

A Comparative Study on the Operation Strategy of Short Video in Local Universities

Qing Wu^a, Yuze Li^b and Jun Cheng^c

Anhui University of Finance and Economics, Bengbu, Anhui, 233000, China

^a3417461890@qq.com, ^bbbliyuze@hotmail.com, ^cchengjun_19751979@163.com

Abstract

According to the investigation and analysis of the short video operation of local universities in non-provincial capital cities, elaborated the current local university short video operating in such aspects as content production and management mode of the status quo, to colleges and universities business philosophy, the types of strategies of equivalent short video comparison and topic selection, operation mode and so on the comparison of the different types of short video, found the problems and deficiencies with the current local university in short video operations. Thus puts forward specific strategies to optimize the operation of short video in local colleges and universities.

Keywords

Local Universities; Short Video; Operating Strategy.

1. The Current Situation of Short Video Operation in Local Universities

Short video operation process is divided into main content planning, operation, trade promotion, user data analysis of four aspects, this article through to our country the capital city of a central research analysis of six local universities, and select the specific studies all three representative universities, brief summary it is concluded that local colleges present situation and problems in operating a short video.

1.1. Production of Short Video Content

Local colleges and universities only short video content scope mainly concentrated in the propaganda and the party and government organs of information publicity, but also present a relatively "Quite poor" phenomenon, various universities appear different focus, namely the content of some universities focus on their own propaganda in colleges and universities, some universities focus on parties information publicity, different content of different subjects.

At present, there are two main purposes for local universities to release works through short videos. One is to transmit information, including the latest information of colleges and universities, important decisions released by party and government organs, or the propaganda videos of colleges and universities. To some extent, they just change platforms and forms to convey the communication content of the original old media. The second is to show the campus dynamic, through the form of video and pictures in short videos, show the campus scenery, life, activities, competitions, festivals and solar terms...

1.2. Short Video Operation Mode

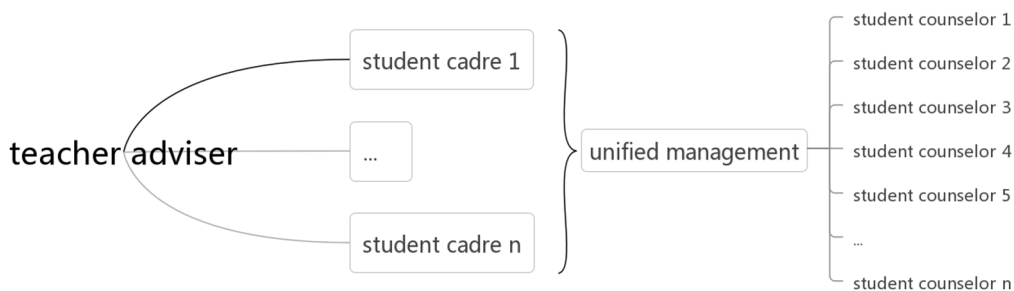


Figure 1. Concept diagram of "Short video Operation Mode"

At present, most short videos in colleges and universities are under the overall responsibility of the Communist Youth League committee of the university, and the operation team can be simplified into the 1+ N +N mode: under the management of the instructor, there are individual student backbone connection work, on duty in turn, unified and one student manager to produce short video content. In general, there is no specific division of labor in the production process, that is, the complete video is made by one or several members at one time, and the short video is reviewed and published on the lower white after completion. The creation mode is mainly PGC type. The daily management of the short video account is also jointly managed by students and teachers.

2. A Comparative Study of Short Video Operation Strategies in Local Colleges and Universities

Through comparison, the problems existing in short video operation strategies of local colleges and universities can be more clearly revealed. The following compares the short videos released by local universities and institutions of higher learning from the perspective of region. And the short videos produced by local colleges and universities and some other types of head accounts on the platform are compared, and the problems in the operation strategy of short videos in local colleges and universities are summarized.

2.1. Comparative Study of Short Videos between Local Universities and Affiliated Universities

2.1.1. Insufficient Attention was Paid to Platform Construction and Operation

According to the search results on Douyin and Kuaishou platforms, local universities register official short video accounts with relatively lag in time. No account, empty account phenomenon still occupies a considerable proportion. This has a direct inhibiting effect on local colleges to promote new media and promote the diversified development of short video industry. The emergence of many empty accounts broke the construction of short video platform in colleges and universities -- an integrated operation mode, and further blocked the follow-up development and impact. The lack of awareness of platform construction and operation in colleges and universities "stifles" short video publicity from the source.

2.1.2. Content Production Mechanism is not Perfect

The production mechanism of campus short video system in local universities is relatively unsound. The short video account production content relevance is not strong, at the same time, most of the local colleges have perfect headed by field official account, including subordinates secondary college student group, social organizations and accounts and other auxiliary short

video production structure model of colleges and universities, the lack of a media perspective and way of thinking as the main line of systematic and diversified production mechanism. Therefore, the short video production accounts of local colleges and universities lack linkage, and can not effectively use big data algorithm to promote short videos of colleges and universities to enhance the publicity and influence degree.

2.1.3. Content Positioning Scope is not Accurate Enough

In all colleges and universities in the city issued a short video content survey found: homogeneity phenomenon serious work, such as chase will choose content such as campus events, important festival, the campus scenery as the theme, content innovation is not strong, the attraction of the audience is also relatively weak [3], compared the same some short video content affiliated colleges and universities, short video content in local colleges lack of features, can't show Secondly, it fails to give full play to the advantages of universities as educational institutions: integrating professional knowledge into the production of short video content, and giving full play to the ability of educating people and serving the society. [4] Vague content positioning will also make the short videos released by some local colleges and universities easy to be gradually forgotten by the audience in the era of rapid change, which is not conducive to short video publicity by colleges and universities. In order to build the college characteristic short video content system and achieve the day of drainage, it is also necessary to promote the advantages and avoid the disadvantages of content production, which requires local colleges and universities to fully define their own positioning, combined with effective publicity methods, to leave a deep impression on the audience of college characteristic high-quality content.

2.1.4. Limited and Irregular Releases of Works

Based on the characteristics of wide and fast transmission of short videos, while promoting the dissemination of short videos by local colleges and universities, a large amount of information transmission will make the information received by recipients become more limited, which will put local colleges and universities with weak content characteristics and low frequency at a disadvantage. While most universities and colleges in 2018 in trill platform, set up the official account, some affiliated colleges and universities such as Tsinghua university, Beijing university has been a steady rise in number of published works such as, according to incomplete statistics trill platform, by the end of the current, most colleges and universities have to subordinate the official account on average less than two there will be a work release, and the local colleges and universities in the colleges and universities, for example, by all accounts, they add up to less than a fifth of his works. The continuous output of the works plays an important role in retaining the audience, increasing the attention and promoting the universities to enter the public's field of vision. The problems existing in the output of the works of local colleges and universities will directly lead to the "fault" of the audience when receiving information, which greatly reduces the attention of the audience.

2.1.5. User Group Targeting is not Accurate Enough

According to background data, fans under 30 account for about 85% [1] of the audience of the official short video accounts of colleges and universities, while the main audience of short video accounts of colleges and universities are students, parents and alumni. Short videos of local colleges and universities lack consideration for target users and rarely express contents targeted at alumni groups. However, some affiliated universities, such as Tsinghua University, will set up a part of short video columns targeted at alumni groups, specifically introducing alumni style or other contents related to alumni. Only by making the "alumni" group feel the sense of participation of whiteness can there be more recognition and feedback from the audience, and the spread breadth and recognition of short videos can be improved.

In addition, in the output process, the content of short videos of local colleges and universities mostly starts from themselves, paying too much attention to the information from the ontology, and relatively lack of thinking about the audience. This is also the problem that colleges and universities lack of overall characteristics and systematic thinking when exploring the development path of short videos. [2] Lack of communication with the audience will make a lot of content appear too formalized and mechanized, and when the communication content of short video is separated from the audience and exists independently, the communication information itself will lose its value.

2.2. Comparative Study on Short Videos of Local Colleges and Universities and Other Types of Short Videos

2.2.1. Lack of the Concept of Following the Hot Topics of the Times

Through comparative analysis with the head accounts of short news videos, it is found that some official news accounts, such as People's Daily and CCTV News, are generally close to the hot spots of The Times and focus on the issues concerning people's livelihood, which can correctly guide the public's theory and value orientation. Taking local universities as an example, college short videos have weak social timeliness and low public acceptance in topic selection. They mainly focus on schools and fail to give full play to the organic combination of the functions of colleges and universities and social hot issues, as well as the role of colleges and universities in checking, guiding and educating many social hot issues.

2.2.2. Parallelism between PGC and UGC Mode is not Realized

Short video account has local colleges mainly attributable to the school the communist youth league committee propaganda department of personnel management, content production towards the model of PGC, through layers of screening, the nuclear although can ensure the message content, but compared to the network now big V and famous blogger is more short life and interesting video, short video in colleges and universities is relatively traditional and formatting, for profit Compared with traditional information transmission, short video has not changed better; However, there are also some short videos published on the Internet that are both good and bad, and even over-praise some pan-entertainment and vulgar short videos, which is also the problem of more white media under the UGC model. Among popular short videos and short videos of local colleges and universities, it is necessary for local colleges and universities to expand the production mode of UGC content, that is, to expand the sources of short videos of colleges and universities; Recruit teachers and students to participate in the creation; At the same time, combined with the relatively systematic PGC content production mode of the university itself, the short videos of local colleges and universities are more diversified. To give full play to the imagination and creativity of some excellent creators in colleges and universities, accumulate novel and propagating materials on campus, and further enrich the content of short video platform in local colleges and universities.

2.2.3. Lack of Personnel, Equipment and Technical Support

Local university staff have similar PGC content production mechanism, but they still lack the short-sighted frequency created by some professional facilities and professionals on the Network. Through comparison, it is reflected that the works completed with higher cost will attract the audience with a more beautiful visual effect and be easier to get love and attention. Local colleges and universities are restricted in short video production, and many content presentation effects need to be improved. And the content is not strong technical, professional However, the lack of information on the name will affect your initial location

3. Suggestions on Short Video Operation in Local Colleges and Universities

3.1. Implement the Education and Cultivation of Short Video Construction in Local Colleges and Universities

General Secretary Xi Jinping once stressed at the National Ideological and Political Conference of Colleges and Universities that "we should use new media and technology to make work more active, promote the integration of traditional advantages of ideological and political work with information technology, and enhance the sense of The Times and appeal." At present, the business is at a local university of short video relative to subordinate colleges and universities lag, but is booming, ideological training system in local colleges to carry out a short video is the first step is also particularly important step, belong to the foundation construction, so you need to carry out a short video propaganda work every part of the group.

Therefore, when coordinating the development of short video, local university administrators should first cultivate ideology and value, attach great importance to this, and then take corresponding measures in planning, decision-making and other aspects to establish a talent flow mechanism. As the director of the actual operation of short video, the instructor should strengthen professional skills and clear thinking. in addition, to adapt to and respond to the new format of short video, an accurate benchmark should be set in the form and core content of short video in colleges and universities, to maintain the normal development of short video work. At the level of students, it can roughly include the management class and the executive class. For the students of the management class, the educational work tends to standardize the review of short video content and effectively supervise and connect the work, assisting teachers to ensure the normal development of work and supervising the students of the executive class to finish the video production with high quality. The educational work of executive level students should focus on the training of professional technology and innovative thinking, enhance executive ability, and make corresponding efforts to create excellent short videos. Finally, for a wide range of audiences, including teachers and students on campus and the public, we should also do a good job in education and education. First, we should provide more content materials for short videos in colleges and universities. Second, we should actively promote the wide spread of short videos in colleges and universities to increase the number of views and forwarding. Point out the pros and cons, etc.

3.2. To Build a Media Coordination Mechanism for Campus Integration

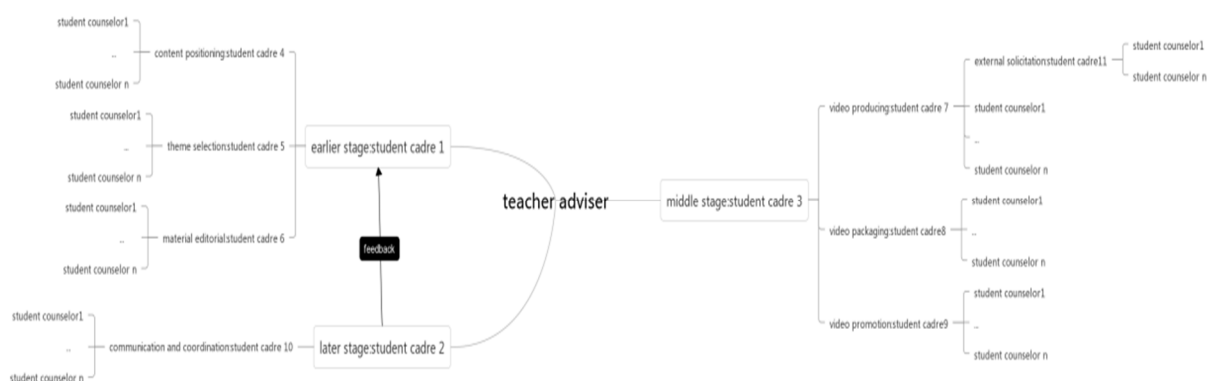


Figure 2. Schematic diagram of "Media Coordination Mechanism"

Based on the original campus 1+ N +N business model, local colleges and universities need to build a new and more complete media coordination mechanism, as shown in the figure above. For short video production, each production stage was refined and the corresponding

department was responsible for it, so as to optimize the staff structure and improve the work efficiency. Compared with the existing coordination mechanism, the short video production process is relatively detailed in this scheme: it is divided into the first, middle and later stages, which are respectively managed by each student backbone. Each staff has a relatively specific task assignment, which reduces the work task and pressure of the short video production team. Also on the basis of the original, from the management and implementation of two levels, each level of management to perform their own duties, management of their own content production personnel.

Effective communication between groups, for example, the late group should feedback the audience comments to the early group for timely adjustment and content repositioning, so that the short video can truly interact with the audience and get close to the public. To take into account different user groups, complete precise positioning. In addition, due to the close connection between the main bodies of the whole production chain, all departments need to cooperate organically to produce finished products, so in practical operation, to some extent, it also promotes the mutual supervision between each department and urge the completion of work, improves efficiency and increases the frequency of short video release. The mechanism diagram is provided with content positioning; Material gathering and editing; Video production; Packaging and promotion department, work task can fulfil "integrated planning to collect a layered development a whole media push" structure of concrete contents, which contains video promotion department choose short video platform, also need to contact the school of new media platform, network culture studios, secondary units related platform, to maintain the connection of all kinds of media platform, perfect the content Production mechanism.

3.3. Using Big Data Technology to Capture Social Information

The integration of big data and new media promotes the content of short videos to be richer. Through the calculation of today's big data technology, it can catch hot social information more sensitively and quickly compared with manual work, so that local colleges and universities can build a three-dimensional and convergent media working platform in line with the characteristics of college information transmission [5]. Local colleges and universities combine short videos with traditional media release platforms (such as official websites, official accounts, microblogs, etc.) to ensure the authority and unity of content, and use big data to pay attention to some hot livelihood issues, analyze and comment on them based on the characteristics of colleges and universities' own specialties, output views, and attract a wider audience.

3.4. Open the Design and Production Rights of Short Videos

Colleges and universities can widely recruit excellent works from all relevant teachers, students and other staff through the implementation of the reward mechanism, and the short video operation department will screen and review, and release the best ones. But, in order to avoid the actual execution of recruit too much low quality content material, coordinate related departments also need to participate in specification, therefore, on the basis of the coordination mechanism, derived from the video production another branch, responsible for collecting outstanding theme and content material for the teachers and students, filtered and preferred to use, audit through group in the middle of the work to other departments In the modification packaging, according to the normal short video production process review and release, that is, the specific process of recruiting excellent works. Expanding content production sources can help colleges and universities break the original production mode (PGC production as the main mode). , not only can further enrich the content of short videos, improve the content subject and production source of short videos in colleges and universities, promote the parallel development of PGC and UGC models [2], and capture the wonderful moments within colleges and universities, but also avoid the serious problem of short videos homogenization in colleges

and universities, and realize the organic cycle from audience to audience. Attracting more audiences to participate in the production of short videos can also arouse the resonance of the audience and strengthen the transmission and influence of short videos.

3.5. Increase Investment in Short Video Production and Talent

Colleges and universities, especially local colleges and universities, lack professional new media production teams and professional equipment and technology for short video production. In the process of trying to expand short video publicity, one of the more important measures is to increase investment in short video production. But as a education institutions, the capital allocation is mainly focus on the direction of education scientific research in colleges and universities, so in early short video production costs commitment to the society to take oneself or fund-raising way, access to basic funding support, complete a short video production start work, in the later period, short video production work unceasingly the elaboration, the content product after honing, get more When high-quality content is added, colleges and universities can also obtain certain subsidies from the platform based on high fans and attention, which can be used to further optimize equipment and improve technology to help the sustainable development and growth of short videos in local colleges and universities.

On the other hand is the talent training input, mainly includes the education of professional management staff, the executives of the technical support and the prize solicitation of funds input, and talent training is not only need funding costs a lot of time into, build a strong professional, high political theory, skilled team of professionals, and collaborative campus selection of some outstanding short-sighted Frequency creation content material provider, diversion focus into a complete campus production system, gradually improve the video production team, so that college short video production more systematic and professional.

Acknowledgments

Anhui Province "Six Outstanding, One Top-notch" Outstanding Talent Training innovation Project: "Network and New Media Outstanding News Communication Talent Training Innovation Project" (2020ZYRC011); Teaching Research Project of Anhui Province: Innovation research on classroom teaching quality evaluation under intelligent education environment (2020JYXM0031).

References

- [1] Jin Xue, Wei Jiangyang, Current Situation, Problems and Countermeasures of Short video Construction in Colleges and Universities [J]. *New Media Research*, 2019, 5(17):33-34+41.
- [2] Li Ling, Yang Tao, The Empowerment and Mode Innovation of short video on University news Publicity [J]. *Media*, 2021 (01):85-87.
- [3] Wang Bin. Research on short video Publicity Management Strategy in New Media Publicity of Colleges and universities [J]. *Journal of Journalism Research*, 2021, 12(04):16-17.
- [4] Du Xiaoxu, Guo Lixuan, CAI Shun, KONG Shuai, Application Status quo and Countermeasures of mobile short video in universities -- A Case study of Douyin APP [J]. *Depending on the Listen*, 2019 (9): 146-147.
- [5] Wang Yixi. Research on Innovative Strategies of University Image Publicity under Omnimedia Environment [J]. *Southeast Communication*, 2021, (02):96-98.