

Decoding the Short Video Era: A Study of Vlog-led Innovation in the Art of Hosting

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Abstract: This paper explores *Decoding the Short Video Era: A Study of Vlog-Led Innovation in Hosting Art*. It begins by introducing the short video era and the rise of vlogs as an evolutionary product of short videos. The paper then defines vlogs, compares them with traditional video forms, and analyzes their impact on hosting creation. The study focuses on three aspects: the transformation of the narrative subject, the expansion of content orientation, and the shaping of ideal forms. Vlogs shift the role of hosts, enable multi-perspective narratives, and emphasize personality. They also expand content orientation, prioritizing information, emotional resonance, education, and social responsibility while fostering user interaction and integrating online and offline elements. The paper further discusses the self-image construction of news presenters in vlogs, proposing strategies for image building, skill enhancement, and personal breakthroughs. Finally, through case studies of successful vlog hosts, the paper shares insights into practical exploration and the diverse styles of vlog hosting. It concludes by highlighting the profound impact of vlogs on hosting innovation and calls for hosts to embrace the short video era.

Keywords: Vlog; Short Video Era; Hosting Role Construction; New Concept of Hosting Creation

1. Introduction

This paper provides a comprehensive analysis of the changes in the art of hosting within the context of the current short-form video era. Focusing on vlogs as an evolutionary product of short videos, it offers a comparative analysis with traditional video formats to understand better and leverage this transformative trend. This analysis is crucial for advancing the innovative development of hosting art.

2. The Short Video Era: A New Chapter of Low-Threshold Creation, Efficient Dissemination, and Diversified Development

The short video era begins a new chapter characterized by low-threshold creation, efficient dissemination, and diversified development. It has become a driving force behind new content creation and dissemination trends.

2.1. Science and Technology for Development

The rapid advancement of technology has ushered in a new era—the era of short videos. With their unique appeal and vast potential, short videos profoundly transform how we live and think. These videos, characterized by their brevity, conciseness, and high information density, meet the modern demand for utilizing fragmented time. The rapid development of mobile internet technology has made smartphones an indispensable part of daily life. Through the mobile internet, smartphones have become the 'Swiss Army Knife' of contemporary society, with short videos emerging as one of their most powerful tools. These compact devices are not only powerful but also portable and user-friendly, enabling us to shoot, edit, and share short videos anytime and anywhere.

In parallel, the widespread use of big data and artificial intelligence technologies has allowed short video platforms to effectively capture users' interests and needs, facilitating personalized content delivery. The rise of social media platforms has further expanded the reach of short videos. With their large user bases, platforms such as Weibo, WeChat, TikTok, and Instagram enable high-quality short videos to gain rapid exposure through algorithmic recommendations, social sharing, and other features. This new form of communication accelerates information transmission and significantly broadens the

scope of content dissemination.

The rise of the short video era is also closely tied to evolving user demands. In today's fast-paced environment, individuals increasingly turn to fragmented time for information consumption, entertainment, and social interaction. With their brief, information-dense content, short videos effectively meet this need. They briefly provide users with rich information and engaging experiences while fostering social connections through interactions such as comments, likes, shares, and other forms of engagement.

2.2. Creativity without Boundaries, Speedy Dissemination, Wide Coverage, and Diversified Content

Determinism, as defined by Canadian sociologist Erving Goffman, introduces the "Central Zone" concept to explain the cultural behaviors resulting from the fusion of public and private spaces created by the emergence of new media. Goffman states, "In contrast to the anterior and deeper posterior zones, the middle zone arises in mixed scenes, and when a scene exhibits both anterior and posterior zones, the new scene can be called a middle zone." [1] This blurred boundaries between artistic reality and real life within the Central Zone creates experiences akin to virtual reality. It has become an essential strategy in literary creation in the new media era.

In contrast to traditional video production, creating short videos no longer requires specialized equipment or advanced skills. Individuals can quickly produce short videos that reflect their style with a smartphone and essential editing software. This low-barrier creation process stimulates enthusiasm for content creation and fosters the diversification and personalization of short video content.

The rapid spread of short videos is particularly striking. A high-quality short video can quickly garner significant attention and shares, creating a viral effect. This efficient communication mode accelerates information transmission and has made short videos a highly influential medium. Additionally, short videos possess solid social attributes. Users can comment, like, and share content, engaging with others on the platform. This social interaction enhances the user's sense of participation and belonging, further promoting the dissemination and sharing of information.

Moreover, short video content is highly diverse. Ranging from music and dance to food, travel, education, and technology, short videos cover nearly every aspect of modern life. This diversity not only caters to the individual preferences of different users but also promotes cultural exchange and communication.

It is also important to note that the business models within the short video era continue to evolve. In addition to traditional advertising and e-commerce promotions, short video platforms have introduced new monetization methods, such as live-streaming with product sales and user rewards for content creation. These innovative business models have fueled the short video industry's growth and provided users with more choices and convenience.

The rise of the short video era results from a combination of technological advancements, social media growth, and user demand shifts. The defining features of this era—low creation thresholds, rapid dissemination, vital social attributes, content diversification, and innovative business models—make short videos a new platform for content dissemination and social interaction and a source of increased convenience and enjoyment in our lives.

3. The Rise of Vlog: The New Trend and Appeal in the Evolution of Short Videos

As a prominent trend in the evolution of short videos, Vlogs are increasingly captivating creators and viewers with their unique appeal. Characterized by authentic recording and personalized expression, Vlogs offer a compelling alternative to traditional video formats, drawing audiences with genuine and relatable content.

3.1. Definition and Origin of Vlog

The term "Vlog," short for "Video Blog," represents a creative and personal expression, allowing individuals to record their lives and share experiences through video. Vlogs have become a significant medium for contemporary youth to express themselves and showcase their personalities. Unlike traditional text or photo-based media, vlogs, with their intuitive and vivid nature, break the limitations of conventional formats, offering viewers a sense of immersion in the creator's life. This enables the

audience to experience the emotions and moments with the creator.

The origins of vlogging can be traced back to the late 2000s in the United States. In 2009, the term "vlog" was officially recognized and included in the Wechsler Dictionary, marking the beginning of widespread interest in this emerging cultural phenomenon. By 2012, the first more established vlog appeared on YouTube, laying a solid foundation for the popularity and development of vlogging. Over time, vlogging spread from the United States to become a global cultural phenomenon, transcending national borders.

In China, the rise of the vlog market began around 2016, coinciding with the growth of social media platforms and the widespread adoption of smartphones. This technological shift made it increasingly common for people to record and share their lives through video. As a result, Vlogging has flourished, attracting a growing number of creators eager to produce and distribute their content.

In the early stages of the short video market, the content was primarily driven by the "magic + repetition" formula. While such content initially drew attention, audiences gradually grew tired of the repetitive format. In contrast, vlogs address the limitations of traditional short videos with their authentic and raw content style.

According to an analysis of the Baidu Index in May 2024, using "Vlog" and "short video" as keywords, the primary audience for vlogs consists of young people aged 39 and below, with the largest group being between 20 and 29. This age group accounts for approximately 40% of vlog-related searches, followed by the 30-39 age group (12%) and the 19-and-under group (15%). The 40-49 age group makes up about 8%, and those aged 50 and above represent less than 10%. In contrast, the search patterns for short videos show a more even distribution across age groups, though the 20-29 group still dominates. Notably, the 20-29 age group is more focused on vlogs than traditional short videos, with a significantly higher proportion of searches for vlogs than short videos.[2]

In vlogs, creators capture the details of their lives, sharing stories through narration and using editing techniques to present a cohesive, emotional narrative. This genuine, unfiltered expression allows the audience to connect with the creators on a deeper emotional level, fulfilling the desire for authentic and natural life experiences. Vlogs provide a platform for creators to showcase their personalities and establish an emotional connection between creators and their audience. Through vlogs, creators openly share their joys, sorrows, insights, and reflections, allowing viewers to engage with the content while also sensing the creators' genuine emotions and thoughts. This emotional bond makes vlogging a more intimate and profound form of communication, creating a stronger connection between creators and their viewers.

In conclusion, as a new form of video content, vlogs meet the contemporary desire for authenticity and self-expression among young people. With their unique content style and expressive potential, vlogs provide a platform for personal creativity and emotional connection. As social media continues to develop and smartphones remain widespread, the vlog market is expected to grow and offer broader creative opportunities.

3.2. Features and Advantages of Vlogging

Lifestyle and Authenticity: Vlog content typically centers on the creator's daily life, including cooking, travel, fitness challenges, and more. This life-oriented content enables the audience to connect with the creator's authentic experiences, fostering a sense of immersion and empathy. By presenting real-life moments, vlogs allow viewers to experience the emotional flow of the creator's life, enhancing emotional engagement.

Narrative and Interactivity: Vlogs often employ a subdued narrative style that relies on the creator's charisma to gradually draw viewers into the content's theme. In addition, vlogs are highly interactive, allowing creators to engage with viewers in real time through pop-up messages, comments, and direct interactions. This interaction fosters a stronger sense of participation and belonging, further deepening the connection between the creator and the audience.

Aesthetic Compartmentalization and Taste Shaping: As a form of cultural expression primarily produced by younger generations, vlogs often reflect a sophisticated aesthetic that distances itself from more conventional or "earthy" content. Satire, humor, and a playful tone characterize this aesthetic separation. Such distinct taste preferences have influenced the consumer base for short-form video content, aligning with young people's desire to define and express their styles and tastes. Vlogging, therefore, caters to this need for personal expression and helps reinforce the creation of distinct cultural

identities.

3.3. The Future of Vlogging

With the rapid advancement of mobile internet technology and the continuous development of social media platforms, vlogging— as a dynamic and evolving form of video content creation— holds significant promise and potential for the future.

On the one hand, vlogs will continue to innovate in content, aiming to provide viewers with more diverse and higher-quality video material. Creators will explore new themes and perspectives, leveraging their creativity and production skills to present more engaging and visually compelling content. Whether capturing daily life or sharing professional knowledge and skills, vlogs will allow audiences to experience the vibrancy and richness of life through their authentic and dynamic portrayal. Regarding content innovation, vlogs will also integrate other cultural elements and art forms, such as music, dance, and painting, thereby expanding their artistic scope and cross-disciplinary appeal. This content diversification will not only enhance the aesthetic value of vlogs. Still, it will also help them stand out in the competitive market, attracting a more extensive and dedicated viewer base.

On the other hand, vlogs will continue to expand their business models and monetization channels, offering creators more opportunities for profit and creative expression. As the vlog market matures and its audience base grows, more brands and businesses are increasingly interested in this emerging video format and seeking to collaborate commercially. Creators can capitalize on their commercial potential through brand partnerships, advertising placements, and paid subscriptions. Moreover, vlogs can leverage the traffic advantages of social media platforms and algorithmic recommendation systems to boost visibility and influence. By targeting niche audiences and producing high-quality content, creators can attract more viewers, thereby increasing their fan base and commercial value. This evolving business model, supported by social media platforms, will provide vlog creators with more sustainable and diversified income streams, fueling their creativity and further motivating content production.

4. The Expansion of Vlog to Host Content-Oriented Creation

Vlog has expanded its boundaries, evolving into a content-driven platform that supports diverse narratives and fosters limitless creative possibilities.

4.1. Content is King, Depth is First: Information Value and Connotation Mining in Vlogs

As a form of blog that records life and shares experiences through video, the quality of content in a Vlog is directly linked to the viewers' perception and engagement. Therefore, content remains paramount in Vlog creation, and its depth is a critical measure of content quality. The concept of media convergence, first introduced by Professor at the Massachusetts Institute of Technology (MIT) in his book *Technology of Freedom*, describes the integration of multifunctional media within a digital and industrial framework. In China, scholars such as Professor Cai Wen of Renmin University have been pioneers in researching media convergence, suggesting the potential for "real convergence and fusion of different types of media through new media, driven by digital technology and online communication." For Vlog creators, focusing on the informational value and mining deeper connotations is essential. By exploring life's details and uncovering hidden stories, creators can add depth and breadth to their Vlogs, providing viewers with valuable insights and enriching their viewing experience.

4.2. Creating Emotional Resonance: Emotional Expression and Audience Interaction in Vlogs

Vlogs serve as a means of recording life and as a bridge that fosters emotional connections between creators and viewers. As Carl Jung aptly stated, "Our external situation is an outward projection of our inner world. If we look more into our inner world and unify our personality, we can become what we want, with a sense of wholeness and oneness." In the context of vlogging, creators forge deep emotional bonds with their audiences through genuine emotional expression. This resonance enhances the viewer's sense of immersion and empathy, ultimately enriching the viewing experience and improving the communicative impact of the vlog. Additionally, real-time interaction through comments and pop-ups further strengthens the emotional connection between creators and their audiences.

4.3. Educational Value and Social Responsibility: The Positive Role of Vlogs in Information Dissemination

With the growing popularity of Vlogs, their positive impact on information dissemination has become increasingly evident. Vlog creators can convey positive energy and promote mainstream social values through their content, fulfilling educational and social responsibilities. For instance, creators can share professional knowledge, life experiences, and valuable lessons, providing practical guidance and inspiration for their audiences. Additionally, by addressing current social issues and offering personal insights, creators can encourage viewers to think critically and engage in meaningful societal contributions.

4.4. Practical Exploration and Experience Sharing of News Hosts in Vlogs: A Case Study of CCTV Host Kang Hui

Kang Hui, a veteran news presenter at CCTV, has long been known for his professional and rigorous on-screen persona. The reason for choosing Kang Hui's "Kanghui Vlog" as a case study is its typical and replicable nature in demonstrating how traditional news presenters can successfully transition into the new media environment. According to data from the Weibo platform, Kang Hui's first Vlog attracted 150 million views and received 1.55 million likes, showcasing significant influence and widespread appeal. Among vlogs produced by mainstream media figures, Kang Hui's Vlog stands out for its broad recognition and positive reception.

In the era of integrated media, Kang Hui has expanded his role beyond traditional news broadcasting by embracing vlogging to connect with his audience more directly and authentically. The most striking feature of his Vlog is its authenticity and relatability. Through the Vlog, Kang Hui offers an inside look into a news presenter's daily life and work, allowing viewers to see a more personal, grounded side of him that contrasts with his formal news broadcasts. In some vlogs, he appears casually, sharing personal stories and everyday moments, while in others, he is dressed in formal news attire, delivering updates from the newsroom. This blending of casual and professional personas helps humanize the news presenter, fostering a closer connection with the audience.

In addition to offering glimpses of his daily life, Kang Hui uses his vlogs to share his expertise on international politics, economics, and current events. Leveraging his professional knowledge and insightful perspective, he analyzes major global issues, offering viewers valuable information in an approachable and engaging format. This blend of personal storytelling and professional expertise enhances the intellectual depth of his vlogs and makes complex topics more accessible and enjoyable for the audience.

What is particularly notable is that Kang Hui's vlogs do not prioritize entertainment or novelty but instead focus on integrating news content with viewers' daily lives and concerns. He excels at explaining complex issues in simple, relatable language, allowing his audience to engage with news in a more relaxed and approachable manner. By presenting news that resonates with everyday life, Kang Hui successfully increases his content's emotional connection and relevance.

Kang Hui's successful foray into vlogging is an essential reference for news presenters who wish to expand their reach in the new media landscape. His experience demonstrates that news anchors, traditionally confined to delivering news in a formal setting, can play a significant role in the broader digital space by embracing new forms of communication, such as vlogging. Through this medium, news presenters can directly engage with their audiences, share valuable insights, and enhance the overall impact of their media presence on communication.

This case also highlights the evolving demands placed on news presenters in the digital age. In addition to having a solid foundation of professional knowledge and keen analytical skills, they must now develop strong communication, expression, and creative thinking skills to thrive in the new media environment. Only by adapting to these new challenges can news presenters remain relevant and continue to provide high-quality, valuable news services to their audiences in the era of integrated media.

5. Conclusions

The rapid development of technology has ushered in the short video era, characterized by concise, high-information-density content that reshapes how we acquire information and interact socially. With

the widespread use of mobile internet, big data, and AI, short videos have become a dominant communication medium driven by low-barrier creation, efficient distribution, and content diversification. The accessibility of smartphones and editing tools has democratized video production, fostering creativity and personalized content. Vlogging, in particular, has transformed hosts from traditional information disseminators to multi-dimensional narrators who connect emotionally with their audience. Vlog hosts' success depends on professional skills and their ability to establish authentic connections, making emotional resonance a key element in attracting and retaining viewers. This shift in hosting requires continuous self-improvement, image-building, and adaptability to the audience's changing needs. Looking ahead, the role of vlogs in hosting will continue to evolve, driven by technological advancements and changing user expectations. Hosts must embrace this transformation, refining their craft and creativity to remain competitive in an increasingly dynamic media landscape. The future of vlogging offers significant potential for new forms of content creation, with greater emphasis on authenticity, emotional engagement, and innovation.

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