

Research on the Positive Influence of Short Video on Public Opinion Dissemination of Social Hot Events——A Case Study of "Beijing Winter Olympics"

Gao Shiran

College of Cultural Media, Xichang University, Xichang, China

Abstract: In the era of intelligent media, the communication mode of social life has changed, and the public opinion field of social life has gradually extended from oral communication to short video new media such as Douyin. With the growing development of short video new media, many news media have also been stationed on short-video platforms, publishing news hotspots through short-video platforms, getting attention, and the flow holding is obtained. This paper analyzes the characteristics of public opinion dissemination of "Beijing Winter Olympics" event on short video platform, and studies the positive influence of short video on public opinion dissemination of social hot events.

Keywords: short video; social opinion; social hotspot; Douyin

1. Introduction

In recent years, the new media such as short-video platforms have triggered numerous online public opinion events. The fast-food culture of short-video can meet the news content needed in people's fast-paced life nowadays, and the wide dissemination of short-video also allows people to interact with the content on the platform. Strong interactivity and fast diffusion have become the signature features of short videos. Short video development on news and social opinion positive aspects are reflecting social opinion, resolving social conflicts, leading good social morals, etc. In the dissemination of social hot events, short video also shows a strong power of communication, in this context, improve the short video and other new media platforms of public opinion guidance mechanism, the use of mainstream media as a powerful weapon to become a powerful weapon to promote its development again.

2. Definition of the short video era

In the era of short video, all kinds of content are spread in the form of short video. Short video refers to the high-frequency video content that is played on various new media platforms and is suitable for watching in mobile state and short-term leisure state, ranging from several seconds to several minutes. It abandons the traditional media era only relies on graphic information dissemination way, using new media technology, combined with the Internet, established a short video information dissemination of fast channel.^{[1][2]}

With the continuous development of social life, people are increasingly pursuing simple and rapid information intake. According to the 47th "China Internet Development Statistics Report" released by China Internet Information Center (CNNIC), as of December 2020, China's Internet users reached 989 million, accounting for one fifth of the global Internet users, and the Internet penetration rate reached 70.4%, which is higher than the global average. As of December 2020, the number of short video users in China was 873 million, an increase of 100 million from March 2020, accounting for 88.3 per cent of netizens.^[3] The number of Internet users in the short video era is increasing, and the distribution of age groups is constantly developing in the direction of equalization. In order to meet this trend, the short video platform uses a simple and rapid way to describe the video content, so the short video era can also be called the "fast food culture" era.

3. The definition of social hot events

Social hot events refer to events that have attracted wide attention, participated in and discussed in society and have triggered strong reactions among the people, that is, events that are well known and discussed by many people. Social hot issues are generally characterized by times, challenges, universality and sensitivity. The reports of hot events should be correctly grasped in a scientific, dialectical and objective way of thinking.

In recent years, news reports no longer evade the hot issues of concern to the masses. Through hot reports, it strengthens the communication and contact between the state and the people, enhances the "closeness" of reports and the people, and plays an important role in guiding public opinion. Hot reports have become an important means for media to guide public opinion. The status and role of hot issue reports in the whole public opinion orientation are increasingly emerging.^{[4][5]}

4. The characteristics of public opinion dissemination of social hotspot events

4.1. Characteristics of social hot events

4.1.1. Distinctive times

In recent years, social hot events have shown a wave-like development trend.^[6] Most social hot spots have distinct epochal character. For example, the TV series "Crime Crackdown" is adapted to real events and is related to the presence of the Central Supervisory Group in the provinces and municipalities; the change of Saihanba mechanical forest farm reflects the concept of "Clear waters and green mountains are as good as mountains of gold and silver"; the novel coronavirus pneumonia reflects the Chinese people's harmony, "When disaster strikes, help comes from all sides" and so on. The combination of social hot spots and the times makes it distinctive in the generation and dissemination of the times.

4.1.2. The challenge of contradiction

In the social hot events, the contradictions are basically divided into doctor-patient conflicts, disputes, land expropriation and demolition, litigation, negotiation, etc. Contradictions reflected by hot events are exactly what society needs to solve. For example, the doctor-patient conflict in the event of Dr. Tao Yong, the patient Cui, who was discontented because he thought that his expectations were not met, he vented his emotions to Tao Yong and cut his hands and head several times, resulting in tendon rupture of left hand and forearm. Similar events are "Chongqing Wanjiang bus crash", "Lao Rongzhi appeal case" and so on.

4.2. Characteristics of social public opinion dissemination

4.2.1. Highly interactive and informative

Short video provides a platform for the audience to disseminate information. It only needs the electronic equipment of the mobile terminal to complete the transmission of information. Different from the text images used by traditional media, the music and color of short video make the audience feel immersive.^[7] For example, the Douyin of the People's Daily launched a series of videos on the occasion of the centenary of the founding of the Party in 2021, which aroused the emotional identity of the audience through praise, comments and forwarding; the centenary of the Communist Party of China's founding, through short video with tens of seconds to minutes vividly show, showing a lot of information content, easy access to the audience.

4.2.2. Abrupt strong

Although the spread of social public opinion has eased in recent years, there will inevitably be sudden public opinion. For example, the incident of naked man breaking into woman's room in the Quarterly Hotel. On the evening of August 5, 2021, blogger @ fiore released a self-reported video on her own social platform with hotel monitoring video. As of August 11, 2021, the number of clicks on the topic of the video had reached 9.254 million, and the number of Douyin forwarding had reached 1.12 million. Then, the number of clicks on the topic of the video apologizing in the Quarterly Hotel was also as high as 9.685 million, which indicating that the public opinion was hot and sudden. There are also "Drag event at Heyi Hotel", "Luo Yixiao event" and so on, which also show sudden characteristics.^{[8][9]}

5. The positive impact of Douyin short video on public opinion dissemination in Beijing Winter Olympics

5.1. The city of double Olympics, showing great-power politics

Since its registration, the official Douyin account of the Beijing Winter Olympics has been active on the Douyin platform in the form of publicity before the start of the Winter Olympics. Beijing, as the first bi-Olympic city, and the 2022 Beijing Winter Olympic Games, as one of the major events, naturally received extensive attention from the media. On January 31, CCTV news' official Douyin released "The Front Line of Major Power Diplomacy" 'friend comes from afar! The first foreign head of state to attend the Beijing Winter Olympics arrived' ", immediately reached 612,000 praises, China as a cultural power, unfolded the traditional culture of hospitality in front of the world. On February 6, after the release of the video "Swedish team won the title, and the reporters burst into tears instantly", the official Douyin of the World Wide Web not only won 590,000 praises, but also saw the sanctity and greatness of sports spirit in the comment area. "People in each country have their own pride and national feelings as we do, and every champion is worthy of our respect and congratulation". The positive public opinion shows us China's confidence and responsibility on the international stage.

5.2. Great ancient country blooms cultural confidence

On the opening day, the official account of the Beijing 2022 Winter Olympic Games released "The national flag entrance ceremony, when the young hand slightly childish 'me and my motherland' music sounds in the nest, do you also tears?" Once the short video was sent out, the total amount of praise was 1.31 million times, and more than 28,000 times were forwarded. The strong young people make the country strong. When the young trumpet players stand at the opening ceremony, they not only show cultural self-confidence, but also show youth self-confidence. In the same day, CCTV News released a short video called "Full field is boiling! Xi Jinping waved to the Chinese delegation!" which has been more than 1460000 praises, more than 230000 forwardings, commentary area have left messages be proud of the Chinese red. The People 's Daily respectively released short videos of hoist the national flag at the opening and closing ceremonies of the Beijing Winter Olympics on February 4 and February 20, are all broken millions of praise, opening ceremony flag-raising short video is more than 2 million praise. Xinhua news released "this line of tears, flowing for national glory" won 827000 praises, comment area "clear love only for China", "Why I often have tears in my eyes, because I love this land deeply" and other comments show the national pride of the people.

CCTV News "Unexpected! The most creative torch lighting ceremony." Although the 'micro-fire' is micro, the camaraderie is eternal and long! The profound charm of Chinese culture is placed in the torch lighting ceremony, and the social public opinion full of cultural sense also shows our cultural connotation and cultural confidence to the people of the world.

5.3. Olympic spirit, together to the future

In the 2008 Beijing Olympic Games, the song "Welcome to Beijing" was sang to now, and the 2022 Beijing Winter Olympic Games will set sail again, and the official release of the "Together to the Future Music Video" by China Film Report has received 1.466 million likes and 135,000 forwards. The song's lyrics are full of the hearts of the people of the motherland, overcome difficulties in the special background, the successful completion of the Winter Olympic Games preparations for the struggle, but also convey China overcome the difficulties together with the people of all countries, and the successful completion of the Winter Olympic Games confidence and determination under the leadership of the Olympic spirit.

During the competition, PP sports released "China's short track speed skating team is competing for the first gold in the Winter Olympics tonight" , People' s Daily released "China's second gold, Ren Ziwei won the men's 1000m short track speed skating title", "Gu Ailing won the title, China's third gold", "China's sixth gold, Su Yiming won the championship!", CCTV news release "Xu Mengtao shouted 'Am I the first?' yes you are, You are the first" and other videos were praised 2.772 million times, 2.048 million times, 2.288 million times, 2.021 million times and 2.186 million times respectively. Behind such a high number of likes is not only the determination of the athletes to move into the future together, but also the fervent encouragement in the comment section. The public opinion voice of the athletes and the masses being linked heart to heart and moving into the future together is also getting more and more enthusiastic driven by the short videos released by the mainstream media.

Similarly, Xinhua News Agency released "Those 'divine friendships' at the Beijing Winter Olympics", mentioning that on the field are struggling rivals, off the field are sincere friends! Compete and encourage each other to be better and stronger! This is the Olympic spirit! It is the Olympic spirit that the athletes who go to the Beijing Winter Olympic Games are single-sword athletes, Swedish journalists live hot tears national warm comfort this is also the Olympic spirit, This zero-distance Olympic spirit drives the boom of together to the future again in the comment area of the Chinese people . It is also makes the intense competition warmer and easier because of these short videos.

6. Suggestions on the Development of Short Video in Public Opinion Communication of Social Hot Events

6.1. Improving Access Threshold of Short Video Communication Platform

Although the short videos of the Beijing Winter Olympics have brought many positive impacts on social public opinion, some malicious speculations have also caused controversy in the comment area. Because of the anonymity and openness of the short video platform, which leads to wide video output, it is necessary to strengthen the supervision of public opinion, first of all, from the source of short video governance, namely to improve the short video communication platform access threshold, improve the level of monitoring content audit at the same time, to verify the authenticity of the short video content in a timely manner when the short video is widely discussed and forwarded among users, and if there is a false, vulgar and illegal content, the video publisher should be warned and the video should be handled accordingly to avoid causing greater social opinion.^[10]

6.2. Strengthening the Optimized Management of Short Video Industry

6.2.1. Internal optimization management

6.2.1.1. Strengthening the construction of laws and regulations

Relevant departments need to correctly understand the problems existing in the short video platform and the harm to society, strengthen the construction of short video laws and regulations, supervise the short video platform from the legislative source, and manage the short video platform from the law enforcement action.

6.2.1.2. Using the new technologies to information screening

In order to improve the level of monitoring content audit, when short video causes extensive discussion and forwarding among users, it is necessary to verify the authenticity of short video content in time. If there are false, vulgar, illegal and other contents, the video publisher needs to be warned in a timely manner, and the video to make the appropriate treatment to avoid causing greater social opinion.

6.3. External optimization management

6.3.1. Mainstream media maintains sensitivity to hot social events

For the Beijing Winter Olympics, the relevant mainstream media, taking "CCTV News" as an example, released the Beijing Winter Olympics on February 14 has become the highest-visit Winter Olympics so far. The Ministry of Foreign Affairs: People from all countries applaud the Winter Olympics, which is the full embodiment of the Olympic spirit. It quickly drives the positive public opinion dissemination, strengthens cultural confidence and national pride.

The trembling topic of the Beijing Winter Olympics has accumulated 29.25 billion playbacks after the game. Behind the ultra-high playback, it cannot be separated from the drive of the mainstream media. Mainstream media maintain their sensitivity to social hot events, which is an important prerequisite for strengthening the guidance of public opinion and the management of the short video industry.^[11]

6.3.2. Strengthening Media Cultivation of Users

Strengthen the guidance of ideological and moral education, and improve the audience's media literacy. When browsing short videos, the audience should consciously supervise the video content, improve their moral and legal literacy, publish and comment short videos according to law, supervise and report videos that do not conform to the rules of short video platform, and jointly create a healthy

and positive network public opinion environment.

7. Conclusions

As a new mainstream media, short video plays an important role in mass communication and interpersonal communication. It provides an important way for the audience to obtain news content and meets the needs of the audience to quickly obtain information.

When receiving short video information, the audience should pay attention to grasping the authenticity of short video content, improve their own media literacy, treat hot news events, and do not believe in rumors and rumors.

The current situation of public opinion is complicated. The internal and external of the short video platform should be coordinated, improve the public opinion guidance mechanism of the short video platform, improve the audience's ability to identify the information content of the short video platform, strengthen the communication and interaction between users and short videos, and the media should be respond in a timely manner. The mainstream media should pay more attention to sensitive events and strengthen the ability to resolve public opinion. Internal and external linkage to jointly create a healthy and orderly short video public opinion environment.

References

- [1] Huang Yong. *The influence of online media on social opinion should be taken seriously*. Party Construction Research, 2005(04)
- [2] Li SiQi, Luo JingJing, Jiang LW. *Research on the dissemination of golden lessons in universities in the short video era*[J]. Art Technology, 2021, 34(6):2.
- [3] CNNIC. *Office of the Commissioner for Network Security and Informatization of the Central Committee of the Communist Party of China* [EB/OL]. (2021-03-18)
- [4] Wu Yuhui, Xie Xinzhou. *The impact of new media such as the Internet on public opinion*. Contemporary Communication, 2013 (03)
- [5] Shen Shiwei. *Philosophical Reflections on Hot Issues Reporting*. News Front, 2004, (03)
- [6] Liao Bingyi, Zhang Huihui. *Interaction and game: Ecology and development path of short video industry under algorithmic recommendation*. China Editorial, 2021, (09)
- [7] Han Shuli. *The impact of short video communication on social opinion in the social media era*. News Communication, 2020 (07)
- [8] Douyin. *The Topic Analysis Report of Douyin Platform on Nude Man Breaking into Woman's Room in Quarterly Hotel*[EB/OL]. (2021-08-06)
- [9] Cao Guangyu. *Communication characteristics of hot public opinion on social public events in the full media environment and countermeasures for disposal*. Administrative Reform, 2018, (03)
- [10] Min Chen, Wang Guohua, Chen Qiang. *Research on the role of video in agenda setting and public opinion guidance of hot events* [J]. Journal of Intelligence, 2018,37(07):80-87.
- [11] Jiang Yuqian. *A study on the narrative strategy of health news in mainstream media Douyin: examples from "People's Daily", "Xinhua News Agency" and "CCTV News". "Douyin" as an example*. Journalism and Communication. 2021, (06)