Analysis of Short Video Production and Dissemination from the Perspective of Mobile Multimedia

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Abstract. The expansion of the new media platform has further stimulated the diversified development of content production, with various media permeating each other and products merging with each other, thus broadening the depth of media. With the rapid popularization of the Internet and the wide application of social software, the social environment has become more free and efficient. People use mobile multimedia to realize free communication from space, express their right to speak effectively, and change the way people get information. With the continuous development of network economy, all kinds of short videos have gradually appeared in modern people's life, adding fun to the people's lifestyle and enriching the forms of people's life and entertainment. Only by exploring the construction of short video communication mode can we better reveal the real veil of how short video is popular in the new media era. This paper starts with the phenomenon of mobile short video transmission, studies and analyzes the problems of mobile short video platform, and explores the coping strategies for its development.

Keywords: New Media, Short Video, Internet

1. Introduction

In recent years, mobile social communication has achieved rapid development. Its relaxed and entertaining style and content with personality and creativity have made people's mobile social life from simple words and pictures to videos [1]. Nowadays, it has entered the network information age, and the Internet information technology has been continuously strengthened and developed, which has caused the continuous spread of mobile short videos [2]. Under the environment of media integration, people put forward higher requirements for information acquisition, and the traditional media gradually showed its decline. However, short video has various subjects and simple and clear contents, which brings new opportunities to the whole industry. With the rapid popularization of the Internet
and the wide application of social software, the social environment has become more free and more efficient [3]. People use mobile multimedia to realize free communication from space, express their right to speak effectively, and change the way people get information [4]. The development of short video industry has brought great impact to traditional media, and TV and radio have long been unable to satisfy people's lives. Long-term TV dramas and variety shows are not suitable for people with busy lives. The short video software is opened and clicked and watched. In a short free time, you can relax and record your life. In the big data environment, short video operators can construct user roles according to the audience’s explicit and implicit characteristics, which facilitates the provision of short videos that suit users’ tastes. Personalized recommendations derived from big data provide users with The favorite and needed content enhances user stickiness [5].

At the same time of entertainment, short videos also play a news feature, using Pear Video, major media news columns and the new media operation platform of each newspaper to publish news [6]. With the increasing popularity of the Internet and the rapid development of the Internet, mobile short videos have almost become a new social media method that every netizen will contact and use. Its rapid development momentum has always attracted the attention of the masses. The three characteristics of short video itself, low threshold, strong social attributes, and fragmented entertainment, also make it a dissemination force that cannot be underestimated [7]. Short videos are short, fast, capable, strong participation, strong interaction and other characteristics, so that the majority of netizens can use their leisure time to visually, intuitively and conveniently receive the content transmitted by short videos [8]. With the increase in the number of network users in the future and the upgrading and optimization of the network, short video will play a more important role in the reporting of emergencies and media product innovation [9]. Therefore, relevant personnel need to fully understand the communication characteristics of mobile short video and actively seize its media opportunities. This article starts with the propagation phenomenon of mobile short video, researches and analyzes the problems of mobile short video platform, and explores the countermeasures for its development.

2. Propagation characteristics of mobile short video

2.1. Information content is more personalized and creative

With the improvement of smart phone manufacturing technology, mobile phone photography is more realistic. When using social short video software, users can also synchronize shooting and editing, and the production method is smoother. At the same time, the information content of short video is more personalized and creative. Since the emergence of the Internet, great changes have taken place in the way of human communication, from words to pictures to videos. With the development of the Internet, the amount of information is constantly increasing, the forms of communication are more diversified, and the interactivity and real-time are enhanced. Compared with traditional communication methods, short video communication belongs to dynamic media communication, that is, using dynamic modern technology for communication. This way has more information than words, pictures and other means of communication, and has strong interactivity. Compared with the traditional way of reporting, this way has higher transmission efficiency, faster transmission speed and wider transmission range [10]. The duration of moving short videos is relatively short, and most of them will not exceed 5 minutes, which can make the viewers pay more attention. The publisher of the video can set an attractive title or
the cover of the video. After the recording is completed, the short video will look more perfect through later editing. Mobile multimedia has the characteristics of traditional media as well as its own. It has the advantages of mobility, interactivity, immediacy and self-selectivity. It can meet the needs of people's leisure and entertainment time fragmentation and build a good environment for the development and dissemination of short videos.

2.2. Information acceptance is higher

Short video content is concise, focused, lively, and characterized by individual counting in seconds, which makes users more sticky, encourages consumers to take advantage of fragmentation time, and obtains information more intuitively and quickly. The former news media does not have this feature. If an accident happens in a certain place, professional news media workers need to rush to the scene at the first time to get back the latest reports. At present, the fast-paced life and high-pressure work make most people choose to freely intercept and pursue short and fast consumption methods when acquiring daily information. Short video makes full use of the most economical time scale of human brain as a starting point, which enables users to take information in a relaxed mood. People need to use a lot of time to read the whole article in order to understand the whole process of accident development. After the rise of short videos, people can learn about the whole process of abnormal accidents through videos of just a few minutes, thus reducing unnecessary energy consumption and not spending too much time [11]. The content of short video information is more intuitive, its characteristics are relatively distinct, it has a strong orientation, it is easier to be understood by the audience, and the degree of information delivery and acceptance is higher. A short video clip can be the most exciting part of the whole picture, with no content behind it, or the exciting part of the whole short video can be edited in the form of trailer. In order to give full play to the theme, the language should be carefully written, the theme should be clearly designed, and the content should be carefully produced, so as to catch the audience's eye at a glance and its short video can stand out.

3. Problems in the development of short video industry

3.1. Lack of professional supervision personnel

The birth of any new media may bring about double changes in news texts and reporting forms. The emergence of news websites makes the traditional media news topic production and social investigation easy, and also changes the habit of drafting news headlines. Due to the rapid development of network and the rapid spread of media, some bad information may be caused by poor supervision during the spread of short videos. The core competitiveness of short video is still high-quality content, and whether it can provide attractive, guiding, cohesive and inspiring high-quality products is the key to success. However, short videos pay too much attention to audio-visual effects, which may neglect the video quality. Many short video production platforms blindly pursue commercial interests and cater to audience psychology, which leads to the proliferation of short videos without connotation and artistry, and even makes the short video industry appear vulgar and chaotic entertainment trend [12]. As long as you have a mobile phone and a network, you can become a producer of mobile short videos. People in some economically underdeveloped areas are not highly educated, and China has a large population base, so there is no way to unify the quality of all people. Therefore, the generation of mobile short videos with vulgar content has become an inevitable result. Due to the numerous channels of short video transmission, the numerous platforms of short video on
the Internet, and the numerous names of short videos published through the platforms, a large number of plagiarism problems may arise, resulting in serious infringement of intellectual property rights.

3.2. Lack of unified management standards

With the development and popularization of mobile smart phones, smart phones can be bought at a very low price, and only one smart phone is needed to complete the shooting and production of mobile short videos. Short video platform has great commercial value, and the strong audition feeling produced by short video industry can easily guide the mass consumption. Mobile short video has won many audiences because of its own advantages, but it has also entered the corresponding development dilemma. The reason for this phenomenon is that the publishers of short videos only care about the amount of videos played and clicks, but don't care about the quality of videos, which reduces the requirements for video content, resulting in vulgar content in some videos and endangering social security and stability. All these are due to the lack of unified management standards in the process of short video dissemination, which leads to the vulgar and uninteresting video content, and even the infringement of intellectual property rights.

3.3. Affect the healthy growth of teenagers

With the continuous enrichment of the online world, teenagers can watch various video contents through short video platforms, and some over-entertaining contents are not suitable for teenagers to watch and understand deeply, thus affecting teenagers' world outlook, outlook on life and values. The development of short video industry provides a platform and opportunity for "online celebrity", but these "online celebrity" generally have not received professional training, and only cater to the public's psychology and become popular. Because mobile short videos are entertaining and short in time, it is easy for teenagers to indulge in them, thus wasting a lot of study time to watch these entertaining short videos, thus affecting the academic progress of teenagers, which is not conducive to their healthy growth. A large number of "online celebrity" can easily be imitated by people, and many of their behaviors can easily affect contemporary teenagers, which, to a certain extent, leads to the impact of traditional social values. At present, the audit mechanism of short video platform needs to be improved, and the supervision of mobile short videos with vulgar content is not strict. Many mobile short videos that transmit bad information may be contained after they have formed a wide social influence, but it is actually too late.

4. Optimized mode of short video production

4.1. Build a professional short video team

Because of the low production threshold and simple production process, the production team is often not professional enough, so the improvement of short video production methods needs the participation of professional production teams. With the continuous spread of short videos, traditional media began to borrow relevant network platforms to expand the influence of news programs with the help of short videos, which changed the old news broadcast mode, paid attention to the authenticity and scene of events, and more easily aroused the emotional resonance of the audience. Because new media is closely related to short video, promoting the development of short video should pay attention to the team building of new media's own technology. In the process of traditional media
transformation, we should also fully realize the importance of building a professional short video production team to promote its own transformation and development. It is necessary to strengthen the cultural construction of short video, form a clear education orientation and improve the short video operation mechanism, which is conducive to the healthy and orderly development of the short video industry. The video content released by the short video industry is diverse, and the quality is uneven. To meet the diverse needs of the audience, it is necessary to integrate characteristic content, so that the audience can find a video that suits their appetite in their choice. The cultural content with characteristics and correct values is more easily recognized by the audience [13]. Therefore, it is necessary to strengthen platform supervision and content review for platforms that publish a large number of mobile short videos every day. As one of the most powerful mobile short videos in new media, their propagation speed is extremely fast. Even if the platform can delete them in the background, netizens will still save them in other ways and spread them on other social platforms, so content review is particularly critical. Communicators need to study the recipient's ideology, values, cultural background, etc., in order to use the appropriate discourse system and video content for targeted and purposeful communication.

4.2. Provide quality content

The low threshold of short video production inevitably leads to poor production and vulgar content of some short videos, so short video producers should make continuous efforts to provide high-quality content. In the new media era, communicators should make full use of advanced information technology and expand the distribution channels of positive energy short videos with the help of different short video communication platforms. To provide high-quality short video content, it is necessary to clearly define the video audience, and determine the content to be produced according to the psychological characteristics and needs of the audience. Secondly, we should continuously improve the quality of video content by optimizing the video editing process and enhancing the effect of video editing. Communicators should be good at integrating correct values and mainstream ideology when following objective communication rules and innovating short video content and form. When audiences watch videos in fragmented time, they can be subtly influenced by correct values, thus achieving the best communication effect. In this respect, short video news should also strengthen technological innovation and content innovation, tell news in a new way, transmit positive energy of society, and inject new vitality into news. In fact, the network is a relatively free and hidden space with anonymity. Promote the real-name system, and stipulate that users must upload and use their ID cards and identity information for real-name authentication when registering. In this way, users who publish bad information can be warned or banned.

5. Conclusion

In today's network information age, the Internet technology continues to strengthen and develop. The reason why mobile short videos are widely spread is that short videos are more entertaining and more detailed in content. In the traditional news media broadcasting, short videos are gradually used to explain and broadcast the accident scene, which enriches the ways for news media to spread news and brings more opportunities for the development of news media. Although mobile short video has its advantages, we can't ignore some negative influences in the development of mobile short video. There are advantages and disadvantages, so we must have a comprehensive understanding of it. Short video
is being integrated into people's life at an irresistible speed because of its advantages of being able to take advantage of people's fragmentation time and limited technology. However, we must realize that the short video industry is in the rising stage of development, and short video content and short video platform still have great shortcomings. In the current information age, in view of the propagation characteristics of mobile short video, relevant personnel should consider the actual media environment and the user's use characteristics in the specific application process, so as to put forward some targeted development measures and enhance the significance of short video propagation. It is a long process to solve the problems. Only with the joint efforts of the whole society can the problems be solved fundamentally.

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