



The Negative Impact of the Rapid Spread of Short Video Apps on Teenagers

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Abstract. This paper will discuss the objective existence of teenagers using short video software flooding actual existing problems, fast video application rapid spread of the problem, short video rapid spread of the adverse impact on teenagers, and the external conflicts (teachers and parents, teachers and schools, schools and society, education and social development) on short videos in the process of adolescent education.

Keywords: negative impact · short video apps · the teenagers

1 Introduction

Broadcasting, printing, and the internet are all considered forms of media, also known as means of mass communication. The entire community benefits from having access to and proficiency with digital tools [1].

Everyone must engage with media and electronic devices wisely, securely, and responsibly. At present, the mobile social networking industry presents a younger trend.

The platforms that focus on capturing the new generation, especially the post-00s mobile social media with low user stickiness and high willingness to pay, will occupy the competitive advantage. One of the main activities of teenagers in addition to study is the Internet [2].

They can log on to various websites to learn about news, consult information, and find the lifestyle they want through different network channels.

Various small online videos have swept across multiple online platforms in China. Users can release text, pictures, and video information through various social applications, and short video has become mainstream, such as the super popular “Tik Tok” APP [3].

Online channels have high timeliness and fast propagation, and short videos have attracted students’ attention. Everyone can simultaneously be a creator and a communicator, expressing their ideas and transmitting their attitudes on the Internet.

However, addiction among teenagers to short video applications is on the rise and has posed serious problems for their physical and emotional well-being. To offer unbiased and practical guidance and support, it is necessary to be aware of the effects of devices and online technology [4].

Chinese Internet users, particularly teens, have relatively low levels of education, as indicated by the 39th Economic Survey on China's Internet Development published by the Live Internet Stats (Citizens' Assembly) in January 2017.

Teenagers made up to 90% of overall Devices connected to the internet in 2016, among which Internet users between 20 and 29 years old account for the highest proportion, reaching 30.3%.

Data from iiMedia Research showed that in the first half of 2021, the post-1995 and post-2000 generations accounted for 14.1% and 18.8% of mobile social platform users in China, accounting for 32.9% in total, while the pre-1985 generation accounted for 36.8% (Fig. 1).

The Internet is a double-edged sword. Imitation is a kind of moral education method which produces good character and positive task model behavior for the moral education of students.

However, the emergence of the network model has other solid attractions for the growing teenagers, which affects their attention and makes them enter the network world for a long time and no more extended care about the real life around them. The study of the short network video helps reflect on the traditional education model. While short videos bring some beneficial effects to young people, they also produce some adverse effects.

To discuss these effects and put forward some discussions is of great practical significance to young people's study and life, especially the cultivation of values.



Fig. 1. The Tik Tok

2 Methodology

The primary data in this paper are from the First Half of the 2021 China Mobile Social Users Portrait, Demand and Use Behavior Analysis Report.

In addition to using a variety of approaches in and around the school to gather research on the effects of short videos on adolescents, I used the forms of interviews and group discussions to constantly observe and make notes, as well as various texts, pictures, other materials and other information that I might need.

It includes my feelings and methods for using short video software and my classmates and friends. After collecting the process information, I will first record the collected data.

When I browse the information again, I will classify the information. In collecting data, my preferred tool is to search through web pages, which not only facilitates me to find the information I need quickly but also helps me download and save the information.

Secondly, I chose to record through communication with the people around me, sometimes using a laptop to document and sometimes directly recording their logic and thinking by drawing a flowchart.

For the data collation of this paper, I usually conduct surveys on my classmates and friends during recess. After returning home from school, I communicate with my family and use short video software and web pages to collect data during holidays.

For data collation, I generally organize it and then classify and analyze all the data.

3 Findings and Discussion

The rapid development of short video clips is inextricably linked to scientific and technological progress.

The accelerated progress of technology has liberated people from the tiresome experience of conventional photojournalism, improving the lifelikeness of photography. People enjoy and draw in curious netizens by sharing little films of their lifestyles.

Short videos have a wide range of content, low barriers to entry, and are easy to imitate, which provides a stage for young people to show themselves, and to a certain extent, releases the needs of young people who like to perform [5].

Everyone can adapt or create content that is already popular according to their ideas, and everyone can show different styles for the same dance or movement.

The short video app also adds a data algorithm recommendation model at the level of its product design. Every high-quality content has an equal opportunity to be recommended and get a lot of attention. And is easily recognized by regular people without shooting skills, which is made possible by the centralization of the algorithm. This has inspired young people's creative motivation, and they strive to show themselves in more creative and personalized content and forms [6].

Record and share their own lives and see other people's lives on short video platforms to increase their knowledge.

To begin with, the substance of new clips is simple to comprehend, includes elements of amusement and entertainment, and is simple enough for regular people without filming knowledge to understand.

Secondly, the short video combines audio-visual and popular background music as the background so that the viewer's audio-visual senses can get a better experience.

And those humorous little videos and other forms of joy quickly grabbed the audience's attention. In addition, because short videos have different classifications, they can meet audiences' needs at different levels [7].

Teenagers prefer new and exciting things that are beyond their knowledge. Short videos can meet teenagers' three needs: expression, music, and comment. The power of music is magical. The reason why the movie "Titanic" can get a high box office is inseparable from the attraction of songs. With the vigorous development of short video software, music plays more than 50%.

Nowadays, the background music production of many short videos has a strong memory point, which makes people unable to keep repeating it. Many singers' old songs are also because temporary video platforms have regained popularity and traffic. Popular music works on short video platforms and can rapidly soar in other charts [8].

Many bloggers also re-create popular music to make it work more in line with the needs of their videos. It seems that music has played a crucial role in short videos.

According to the search, the rapid spread of short videos has three main adverse effects on young people:

Addiction is simpler to develop. Teenagers are drawn to short films because of their great content and effective and quick distribution, which causes them to become addicted and occasionally even watch nonstop for several hours per day.

Teenagers may find it easy to lose concentration on their studies in this situation. The expression of audio and video in short videos has the qualities of mass and multimedia, and it has a very high level of appeal and pleasant visual stimulation.

Teenagers cannot practice adequate self-control and are addicted to fragmented entertainment due to their immature psychological development and insufficient capacity to resist temptation.

In the long term, the satisfaction of "quasi-social engagement," which results from avoiding real social interaction, develops a social character of loneliness and autism and causes persistent media reliance.

The audience will eventually imprison themselves in a "cocoon room" like a silk-worm cocoon because they only pay attention to what they choose and the regions that make them happy. Currently, most platforms for short videos cater to users' unique needs and push content via algorithmic recommendations, which to some extent, also exacerbates the development of information cocoons.

The information cocoon room will impact adolescents' psychological and moral development, limiting their knowledge and vision.

Young people will become apathetic toward national affairs, avoid caring about and talking about them, and lose their sense of social duty if they are kept in such an information cocoon that excludes things they're not interested in.

Long periods spent in an information cocoon will only reinforce incorrect psychology, incorrect thinking, and erroneous values. Narrow vision, paranoid vanity, blind faith, and blind obedience are simple to develop, which develops social issues in young people and substantially impedes the process of proper socialization for people.

Copying is expensive. Some youngsters may take that risk to duplicate or create their video works to be new and stimulating, increase traffic, and draw more people's attention.

There's no risk or ridiculousness because some of the challenging skills in Douyin and other amusing video works were initially filmed by experts and friends. However, some people do not travel far.

Teenagers who are daring occasionally emulate this type of work to create productions that are dangerous or likely to spark a confrontation. Most short films rely on UGC imitation and dissemination to gauge their popularity, yet uncritical copying can directly impair youngsters' psychological or physical health.

First, with network clusters' assistance and cues, to develop a sense of community and solidarity; because of their lack of critical thinking skills and intense curiosity, young people tend to follow trends thoughtlessly in line with the rest, especially fan groups' irrational group behavior, which leads to behavior anarchy.

Under these conditions, it is simple for them to directly harm their bodies by imitating risky professional behaviors, whether right or wrong.

Violates one's privacy. The scenarios of strangers, including servers, delivery boys, couriers, and other strangers, are frequently depicted in video works.

Many of the subjects in the photographs were going about their daily business when, suddenly, some scenes were published on the Internet, and everyone began to remark.

Even judging someone's beauty is insulting because it could infringe on their privacy. More harm than we anticipate may be done to nearby innocent bystanders.

Send forth bad vibes. People's varied perspectives and understandings of the world can lead to the propagation of all types of negative energy, which not only has an impact on others but also on young people's ability to develop healthy morals.

Making accurate value assessments is impossible because inferiority is hard to differentiate. According to specific research, there is evidence of a connection between cyberbullying and depression, and several other mental health issues have also been linked to it.

There have been reports of young individuals who committed suicide in connection with harassment [9].

4 Conclusion

The negative impact of the rapid spread of short video apps on teenagers is evident. Due to their grassroots nature, short videos offer a lot of information, but their content is varied, while most rely on innovation, excitement, and while. The emotional development of young persons is indeed not flawless, and the quality of the materials is not ideal, vulgar entertainment, and other content are used to draw in the audience.

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