The Influence of Works Released on Short Video Platforms on Middle School Students' Love View

Zihao Dong[✉]

Beijing Saint Paul American School, Beijing 100023, China
202100082@xsy.edu.pl

Abstract. In recent years, with the rapid development of the era of fragmentation, numerous short video platforms appeared like bamboo shoots after a spring rain. In the meantime, those short video platforms are also constantly influencing media in our society. Fragmented information unremittingly influences the value and ideology of audiences. Among all audiences of the short video platform, students are easy to be influenced, while the student era is an important period for the formation and cultivation of values. This essay uses the documentary analysis method, theoretical analysis method, and case study method to analyse the influences of works released on short video platforms on middle school students' love views. Through studying specific cases, the paper finds that the short video platform influences the love view of middle school students in two ways, formalized and becoming fast food-style. The paper also provides suggestions for these negative internet phenomena, including strengthening positive love propaganda, strengthening the control of Internet content, strengthening the protection of underage users, and teaching more love-related education in schools and textbooks.

Keywords: Short Video · Love View · Student · TikTok

1 Introduction

The Internet technology of the 21st century is developing at a speed that faster than anyone could have imagined. With the explosive speed of technological progress, the form of media communication is also developing and changing at a very fast speed. Such changes are complex and multifaceted, affecting every aspect of society.

In recent years, with the rapid development of the era of fragmentation, the video length of network video platforms tends to be short. Numerous short video platforms appeared like bamboo shoots after a spring rain. While becoming popularized, those short video platforms are gradually shifting and fragmenting social media, which then influences the information that the public receives and the ideas that are formed and fostered by that information [1].

Middle school is an important stage in the student's life, which plays an important role in the formation of students' values and personality development. In terms of physiology and psychology, contemporary middle school students have been relatively mature and their autonomy has been improved, but their values and outlook on life have not been

finalized. Therefore, various social factors may have an impact on their concept of love. The undesirable phenomena on the Internet are likely to have a negative impact on their values.

This paper focuses on discussing the impact of love-related short videos on TikTok, a short form video platform, on the view of love among secondary school students.

2 Literature Review

2.1 The Definition of Love

For analysing student's love view, defining the concept of love is necessary.

Love, one of the great emotions of human beings, has been studied and discussed since the beginning of human civilization. Because of its particularity, people have different understandings of love, so he does not have a standard definition. However, Scholars can sum up the commonalities and generalities from different scholars' descriptions of love, and set up a standard to measure whether the concept of love is healthy. Literary writer Hugo described love as the dual worship of body and spirit, a mixture of passion and enthusiasm. This description deeply elucidated the dual nature of love. Engels believed that love is a strong emotion that both men and women desire to become lifelong partners with each other based on a certain ideal of living together and material basis under the condition of sincere love for each other.

The view of love is the fundamental view and attitude of people towards love and is the concrete embodiment of people's values in the issue of love. It mainly includes the meaning of love, the nature of love, the position in the social life and the individual heart, the standard of choosing a spouse, how to look at a lovelorn, and so on. A healthy view of love is a generic term for a series of views on the correct treatment of love. A healthy love view has three most prominent features: one is voluntary mutual love, on the basis of their own will, both men and women love, admire and respect each other, and then, therefore, establish a love relationship. The other is faithfulness. Due to the exclusivity of love, mutual trust, loyalty, and faithfulness to the other half are the core elements of love. The third is compatible and complementary. While no one is perfect, in love life mutual respect, understanding, learning from each other, and having common progress are important for a relationship [2].

2.2 The Influence of Short-Video Platform

Since the emergence of the short video platform, it has been popular at a rapid pace. The problem with this, the fragmentation of the media, is also obvious. The vocabulary "fragmentation" originated in the 1980s. The original meaning of this word refers to the breaking up of a whole thing. However, the word gradually acquired other meanings. It now can represent the phenomenon that information on the internet, especially on short video platforms, is becoming increasingly fragmented [3].

So-called melts the era of media fragmentation of information transmission, refers to a process in which complete information through the Internet and other new media editors and spread, through the secondary editor, making the information become broken

and "fragmented", making information the information, audience, and media appear the phenomenon of differentiation, and new media platforms will be fragmented [4]. Huang Shengmin, a professor at the Communication University of China, understands the fragmentation of information transmission as social stratification, which further produces consumer segmentation and media niche phenomena [5].

TikTok, launched on September 20, 2016, is a short video community platform for all ages. Users can select songs and shoot music works to form their own works through this software. TikTok provides a platform where users can edit short videos and upload videos openly in the platform, for everybody to browse, like, and comment. In addition, the likes and comments function of TikTok is also a special social behaviour, in which users can get a strong sense of participation and achievement. Moreover, due to the simple production, low cost, and no threshold set, TikTok attracts contemporary young people to display their talents, realize their self-value, and obtain psychological and emotional satisfaction. The feature that the video is set within 15 s on the platform is in line with the current requirements of information fragmentation, enabling users to obtain fresh and fast information anytime and anywhere, and enabling people to make full use of the fragmented time to enrich themselves. However, the fragmentation of information dissemination also has negative effects, and Tik Tok short videos are inevitable. Some scholars also put forward their own opinions: the depth of information is constantly decreasing, and people give up deep thinking in order to pursue short-term visual pleasure. This makes the audience's aesthetic separation, shallow thinking, and ability to distinguish between right and wrong decline, and the audience gradually becomes vulgar and afraid to face real life, which especially has a negative impact on rational thinking and the physical and mental health of the public [6].

3 Methodology

This paper learns and draws on the existing research results, understanding the current research situation. The relevant data are summarized, and the main framework of this research is determined based on documentary analysis. This paper analyses specific cases. Combined with the theory, specific problems are reflected through analysing cases.

4 Case Study

4.1 Fast Food-Style Love

Under the interpretation of the right of free love, fast food-style love is constructed and formed. The so-called l fast food-style love refers to the new generation of people's free love as the main practice. Under the interpretation of autonomy and freedom, love breaks away from the shackles of traditional norms, develops love skills and love routines, and becomes a standardized "product" [7]. Fast food-style love has four characteristics: short-term, material, routine, and disenchantment.

"Fast food-style love" is rising rapidly among the new generation of young people who grow up in the Internet age. Short term refers to the process of building romantic

relationships between men and women is becoming shorter and more direct. Comments like "People who know each other for three days confess to each other", and "Directly give up after a month of not responding" have become quite a number of the new generation in the establishment of love relationships consensus.

Materialization refers to the increasing importance of money and materials in free love. The process of pursuing love is largely wrapped up in "material". Free love occurs in leisure and entertainment places, which is bound to be accompanied by consumption; The "little surprises" and "little romances" of free love are often made up of material things; The increasingly popular "Valentine's Day" "anniversary" and so on also always little gift flow. These are the material costs of free love.

In recent years, with the accelerated pace of life in the fragmented era, people are increasingly unable to focus on the long-term commitment of a career, as well as love. In this background, fast food-style love began to be recognized by some people. With the rise of video platforms such as short videos, this kind of culture can be spread more widely [8].

Two example of fast food-style love is shown below. The first video comes from an account called This Student Official, which has 2.25 million followers. In the video, the author interviewed a student about his views on fast food love. The male student in the video gives his observations and his opinion. He said in the video that he observed his classmates breaking up again and again, which made him feel that most people are in love in the form of fast food-style love. He also talked about his views on the causes of the phenomenon. "Maybe it's because the whole era is getting a little impetuous," he said. In addition, he describes several psychological states that may lead to fast-food relationships: "Why do other people get to have so many romantic partners and find such good-looking partners, and why don't I. And then I was influenced by other people, which led me to change my own." This statement describes a psychological state of trying to achieve certain social goals by comparing with peers through fast food-style love. "Every time you fall in love, you enjoy the pleasure of that moment," he said. Here he describes another goal of fast food-style love – to skip all the formalities and go straight to the hormonal pleasures of love. With the blessing of these two psychological states, love breaks away from the form of his original cause, with marriage as the ultimate goal.

The second example is a comment written by a user in the comments section of a video. Comments are a great way to reflect a person's thoughts. Although the comments may not be true, they can still reflect the ideology of the publisher. The user who posted the comment was talking about his two ex-boyfriends and one current boyfriend: 'My ex-boyfriend is a top student in the city and owns a flat in the UK. My ex-ex-boyfriend is a top student in physics, and his family's worth seven figures. My current boyfriend is a straight-a student and very wealthy." She also mentioned below that she is a secondary school student. In this short comment, it can be seen that the characteristics of fast food-style love, including short-term, materialistic, and a strong desire to keep up with the Joneses. This comment was liked by 679 users and was supported by other users in the comment section.

4.2 Formalized Love

Another observed problem is the formalization of love. The formalization can be embodied in many directions. Formalism refers to a way of thinking and style of action that focuses only on the appearance of objects without analysing their essence. It violates the scientific principle that content determines form, form serves content, and content and form are unified. For specific performances, the formalization of love is embodied by focusing on not experiencing love itself, but how to show the "intimacy of a couple" on video, so as to get attention on the Internet for fun. This phenomenon is especially common in the era of short Internet videos. While people realize they can get fun by getting people's attention on the Internet, an increasing number of people are paying more attention to the video of their life rather than life itself. They enjoy the feeling of being noticed on the internet. In the student stage, due to the lack of voice in society, lack of identity, and other reasons, students are easy to be seduced by this ideology. Another video is posted by a user called "Wanting to Eat Hot Pot Every Day". This video was liked by 2876 users and received 141 comments. The publisher indicated that he is a middle school student in the tab of this video. The publisher is advocating the ideology of "male virtue" in the video. "Male virtue" is a network buzzword, originally meaning refers to men's moral character, and the Internet refers to the absurd requirements for men's moral quality. The word is corresponding to women's morality and was originally made to let the public realize that women's morality promotes a kind of inequality between men and women. However, the meaning and usage of this buzzword became distorted while being spread. Some couples have begun to show their affection for each other by having men formally recite the "male virtue". At this stage of development, the word "male virtue" came to mean unconditional service and coddling of girlfriends. After this idea has spread, many people begin to think that unconditional service to girlfriends is the right way to love. This idea obviously improves the status of women in love and increases the antagonism between men and women. Love is supposed to be a relationship of equality and mutual support, not unconditional service from one partner to the other. In the video, the publisher said, "It's weird not having a wife to love. It's everyone's job to protect male virtue. Listen to your wife and be a good man forever". While the men in the video do not indicate whether they are in a relationship, they make it clear that they support the idea of male morality. He used a formalized method and tone to express his ideas.

5 Discussion

From the above two examples, distortion and deviation of middle school students' love views displayed on the short video platform can already be observed. On the one hand, users of short video platforms begin to promote the behaviour of fast food-style love. On the other hand, it is reflected in the interest and formalization of love itself.

The first problem is fast food, fast food makes the form of love change and begin to deteriorate. As described above, this type of love view can be shown by four characteristics: short-term, material, routine, and disenchantment. Love in this environment starts to become cheap, it seems that anyone who has a good relationship can become a couple. More and more people are starting relationships with people they have just met

because they have a slight crush on them. At the same time, this kind of love is becoming more and more profitable and desired. As the second example shows, people begin to fall in love with material needs. Some people put the economic strength of the other side very heavily and ignore the other side's own character and character. On the other hand, as mentioned in the first example, such forms of love tend to focus more and more on the short-term hormonal pleasures of love, rather than on the spiritual and marital goals that require long-term investment.

The second problem is the formalization of love. Different from the desires and materialistic causes of fast food-style love, formalistic love also comes from spiritual needs. Different from the traditional love view, where both parties support and are responsible for each other spiritually, this kind of love seeks to achieve the spiritual needs of being noticed and getting a sense of identity through sharing the Internet of things. Such thinking is also dangerous, because it leads students to ignore the responsibility of love itself, and instead focus on formal and expressive ways to empty out the so-called sweetness of love.

These two examples are enough to show the seriousness of the Internet's influence on the love view of middle school students and other teenagers. These effects have not been widely noticed and recognized in society. There are many reasons for this lack of attention. On the one hand, society as a whole is undergoing a similar change in love. On the one hand, society has paid little attention to the cultivation of teenagers' love views. In China, most underage love affairs are not supported and allowed by adults and guardians. In China, there is a special word to describe underage love – "Zao lian", or puppy love. For the most part, Chinese education is trying to get rid of "Zao lian" because of concerns about its impact on the study and students' lack of social experience. Because of this idea, the education of young people in China mostly avoids discussing the concept of love. But the fact is that these restrictions on puppy love can't stop underage love, especially in the context of the rapid spread of information in the Internet age. At the same time, middle school is an important period for students to develop their values, so such education should be strengthened. Therefore, it is obvious that the education system is deficient in the cultivation of young people's view of love and should be promoted and improved. Improvement methods include adding corresponding courses to textbooks to seriously discuss the definition and form of love, and to guide teenagers to form a healthy view of love.

At the same time, the emergence and popularity of this kind of content should also make people reflect on whether the management and restriction of video content and communication information need to be improved and improved in the era of the short video [9]. The modern regulation of short video content is very loose. There are a few management clauses for short video communication ideas. Therefore, short video platforms should strengthen the management and restriction of short video communication ideas [10].

Furthermore, the protection of young users should be strengthened. TikTok currently has a so-called teen mode, but this mode is optional, not mandatory. Therefore, this restriction is not effective in most cases. Many online games in China have introduced real-name authentication measures to protect the interests of young people. Such measures can also be applied to short video platforms.

In addition, short video platforms can be used to spread more positive content to improve the network environment.

6 Conclusion

This paper mainly observed that the content published on the short video platform makes the love view of middle school students become fast food-style and formalized. Fast-food-style makes love break away from its original form of long-term investment and marriage as the ultimate goal, and turn into an empty, short-term shell filled with desire, which is then filled by formalism, making it completely break away from the original concept of love. After discovering the problems, the paper puts forward the improvement and solutions to these Internet phenomena, including strengthening positive love propaganda, strengthening the control of Internet content, strengthening the protection of underage users, and teaching more love-related education in schools and textbooks.

References

1. P. M. Valkenburg, J. Peter, J. B. Walther, Media Effects: Theory and Research.: Semantic Scholar, Annual Review of Psychology, 2016.
2. B. Fehr, J. B. Russell, The Concept of Love Viewed from a Prototype Perspective, Journal of Personality and Social Psychology, 2021.
3. X. Y. Liu, J. Y. Wu, B. N. Zhao, Research on the Impact of Content Fragmentation Propagation in Short Videos, Proceedings of the 2021 International Conference on Social Development and Media Communication, 2022.
4. S. M. Huang, X. Y. Yang, The New Change and Development Trend of Consumption Behavior under the Background of Fragmentation. Advertising Research (Theoretical Edition), 2006.
5. H. Y. Hua, Fragmented Communication in the Network Age, News World. 2015.
6. X. Lu, Z. C. Lu, Fifteen Seconds of Fame: A Qualitative Study of Douyin, A Short Video Sharing Mobile Application in China. Social Computing and social media, Design, Human Behavior and Analytics, 2019.
7. S. Y. Tang, Dialectical Review and Guiding Countermeasures of the Culture Popularity of Douyin among College Students, International Journal of Social Science and Education Research, 2021.
8. W. Lee, S. Yang, B. J. Kim, The Effect of Media on Opinion Formation, Science direct, 2022.
9. S. J. Wang, Phantomization, Pan-Entertainment and Piracy: What the Fast-Changing Chinese Media sphere Tells Us about Technology, Policy and the State, Journal of Digital Media & Policy, 2021.
10. X. Zhang, Y. Wu, S. Liu, Exploring Short-Form Video Application Addiction: Socio-Technical and Attachment Perspectives. ScienceDirect, 2019.