

# Research on Influencing Factors of User Attention of Mobile Short Video

Jiajin Bao

School of Management, Shanghai University, Shanghai 201800, China

Jiajin\_bao1218@163.com

## Abstract

With the development of mobile Internet technology, mobile short video applications have begun to play more roles in people's lives. While providing people with opportunities to show their lives, they also inject more information and content into the network environment. The attention and economic attributes of the network economy also indicates that the potential for the real development of short videos is mainly from content creators, and whether the final content can be received, accepted, or even disseminated by users is the true value of content. How to ensure the innovation and quality of content and have continuous content production capabilities are issues that content creators need to think about. This paper draws on the influencing factors in the process of innovation diffusion, and through the collected 200 samples, the data research the factors that affect the attention of short video users from the aspects of compatibility, relative advantage, social system, and communication channels. This article hopes to provide suggestions for content creators and short video platforms.

## Keywords

User Attention; Mobile Short Video; Media Audience Attention.

## 1. Introduction

With the development of mobile Internet technology, short video based on mobile networks has suddenly emerged, and online video users on the Internet and mobile phones have increased simultaneously. According to the 46th Statistical Report on the Development of Internet in China issued by China Internet Network Information Center (CNNIC) in June 2020, the number of users of online video (including short videos) in my country has reached 888 million, of which 818 million short video users, accounting for 87.0% of the total Internet users. With the development of mobile network technology and the rapid dissemination of information, people's attention is distracted by all kinds of information coming to their faces, and the development of micro-media has further fragmented or even powdered people's attention. In order to meet the fragmented entertainment needs of users, short videos came into being. From the first year of development in 2016 to the outbreak period in 2018, short videos entered people's daily lives at an extremely fast speed. Then, with the addition of capital and giants, the development of the short video market entered a new stage. Both the market and users Need more high-quality professional content and meet the demand, short videos began to enter the stage of refined and vertical development. Internet users use short videos for social networking, online shopping, listening to music, and watching movie reviews. At the 2018 China Online Video Annual Summit Forum, Zhang Jianfeng pointed out that the greatest potential for the short video markets comes from content creators. It often takes a process of content creation to user acceptance. In addition to the main influence of the content itself on the audience, factors such as communication channels, social influence, and the characteristics of the recipient will all affect user behavior. Whether users like it, accept it, and whether to re-

distribute is the value of content. How to grab the user's attention in a shorter time, gain as much attention as possible in the fragmented time, and further consolidate the user's attention, and ultimately maximizing the value of user attention, are issues that both content creators and short video platforms need to consider. With the development of short video, short video content will inevitably enter the refined and vertical development, and the mobile short video that has entered the adjustment and transformation period has passed the initial demographic dividend stage. Next, how to retain users is more important than attracting users. important, Therefore, how to improve user stickiness and loyalty has become the focus. The production of professional and high-quality content is one of the content strategies for the long-term development of short videos. It is also imperative to develop multiple channels to expand business models [1]. This research starts from the theory of innovation diffusion, and the research on the user's attention to the research contents itself, communication channels, society, etc. have the practical significance of the development of short videos. The structure of this article is that the chapter1 introduces the research background and significance of this article, the chapter2 is the literature review, the chapter3 is the research model; the chapter4 is data collection and analysis, the chapter5 is the regression analysis of the data to get more In-depth conclusions, the chapter 6 is a summary.

## 2. Literature Review and Theoretical Research

### 2.1. User Attention

The concept of attention first appeared in the field of psychology, and its essence is temporary focus and concentration[2]. Attention is a classic psychological concept, and attention is an extension of the concept of attention, which refers to the ability of the subject to carry out a certain intensity and continuous attention to the object[3]. Paying attention is the subjective instinct of people, but it also needs stimulation from the external environment. There is stress irrationality in people's attention, which is also called "unintentional attention" in psychology [2]. With the research and development of attention by scholars, the value of attention has become more and more obvious. The proposal of the attention economy makes people truly feel that attention is a resource and can be measured[2]. In 1997, Gold Huber's article "Attention Buyers" published in "Hot Wired" magazine put forward the concept of "attention economy". He believed that with the flow of information, there is a valuable and scarce resource. Flowing in cyberspace, this scarce resource is attention, and attention economy is the essence of network economy[4]. Around 2000, domestic scholars began to explore and study the attention economy based on the research of foreign scholars, focusing on the research direction and field of management marketing and communication. Zhang(2001) focused on foreign attention economy The research summarized and concluded four characteristics, including attention is a truly limited resource, attention will surely replace currency, etc.[4]. After discussing the nature of attention, Jiang (2005) proposed that attention is a two-way selection, and it is necessary to provide something that meets the needs of the audience according to different feedbacks from the audience[5]. Wang et al. (2014) combined the visual characteristics of the human eye and the attention model and proposed to judge the quality of a video by measuring attention[6]. Wakefield, R. (2016) believes that deeper attention will affect people's enthusiasm for content creation and desire to share[7]. With the advent of the "Internet +" era, a media ecology centered on the Internet has gradually formed [2]. The resulting media attention value is also valued by scholars. Among them, the audience attention research on advertising, news media, and social media is the most concentrated. Yan (2016) interprets the cause, nature, and influence of the Internet literature IP boom from the perspective of the attention economy [8]. Wei (2017) interpreted the phenomenon of "net celebrity" on the Internet based on the research perspective of the attention economy, and

believed that the attributes or characteristics of creators have an impact on user attention [9]. Yang (2019) starts from two aspects of technology and interpersonal communication and discusses the marketing model and strategy of product advertising under the attention economy in combination with the marketing model [10]. Xu(2019) analyzed from the perspective of the attention economy, taking Vlog publishers as an example, from the perspective of audience psychology, why short videos can capture audience attention and how to convert audience attention into economic benefits [11]. Yang(2018) focuses on the characteristics of the attention economy era and discusses how the current single news information platform in the media industry transforms into a comprehensive and huge content production platform [12].

From the perspective of the attention economy, it is necessary to measure the audience's attention through attention measurement, and effectively evaluate the effect of information dissemination. "Advertisers" are not only concerned about the amount of audience attention, but also a quality issue [2]. Some audiences and scholars have no objection, but for the quality of attention, different scholars have put forward different measurement indicators for different media and their audiences based on the theoretical research in psychology and other fields.

Attention measurement theory believes that the size of an individual's attention follows the method of  $\text{attention} = \text{time} * \text{intensity}$ , and proposes to measure human attention through physical and geometric methods. The traditional media audience measurement theory uses the theory of focus and media contact to measure the effect of audiences, which are divided into different social categories according to their gender, age, and education level. The characteristics of audience groups are an important factor in the measurement of mass media audiences; In the media contact theory, the media audience effect is regarded as a simple media contact behavior, in which the use of media and the influence of media information on the audience's cognition and behavior are inspiring for the definition of short video user attention in this article. With the development of the Internet, the media behavior of the audience has evolved from media contact to audience participation[2]. The increase of audience participation makes the whole-media audience's attention measurement not only to study the audience's media contact behavior but also to measure the audience's participation behavior. The mobile short video is an emerging media. The three-dimensional expression can meet the fragmented needs of users, and meet the various expression and sharing needs of users. The media contact behavior and audience participation behavior of the audience should be considered.

In previous studies, the research on mobile short video is often connected to use, audience psychology, user behavior, etc. This article draws on the media contact theory and the attention quality measurement indicators proposed by scholars in the research, mainly from short videos. The audience's cognition, attention intensity, and attention duration are used to quantify the attention of short video users.

## 2.2. Research on Mobile Short Video

The mobile short video is a mobile smart terminal as the main shooting method, mobile applications as the communication medium, and the length is from a few seconds to a few minutes. It is fast and easy to produce and is a new mobile video with instantaneity and interactivity based on user-generated content [13]. It has the characteristics of strong social attributes, low creation threshold, and convenient viewing scenes, which is more in line with the fragmented consumption habits of the mobile Internet era[14]. Through literature reading, the current research on mobile short video is mainly from the perspectives of communication, marketing, and audience behavior.

The first is the combination of mobile short video and news media. Because of its convenient shooting and editing and low shooting cost, it is of great value and feasibility for news

reporting[13]. Yu(2016) studied the dissemination of mobile short video APP from the perspectives of users, communication channels, and dissemination content[15]. Some scholars also use micro-videos to refer to short videos. Zhang(2016) regards micro-videos as a new communication medium, and explores the internal and external motivations of micro-video transmission from the perspectives of the main body, content, and channels [16]. At the same time, the research of mobile short videos in marketing is also a hot spot for scholars. Zhu set al. (2016) analyzed the product integration of short video from multiple levels such as content, platform, and operator[17]. Yao(2018) analyzed the dissemination of short videos from the three dimensions of content creators, users, and platforms, and tried to propose better short video dissemination strategies from the perspective of content marketing [18].In addition, some scholars have conducted research on the user behavior of short videos. The research of Qi (2016) proposes to promote the further development of short videos from the perspective of users [19]. Dai et al. (2017) studied the relationship between mobile short video user participation behavior, perceived value, and loyalty [20]. Zhou (2017) studied the factors that affect the diffusion of short videos based on the innovation diffusion theory and technology acceptance model and quantified the diffusion of short videos into usage time, usage frequency, usage willingness, and recommendation behavior[13]. Xu et al. (2017) used an innovation diffusion model to analyze the reasons for the rise of Internet celebrities [21]. Among them, the research on factors affecting innovation diffusion, user behavior, and short video diffusion quantification are inspiring for this article.

### 2.3. Research Theory-innovation Diffusion Theory

Innovation refers to a certain object that is considered by an individual or recipient to be a new idea or practice operation, and diffusion is a process in which innovative products are promoted among members of the social system through specific channels [22]. In the book "The Diffusion of Innovation", Rogers put forward four main factors affecting the speed of innovation diffusion: innovation, communication channels, time, and social system. Then he proposed five visible characteristics of the innovation itself, namely: relative advantage and relative advantage. Capacity, ease of use, and observability [21]. Later, in order to adapt to the new technological environment, scholars expanded and revised the characteristics of innovation on the original basis, adding image, result demonstrability, and voluntariness to form 8 measurement dimensions [23].

Innovative things themselves, diffusion channels, and diffusion systems are the main factors that affect the process and effects of innovation diffusion. Zhao (2018) put forward in the research of MOOC platform: the essential characteristics of innovation diffusion are manifested in the fusion of diffusion objects, the symbiosis of diffusion goals, and the "cross-border cooperation" of diffusion mechanisms [24]. Li He divides the content quality evaluation into four dimensions according to the content dissemination process: content-generating subject, carrier, information content, and content receiving subject [25].

In the existing research, communication media such as emerging media and traditional media are considered to be important factors affecting the diffusion of innovation. The mass media is the bridge between the communicator and the audience and is a key factor affecting the effectiveness of mass communication. The message conveyed by the mass media is its own influence on the audience [26]. The media has a significant impact on the diffusion of innovation. In the study of interpersonal communication, it is believed that the diffusion of innovation is the prerequisite and foundation for the smooth progress of other forms of communication. Rogers emphasized that interpersonal communication will play a great role in the persuasion and decision-making stage of innovation [13].

After repeated verification by scholars, the innovation diffusion theory is applicable to various research backgrounds accepted by information technology [22]. Xu et al. (2018) studied the

reasons for the rise of Internet celebrities, that is, the user's attention behavior, from factors such as relative superiority, compatibility, social system, and self-media matrix [21]. At the same time, scholars also found that in IDT, the characteristics of relative advantage, complexity, and compatibility are more stable than other characteristics [22].

### 3. Hypotheses and Models

#### 3.1. Variable Definition

Existing research has found that among the characteristics of innovation, relative advantages, complexity, and compatibility are relatively stable, combined with the characteristics of realistic short video content, and the compatibility, relative advantages, dissemination matrix, social system, and other variables are more effective for users. Empirical research on the degree of attention.

##### (1) Compatibility(CB)

Compatibility refers to the degree to which innovation is consistent with existing values, various past practical experiences, and the needs of potential adopters[21]. This consistent performance reduces uncertainty and increases the probability of potential adopters adopting innovative things [13]. In this article, the main performance is to study the matching degree of the published content with the psychological needs of potential users and the matching of the content with the values of the adopters.

##### (2) Relative advantage (RA)

Relative advantage refers to the advantage of innovation over the method it replaces [21]. This study mainly refers to the characteristics of short video creators that other creators do not possess, including the relative advantages of content creators in appearance, talent, influence, and content style.

##### (3) Communication channels (CC)

The mass media is the bridge between the communicator and the audience, and it is a key factor that affects the effectiveness of mass communication. The message conveyed by the mass media is its influence on the audience, not the content it conveys [26]. The media has a significant impact on the diffusion of innovation. As an independent publisher on the Internet or short video platforms, each account can act as a self-media existence in a certain sense. Through mutual recommendation, mention, and roll-calling, it acts as an opinion leader on users and has a positive impact on related users. Behavior has a certain impact [21]. Expand the scope of content dissemination and realize the flow of traffic.

##### (4) Social System (SS)

The social system here does not necessarily refer to the entire society, but more of a group with common interests. The nature of the social system can be interpreted as social influence or subjective norms. Social influence is the degree to which an individual perceives the attitude of people who have an important influence on the use of the new system [27]. In the persuasion and decision-making stage of innovation, interpersonal communication will play a great role[26]. Subjective norms are individuals' perceptions of others' views on whether they should perform a particular behavior [28]. It also reflects a kind of social pressure.

#### 3.2. Research Hypothesis

Audiences are people with certain needs, and the social and psychological roots of their needs generate expectations for mass media or other sources[29]. They contact and use media in mass communication activities, to meet their own needs[30]. The fragmented content presentation form of mobile short videos fits the needs of the public for viewing fragmented time. When the audience is similar to their values, they are more likely to have an identity, which in turn leads



to good feelings[21]. With the development of short video socialization, if you want to get more attention, you must have an advantage that is different from other competitors. Therefore, the following assumptions are made:

H1: The compatibility of content(CB) has a positive impact on user attention.

H2: The relative advantage of content(RA) has a positive impact on user attention.

With the continuous and even industrialization of content, network users, content domains, the scope of communication, and traffic will have different degrees of integration, forming a communication matrix between mass media and content creators, and each content center recommends each other, Collaboration, acting as an opinion leader in user traffic [21]. Realize the flow of traffic by influencing the behavior of users, similar to "hype" and "heating", etc., which can guide one party's traffic or user attention to the other party, so hypotheses are proposed:

H3: The dissemination channel of content (CC) has a positive impact on user attention.

In the stage of innovative persuasion and decision-making, interpersonal communication will play a great role[13]. When a person is in a group, the behavior of people around will have a huge impact on the individual's behavior. The strength of interpersonal contact has a positive effect on the search and transmission of opinions[1]. Therefore, the hypothesis is put forward:

H4: The nature of the social system(SS) will have a positive impact on user attention.

The main purpose of the model construction in this section is to learn from the influencing factors of innovation diffusion to study the influencing factors of short video user attention. In the conceptual model, the compatibility of innovation diffusion theory, relative advantages, communication matrix, and social system properties are used as independent variables. The dependent variable is user attention, and the full-text research model is constructed as shown in Fig.1.

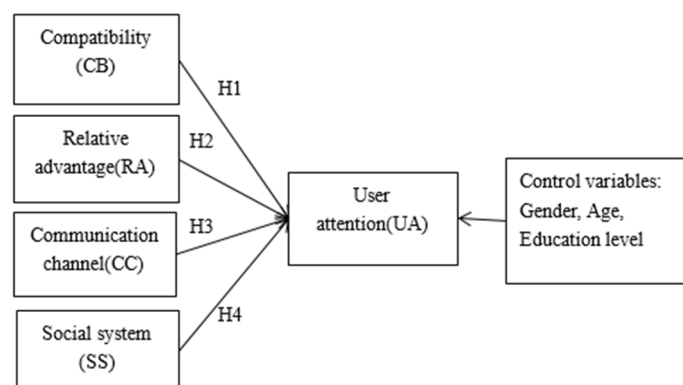


Fig 1. Research model

## 4. Research Methods

This study uses a questionnaire survey to collect relevant comparative data on the four characteristics of innovation diffusion. After testing the reliability and validity of the data, this paper uses correlation analysis and regression analysis to test the impact of the three characteristics of innovation diffusion on user attention. In this study, SPSS20.0 was used for statistical analysis.

### 4.1. Data Collection

This article draws on the theory of innovation diffusion and studies the impact of compatibility, relative advantage, communication matrix, and social system on user attention. It is in research needs. The investigation in this article is mainly by allowing users to watch 1-3 short videos on-

site, and then Choose the short video that you think most appeals to or impresses you, and fill in the questionnaire based on the items.

There are four variables in the questionnaire. The independent variables are the four characteristics that affect innovation diffusion (compatibility, relative advantage, communication matrix, social system), and the dependent variable is user attention, with a total of 18 items. This volume uses a Likert five-level scale, 1 means completely disagree, 5 means completely agree, the larger the value, the higher the degree of approval. There are two ways to distribute questionnaires: one is to distribute paper questionnaires, and the other is to distribute through questionnaire stars. A total of 200 questionnaires are collected.

The measurement of each variable in the model is gradually established based on reference to a large number of literature, expert feedback, user interviews, etc. The main independent variables of this research are 5, including compatibility under the innovation characteristic variable and the nature of the social system Refer to the scale design of Zhao Dongxiang (2017) and Xu (2018) and modify it according to the research object. For example, the item design of "Using the mobile health system is consistent with my values and life philosophy"; The advantage and communication matrix refers to the scale design of Xu (2018) and Zhou (2017), such as "You will pay attention to a certain Internet celebrity because of the high value of the Internet celebrity [21]" and other items.

According to the review of the research literature on media audience attention measurement, it can be seen that most attention measurements are formed through tracking experiments, so few measurement scales can be used for reference. In addition, the current research on short video attention is mainly focused on theory. And strategic research, empirical research is rarely conducted. In this paper, the research on user attention of short videos is mainly through questionnaire surveys rather than experiments. Therefore, the number of audiences of short videos is not measured, and more attention is paid to the quality of attention. Based on the current situation, the short video user attention measurement scale in this article will be designed and developed based on Yu (2010), Zhou (2007), and other scholars' media audience attention measurement model and media contact theory, combined with short video platform Characteristics and empirical research needs, mainly from the impact of short videos on audience perception, usage, attention intensity, and duration of attention to quantifying the attention of short video users. The measurement of attention duration generates the first of the scale. 2 items, the impact on user cognition, behavior, and attention intensity generated the first 1, 3, and 4 items in the scale. At the same time, the use situation also draws on the user's willingness to use, referring to Zhao Dongxiang (2017) such as "It is considered that it is a good idea to use the mobile health system[23]" and other items are designed and modified according to the research of this article.

## 4.2. Data Analysis

Before the regression analysis, this paper analyzes the reliability and validity of the sample data to ensure the validity of the results. Cronbach's  $\alpha$  coefficient is used to test reliability. After testing, the alpha coefficients of the innovative features and user attention are all greater than the 0.6 thresholds. The Cronbach's alpha coefficient after deleting a measurement item is smaller than the total coefficient of the subscale, indicating the internal stability and stability of the retained item. The consistency is high; the total variance explanation rate of the four factors is 74.746%, which is greater than 70%. Each item has high explanatory power for public factors, and this scale has good validity.

This paper uses exploratory factor analysis (EFA) to test the validity of the sample data. After testing, through the rotated component matrix (see Table 1), we found that the item factors are consistent with the measurement dimension division of this article, and all indicators meet the requirements. The 12 question options can be classified into 4 factors, and according to

Specialized knowledge is named separately: A1, A2, and A3 are summarized as compatibility factors, B1, B2, B3, and B4 are summarized as relative advantage factors, C1, C2, C3 are summarized as communication channel factors, and D1, D2, and D3 are summarized as society System factor. The independent variables (compatibility, relative advantage, communication matrix, social system) and user attention all have a good degree of discrimination, and the meaning of each factor is consistent with the original idea, indicating that the measurement data of this study has good conceptual validity.

**Table 1.** Component matrix <sup>a</sup>

	Component			
	1	2	3	4
A1	.358	.854	.245	.165
A2	.322	.879	.237	.173
A3	.165	.891	.126	.239
B1	.652	.312	.230	.255
B2	.801	.216	.234	.100
B3	.785	.116	.247	.179
B4	.729	.258	.084	.152
C1	.169	.173	.828	.143
C2	.195	.177	.812	.218
C3	.317	.175	.650	.256
D1	.095	.162	.223	.796
D2	.364	.104	.116	.713
D3	.132	.353	.300	.629

Extraction method: principal component analysis.

a. converges rotation after 6 iterations.

## 5. Hypothetical Test

### 5.1. Regression Analysis of Influencing Factors

Use user attention as the dependent variable and relative advantage, communication channels, social system and compatibility as independent variables to perform regression analysis. The specific results are as follows.

The regression coefficients of relative advantage, compatibility, communication channels, social systems, and user attention are 0.448, 0.356, 0.415, 0.394, respectively, and the corresponding significance P values are all less than 0.05, indicating relative advantages, compatibility, communication channels, The social system will have a significant positive impact on user attention. Therefore, assuming that 1-4 are all valid, the regression equation can be established as follows:

$$\text{attention} = 0.448 * \text{RA} + 0.356 * \text{CB} + 0.415 * \text{CC} + 0.394 * \text{SS}.$$

In addition, relative advantages and communication channels have even greater influence on user attention.



**Table 2.** Regression analysis results

Model	Unstandardized coefficient		Standardized coefficient	T	Sig.	95.0% Confidence Interval for B		
	B	Std. Error	Beta			Lower Bound	Upper Bound	
1	(Constant)	-3.042E-017	.045		.000	1.000	-.089	.089
	RA	.448	.045	.448	9.871	.000	.359	.538
	CB	.356	.045	.356	7.834	.000	.266	.446
	CC	.415	.045	.415	9.128	.000	.325	.504
	SS	.394	.045	.394	8.680	.000	.305	.484

Note: The correlation coefficient R is 0.810, the R<sup>2</sup> coefficient is 0.655, and the adjusted R<sup>2</sup>=0.647; After the F test, the corresponding significance probability P<0.01

### 5.2. Regression Analysis of Different Types of Videos

To further research the impact of different types of short video content on user attention, this study classified the questionnaire data according to short video types, and selected three representative samples of news, beauty, and song and dance to a group. The results are as follows.

**Table 3.** The impact of different types of short videos on user attention

Type	Variable	Unstandardized coefficient		Standardized coefficient	t	Sig.
		B	Std. Error	Beta		
Makeups(N=84)	RA	.310	.079	.277	3.934	.000
	CB	.399	.064	.444	6.230	.000
	CC	.320	.067	.334	4.774	.000
	SS	.435	.073	.419	5.961	.000
Note: Model statistics R <sup>2</sup> =0.620 adjusted R <sup>2</sup> =0.601 F value=32.197***						
Song &Dance (N=88)	RA	.473	.070	.468	6.734	.000
	CB	.314	.060	.355	5.268	.000
	CC	.389	.065	.417	6.017	.000
	SS	.446	.068	.441	6.584	.000
Note: Model statistics R <sup>2</sup> =0.630 adjusted R <sup>2</sup> =0.612 F value=35.259***						
News(N=94)	RA	.365	.060	.364	6.039	.000
	CB	.332	.061	.331	5.430	.000
	CC	.329	.069	.295	4.782	.000
	SS	.513	.065	.481	7.907	.000
Note: Model statistics R <sup>2</sup> =0.682 adjusted R <sup>2</sup> =0.668 F value=47.695***						

Note: The dependent variables are user attention, \*p<0.05; \*\*p<0.01; \*\*\*p<0.001

From the results in Table 3, it can be seen that the regression coefficients of each type are positive, and are significantly greater than 0 at the P<0.05 level. In addition, short videos of singing and dancing are more sensitive to the factor of relative advantage. The difficulty of imitation of the content is low, and the user's interest in such short videos will be more from the competitiveness of the creators; short beauty videos have higher requirements on social systems and compatibility, and users are more inclined to watch Beauty videos that are suitable for them or in line with their perceptions, in addition, people tend to choose beauty products approved or recommended by most people; social system factors have a greater impact on

short news videos, and news content is extremely With social topics, the scope of dissemination is wider, and the degree of attention and social system influence will be more. Therefore, the influencing factors of different types of short videos have different degrees of influence on user attention.

## 6. Conclusion

Through the literature reading of mobile short video, attention measurement, and innovation diffusion theory, based on the synthesis of previous studies, this article focuses on independent variables (compatibility, relative advantages, communication channels, social systems) and dependent variables (user attention) to define and design scale indicators, propose research hypotheses and establish the research model of this article, collect questionnaire data online and perform correlation analysis and regression analysis on the data with SPSS20.0, test the research hypotheses, and finally verify compatibility, relative advantages, communication channels, and social systems all have a positive impact on short video users' attention. Based on the questionnaire data and analysis results, the following conclusions are drawn:

(1) From the results of sample regression analysis, the regression coefficients of relative advantage, compatibility, communication channels, and social system are 0.448, 0.356, 0.415, and 0.394, respectively. It can be seen that relative advantages and communication channels are key dimensions for short video platforms and creators to increase user attention.(2) From the results of group regression analysis, research factors such as the compatibility of different types of short videos have different impacts on user attention, and beauty and game short videos are more sensitive to compatibility, and viewpoint explanations. Songs and dances pay more attention to the relative advantages of the content itself. Users watching news media short videos are more susceptible to the influence of friends and family around them.

In the following research, the sample of research will be further expanded, at the same time, audience characteristics and usage psychology will be incorporated into the research model, and user attention will be quantified into more user behaviors, and the research structure and methods will be further optimized.

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