

Analysis of Content Production of Short Videos Based on the New Media Environment

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Abstract:

Short videos are high-frequency push content played on major platforms and suitable for viewing in the mobile state or short leisurely state. They range in length from a few seconds to a few minutes, with three minutes or less being the most common. They are popular because they can be watched anytime and anywhere. With the development of digital technology, the technical threshold for short video production is constantly being lowered, making it increasingly rich in content, covering a wide range of areas of social life such as food, funny acting, knowledge, maternal and infant. With the arrival of capital, competition in the short video industry is intensifying, which has prompted the short video industry to start improving quality and expanding capacity. This article reflects on the short video chaos, analyses quality short videos, and improves video creativity and production technology through national policy interventions, with a view to making suggestions for the future development of short videos.

Keywords:

Short Video, Development History, Development Trends

1. Introduction

Short video refers to videos that are played on various new media platforms and are between a few seconds and a few minutes in length, and three minutes is usually the best. They cover life, work, leisure, entertainment, culture and other areas, from astronomy and geography to household and family affairs, and can be produced either as individual films or as a series of short films. Because of their short length, short videos are suitable for viewing in the mobile state or during short leisure breaks, and therefore they also have the characteristics of being widely distributed and highly participatory. The content of short videos is varied, and unlike other common film and television works, short videos have no specific form requirements and do not require much in the way of filming equipment, which makes them simple to produce and gives it a low production threshold. While every coin has two sides. As short videos are short in length, the requirements for copywriting and planning are relatively

higher in order to attract the attention of others in an instant. Nowadays, most short videos are also used for product promotion in addition to documenting life, and by now have formed a unique form of advertising.

The development of the short video industry has been a long process, relying on the development of smartphones and the construction of the network. It has developed from the initial pure entertainment and sharing of life to commercial applications further and further, gradually becoming a market-oriented industry. In order to cater to the taste of the public, its content has changed from vulgar content to more diversified, colorful and high-quality clips with the change of demand market. The entry of various Internet giants has injected strong impetus into the short video industry, and the market scale has also been expanding. For example, Bytedance has launched several short video platforms, such as Tik Tok and Watermelon Video, and seized the big thing quickly based on intelligent algorithms. Short video applications show explosive growth, the scale of users is also growing rapidly, and the market structure is expanding rapidly and gradually becoming stable.

2. Short Video Chaos

These are the best of times as well as the worst of times. The crowd is like running water - where the ups and downs are, where the waves are rough. It is a time when capital is paramount and entertainment is extreme, where involution sweeps the globe, and where the top line is not easy to touch, but the bottom line is always breached. In order to stand out among the many competitors in the industry and attract more attention, some people have started to seek shortcuts by producing exciting and nonsensical videos. Self-destructing, pretentious, and other nonsensical contents of short videos are rampant. This kind of anti-intellectual, vulgar entertainment did gain attention at first, but the negative impact it caused was huge. These low-intelligence and vulgarised contents have unconsciously influenced the thinking of some people, especially teenagers who are still immature in their minds, and have laid hidden dangers for their values to form.

2.1. Poor Content Created

When short videos were on the rise, vulgar content was everywhere, and although some platforms tried to distance themselves from the responsibility of it, there were management issues even though the platforms did not produce the content itself. Short videos are created on the basis of big data and algorithms. Big data introduces the video content that people like the most and are most interested in, and then producers follow this trend to produce relevant content.

Handsome men and beautiful women have always been the main protagonists of short video content and have a strong appeal to the general public. The resulting development of soft pornographic video content has found and exploited this potential market. As a result, many businesses and platforms, driven by interests, use women with beautiful appearance and revealing clothes to publicize and play the edge ball of soft pornography. Most of the contents of such videos are dominated by young people who gain direct or indirect benefits such as attention, gifts and business orders through simple dancing or even coquetting. Although short videos are all about providing a platform for more people to showcase themselves, showcasing needs to have a bottom line. Many creators who have become famous, despite the popularity of their contents, are really worrying in their own quality. They use vulgar and

pornographic video content as a selling point, use national shame and hatred as a laughing stock, and gain attention by abusing animals, all of which should not be allowed to appear.

Under the aesthetic fatigue of web glow, videos that use ugliness as a selling point, such as “Sister Feng”, “Ma Niubi Eating Shit” and various other videos that use exaggerated words and behaviours to satisfy people's emotional needs such as curiosity and self-affirmation, and to finally achieve a striking effect and gain web traffic. This has led to a tendency to vulgarise videos. Some vulgar and curious content captures the weaknesses of human nature and takes advantage of people's thoughts. If the platform is not regulated, it encourages more people to produce vulgarised video content in disguise, and as well encourages the production and dissemination of videos with a wrong outlook.

Plagiarism and repetition are not sustainable solutions. A typical example is Hou Meili who is famous for eating and tearing sorghum candy. She has grown from a small video blogger with thousands of followers to a big Internet celebrity with 2 million followers in a very short time. But after the wind of eating and tearing sorghum candy, it is difficult for her videos to get more than a thousand likes. Her videos are all about tearing candy with your teeth. Without innovating or transforming, it's inevitable that this kind of videos with no content or with only purely curiosity-based content will go out of style.

2.2. Low Content Ethics

The exploration of the love lives of men and women has been a big hit in short video content, and in order to attract traffic, there are short video producers who create a range of content to cater to the mindset of men or women who want to be sought after, such as the following:

(1) The concept of “Man is superior to woman”, the content of the video mainly reflects housewives, mostly showing the way wives greeting their husbands when they return home, such as kneeling down to greet them and other old feudal social practices. These undesirable values act as a negative guide for people with poor judgement.

(2) The concept of “Woman is inferior to man”, the content of the video is mainly about the daily life of couples. For example, the guy can only eat strawberry leaves, should spend money for the girl, and should tolerate everything for the girl and other unequal and perverse view of love. It reflects a kind of distorted values, and the video content is not a correction of this distorted values, but a praise.

(3) Making homoerotic videos of plots from novels to satisfy the fantasies of fans of the originals. This audience market can easily be exploited by people with bad intentions, thus committing illegal and criminal activities.

(4) Daughter is father's lover in previous life, so she and mother are rivals in this life. The content is deliberately male pleasing, taking advantage of the young girl and making pure family affection neither fish nor fowl.

Children are a special group in short video contents, and due to their immaturity of mind, their actions in the videos are manipulated by the guidance of adults. However, some parents themselves do not establish the right values, and in order to make a profit, make children act with the script to film the so-called parent-child life. This includes misguided parenting experiences that lead parents to be strict with their

children, demanding them in school and in life. They put the child into “hot baby girl” style to make children look mature and to promote child pornography. For example, the girl is the father’s lover in previous life, showing her to be extremely possessive of her father and hostile to her mother. And for another example, with child abuse as a gimmick, the video content is mostly about beating and scolding children, which makes people have to suspect that the producers have deliberately attracted the audience with pedophile tendencies.

Since the introduction of the short video industry, there has been a steady stream of businesses involved, and in the face of increasing competitive pressure, many businesses have taken advantage of the “ignorance” of some of their audiences to make a profit. Riding a wave is the way they pursue it, whose cost is much lower than that of originality, and the benefits are sometimes far greater than those of originality. Gradually, businesses are discovering this low-cost but high-return way of producing, and “riding a wave” is slowly becoming less desirable. The so-called “wave” is nothing more than some social events that attracted people’s attention at that time, and a small part of the original content will make the audience bright and become a “wave”. News content is not easy to copy, and that part of the audience is curious or appreciative of the original work has become a source of wealth for some businesses. When the audience does not buy complete imitation, then do it more extremely than the original. The original version shows a cute kitten with a lame leg, while the imitation version will show a dog without a leg; the original version shows the gentle and beautiful dancing posture of female dancers, while the imitation version will show the woman coquetting; the original version of parents check their children’s homework and criticize them, while the imitation version shows the parents checking their homework and beating them with sticks...Short videos can be short in time, but not short in conscience. Short video producers should guide audience to establish the correct values and morals, instead of blindly putting web traffic and capital first.

2.3. Poor Level of Production

Short videos can be presented in a variety of ways, including text, images, sound and video, and the producers can choose appropriate ways to show their works to the audience according to the content of their creation, and various ways of presentation can better meet the needs of the audience for different content. This also means that more thought needs to be given to the creative process than in a conventional video, and copywriting is particularly important. Unfortunately, many producers tend to neglect this and present their videos to audiences in a way that is too random and unstructured, just like ordinary people filming without any technical skills, simply recording their lives. Some of these videos are good and beneficial to the audience, but from copywriting, filming to post-production editing, they are really arbitrary and the level of production is unbearable to watch. This type of video will give the wrong view to the audience - as long as the content is watched, it can be made to look like anything. This is one of the reasons why vulgar videos have become so rampant for so long.

3. Analysis of Short Videos of High-quality

3.1. Excellent Content

Short videos cover a wide range of content, rich presentation and a large number, among which many high-quality creations stand out, and these high-quality short videos are also concerned and learned by many people.

First of all, let's talk about the video of "Li Ziqi", a representative of the Chinese culture category. Her video content is mainly based on pictures, supplemented by sound, mainly in the idyllic life scenes of China, shooting the production process of ancient food. Her videos became popular because netizens posted them on foreign social media platforms, instantly sparking foreigners' curiosity and desire for the idyllic life in China. Its content also evoked a paradise in the minds of countless people in China, promoting the beauty of traditional Chinese culture on a global scale. Later, with the cooperation of capital, it still insisted on quality creation without blindly pursuing economic interests, and eventually became an enduring short video cultural IP.

Secondly, Liu Yexi, a "phenomenal" avatar that appeared at the end of October 2021. She debuted as a virtual beauty expert who can catch demons. When creating the content, she used her strengths, analysed the market and broke the Netflix formula according to the needs of her target audience. At the same time, she designed a suspenseful and thrilling plot with a cinematic feel and the current popular cyberpunk style of painting, giving the audience a wider imagination when watching, with a distinct and creative personality. With the addition of three popular hashtags: meta-universe, virtual idol and beauty makeup, it is highly topical and attractive. The first two videos has over a million likes.

If "Li Ziqi" reflects the thousands of years of traditional Chinese culture, then Liu Yexi is a reflection of modern Chinese technology. This also reflects an important feature of high-quality short video content - knowledgeability.

3.2. Well-Produced

Behind the excellent creativity, there is also production. Video production can learn from the shooting methods and techniques of excellent works, but can not simply imitate the existing model. Producers need to find their own position, as far as possible to seek innovation on the basis of predecessors. There are many different ways to produce high-quality short videos, each with different effects. In order to make the content more immersive and acceptable to the audience, the creative team needs to have a strong background in film and television, as well as polishing the work to make it perfect and unique. At the same time, the right values are also essential to high-quality short videos. This is one of the greatest commonalities of all high-quality short videos: to promote the right values, to promote positive energy and to convey a positive attitude towards life.

4. Conclusions

Due to the low entry threshold of short videos and the unsound self-censorship system, problems such as vulgarity, falsity and plagiarism have been gradually exposed in the rapid development of the industry. The timely intervention and regulation by the relevant state departments has stepped up the supervision of the short video industry, set up industry standards, purged the network of crooked wind, and pushed the short video industry to develop in a positive and correct direction.

Policies are like broad-brush, but the fundamentals also lie in people. The development of an industry requires the supply side and the demand side to work

together to sustain it. A comparative exploration reveals that knowledge, creativity and the right values orientation are fundamental to the creation of high-quality short videos. The development of the short video industry needs more high-quality content to guide the audience. The vulgar and pandering content is being resisted by an increasing number of audiences.

Conflicts of Interest

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