Exploring the Impact of Short Videos on Contemporary Life Since the 18th National Congress

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Abstract: Science and technology and culture are interdependent, blend with each other, science and technology for the creation and development of culture to provide material basis, culture for the progress of science and technology to provide spiritual power and intellectual support, with the continuous development of culture and science and technology, a new product —— short video, gradually appeared in everyone's vision. By analyzing the situation of the use, content style and development curve of short video since the 18th National Congress of the Communist Party of China, this paper explores the characteristics of The Times and the living state of contemporary short video products, so as to explore its impact on contemporary people's life and solutions.

1. Introduction

The development of the short video industry can be said to have been precipitated for a long time. With the advent of the era of science and technology, it has given the short video new vitality, and the short video industry has gradually developed and expanded. At the same time, as an important part of China's film and television culture, short video is facing new challenges of high-quality development under the long-term goal of building a "cultural power". At the same time, after the 18th National Congress of the Communist Party of China, short video has also entered a period of relatively rapid development, which has also had a profound impact on people's lives.

2. The development process of short video

2.1. Development nodes

The development nodes for short videos are as follows:

During the incubation Period (before 2011), in the early days of the Internet, due to the development of technology, smartphones were not yet widely available, and only a small number of people could swipe videos on their phones. But this is not the short video we really have now, because the short video industry did not happen at that time, it was just a prototype like short video - a microfilm. At the end of 2005, a 20 minute online clip "Blood Caused by Mantou" spread wildly on the Internet, and the download volume exceeded that of the film "Promise", which attracted the attention of countless directors, actors and photographers. Since then, I have started using my phone to capture my creations.

In the growth period (2011~2015), with the development of national science and technology and economy, smart phones were gradually popularized, and the Internet industry also gradually grew. In January 2013, Xiaoying app was launched, providing users with various video clips such as filters, music, posters and more, and gaining more than 1 million registered users in just 10 months. In 2013, Ma sent short videos on his micro video account, and the hottest one was viewed 720,000 times. During the Spring Festival in 2014,100 stars gathered to pay New Year greetings, which kept it in the top five of App Store for several consecutive days, with 45 million daily active users.2013 is the first year of short video, micro vision, Sina Weibo launched Miaopai. In August 2014, the charity event Ice Bucket Challenge entered China and became popular. Many stars began to relay on Weibo. Within 72 hours, 122 stars used Miaopai to water the ice bucket. Finally, a total of 2,000 stars participated in

Miaopai, and the daily active users reached 2 million. This makes the short video ushered in their own "small climax".

During the outbreak period (2016-2017), the further development of economy and technology and the sharp drop of mobile charges have made smart phones gradually become an item for each person. In 2016, she called herself "a woman with beauty and talent". She created short videos with funny tone, movements and expressions, and quickly won the public. She pushed the value of three-minute short video to the peak of Internet content entrepreneurship and became the first person of short video web celebrity in the real sense. Short video has also really entered the development climax.

During the regulation period (from 2018 to now), along with the explosive growth of short video users, more and more short video content has appeared in the public view. Around the Spring Festival of 2018, TikTok broke out. TikTok created topics, provided a lot of materials, created a young cool culture, and algorithm recommendation, drove users to watch and participate with strong operation, and became a dark horse in the development of short video. At the same time, due to the rapid development of short video, information leakage, copyright infringement, vulgar content and many other problems have gradually emerged, which ushered in the regulation period of short video. If short video wants to have a broader development prospect in the future, then dealing with problems is the only way for the development of short video.

During the incubation period of short videos (Figure 1), only 2.88% of people started watching short videos during this period. During the growth period of short videos, the number of people who started to watch short videos increased, reaching 10.54%. In the outbreak period of short videos, it is not difficult to see that the number of people who have started to watch short videos has increased significantly, from the original 10.54% to 33.55%. In the regulation period of short video, the development of short video gradually matured through continuous regulation and was gradually accepted by the public. This is also the era when short video began to become popular. 53.04% of people have started to watch short videos since 2018. This also, to some extent, intuitively shows us the development node of short video.
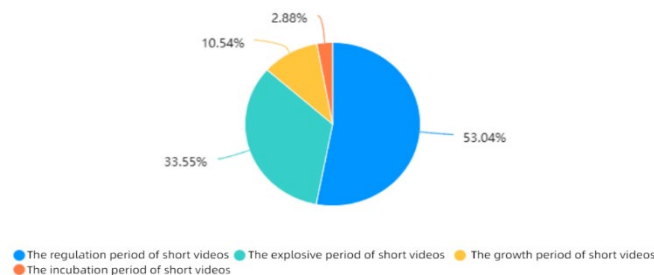

Figure 1: Various Nodes in the Development of Short Video

2.2. Promoters

The development of the short video industry, the role of promoters is also essential, they are the source of power for the development of the industry.

2.2.1. Market demand

With the increase of mobile phone function, it can brush video, payment, listening, call, etc., these only need a mobile phone can complete, so TV gradually replaced by mobile phone, people use mobile phone time far more than TV, it also shows that people don't have too much time to sit in front of the TV for a long time, their time is fragmented. For example, people can swipe their phones on the subway, eat or go to the toilet on the way to work. At this time, the short video industry has an advantage, because the short video is fragmented, the time is very short, a few thousands of words of news, people only need one or two minutes of video can explain clearly. Therefore, in the case of increasing market demand, the short video industry can develop.

2.2.2. Promotion of technology development

With the development of science and technology, the manufacturing cost of intelligent equipment is getting lower and lower. At the same time, 4G network has been popularized in China, and with the emergence of 5G, China's mobile network is getting faster and faster, which will attract more people to use short video. On the other hand, with the progress of the internet, the impact of the internet effect on

society is becoming increasingly significant, and people are also interested in the dissemination of videos. Relying on powerful computer technology, internet companies use algorithmic recommendation models and other technological means to recommend content that users like to watch. Advanced technology can also ensure the quality of video image and increase users' interest in watching videos. Therefore, technology is an indispensable driving force in the short video industry.

3. The impact of short video on the society and the masses

3.1. Impact on consumption habits

The boom period of short videos was from 2016 to 2017. Before that, the main consumption habit of the public was to buy through online APP and offline stores. However, since the popularity and development of short videos in 2016, TikTok, Kwai, Bilibili and other video platforms have established their own online shopping malls, online celebrities have also launched live broadcasts, short videos are interspersed with advertisements, bloggers Amway and other ways of bringing goods, and offline businesses have also launched group buying and other sales methods in cooperation with the short video platform, These lead to changes in public consumption habits: according to relevant questionnaires, 38.02% of people will follow video blogger Amway to consume, 16.29% will follow live streaming on short video platforms, and only 37.06% feel that their consumption habits have not been affected.

3.2. Impact of security and privacy

As the short video of fire netizens security privacy issues was proposed, then each big short video platform launched the system, actually for whether it is necessary to name the system, the public voice is more consistent, 73.48% of people think the system to a certain extent can avoid network keyboard, 59.74% of people think the system can prevent minors addicted, visible most people think that the system is very necessary.

People's Daily Online, Beijing, March 8- -As of December 2021, the number of Internet users in China reached 1.032 billion, and the Internet penetration rate reached 73.0%. "Real-name authentication of short video platforms is imperative. "There are so many Internet users in China, a thousand people have a thousand voices. The problem of Internet violence was especially serious in the past few years, but now we still need to remember: the Internet is not outside the law, and it is necessary to resist keyboard chivalry. Zhang Lianqi, a member of the Standing Committee of the National Committee of the Chinese People's Political Consultative Conference and vice president of the China Taxation Society, said in an interview that many minors are addicted to short videos, which seriously affects their physical and mental health. Short video of fire part of the reason because short video platform will according to personal preferences related video, but did not consider the video content is suitable for watching, so the minors system, platform to watch time and watch content control, to a certain extent is really can prevent minors addicted. Some people believe that there is no real-name system because they worry about the disclosure of personal information, but the platform has the obligation to protect our personal information. In 2019, the state issued relevant laws on the real-name system.

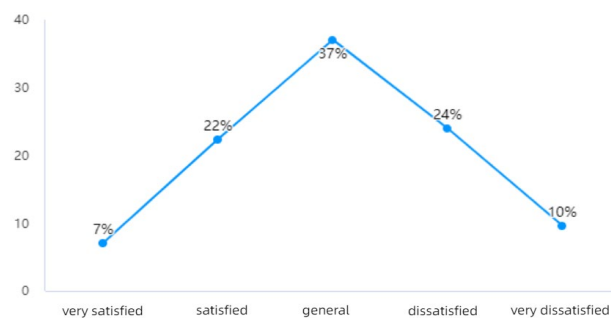## 4. Suggestions on the development of the short video industry

Figure 2: Short video platform status and attitude evaluation form

Based on 313 sample questionnaires, the comments of netizens on the current situation of short video platforms are very dissatisfied and very satisfied (Figure 2), accounting for 9.58% and 7.03% respectively. The attitude is mainly between dissatisfied and satisfied, with 23.96% of the dissatisfied population, 22.36% of the satisfied population, and the general population accounting for 37.06%.

Overall, an inverted U curve. It can be said that most people still maintain a neutral attitude towards the short video industry. This module will focus on analyzing the current environmental issues in the short video industry and propose suggestions for solving and improving the problems faced by short videos from four aspects.

From the perspective of common contemporary cultural phenomena or background, the new cultural themes have emerged in an endless stream in the past two years, and the concept of meta-universe and traditional culture stand out among many themes. The representatives, such as Liu Yye-hee, as a virtual image, released more than one million video likes in October 2021 and November of the same year, and achieved an overnight increase of 1.5 million followers. Moreover, social media imagined that the form of content will become a "new future" in the content field. Also attracting attention is the content of the representative traditional culture, Plum Seven series of videos, also do a hundred response, by people's attention and many we media to imitate. In response, many short videos lacking cultural connotation are gradually forgotten by the public. According to the data survey, it is generally believed that the feasible development direction of short video innovation in the near future is to conform to the theme of The Times, explore the cultural connotation, and realize the upgrading of science and technology + content. It can be seen that in today's era of cultural diversity, shoddy and sensationalism content is no longer accepted by people, and netizens are more expected to see "new things", which is also a fact that nowadays short video platforms and content creators should focus on thinking about.

From the current situation of the platform, this paper believes that the causes of the current platform problems are attributed to the three parties, namely, the platform itself, short video content creators and users. According to the [1] paper "Preliminary Study on the Development dilemma and Way out of Short Video Platform" published by Jiangxi Institute of Applied Science and Technology in 2018, the long-term development of short video platforms mainly focuses on three aspects: vulgar content and serious homogenization, insufficient realization profitability and weak regulatory links. First, content and homogeneity phenomenon serious mainly exists in the short video creators, about the above under the background of this era, short video creators in content choice to create is put forward more requirements, and the status quo, many creators to get traffic, quickly attract fans, made a lot of grandstanding even vulgar video content bo eyeball, on the other hand, after a video fire, other creators rush, copycat imitation, rub the heat of the former. Open the popular content of the short video app, and you can see that there may be hundreds of imitated videos under a popular original video. Secondly, through understanding, we know that the revenue sources of short video platforms include media account authentication, advertising revenue, live streaming revenue, and electricity sales. According to a joint survey conducted by the China Network Audiovisual Program Service Association and Zhiyan Consulting, in 2019, the main revenue source of short video platforms in China was user paid (including but not limited to user paid live streaming revenue), Advertising revenue only accounts for 30% of the revenue source. Although the number of users of short video platforms is large, in the short term, merchants are still in the wait-and-see and initial stage, and the short video platform still has a lot of room for progress in the aspect of traffic realization. Third, the regulatory link is weak. Different from traditional long TV videos, short videos have a large number of users, large creators and diversified content, which is difficult for the platform to effectively restrain them, and part of the responsibility for the supervision of the platform also falls on the users.

From the perspective of future development, we need to seek more powerful solutions to the problems we raise above. Here, we propose a solution based on the relevant investigation.

First of all, the trend of short video to seek Internet big data and artificial intelligence integration has been generated and obvious. The shared digital economy has been a general trend for several years. Short video platforms can apply big data and related technologies to their economic benefits and regulatory content. On the one hand, big data can accurately screen out target users, which is more conducive to accurate advertising to users, and enhance the confidence of merchants in short video advertising and the competitiveness of platform advertising. On the other hand, AI is easier to regulate video content, reduce the regulatory pressure of the platform, and is more conducive to purifying the platform environment and realizing standardized management.

Secondly, the platform content guidance is also very important. In view of the serious problem of

homogenization and the exhaustion of creators' content, the platform should appropriately reduce the distribution of homogeneous content, optimize the traffic distribution mechanism, and strengthen the support for new creators. And in the content creation to guide, the vulgar content warning and limit the flow of processing. Add a new creation module channel to guide the creators to pay more attention to the creation of cultural connotation and provide relevant material support.

Thirdly, improve the quality of users, accelerate the implementation of the real-name system. According to the survey data, nearly 92.33 percent of people think that the quality of short video users needs to be improved, and more than 73 percent think that the real-name system is necessary. The implementation of the real-name system can not only avoid the Internet keyboard heroes from doing whatever they want on the Internet, but also prevent minors from indulging in the Internet to some extent. Short video platforms can raise the threshold for users to register, answer questions, improve the network quality of users, timely ban users with improper behavior on the network, and safeguard the legitimate rights and interests of other users and platforms [2].

Finally, relevant departments formulate relevant policies and actively intervene to help supervise. At present, many platform problems in the final analysis, the platform cannot escape the responsibility. In order to obtain traffic, the platform will inevitably produce uneven traffic distribution or even default to the dissemination of vulgar content, and the problem of minors being induced to consume is common. This requires relevant departments to intervene in supervision, urge the platform to upgrade the review mechanism, strengthen manual audit, give full play to the function of network supervision, investigate the inferior content of the platform according to law, and change the previous extensive supervision mode. Only by adopting standardized means can we purify the network environment in a short time.

5. Conclusions

Short videos have deepened the fragmentation of contemporary information dissemination, changed people's way of expression, and made people's thoughts no longer "profound". It can also be seen that short videos have indeed affected our lives, but whether they are good or bad after all, more observations are needed. We need to harness the benefits brought by technology, but we need to anticipate the potential harm it can cause to society and ideas. By gaining a deeper understanding of the emerging dissemination method of short videos, we can gain a greater grasp of creating a better world.

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