The source of the content industry: Research based on content creators in mobile short videos

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Abstract: With the advancement of networking technology, the promotion of 5G networks, the expansion of wireless network coverage, and the popularization of smartphones, more netizens can use mobile devices to easily access the Internet and browse short videos. Therefore, relying on the Internet and smart terminal technology Mobile short videos have also entered a highly popular state. As long as users are willing to create, they can create and publish content on the short video platform to show themselves and share their lives. User-created content has become an important information resource for the platform. Content is the core of the promotion and operation of the short video platform, and is also the source of power for the platform's sustainable development.

Keywords: Mobile short video; content creators; creative motivation

1. Introduction

In this era of rapid technological development and information explosion, the way people obtain information from the outside world has undergone tremendous changes. As a communication method of the content industry on the Internet, short videos usually refer to videos that are played within 5 minutes. "The media industry is undergoing a transformation, driven by advances in digital technology" (Zaki, 2019). In recent years, online video has exploded as the new killer Internet program. In the current Internet industry, Weibo, Kuaishou, Toutiao, and Douyin have all entered the short video industry. According to the 52nd "Statistical Report on China's Internet Development Status" released by the China Internet Network Information Center (CNNIC) in Beijing, as of June 2023, the number of Internet users in my country reached 1.079 billion, an increase of 11.09 million from December 2022. The penetration rate reaches 76.4%. In addition, on September 20, 2022, at the Douyin Creator Conference, Douyin Vice President Zhi Ying said that the number of views of Douyin pictures and texts exceeded 10 billion. It shows that no matter how the media changes, more prominent presentation will always be the direction of future content reform, and "short video" is a medium that has gone through several iterations. With its strong communication power, it has become the "new infrastructure" in the digital media era.

2. Literature Review

The booming development of the mobile short video industry also provides online users with opportunities to create content. In the new media era, each network user is not only a recipient of information, but also a generator and disseminator of information, playing an increasingly important role in social media. Publishing personally created content is no longer a "privilege" for a few people. More and more ordinary users can show their selfies and daily life videos on short video platforms to express personal opinions and share their inner feelings. User-generated content has become a platform An important source of information, the platform encourages and supports users' content creation. In the long run, as the development of short videos gradually matures, users will become larger and larger, and user needs will become more complex and diverse. In order to meet the needs of multiple users, short videos will also be standardized, enriched, and featured in the future. Short video creators rely on content to spread their attitudes, ideas, and values. Communication media such as text, pictures, and videos are carriers. Content is the foundation and the core of short video platform operations.

Consider the user-submitted short video site Douyin, which features videos with durations ranging from three seconds to ten minutes. Users of the smartphone application can make brief films that can be altered with filters, sped up, slowed down, and frequently incorporate background music (Matsakis, 2019). Over the background music, they can also record their own voice. Using the software, users may shoot a 15-second video with customizable speed, edit it with filters, and choose from a selection of background music genres. After that, they can

publish the video to TikTok or other social media platforms for others to see (Masakis, 2019). If a user is above 18, their followers can give them virtual "gifts" that can be exchanged for cash at a later time (Brad, 2021).

Producing and disseminating media content or information for a target audience, particularly in a digital setting, is known as content creation. "Anything expressed through some media, such as speech, writing, or any of the arts" is what Dictionary.com defines as content ("Content Definition & Meaning | Dictionary.com," 2020). The average person uses social media for around seven hours a day, and there are currently 4.2 billion users worldwide. Mass creators now have more options to enter the digital world thanks to this rapid expansion.

User content creation behavior means that with the support of mobile Internet and smart terminal technology, users create independently and publish their content on the platform through different forms such as text, pictures, videos, etc., which is a "creative activity", an "original" behavior. Compared with user-generated content, user content creation behavior is more proactive and innovative, and is no longer a simple comment and repost. "Original" in the strict sense means not distorting or tampering with other people's creations or plagiarizing, translating, or organizing other people's works. However, according to the "conventional" rules on the Internet, some reprint other people's works and add comments within the scope of the law. User content creation behavior is characterized by uniqueness, flexibility, and fluency. Users can create unusual works anytime and anywhere, and can continue to create and output content. When users create content, they express themselves, reveal their voices, and actively and proactively show their opinions, thoughts or experiences to other users on the media platform. This is a way for creators to use the platform to express their attitudes and preferences. On the other hand, user-created content is the lifeblood of major short video social platforms. Only when there is enough spontaneous user-created content can the platform have vitality and use rich and diverse content to attract more users.

3. The creative process of content creators

3.1 Entering the market: content development

In the initial stage of content creation, content creators often choose the output direction first. Once the output direction is chosen, the next step is to choose the output format and content platform and start content development. There are many forms of content, such as Weibo, long pictures, questions and answers, short videos, long videos, live broadcasts, knowledge cards, books, photos, etc. Generally, when you first start to output content, you can start with fragmented forms, such as Weibo, friends Circles, short Q&A, short videos, etc. After you have a certain foundation, you can try longer formats with more content, such as long pictures and text, long Q&A, long videos, live broadcasts, etc. What carries the output content is the content platform. Different content platforms support different output forms. To a certain extent, short videos are actually a kind of companionship. Therefore, as a content creator, you must use time and information density to accompany users' consciousness to achieve long-term development.

3.2 Presence: content features

The current self-media is characterized by a decentralized approach. Everyone can do what they like, and everyone can do all kinds of affordable things. Due to the improvement of the development of Internet technology, the original text-based creation to the current video creation has become more abundant. At the same time, in the fifth generation of creation, due to the improvement of audio and video traffic and other technologies, everyone in the world can have a low threshold. exposure to these works.

From the perspective of content and subject matter, compared to pictures and texts, short videos are more intuitive, deliver content more easily and vividly, and are good at arousing empathy and attention from the audience. Secondly, it has strong dissemination. With the reform of mobile phones and other communication equipment, and the successful development of 5G network technology, short video information is released faster and faster, the user group is huge, and its dissemination scope is becoming wider and wider. People can get the information they want instantly and learn about emergencies happening on the other side of the world immediately. Browsing short videos can meet the public's life, culture, entertainment and other information needs in a timely manner.

Generally speaking, deep penetration in vertical fields, multi-genre creation, and media matrix operation are three prominent features

of Internet content creation. Different platforms often present different content biases and distribution mechanisms, adapt to different communication scenarios, and complement each other. . Judging from the published data, although the types of creative content are very diverse, the more popular ones are mainly concentrated in two categories, one is entertaining plot content, and the other is practical knowledge or skills. Judging from the Douyin list, the three categories with the most fan accounts are drama, life and comedy.

3.3 Exit: content dissemination

When traffic dividends come to an end, how can content creators reach users more efficiently? How can platforms better connect content producers and mass users? This has become a core topic that all practitioners focus on. In the era of the integration of all things, content consumption scenarios, communication channels and interaction methods are all undergoing a new round of changes. New demands are incubating new product forms, new scenarios bring new business forms, and new trends are driving a new round of content dividend innovation. Opportunity comes. The key to communication: reaching potential customers with the content of your article. You can dismantle it according to your own positioning: My target customers can be individuals or enterprises. As the cost of paid placement increases, the profit margin of enterprises decreases. The industry may be the education/finance/wedding photography industry, etc. Another category is individuals or operators who want to create content. Once I have positioned my target group, I will search for and replace the corresponding communities.

4. Conclusion

Short videos have entered an era of booming development. Everyone can express their opinions on public social media platforms through short videos, produce works of various forms and themes, and show themselves and share their lives without being restricted by time and space. Obviously, whether it is social short videos or creative imitations, adaptations, etc., they all reflect the entertainment theme selection of mobile short video content. The relationship between this content theme and social psychology is also one of the directions that researchers need to further explore.

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