

# Brief Discussion on the Transmission and Development of Vlog in China

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**ABSTRACT.** Along with the development of Internet new media technologies, information dissemination technologies and mobile intelligent terminals, people have gradually transformed from the era of texts to the era of pictures and now to the era of videos. Vlog is a new video type that is very popular in European and American countries. Why is it so popular in European and American countries? How about its development after coming to China? In response to these problems, this paper conducts a comparative analysis on YouTube, the overseas video platform, and VivaVideo, the first APP that is declared its transformation into a Vlog video community in China. It is found that Vlog has been somewhat muted in domestic development. Furthermore, it explores the reasons for this. Finally, this paper provides some suggestions for the development of Vlog in China from perspectives of the help of the platform, the optimization of the contents and the analysis of the consumption habits of the audience.

**KEYWORDS:** Vlog; Communication status; The development trend

## 1. Introduction

With the popularity of new Internet media, short video has currently become the most potential section in the field of content. As an overseas ‘web celebrity’, the Vlog has been developing rapidly in a short time[1]. What about the current situation and future development of Vlog after it was introduced to China? The following discussion will be focused on these problems.

## 2. Summary of Vlog

Vlog is one of kinds of video. According to the mainstream, two definitions can be used to defined it at present. One is ‘video log’, namely video blog, which focuses on blog. It is essentially a blog with the form of video, which is not substantially different from the graphic blog we used to contact. The other is “video of log,” or blog video, which focuses on video[2]. The purpose of recording daily content is only the expression of this type of video.

In any case, since the video of the makeup blogger James Charles prevailed on YouTube in 2012, which is in the form of asking and answering, as a personalized and stylized form of recording life, Vlog has been accepted and used by more and more young people, and has become the main camp for them to express their personality.

### **3. Spread Status of Vlog**

At present, the overseas video website YouTube has had 1.9 billion registered users, on which the number of Vlog has increased from 200 per day in 2013 to 2000 per hour in 2018. More than hundreds of millions of Video related to Vlog can be searched on YouTube. At the same time, because of the functional properties of recording daily life, Vlog includes almost all life aspects, such as study, beauty, makeup, food, travel, etc., with a wide range of vertical fields and numerous users[3].

At the same time, YouTube also carries out a “profit plan”. When the volume of Vlogger's video playback and fan reach a certain level, the platform will invite the Vlogger to participate in the plan and give the blogger a certain profit according to the volume of views per thousand times[3].

Also because many overseas countries, such as the United States, always keep the habit of home video recording, video shooting and editing, and sharing them with others is very common, for Vlog industry, with relatively high requirements in equipment and production, the emergence of quality Vloggers and even professional Vlogger is more possible in foreign countries. Such as ‘the father of Vlog’, Casey Neistat, who had insisted to update Vlog works every day for more than 600 days. In addition, his works show excellent shooting and editing techniques, creative themes and highly personalized styles. At present, he has more than 10 million fans on YouTube and has become a world-class web celebrity.

It is because of the benign interaction between the platform, video bloggers and fans that the current situation of Vlog spread in foreign countries is extremely hot. By contrast, the development of Vlog in China is a little flat, or even unsatisfactory. Take the APP Xiaoying for example, which started with video editing software and always is at the top of the download list on many overseas platforms. After the early development of the UGC platform, it tried to transform into social APP from the app of utility class. And on January 14, 2018, it convened strategy conference in The Ullens Center for Contemporary Art, announced its comprehensive upgrade, launched ‘the V light plan’ and was committed to build ‘the first platform’ in global Vlog communities. However, as the first official Vlog APP in China, it is much less than You Tube in terms of Vlog reading volume.

### **4. Problems Existing in Domestic Spread of Vlog**

#### ***4.1 Low Support from Platform and Relatively Insufficient Channels for Spreading***

YouTube, an overseas video platform, was founded in 2015 with UGC as its main content, mainly to facilitate users to share and exchange films shot by themselves. Therefore, it can be said that YouTube had a social property from the very beginning.

Being similar to You Tube, some well-known domestic platforms, such as Tencent video, Youku and iQIYI video that ever centered on video playback began to try homemade video content recent years, nevertheless giving priority to movie, television plays and variety shows. So the content of the platforms has also led to the lack of UGC attribute and it is so hard for Vlog to be popular on them. Weibo and WeChat are strong UGC platforms, but their main content is not dominated by video, let alone Vlog. Bilibili is a video platform based on ACG content. Of course, it is mentioned above that there are also Xiaoying, the first domestic APP where Vlog is fully supported by government, as well as the similar short video platform such as Yishan. However, at present, these kinds of APP transformed from utility class still belong middle part in the field of short video, so their support for Vlog and Vlogger is really limited.

Therefore, currently, resources provided by domestic platforms for Vlog are limited and channels for spreading are relatively insufficient.

#### **4.2 Extensive Content in UGC Model and Homogeneity of Content in PGC Model**

Vlog is used for recording our daily life. Any life experience, such as travel, tasting delicious food, making up, can become a theme or content for Vlog. With the length of one to ten minutes commonly, and without fancy pictures or provoking plots full of twists and turns, fun or sadness, Vlog tends to make fragmented record of life. No matter the photographer lives with happy or depressed mood, it is as real as the blog to record life fragments of the photographer. Meanwhile, the shooting of Vlog also requires Vlogger to have high quality equipment, excellent shooting technique, keen editing consciousness and excellent aesthetic ability. And because of the obvious character of personification, Vlog requires Vlogger to have certain personality charm and shooting talent, so as to have distinct audio-visual language, character characteristics and self-expression, which can meet Vlogger's desire to truly record life and the audience's need to find empathy in other people's Vlog.

Because of the character of diversity, threshold for production of Vlog is high. Due to the late start of Vlog in China, many amateur vloggers in UGC mode only rely on their love and interest to make Vlog, with the unqualified level in equipment, shooting and editing skills and aesthetic ability, which will inevitably lead to extensive content.

However, after ‘the first Vlogger in North America’ Casey became popular on YouTube, many vloggers began to imitate Casey’s video style. For example, daily updating, tending to positive content, and using some empty mirrors, time-lapse photography, aerial photography and so on in terms of shooting and editing skills. Therefore, a cycle of imitation is formed -- domestic Vlogger imitates foreign Vlogger, while ordinary Vlogger imitates high-quality Vlogger, which leads to the

increasingly serious homogenization of Vlog content in PGC mode.

Throughout today's Vlog short video field, rough content under UGC model and increasingly homogeneous content under PGC model are unable to meet the satisfaction of users who require closeness to life in style, personification in characteristics and refinement in content from Vlog.

#### **4.3 Firmly Established Habit of Consuming Fragmented Content**

In fact, before 2018 when it launched 'the V light plan' after total transformation, Xiaoying had put the activity online, "challenge for 21 days Vlog". At the same time, the boom of Douyin hasn't swept across the country and 15s short video also hasn't become strong performer in all short videos.

We can say a lot of platforms took the lead in layout of Vlog field, and favor Vlog very much. But at present, due to people's increasingly fragmented time, the battles for winning people's fragmented time among big Internet platforms became more and more intensified, which caused the audience established the firm habit of consuming fragmented content. Compared to Vlog that is longer, is more complexed in filming and editing and requires more in equipment, Douyin, a platform for short video with music, has become the darling of people, and changed the effective time for watching video. It has been found that many Vlog platforms under gloomy development haven't benefited from Vlog. According to data from Chinese Commerce Industry Research Institute show that From June 2018 to October 2018, the MAU number of Xiaoying after transformation decreased from 4.45 million to 3.92 million, with 13.5 percent decrease on year-on-year basis.

### **5. The Trend of Vlog's Development in China and Suggestions for It**

#### **5.1 Increasing Support for the Platforms and Building High-quality Channels for Spreading**

For Xiaoying, since claiming the transformation from utility app for Photography to social app, it planned to give more exposure resource to 20% of high-quality head Vlogger and to promote earnings in 2018, then transfer the videos, such as Vlog, to the remaining 80% of the users by UGC community established before, in order to create more and better content to complete the spreading among more users. But in fact, as the era for Vlog to make bonus has not come, Xiaoying has gradually shifted to short video in content.

Actually, such as Xiaoying and VUE that started as a platform for video editing, the small sized photograph, they have accumulated a large number of users, at the same time, have certain experience in Vlog's demand for Vlog high-quality filming and editing technique, so in the later development, they can optimize video editing function, develop online tutorials of filming and editing Vlog, provide models of filming and editing that are simple for beginners, provide corresponding materials

and filter, etc., lower threshold, to help more ordinary Vlogger can more easily make beautiful and characteristic, attracting users firmly, which would be a big advantage of this kind of platform to occupy the market.

In terms of income, for domestic video platforms, except the revenue sharing between the platforms and bloggers, they can also provide high quality cooperation with big brands for Vlogger, benefiting from advertisements, to enhance the vitality of Vlogger. Direct advertisement placement on Internet may cause emotional resistance of users, but Vlog can make users more easy to accept this kind of advertisement due to its property of describing life. At the same time, the promotion of Vlog video and quality content distribution should also be considered by video platform. Of course, It also need cooperative effort of all major platforms at the same time to make large enough content area, so as to bring more bright prospects to domestic Vlog.

### **5.2 Creating PUGC Production Mode**

From the perspective of Vlogger, it needs to have corresponding aesthetic ability and personalized charm. After some analysis on the audience, it knows how to produce the content recognized and liked by the audience, and processes the homogenized and extensive content to make the content of Vlog of the platforms more competitive.

From the aspect of the video platforms, to make the content more attractive to users of platform, the interest point, aesthetic point of the generation after 90s and post-2000s generation must be found, and their ability of consuming should be known. maximize its multi-faceted value and ornamental value, maximize its personalized characteristics, widen PUGC content production mode to establish the PUG+ content distribution mode and the UGC + platform social relation model, and realize the ultimate Vlog content.

### **5.3 Localizing the Content of Vlog and Attracting User Firmly**

With the advantage of low threshold and being easy to spread, the short videos, as a lot of junk information at the age of the Internet, are vulgar and similar due to the crazy investment of many big capitals. the characteristics of the same, most of the low content tonality has appeared in a short video platform, user's retention rate is low, the platform experience feeling difference, without core competence by only a large amount of capital operation. Therefore, according to the data collected by analysis in the fall of 2017, both the per capita length of short video platform and the starting frequency of single balance platform showed a decreasing trend. It can be found, the user viscosity of short video platform appeared a little decline.

So how can Vlog gain a foothold at home when other types of short video wobble? In my opinion, the most important thing is the localization of Vlog's video content. And content localization is the change of narrative mode first. Different degree of technology development, historical and cultural at home and abroad cause

different requirement narrative content for Vlog. And most of the current domestic each big video platforms Vlog are taken overseas students, the content and narrative features of European and American countries Vlog, how the narrative style localization, also need to consider domestic numerous platforms and Vlogger problem; The second is the change in time. North American Vlog of 7-14 minutes more, belongs to the content consumption of immersion, and at present the content of the Chinese people have formed the fragmentary spending habits, Vlog to get the favour of domestic users, at least for now need to shorten the video time. In November 2018, Tencent released formerly a platform for short video, 'Yoo video', positioned in 1 to 3 minutes Vlog. It can be seen that there are also some video platforms in China trying to change in the aspects.

## 6. Conclusion

At present, the field of short video in China is still in a state of fierce competition, while Vlog is in its infancy. Although it has not developed into the mainstream of short video type in China, the popularity of Vlog among young people in Europe and America means that it has extraordinary vitality. The author believes that as long as the platforms involved in the field of Vlog and Vloggers make full use of advantages and avoid disadvantages, and actively adapt to the spreading characteristics in the field of short video in China, there must be better development for Vlog in China.

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