

Analysis of Development and Innovation Strategies in the Context of New Media Short Videos

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Abstract

With the advancement of telecommunication technology, mobile network terminals such as smartphones have gradually permeated into people's daily lives and work, becoming an indispensable device. As a product of the development of mobile communication technology, short videos have become a main form for people to obtain information, knowledge, and entertainment. In recent years, the user base of short videos has been expanding, and the usage rate has increased significantly, indicating a vast prospect for development. At the same time, under the new media environment, all users have become short video publishers. The rich content of short videos, coupled with fierce market competition, and issues such as homogenization and vulgarity, are not conducive to long-term development. Therefore, this article analyzes the current issues in the development of short videos based on the new media environment and proposes corresponding innovative strategies to promote the healthy and stable development of the short video industry.

Keywords

New Media, Short Videos, Development, Innovation.

1. Introduction

In the context of modern fast-paced life, the traditional communication mode dominated by text and image information has gradually failed to meet people's needs. With the support of mobile technology development, short videos have emerged as a new form of entertainment and information acquisition for people. Currently, with a massive user base, short videos, thanks to their large number of users, significant interactivity, and lightweight features, have shown significant potential in spreading excellent traditional culture and regional culture. At the same time, they can also spread positive information content, play their value and role. In the new media environment, short videos face certain problems in terms of content and dissemination. To further give full play to their value and role, certain innovations are needed to better promote the development of short videos.

2. Literature Review

2.1. Study at Home

The development of domestic short video industry has a certain foundation, the current situation is good, and the scale is increasing.

Policy support for the digital humanities industry has increased. At the end of 2020, the Ministry of Culture and Tourism of China issued the Opinions on Promoting the High-quality Development of the Digital Cultural Industry. Digital humanities, the most popular humanities research, gradually shows a vigorous industrialization development path.

China’s short video situation is good. After years of continuous rapid growth and continuous improvement, the short video industry has entered a new stage of mature development. In recent years, the scale of pan-network audio-visual industry has increased by 7.18 times, the scale of short video industry has increased by 153 times, and its share has increased by 17.8 times. Short video has become the main engine of the development of large audio-visual industry. According to the “Research Report on the In-depth Analysis and Development Trend Prediction of China’s Short Video Industry 2024-2029” released by the China Business Industry Research Institute, the scale of the short video industry has reached nearly 300 billion yuan in 2022.

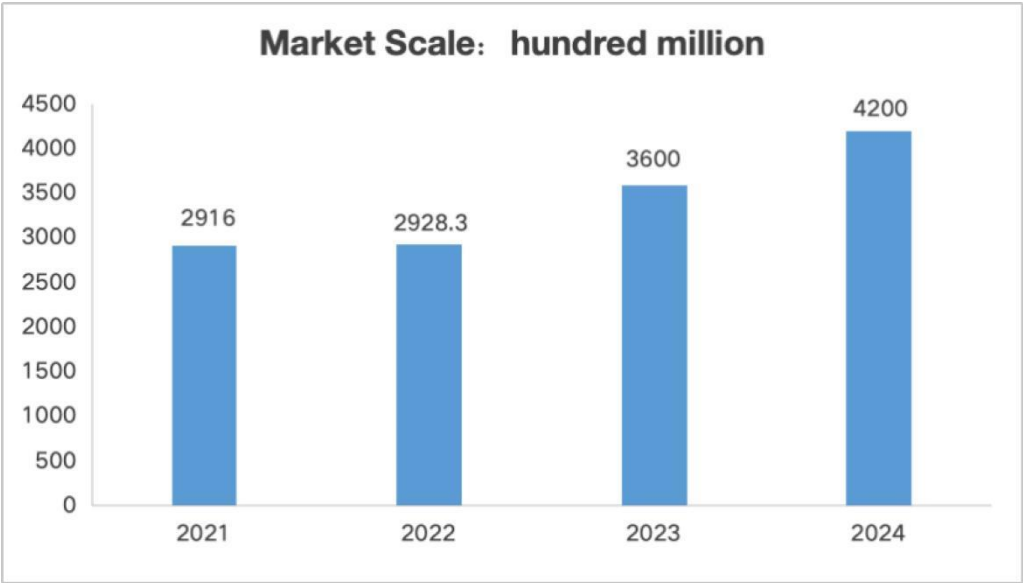


Figure 1: Forecast Trend Chart of China Short Video Market Size from 2021 to 2024 (quoted from: China Business Information Network)

The scale of short video users continues to grow. Nearly a quarter of new Internet users came into contact with the Internet because of short videos, and 24.3% of new Internet users used short video applications for the first time, which was far away from other applications. As of December 2022, the number of short video users reached 1.012 billion. Analysts at the China Business Industry Research Institute forecast that the number of short video users will increase to 1.148 billion by December 2024.

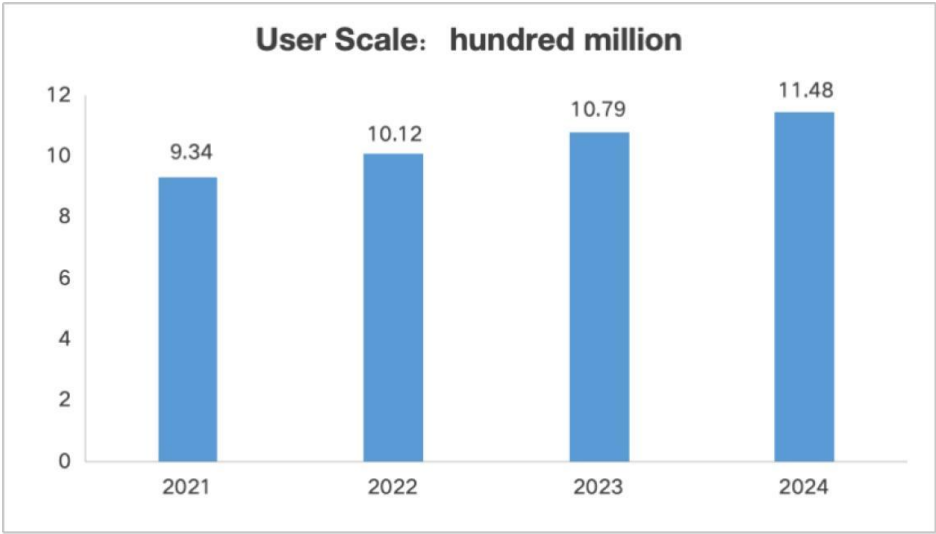


Figure 2: Forecast Trend Chart of Chinese Short Video User Scale from 2021 to 2024 (quoted from: China Business Information Network)

2.2. Study Abroad

The growth trend of short videos spreading Chinese civilization tends to be flat. At present, the number of short video creators spreading Chinese civilization has been basically saturated, and the growth trend is flattening. It is difficult to have more room for growth, and high-quality and diversified creative subjects are urgently needed to join. The expansion of diversified and international communication subjects can effectively improve the content productivity of short video platforms and enrich the content supply, meet the diversified needs of users in a way that is more familiar and favorite, and promote the international communication of Chinese civilization to achieve better results. First, attract and mobilize more overseas Chinese to spread Chinese civilization with short videos through various ways. Overseas Chinese living around the world have a strong understanding of Chinese civilization and the culture of the host country, and have the advantages of both subjectivity of cultural content and closeness of communication methods, which can better promote the spread of Chinese civilization in the local area. Therefore, attracting and mobilizing more overseas Chinese to use short videos to disseminate Chinese civilization has broad development prospects and can produce good communication effects [1].

Short video platform to the international market. Take the short video platform Tiktok overseas version as an example. In 2017, TikTok launched the overseas version, ranking first in the application charts of Japan, Thailand, Malaysia and other countries and regions, becoming one of the most popular local apps. By 2022, it has more than 1 billion active users around the world, breaking the platform monopoly of Europe and the United States on international discourse power, and providing opportunities for the international dissemination of Chinese culture. At the same time, there is still a large vacancy in the overseas short video market worldwide, and the penetration rate of short video applications launched abroad is not high. In this context, Chinese overseas short video applications such as Douyin and Kuaishou have rapidly seized the market and become the head players, which creates more possibilities for further promoting the international communication of Chinese culture.

3. Issues in the Development of Short Videos

In the new media environment, short videos face many problems in content production and dissemination. In terms of content creation, there are issues such as a lack of innovation and significant disparities in quality. With the development of self-media, the scale of short video users has expanded, and the number of creators has also increased significantly, leading to serious copyright infringement, copying, and rephrasing phenomena, with a lack of innovation in content creation [2]. For example, on platforms like Douyin, it is common to find extracts, copying, and imitating popular video clips, which disrupts the order of the short video industry and lacks respect for original authors. Currently, all users can become creators and publishers of short videos, and the platform threshold is low. Smith, J., & Johnson, L. explore the rise of short video platforms such as TikTok and their impact on digital marketing. The authors analyze the creative characteristics of short video content, including its brevity, entertainment, and highly interactive nature, and examine how these characteristics change the way brands interact with consumers. This paper also discusses the phenomenon of User-Generated content (UGC) in short video creation, and the role of algorithm recommendation in content dissemination [3].

Although this can stimulate users' enthusiasm for creation, it also highlights significant differences in content quality. Compared to professional self-media personnel, the content created by the general public differs significantly in terms of composition, creativity, and emotional expression. Moreover, some video publishers release videos for the sake of traffic,

such as curious videos and false videos, which reduce the quality of short videos and may even produce negative impacts.

For example, Yue Culture, with Shaoxing as its geographical core, covers historical and humanistic symbols such as Dayu's water control, Lanting Ya collection and Lu Xun's spirit, which is an important part of Chinese civilization. However, its dissemination has been limited by regionalism and single narrative mode for a long time, and its international recognition is low. Based on this, short videos can be used as the carrier, combined with "bilingual+" creation, multi-perspective narrative and 5W communication model, to explore the innovative communication path of Vietnamese culture in the new media environment. Through the combination of theory and practice, it provides a feasible scheme for the digital transformation and international output of regional culture.

In terms of dissemination, there is a lack of proper value guidance, and the integration of traditional cultural elements is limited, which is not conducive to promoting positive energy and excellent culture. Supported by the Internet and mobile communication technology, the current audience of short videos is relatively wide, including some minors whose mental development has not yet matured and are more susceptible to the influence of their surroundings. In short video production, some publishers release content that is vulgar or has incorrect values to gain more traffic, which can easily lead to negative guidance and influence on teenagers [4]. Additionally, video creators incorporate too many commercial elements to gain economic benefits, prominently showcasing commercial products. There is a lack of elements of traditional Chinese culture, and short videos have the ability to spread widely, carrying the responsibility of cultural inheritance. It is necessary to give full play to their value and advantages to promote the spread and inheritance of traditional culture. Therefore, there are also prominent issues and deficiencies in the inheritance aspect of short videos at present.

4. Specific Strategies

4.1. Focusing on Content Innovation

In the new media environment, content creation is particularly important for short videos. Effective innovation in content can enhance attractiveness, expand influence, and help to give full play to the value and role of short videos in spreading information and culture. Innovative short video content should start with creative intention, maintaining positive and forward-looking themes. At the same time, video creators should also focus on improving their self-creation abilities to attract more viewers.

Short video platforms and relevant management departments need to strengthen content review and management, penalize plagiarism and infringement, and restrict dissemination in a timely manner to optimize the short video platform environment and promote the healthy development of short videos. While stimulating the creative consciousness of video creators, attention should also be paid to the protection of their rights and interests, mobilizing their enthusiasm for innovation. Platforms can organize short video creativity competitions, encourage users to release healthy videos with personal creativity, focus on the promotion of excellent culture and ideas, and attract viewers while standardizing industry behavior to promote long-term development.

4.2. Integrating Traditional Cultural Elements

The large user base and high dissemination degree of short videos make them a carrier for spreading traditional culture and give full play to their value. The integration of traditional cultural elements into short videos can also optimize video content and deepen the connotation and value of short videos, improving their quality and contributing to the long-term and healthy development of the short video industry. Taking the spread of Yue culture as an example, video

content can focus on city characteristics, historical sites, and famous figures, exploring Yue culture in cities like Shaoxing and showcasing the charm of Yue culture in the videos. Regularly updating videos related to Yue culture can promote the continuous spread of cultural systems, helping users to develop a regular viewing habit, strengthening their trust in accounts, and enhancing user stickiness. Users can learn about people, places, and other related aspects of Yue culture through videos, gradually establishing connections and enhancing their identity and love for the culture, thereby achieving the goal of spreading traditional culture. Therefore, attention should be paid to the integration of traditional cultural elements in the process of short video innovation to promote the spread of traditional culture, giving full play to the cultural communication value of short videos and providing new channels and ideas for the spread of traditional culture.

4.3. Strengthening Interactive Experience Design

In the new media environment, users are no longer satisfied with one-way content reception. By strengthening the interactive experience design of short videos, user engagement and platform viscosity can be significantly improved. Producers can innovatively adopt interactive forms such as voting topics, live broadcast with Mai, and dynamic stickers to stimulate users' desire for comments, sharing and secondary creation. Brown, A., & Davis, R. studied the role of user engagement in short video creation and dissemination by comparing two short video platforms, TikTok and Instagram Reels. The authors analyzed user behavior data and found that interactivity (e.g., likes, comments, shares) is a key factor for the success of short videos. The article also explores how creators can improve user engagement by optimizing content strategies [5].

The platform needs to optimize the algorithm recommendation mechanism, launch "interactive hot list" and "co-creation challenge" activities combined with user behavior data, and encourage users to participate in the content production process. For example, the function of "plot branch selection" is developed, and the audience can influence the video direction by clicking to form a differentiated viewing experience. At the same time, a normalized communication channel between creators and fans is established, and the sense of community belonging is enhanced through mechanisms such as danmau lottery and exclusive fan MEDALS. In addition, the introduction of Virtual Reality (VR) technology to create immersive interactive scenes, such as the digital restoration tour of cultural heritage, can not only enrich the form of content, but also deepen users' understanding and memory of cultural content. Through the two-wheel drive of technology empowerment and mechanism innovation, an ecological closed loop of co-evolution between creators and users is constructed, and short videos are promoted from content consumption to value co-creation.

4.4. Improving Relevant Regulatory Systems

In the new media environment, there are many problems with the content and dissemination of short videos, and these issues are related to the supervision of relevant departments to a certain extent. Due to the lack of effective supervision, some short video creators lack originality, or produce low-quality videos, etc., causing negative impacts. Therefore, it is required that relevant departments closely control the development of the short video industry, understand the development situation and factors affecting development, and continuously improve regulatory systems to ensure the implementation of the system, strictly regulate short video content, especially strengthening supervision and disposal of vulgar culture and sensitive content.

From the perspective of the communication subject, the local government, cultural scholars and we media talents are combined to form a diversified creative subject. For example, Shaoxing Culture and Tourism Bureau launched the "Yue Culture Global Challenge", and invited the inheritance of Yue Opera to record the "behind the scenes" series of short videos. The content

of communication needs to focus on the trinity of “historical sites + celebrity stories + urban characteristics”, with the Dayu Mausoleum and Shen Yuan as the core scenes, and combining AR technology to restore historical events. Create a “celebrity spirit theater”, and present Lu You’s family and country feelings and Qiu Jin’s female awakening thoughts through micro documentaries. “Craftsman Diary” series is launched to show the pyrotechnics of Shaoxing water town life and rice wine technology. The communication channel needs a matrix layout, relying on domestic platforms such as Douyin and wechat video account to open a “Yue Culture flagship account” simultaneously expanding international channels such as TikTok and YouTube, and using algorithm tags to attract the target audience. Layered communication is aimed at different audiences to strengthen the cultural identity of domestic users. At the same time, the “Oriental Venice” is used as an analogy to Shaoxing water town to reduce the cultural distance of overseas audiences. The communication effect needs to be optimized through data-driven optimization. The “communication effect evaluation matrix” is established, and the content strategy is dynamically adjusted by considering the research data of play volume, interaction rate and cultural awareness.

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Those with serious violations need to be suspended or given corresponding penalties to provide a good industry environment for the development of short videos [6]. At the same time, continuously improve the legal awareness and level of creators, regulate their creative behavior. Continuously improve the cultural evaluation system, strengthen the review of short videos, ensure that creators can strictly comply with system requirements, which is conducive to improving the quality of short videos and promoting the healthy and orderly development of the short video industry.

5. Conclusion

In the current new media environment, short video development faces both opportunities and many challenges and development dilemmas. On this basis, certain innovations are needed, focusing on content innovation, and at the same time, integrating certain elements of traditional culture to improve the quality of short videos. In addition, it is necessary to strengthen industry supervision to ensure the healthy development of the industry and give full play to a positive and healthy cultural influence. The new media environment provides technical dividends and a global stage for short video to empower cultural communication. By breaking the language barrier through the “bilingual+” mode and enhancing the sense of cultural immersion through technological innovation, the local culture can break through the regional restrictions and realize the transition from “local memory” to “world Heritage”. In the future, interdisciplinary collaboration and international cooperation should be further strengthened, and short videos should be upgraded from a “traffic tool” to a “cultural bridge” to help Chinese culture occupy the discourse highland in the process of global digital civilization.

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