

# Research on the Influence of Short Video on Contemporary Teenagers

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## Abstract

**In order to study the influence of short videos on contemporary teenagers, through the methods of literature research, questionnaire survey, comparative analysis and in-depth interview, taking "Youth Learning" as an example, this paper comprehensively understands the current attraction and influence of such videos on teenagers. The results show that the project has high feasibility and market value, and will get good response in the market. It is suggested that the project be put into the market for entity operation.**

## Keywords

**Short Video; Teenagers; Network Information.**

## 1. Introduction:

With the rapid development of Internet technology and mobile Internet terminals, self-media is entering the life of teenagers. Nowadays, young people's habit of killing time with short videos has become a trend, and their free time in daily life is filled with all kinds of short videos. However, because most people's understanding of things is not deep and comprehensive enough, they are easily addicted to all kinds of massive information in the era of big data, which wastes valuable learning time and is not conducive to the formation of correct values.

Teenagers are in a special era, and great changes are taking place both physically and psychologically. Today's era is an era of information explosion, so teenagers are often immersed in the online world, among which the most is short videos. However, short video bloggers are mixed, and their works are mixed with mud and sand. In addition, at present, the laws in this area are not perfect, and the official supervision can not cover everything. Because teenagers are naive and simple, have little experience, do not have strong identification ability and do not know enough about society, they are easily influenced by bad ideas, which affects their mental health, fails to form a correct outlook, increases the educational pressure of schools and families, and even has a bad impact on individuals, families and even society. In order to alleviate the occurrence and aggravation of this phenomenon, we use data science and big data technology to count the main viewing types and viewing duration of short video young audiences, and get the interest preferences of short video young audiences through big data analysis, and know which short videos young users prefer to watch, so that we can make more short videos with positive energy and correct values in the sectors that young users prefer. In the end, we will promote the truth, goodness and beauty, publicize socialist values, and distribute positive energy, so that young people can build a correct world outlook, values and outlook on life, and guide young people to grow up positively, love the motherland and society, and grow up healthily.

In this paper, "Youth Learning" is taken as an example to investigate and study, and the degree of attraction and influence of such videos to the audience is analyzed. Through the analysis results, the parts of such videos that have a profound impact on the audience are obtained, and

as a basis, how to promote the development of educational significance of short videos is studied.

## 2. The Development of Youth University Learning

### (1) The operational characteristics of youth university learning

Youth University was born on March 9, 2018. At the beginning, we invited different "teachers" to organize and guide the young people to thoroughly study and implement the spirit of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and the 19th National Congress of the Communist Party of China in a humorous way. In today's situation where a hundred schools of thought contend in short videos such as Tik Tok and Aauto Quicker, when teenagers are immersed in entertainment, it guides us in the right direction in time. Through WeChat WeChat official account, Mile Mile, official website and other forms, we can.

Youth University Learning is an activity initiated by the Central Committee of the Communist Youth League, which is not only aimed at the Communist Youth League members, but also at our youth. Through his own unique way of publicity, the leading organs at all levels of the Communist Youth League took the lead in learning, and then promoted grass-roots organizations in organs, enterprises and institutions, schools, rural areas, communities and other fields to achieve the goal of learning for everyone and widely publicizing the spirit of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and the 19th National Congress of the Communist Party of China. For example, in anhui university of finance, the leaders of each hospital urge each class, and the counselors of each class urge each student to implement it level by level, so as to achieve a 100% completion rate of all staff's learning every week.

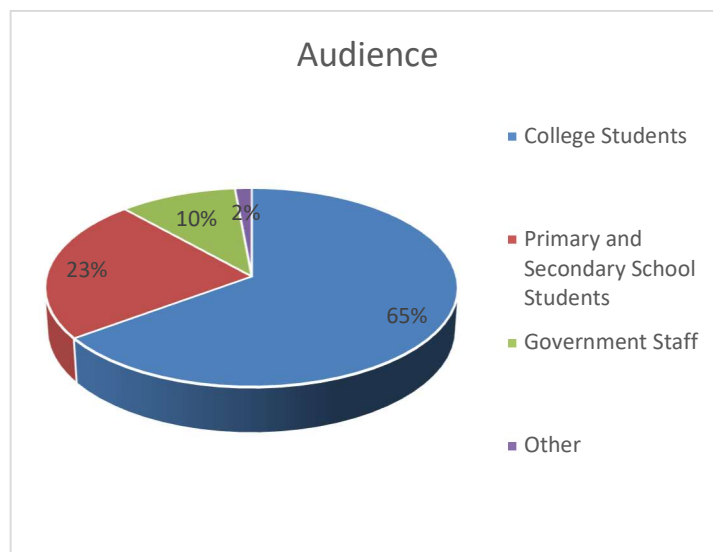
### (2) The core competitiveness of young people's great learning

All kinds of short videos emerge in an endless stream, and are currently in a state of contention, which has a strong influence in today's society. In the present society of entertainment to death, some handsome boys and pretty girls in Tik Tok hold the flag of self-portrait, and actually send out some videos that are just entertainment, with millions of fans. For us young people, watching these videos is just a waste of our lives, and there is no achievement for our three views. The sudden appearance of youth university study among them can be described as a warm current. With its own unique propaganda method and the high quality of its content, it can be regarded as a model of short video. The propaganda of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and the spirit of the 19th National Congress of the Communist Party of China all guide us to move forward correctly. Compared with the videos uploaded by the billionaires in Aauto Quicker, Tik Tok, which attract people's attention, the study of youth has made not only young people shine at the moment, but also the general public. It turns out that there are such clean videos in today's society. We can learn the right things in a shorter time and realize our goals step by step, instead of thinking about the unrealistic dream of getting rich overnight. The unique propaganda method of youth university and its correct guidance of values are its core competitiveness, which is enough to crush most of its opponents.

## 3. The Dimension Characteristics of Youth University Learning

At present, youth university learning has obvious characteristics in audience, content and communication, as follows:

### (1) Audience characteristics



**Figure 1.** Proportion of viewers of "Youth University Learning"

"Great Youth Learning" is a youth learning action that the Central Committee of the Communist Youth League uses Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era to arm the whole regiment, educate the youth and publicize and implement the spirit of the 19th Party Congress. It can be clearly seen that the main audience of "great learning for young people" is young people, and the United Nations defines "young people" as those between the ages of 15 and 24, and this age group is mostly high school students, college students and junior college students in China. As shown in Figure 1, the main audience of "Youth University" is college students and primary and secondary school students, while the main page of "Youth University" shows that the ranking of participation rate includes five rankings, namely, cities, directly affiliated universities, non-directly affiliated universities, independent colleges and the Communist Youth League Committee of the State-owned Assets Supervision and Administration Commission. These audiences are significantly different from previous generations of young people in terms of values, lifestyles, behaviors and psychological characteristics. They have unique group personality, independent thinking, critical spirit and creative passion, dare to challenge authority and have a strong thirst for knowledge. Work with efficiency, be competitive, pay attention to equality, stress participation, have legal awareness, be enthusiastic about social activities, be public-spirited, have strong civic awareness and social responsibility. This age group is an important period of transition from children to adults, and their values and moral concepts are formed and matured here. The "great learning for young people" is just sending us such a message: follow the footsteps of the general secretary when he was young, find the right direction in life, and firmly listen to the party's words and follow the party's ideals and beliefs; Fly the dream of youth, and always keep the spirit of struggle that is willing to suffer and not afraid of suffering; Draw wisdom and develop a lifestyle that loves reading and is good at reading.

## (2) Content characteristics

"Great Learning for Youth" begins with a wide-angle scenery, and then focuses on the facade of a school to indicate where the next hero comes from, and then a young man appears in front of the camera with a doll in his arms.

Scholars will guide us to thoroughly study, publicize and implement Socialism with Chinese characteristics Thought of the times and the spirit of the 19th National Congress of the Communist Party of China. It takes four hours to shoot a short three-minute video. "Youth Learning" has been improving and progressing, and it will innovate according to the ideological upsurge of our youth. He will bring people with positive energy that young people like to the

screen of "Great Youth Learning", such as "Old Tomato" of "bilibili", "Classmate He" and "Wang Bingbing", which will undoubtedly make young people more willing and more active to learn "Great Youth Learning". "Great Learning for Youth" is to really integrate the spirit of the 19th National Congress of the Communist Party of China into life.

(3) Propagation characteristics

In recent years, with the continuous development of mobile internet technology and the gradual expansion of smart terminal coverage, short videos have been gradually integrated into everyone's life.

(A) Mode of communication: The online theme party class of "Youth Great Learning" adopts short video, which is spread in the form of animation and shadow, which is in line with the behavior habits of young people at this stage. Short videos have the characteristics of vertical screen, fragmentation, socialization, multiple scenes, irrational communication, etc. At present, the duration of these 10 periods is less than 8 minutes, which is one-fifth of the usual offline courses, which is in line with the characteristics of young people's fast-paced life and fragmented reading. The multi-scene of short video realizes the combination of animated images with a sense of scene and historical records, showing the "loss of civilization". Short video is different from words, it pays more attention to the use of nonverbal symbols, forming irrational communication, so as to quickly arouse the emotional resonance of the audience. In the course, the roaring sound, the images of the burnt Yuanmingyuan and the explanations of the scholars are combined to arouse the audience's senses from the auditory and visual perspectives, so as to truly regret the burnt Yuanmingyuan and then feel sorry for China at that time.

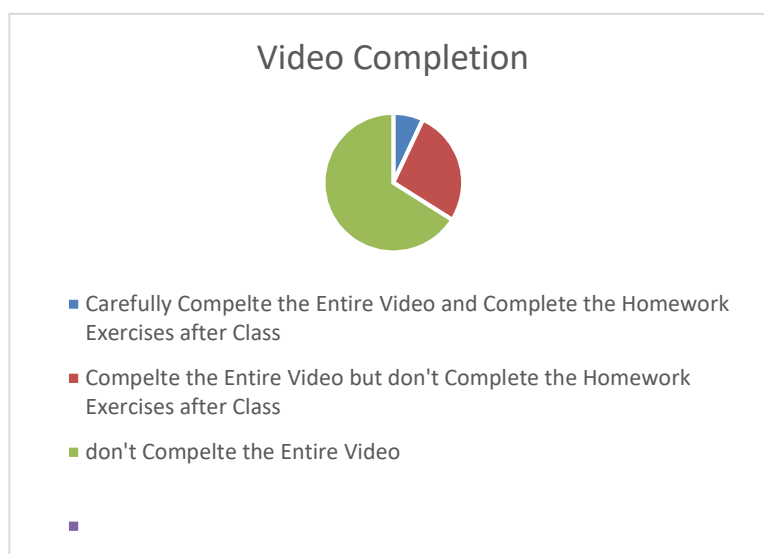


Figure 2. Video Completion of "Youth Learning"

(B) Communication effect: The Central Committee of the Communist Youth League has set the learning rate ranking of the theme group class of "Youth Learning" for communication effect, and the provincial youth league committees will also rank the learning rate for districts and counties, universities, enterprises and institutions, and then predict the communication effect from the learning rate, but this prediction does not take into account the measurement of learning quality. As shown in Figure 2, according to the survey, only 27% of the people said that they had carefully watched the whole period of the online theme group class, and only 7% of them would take the initiative to finish the after-class exercises, and most of them had problems of resistance and perfunctory. "Youth Great Learning" is dominated by one-way communication,

lacking user feedback and weak interaction with communicators; At the same time, the circle communication chain is not activated, and interpersonal communication is not active. There is almost no phenomenon that users actively share group class posters and their links to social platforms, and they will not actively communicate with others.

#### 4. The Problems Existing in the Study of Youth Universities

##### (1) The pursuit of quantity, ignoring quality

In the propaganda stage, the youth university study was based on the idea of propagating the spirit of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and the 19th National Congress of the Communist Party of China, but the effect was not satisfactory. At present, students' study and implementation of youth university is only to cope with the urging of counselors and monitor, and they don't finish reading it seriously. Some just go in and input personal information and quit after boarding the plane. Some turn on their mobile phones to do their own things, and then turn off their mobile phones after the video is finished. What's more, they need constant urging to fool this matter. However, the vast majority of students do not need to be urged to brush Tik Tok and Aauto Quicker every day. Youth learning only requires quantity, but its quality needs to be strengthened. Like Tik Tok or Aauto Quicker, we can guide them to learn in a relaxed and happy way and in a way they like, so as to make everyone more willing to learn, instead of just making a thing with a good starting point a "burden" for a 100% complete data.

##### (2) The video format is too single

The monotonous lecture form of Youth University makes people feel a kind of repetitive boring and boring. Only occasionally, some beautiful lecturers, such as Wang Bingbing, are invited. The viewing heat of that issue has skyrocketed, even reaching the point where they can't get into the page, and most of them come to see Wang Bingbing instead of studying. This is obviously not the original intention of Youth University. The reason is that the lectures are not attractive enough. For example, more people may choose humorous Zhang Yu instead of classical teacher Wu Zhongxiang. Humor may make some things that need to be explained ignored, but more is that more young people are willing to watch and want to watch. It is a boring process to learn and develop, but the forms of lectures are varied. If interesting lecture forms can help more people learn the ideas to be conveyed in the great learning of young people, it will be like a duck to water.

##### (3) Insufficient publicity

The promotion of youth learning can be said to be random. In the current popular mainstream short video platform, videos of youth learning are rarely seen. For the sake of their own interests, short video platforms use big data to analyze short videos that everyone likes to browse, thus attracting everyone to indulge in their own platforms. What's more, it takes one or two hours at a time, as in Tik Tok and Aauto Quicker. It is understandable that these short video platforms gain eyeballs and get traffic for their own benefit, because they are just businessmen, but when young people study, they only promote themselves through school publicity and occasionally invite some traffic students, which has little impact on young people. Young people are only a "big child" who is fully developed through three views, and prefer to kill time by entertainment, relying only on the index requirements of each school. That's simply not enough. What is needed is to increase publicity. You can send some short videos and animated GIFs adapted from interesting real-life stories, and let them know that young people learn this thing in a way that they like. Only by infiltrating young people can they accept it more easily.

## 5. Thinking about the Future of Young People's University Study

### (1) Improve the video format

The video of "Youth Learning" will always be a reciter in different places to promote the "characteristics" of this place. The simple method of introducing "characteristics" has been used to achieve the purpose of promoting Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and the spirit of the 19th National Congress of the Communist Party of China. For this single form, although it can convey ideas more intuitively, it is not the most acceptable. It should be improved, from students to students, and go deep into the student group to investigate what kind of video form can most interest students and what kind of platform is the most stable and has a lot of traffic. We should abandon the goal of focusing only on quantity and completion rate, but also on quality and effectiveness, so that young people can watch not only a video that they are required to watch, but a video that they want to watch.

### (2) Increase publicity through various channels.

For the promotion of video, it is not only a rigid requirement, but also needs to increase publicity channels, which should be optimized from several angles of subordinates. First, increase the platform for watching videos, and not only promote and push them on WeChat WeChat official account because of WeChat WeChat official account and statistics. Secondly, the publicity needs to be diversified, and it can appear inadvertently in the lives of young people through different forms, such as advertisements, banners, TV plays and inserting eggs.

## 6. Conclusion

In today's Internet age, when short video apps are full of birds, how to fight for your own small world is always a difficult problem. As a short video for public welfare, it can be said that it has done its part to convey the spirit of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and the 19th National Congress of the Communist Party of China to the greatest extent through its own efforts, which has benefited young people a lot. However, it is necessary for young people to change their own video form in order to make students have greater ideological sublimation in an easily accepted form. After studying the Youth University, students will have greater ideological improvement, a more upright outlook on life, and better implement and understand the spirit of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and the 19th National Congress of the Communist Party of China.

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