not the only way of health promotion, and media can also be a non-medical means of health promotion that has a wide impact on human life [12]. Media is an effective way to spread health information, which can arouse the audience's health consciousness to a certain extent. In other words, the production and dissemination of health information in the media affect the public's cognition and behavior, and the effectiveness and accuracy of its transmission are the most concerned issues in the research of scholars. In the popular period of mass media, television, radio, public service advertisements and brochures were regarded as powerful intervention tools for health education and achieved considerable results in large-scale public propaganda activities. A number of studies at home and abroad have confirmed that the dissemination of health knowledge through Mass media can indeed promote the change of health behaviors, thus reducing the risk, morbidity and mortality of social diseases [13, 14]. But that doesn't mean that public access to health information is proactive and comprehensive enough. Frequency information of contact in social media, we can affect individual risk perception and self-efficacy indirectly affect individual health behavior [15], the kind of point-to-point approach to accurate dissemination of information can guarantee

the health information communication effect to a great extent, and greatly promote the effectiveness of health information dissemination and popularity.

In terms of this application, Zhang Feifei [16] studied the effect of HPV disease (human papillomavirus) related health short videos on message adoption and persuasion based on TikTok short video platform. She collected short health videos about HPV and vaccines from TikTok, and research on its construct category and quantitative data analysis, found the source, content, way of expression to adopt level has significant impact on information, it can arouse users' attention, recognition and acceptance of health information, which can promote public health.

3.3 Happiness

Short videos also affect the video audience's happiness, which in turn affects the audience's physical and mental health. Based on the historical background of Internet short video consumption, Li Bingxin [17] selected TikTok, a mobile short video platform with wide influence in China, as the specific object for research, and explored the influence of hedonic and functional content consumption types on consumers' happiness. This study found that hedonic and functional short video content in TikTok have different effects on consumers' happiness, but both can improve consumers' happiness. Through empirical research, it puts forward suggestions on consumption types for short video users to improve their happiness in different dimensions.

4 Analysis of the Impact of Short Videos in Promoting Culture, Tourism and Education Industry

4.1 Culture

With the continuous development and reform of media technology, the society has undergone tremendous changes. Different from the cultural communication mode of one-way information transmission from the media to people in the traditional media environment, in the new media environment, the public can choose information independently, including news, videos and movies that conform to their own interests and preferences based on their actual needs. The network video media platform provides a channel for individuals to create and disseminate information, and opens up a path of cultural communication. The mass communication function of short videos reduces the threshold of acquiring knowledge, promotes the virtuous circle of social knowledge and information, and the quantity and quality of various culture-related short videos keep rising, playing a positive role in the dissemination of relevant culture.

Take the development of the film industry, in the dissemination of film culture, traditional media are mainly limited to a single form of propaganda in word and lack of active word-of-mouth transmission, which is relatively single, resulting in unsatisfactory dissemination effect of film culture [18]. The emergence of new media with short video has broken this situation. Only with the help of new media technology can film publicity carry out more accurate and powerful communication, attract audiences and significantly improve the effect of film communication. It can be seen that the continuous expansion

of film culture communication channels and the good use of short video platform can lay a solid foundation for film culture communication, so that more film culture and film content win people's attention.

4.2 Travel

Short video has become the most suitable communication carrier and expression carrier for users. The rise of short video has brought many tourist destinations into the public's view and gradually attracted the attention of tourism and academic circles. As an important way of carrying tourism information and an important window to understand tourism destinations, short videos have a subtle influence on consumers.

Short videos not only attract a large number of online users, but also drive some of the traffic offline. The popularity of short videos has triggered the spontaneous spread of delicacies, scenic spots and folk customs by tourists, which continuously attracts new consumers and thus causes the craze of traveling. According to statistics, in 2018, image-related short videos of 11 cities in China were played more than 3 billion times in total [19]. Chongqing, Xi'an, Chengdu and other new first-tier or second-tier cities have become 'popular online cities' with the help of short video platforms, and many scenic spots in short videos have become the places to travel.

Short tourism videos can also stimulate users' intention to travel. More important, information and interactivity can stimulate users' emotional arousal, entertainment and customization can promote users to enter into the immersive experience, and the intermediary variables of arousal and immersion have a positive impact on tourists' behavioral intention. As a kind of external stimulation, short tourism video is a kind of tourism marketing media which fits the needs of users very well.

4.3 Education

Short video is undoubtedly an excellent carrier for transferring difficult scientific knowledge to the audience in the form of 'explication', 'popularization' and 'visualization'. Short videos provide students in less developed areas with opportunities to make up for their educational shortcomings. Teenagers can learn information and knowledge that are hard to access in less developed areas through short videos, which can bridge and fill the knowledge gap to a certain extent and reduce the cost of acquiring knowledge.

Short videos can help popularize knowledge, reach a wider audience and enhance its functional value. Take TikTok platform as an example, there are nearly 18,000 knowledge creators with more than 10,000 fans, and more than 3 million short knowledge videos have been released, with the cumulative play volume exceeding 338.8 billion. For example, since the outbreak of COVID-19, people's attention to the epidemic continues to rise, and short videos became a useful tool to understand and learn how to scientific epidemic prevention.

In addition, for the education industry, with the combination of curriculum education and modern information technology, the teaching mode of short video feedback has been applied to teaching, especially in the teaching of sports colleges and universities. Short video feedback teaching plays a very good role and effect in timely error correction and correction.

5 Conclusion

As a kind of media practice, network short video has developed rapidly with the help of mobile terminals in recent years. Network short video is favored by users because of its diversified content, strong visual impact, low production cost, fast transmission speed and easy to share. Due to the diversity of online short videos, their bad information impacts people's values and has a certain negative impact on the society, but it has a significant positive effect on the moral level, physical and mental health level of the video audience and the development of social culture, tourism and education.

The discussion on the advantages and disadvantages of short video is essentially a debate between instrumental rationality and value rationality. For human society, instrumental rationality is very important, but value rationality is indispensable. Therefore, regulatory departments should strengthen supervision and guidance to promote the good development of short video content; Short video content itself should also serve the development of people and the public interests of the society. Only in this way can it be favored by users in the long term, which is also the key capital of the sustainable development of short video.

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