

Reflection on the Development of Chinese Cultural Psychology Through Short Video Communication

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Abstract: In the information age, with the rapid development of modern technology and the widespread application of communication technology, short videos have gradually become a new type of information dissemination tool and have had a profound impact on modern society. In recent years, short video communication has developed rapidly, and this mode of communication has also changed people's channels of receiving information and social habits. In order to further explore the impact of short video communication on the development of Chinese cultural psychology, the author used a literature review method and proposed their own thoughts on this research topic. Ultimately, the study found that in Chinese society, short video communication is conducive to the dissemination of social culture, can release people's stress and bring positive emotions, but also has certain negative effects. Therefore, people should jointly build a healthy short video environment, pay attention to the psychological and cultural impact brought by short video communication, and promote the healthy development of society.

Keywords: Short Video Communication, Social Psychology, Social Anxiety, Cultural Psychology

1. Introduction

With the development of electronic information technology, new media, and social software, short videos have gradually become the main way for people to obtain information. Short video platforms provide people with information that transcends time and space limitations, narrowing the information gap and bringing great convenience to people's lives. A study has found that short videos can more quickly satisfy people's entertainment needs and thirst for knowledge and psychology. The fast-paced lifestyle makes it difficult for people to have enough entertainment time, and mobile short video platforms can precisely use fragmented time to alleviate the life and work pressure of viewers, providing them with a good entertainment and leisure platform. At the same time, the arrival of the Internet era has greatly broadened the channels for audiences to obtain information, and increased their desire to learn independently and seek knowledge. Viewers can often acquire professional knowledge and improve their cultural literacy and knowledge level through mobile short videos in a short period of time [1]. Therefore, it is necessary to study the impact of short video communication on people's psychology. In summary, this study focuses on the development status of short video communication in Chinese society, aiming to discover the psychological impact of short video communication on people and promote their mental health and sustainable development of short

videos. This study aims to discover the dissemination significance of short videos in the new era, while paying attention to people's psychological health and quality, and improving happiness and satisfaction through the use of short videos. At the same time, this study helps to discover a rational path for the development of short video communication and assists in the long-term development of short videos. In addition, this study has built a bridge between short videos and public psychology, contributing to the in-depth development of both fields.

2. The Concept of Short Video Communication

Short video is a kind of Internet content transmission mode that generally refers to videos that are spread on new Internet media for less than 5 minutes. As the name suggests, short video dissemination refers to the use of social media platforms to upload and play short videos, in order to quickly and dispersedly disseminate information and achieve the goal of promotion or subtle influence.

Short videos have the characteristics of short length, flexible dissemination, and prominent core. Short videos are different from traditional movies or news in that they do not have specific forms of expression and team configuration requirements. Therefore, their production process is more concise, and the production threshold is lower. At the same time, they have stronger interaction and participation with the audience. It is more suitable for the fast-paced lifestyle of modern people and can enable them to make the most of fragmented time, thus achieving rapid development. There are various types of short videos that integrate with each other, usually including skill sharing, social hotspots, fashion trends, values, and other aspects. Its content is relatively short, and it can be divided into individual pieces or combined into a series of columns. As an information product of the integration and development of modern culture and Internet technology, short videos have become a necessity for contemporary people to obtain information and entertainment in life.

3. The Current Development Status of Short Video Communication in Chinese Society

According to data released by CNNIC, the number of short video users in China continued to grow from 2018 to 2022. In the first half of 2022, the number of short video users reached 962 million, an increase of 28.05 million compared to 2021, with a growth rate of 3.0% [2]. The scale of short video users has further expanded, and industries such as short video, news, and e-commerce have been combined, gradually enhancing information dissemination and monetization capabilities. According to QuestMobile data, in early 2022, the average monthly usage time of short video users reached 53.2 hours, making it the industry with the longest usage time for instant messaging. In the first half of 2022, short video users accounted for 30% of the total user usage time [3]. On August 28, 2023, the China Internet Network Information Center released its 52nd Statistical Report on the Development of the Internet in China. According to the report, as of June this year, the number of short video users reached 1.026 billion, with a user utilization rate of 95.2% [4]. It can be seen that short video communication has rapidly developed in China and gradually become the main way for people to obtain information.

However, at the same time, some teenagers, due to their poor self-control, often fall into short videos and give up learning tasks, indulging in pleasure. For example, a survey conducted on 1974 surveyed parents showed that 92.1% of surveyed parents felt that teenagers were generally addicted to short videos. 70.6% of surveyed parents are concerned that their children's addiction to short videos may not arouse interest in learning and life, and 66.3% of surveyed parents are concerned that their children may imitate inappropriate short video content [5].

4. The Positive Impact of Short Video Communication on Chinese Cultural Psychology

4.1. Individual Level

Firstly, short video software provides people with a free and autonomous platform where they can freely publish videos and browse the videos of others. New media represented by short videos are highly favored by audiences due to their short and vivid content as well as their strong entertainment value. People can relax and release stress through these new media in their spare time from work and study, thereby better learning and working [6]. Psychological research has shown that the novelty of stimuli is an important condition for attracting attention, because there is a special type of neuron in the human cerebral cortex - "attentional neurons". They can respond to various stimuli, especially novel stimuli. The novel stimuli in short video communication always attract special attention and interest from college students [7]. Therefore, short video communication can help people relieve stress, shift negative emotions, and achieve relaxation and self-satisfaction by watching or posting short videos. Secondly, compared to traditional long videos or professional courses, short videos are more closely related to life, intuitive, precise, vivid and interesting, and can better attract the attention of the audience. Therefore, short video communication can enable people to learn practical skills, thereby gaining a sense of achievement, solving life problems, and enhancing self-learning abilities. According to the 6-degree segmentation theory proposed by American psychologist Stanley Milgram, it only takes an average of 6 people in the world to establish a connection between two strangers. Popular social platforms such as Facebook, Renren, and Kaixin are based on this principle, and the idea is to make friends through friends [8]. It can be seen that short videos and social media platforms can expand people's social circle, improve their social skills, make more like-minded friends, and meet people's happiness, social, and communication needs. On social media platforms, people can find real-life classmates and friends by browsing user profiles. Meanwhile, through big data recommendations, people can meet people who share their interests and become friends with them. Others can also add people as new friends in the same way. Therefore, everyone's social circle will become larger, and the number of friends will rapidly expand. In such an open atmosphere, people communicate with others by browsing videos, posting videos, and commenting, thereby resonating and ultimately satisfying their psychological needs. As members of a social group, individuals have their own social goals and a sense of belonging to the group. Moreover, individuals are easily influenced by their surrounding environment when engaging in social activities or thinking, thus actively or passively imitating mainstream lifestyles or behaviors. This psychological activity is commonly referred to as "conformity psychology". Short videos have also become popular because some people have started using and interacting with them, using a herd mentality to encourage more and more people to participate. So short video communication can satisfy people's conformity psychology and further enable them to obtain information, which has an impact on their psychological awareness.

4.2. Social Level

For the overall level of society, short video communication can enhance people's sense of belonging to the group, promote cultural dissemination, and influence cultural psychology. For example, Aiqiao Wu found in a study based in Chongqing that 70% of the audience understood and loved Chongqing's urban culture better through short videos [9]. Currently, government agencies and traditional media are using short video platforms to promote socialist core values, making short videos a new battlefield for consolidating value consensus [10].

In addition, research has found that short video communication is an efficient way to convey intangible cultural heritage. Short videos have the characteristics of convenience, brevity, and

diversity, which make them easy to connect with potential audiences, thereby conveying rich experiences to the audience and making people feel the charm of intangible cultural heritage. This helps to strengthen the cohesion of social groups and people's cultural identities, and has a certain positive impact on group psychology. At the same time, short video communication can promote innovation and integration of news media by combining with traditional news, thereby enabling people to quickly obtain news information and understand social hotspots, and meet psychological needs. Short video and new media platforms are more convenient than traditional media and can better meet people's basic needs. In the information age, people can socialize, consume, and entertain through mainstream new media platforms such as TikTok and Weibo. People can freely communicate, discuss with others, and express their opinions. In this process, people are both recipients and disseminators of information. Similarly, in this process, people establish emotional connections with others through interaction, satisfying their psychological needs. Through continuous sharing and acceptance on new media platforms, new media audiences gradually feel the existence of individuals in this environment, exercise their right to speak and choose, find individuals similar to themselves, engage in spiritual communication, and thus find a sense of belonging and love. According to Maslow's hierarchy of needs theory, this satisfies the audience's need for belonging and love. In this process, the audience has a strong sense of participation and establishes emotional connections or relationships with more people [6].

5. Limitations and Challenges of Short Video Communication

Firstly, short video communication can, to some extent, exacerbate people's social anxiety. After stepping into the era of social media, we find that issues concerning public anxiety psychology in society have taken on new characteristics in the new media environment. Social anxiety issues are not only presented in the network, but also intensified by the network [11]. Meanwhile, a study has also found that audiences relying excessively on short videos as a source of information are more likely to develop social anxiety, with 30% feeling uneasy and nervous in real-life social situations [9]. According to research, in the online environment, college students have negative psychological barriers, which are not only related to their own characteristics, but also to the openness, virtuality, universality, interactivity, and massive information of the network [12]. A large portion of short videos are limited to sensory stimulation and cannot stimulate people's deep thinking and explore value connotations through entertainment. Therefore, it can be seen that short video communication also has certain limitations.

Secondly, the short video industry is plagued by frequent disruptions. Some high-quality short videos are "moved" without authorization, the content of short videos is severely homogenized, and plagiarism is rampant. For example, short video communication related to intangible cultural heritage may have shortcomings such as a lack of value connotation, insufficient innovation, and unclear positioning. These shortcomings lead to weak cultural dissemination, making it difficult for people to develop psychological identification and understand its potential cultural value. In addition, there is also a large amount of false information, advertisements, etc. on short video platforms. These messages and advertisements, through exaggerated promotion, often lead to consumers being deceived and developing aversion towards short videos, and even have a negative social impact. Therefore, the development of short video communication also faces certain challenges.

6. Development Suggestions for Short Video Communication

Firstly, users of short video platforms should strengthen their legal awareness, protect their copyrights, and reduce plagiarism. At the same time, users should innovate video content and deepen the connotation of the video. Secondly, government departments should play a leading role. The

government should enhance the ability and awareness of public services to enhance the happiness of residents [13], strengthen their sense of protagonist, and engage them in video promotion related to urban culture.

Thirdly, the user group of short video platforms is extensive, and the quality standards of users vary. Some users with lower quality may post vulgar and unhealthy videos, which can harm the short video environment. Therefore, short video platforms should use reasonable and standardized means, utilize the rights of management platforms to disseminate high-quality and in-depth videos, promote social and cultural dissemination, and protect the physical and mental health of users. At the same time, short video platforms should strengthen backend auditing, consolidate supervision mechanisms, and ensure the health and safety of short video communication. In addition, short video platforms should work with government departments to strengthen restrictions on the use of short video software by underage groups, guide them to establish correct values, and promote their healthy growth. Finally, the country should improve relevant policies and regulations, strengthen the review system, and create a good short video environment. For example, the Chinese government does not have a clear method to handle the ambiguous aspects of copyright issues in the law, as well as the copyright issues arising from short video creation. The government should make clear regulations on the ambiguous aspects such as "more" and "less" in the law [14].

7. conclusion

Short videos are an important carrier and new form of cultural dissemination in the information age, providing a new approach for the transmission of various information and cultures. In the current Internet era, short videos can, to a certain extent, affect people's values and psychological awareness, as well as the overall social and cultural environment. The rapid development of short video communication based on the network ecosystem provides an effective way to promote urban culture, but at the same time, it also exacerbates people's social anxiety to a certain extent and causes some plagiarism chaos. In summary, short video communication is a double-edged sword with two sides. People should identify vulnerabilities and problems in the process of short video communication, develop solutions, and summarize corresponding rules in order to maximize the value of short video communication. People must pay attention to the psychological and cultural impact of short video communication, and establish healthy and standardized short video operation standards in order to promote the sustainable development of short video communication. This paper only provides a brief summary in theory and does not conduct detailed experiments, so there are some issues that have not been substantiated. I hope to conduct detailed experiments in future research to verify the corresponding results.

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