

Investigating the Content Characteristics of Short Video Bloggers and Their Impact on Female College Students' Views on Marriage and Relationships

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Abstract: In the era of mobile video socialization, short videos are now one of the main sources of information, especially for female college students who have limited social interaction and information access. As the emergence of influential "bloggers" on short video platforms, a new cultural phenomena have arisen. In order to explore the influence of the characteristics of short videos on the concept of marriage and love for female college students, this study focuses on the content characteristics of couple bloggers on Douyin (the Chinese version of TikTok) and its influence on users through literature review and questionnaire survey. It was found that the videos of couple bloggers mainly focus on situational interactions, and the themes tend to be humorous, dramatic, and strongly emotional. On this basis, the further investigation through surveys and interviews found that short videos primarily featuring couples would have a direct impact on the concept of marriage and love for female college students, including the impact on emotional expression, social interaction, and values.

Keywords: Short video, Couple blogger, Marriage and love views, Content analysis.

1. Introduction

In the era of mobile video socialization, short videos have risen on various platforms, gradually becoming one of the main sources of daily information for people. As of October 2023, according to the 52nd Statistical Report on Internet Development in China released by the China Internet Network Information Center, China has a total of 1.079 billion internet users, with 1.026 billion short video users (accounting for 95.2% of the overall internet users). Short videos have become a new form of socializing, facilitating entertainment, social interaction, and sharing in fragmented periods. Moreover, the diverse and open pathways of interactive communication through short videos have continuously strengthened the influence and penetration of this media form. Thus, short video platforms have become important platforms for expressing and communicating in the mobile internet era, deeply affecting users' lifestyles, interaction modes, and values.

Referring to various models of short video platforms, users can be divided into two categories: influencers and influencers [2]. Influencers typically have a large number of followers and significant influence. These influencers, also known colloquially as "big Vs," "short video bloggers," "up hosts,"

etc., subtly influence the daily lives of the influenced through videos posted on social media platforms, especially the impact of couple bloggers on young audiences.

Couple bloggers, with their unique identities bound together in videos, differ from traditional fan cultures due to their bilateral interactive process, allowing ordinary users to feel involved through short videos and thus attracting a large fan base [3]. Female college students, lacking social experience and limited information channels, find the viewpoints or opinions expressed by couple bloggers to have certain predictability and referential significance for their marriage and love views. Couple-themed short videos have become a media phenomenon, garnering millions of likes, and indicating significant societal impact. The "media cultivation theory" posits that mass media provide a symbolic reality deviating from the "objective reality" over the long term, subtly shaping people's perceptions of reality, social views, and worldviews [4]. As a new form of internet media, Douyin short videos' low entry barriers enable users to easily enter the world of short videos. Under the "cultivation" effect, when Douyin's short videos inevitably become the pathway for people's exposure, the ideological content in short videos subtly influences users' values and worldviews [5].

Therefore, based on the cultivation theory and Douyin platform, this study uses a combined research method of participatory observation and content analysis to explore the content characteristics of a couple of short video bloggers and their impact on the marriage and love views of female college students.

2. Literature Review

The rapid development of social media has given rise to various new types of content bloggers, among which a couple of short video bloggers have garnered attention for their authenticity and emotional resonance. In representative studies, scholars have mainly focused on the dissemination mechanism and social impact of a couple of short videos on social media. However, there is still relatively little in-depth research on the specific content characteristics and their influence on audience groups. This paper defines the core concepts as "content characteristics of couple short video bloggers" and "impact on the marriage and love views of female college students".

Among them, content characteristics include aspects such as emotional expression, social interaction, and presentation of values. The influence on the marriage and love views of female college students involves aspects such as emotional experience, social interaction, and marriage expectations. Previous research can be broadly classified into two categories. The first category focuses on explaining audience behaviors and characteristics based on a couple of short videos. For example, Wang and Rong established a model of an interactive ritual chain between couple bloggers and users, highlighting the importance of virtual scenarios and emotional energy in the era of mobile video socialization [6]. Zhu mapped their own real-life emotional experiences through viewing a couple of short videos, enhancing their willingness to continue watching through dynamic cycles [7].

The second category focuses on the social impact of the marriage and love views of female college students. For example, Teng, based on the research theory of the marriage and love views of female college students born after 2000, analyzed the current status of the marriage and love views of female college students born after 2000 and proposed corresponding strategies. Dong and Wang used Sina.com's reports on "leftover women" from 2011 to 2015 as the research object, revealing the presentation content of the "leftover women" media image, and through comparative analysis of the "leftover women" media image and their social image, elucidating the nature of the "leftover women" media image [8].

Among them, the first category of research emphasizes communication influence but overlooks the potential impact mechanism of content itself. The second category of research focuses more on the social level rather than deeply analyzing the specific information stimuli received by individuals on social media platforms. Overall, previous research discusses influences more macroscopically and

lacks a systematic study of specific content. Particularly, there is a lack of in-depth exploration of the impact of social media content on the marriage and love views of female college students.

Based on this, this study takes Douyin as the research platform, selects a couple of bloggers, explores the content characteristics of a couple of short video bloggers on the short video platform, and focuses on answering the following two main research questions:

Q1: What are the characteristics of couple bloggers on short video platforms and how are they specifically manifested in their content?

Q2: What kind of impact does the content presented by a couple of short video bloggers have on the marriage and love views of female college students?

3. Research Methods

3.1. Participatory Observation and Content Analysis Method

3.1.1. Sample Selection

There are various types of bloggers on short video platforms. Considering the influence of couple bloggers on female college students' view of marriage and love, the rise of couple culture, and the fact that the existence of couple bloggers meets the needs of the public, this study chooses Douyin short video as the research platform, which is a popular short video social platform worldwide, with users in over 150 countries and regions. This paper mainly selects three bloggers with more than 10 million fans and analyzes their video content (Table 1-4).

Table 1: the information about Bloggers

Blogger	Followers (unit 10,000)	Update Frequency (unit days)	Format	Length (unit minutes)	Likes (unit 10,000)
Da MoWang Pei	1396.8	Average 2-3	Daily Life	Average1	Average20
Gao Zeyu	1235.5	Average2	Pranks, Skits	Average1	Average50
Yi Bei Meishi	1181.5	Average60-90	Drama	Average2	Average100

Table 2: Blogger — Da MoWang Pei Video Data Information

Date	Theme	Musi c	Perspective (Male/Female)	Form (Selfie/ Other's)	Male Attitude towards Female	Female Attitude towards Male	Tone
2023. 10.5	Breaking the Cold War Stalemate	Yes	Female	Selfie	Indulgent	Satisfied	Positive
2023. 10.8	Post- marriage	Yes	Both	Selfie	Indulgent	Happy	Positive
.....*							
2023. 12.23	Is a Man's Hair a Joint Asset of the Couple?	Yes	Both	Selfie	Respectful	Dissatisf ied	Positive

Table 2: (continued).

2023.12.25	Third Anniversary	Yes	Female	Other's	Love	Happy	Positive
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*Note: The omitted information in the table is the video information updated by Blogger - Da MoWang Pei. Due to the large number of videos updated by this blogger at a given time, it is not possible to present all of them in the text, so the relevant information has been omitted from the table.

Table 3: Blogger — Gao Zeyu Video Data Information

Date	Theme	Music	Perspective (Male/Female)	Form (Selfie/Other's)	Male Attitude towards Female	Female Attitude towards Male	Tone
2023.10.1	Pet Names for Couples	Yes	Both	Selfie	Indulgent	Rebellious	Positive
2023.10.6	Girlfriend Brainwashing Boyfriend after Quarrel	Yes	Both	Selfie	Indulgent	Educational	Positive
.....*							
2023.11.26	Girlfriend's Rebellious Phase	Yes	Both	Selfie	Indulgent	Rebellious	Positive
2023.12.10	What is a Good Relationship	Yes	Both	Selfie	Love	Happy	Positive

*Note: The omitted information in the table is the video information updated by Blogger - Gao Zeyu. Due to the large number of videos updated by this blogger at a given time, it is not possible to present all of them in the text, so the relevant information has been omitted from the table.

Table 4: Blogger — Yi Bei Meishi Video Data Information

Date	Theme	Music	Perspective (Male/Female)	Form (Selfie/Other's)	Male Attitude towards Female	Female Attitude towards Male	Tone
2024.1.12	Partner with No Sense of Boundaries	Yes	Both	Other's	Disgust	Heartache	Negative
2024.3.5	Constant Quarrels in Relationships	Yes	Both	Other's	Blame	Disappointment	Negative

3.2. Analysis

Based on the analysis of 40 valid video samples, data information about both the bloggers and the videos was obtained. This part of the study aims to explore the composition of a couple of blogger video content and identify representative features to prepare for subsequent content analysis.

Video types refer to the expression forms of the videos, where bloggers choose different expression forms for different themes to optimize personal image construction, content presentation, and emotional expression. Among the 40 samples, situational interaction and episodic recording ranked first and second with 15 and 11 samples, respectively. Video themes represent the core ideas of the

video content, with bloggers in the same field formulating different video themes based on their characteristics and preferences. Through observation and analysis, this study categorizes a couple of video themes into "daily life," "travel," "marriage/love," "humor," "entertainment," and "others." Among the 40 samples, humor-themed videos were the most common, with 16 samples, accounting for 40% of the total samples; marriage/love, daily life, and travel themes ranked second, third, and fourth with 12, 4, and 4 samples, respectively, accounting for 30%, 10%, and 10% of the total samples. Among the humor-themed videos, prank videos were predominant. Out of the 11 humor-themed videos, 12 were prank-related, indicating the high popularity of prank videos among users. The emotional tone of the videos mainly refers to the emotional color presented in the video content, representing the blogger's emotions and affecting users' perceptions. Based on observation and analysis, this study categorizes the emotional tone into three types: affirmative/positive, neutral/indeterminate, and opposing/negative. Among the 40 samples, 30 had an affirmative/positive emotional tone, accounting for 75% of the total samples. Videos with a neutral/indeterminate emotional tone numbered 8, accounting for 20% of the total samples, while those with an opposing/negative tone numbered 2, accounting for 5% of the total samples.

In summary, the videos of couple bloggers mainly focus on situational interaction, with video themes tending towards humor and pranks, and the emotional tone of the videos highlights strong emotional characteristics. Thus, the amusement value of couple-themed short videos is more capable of eliciting emotional responses from users. Additionally, marriage/love-themed videos, especially those of the "Da Mo Wang Pei" blogger, mostly emphasize the sweetness brought by love, satisfying the public's expectations of an ideal partner, thus attracting users to a significant extent.

3.3. Interview Survey

This study conducted approximately one-hour interviews with 10 female students majoring in Broadcasting and Hosting Art (English) at Nanjing Media College, focusing on whether couple bloggers influence marriage and love. Interview content included whether they watch couple blogger videos, what attitudes couple blogger videos present, preferences for watching types, whether they would be influenced to a certain extent in mate selection views, attitudes towards marriage and love, etc.

A large portion of the female students believed that couple blogger videos mostly showcase the sweetness of daily life, enjoying life, with the male always infinitely accommodating the female, expressing envy for such sweet relationships. However, they also felt that such flawless partners were almost impossible to encounter in real life. Undeniably, the emergence of these types of short videos has raised their expectations for their significant other, hoping to encounter someone as sweet as the couple bloggers in real life, while unconsciously comparing their significant other in real life to the couple bloggers. At the same time, some female students held a negative attitude towards a couple of blogger videos, believing that most of the blogger's sketches are scripted and the videos presented to the public are products tailored to cater to the public after being packaged by companies. However, a small portion of female students believed that after watching the beautiful and sweet aspects of marriage and love presented by couple bloggers, they would consider marriage after graduating from college, longing for a life similar to that of the bloggers.

4. Conclusion

Through research on the influence of couple blogger content characteristics on the marriage and love views of female college students, this study found that the emotional expression, social interaction, and presentation of values in couple short videos on social media directly influence the marriage and love views of female college students.

In terms of emotional expression, the genuine emotional presentation of bloggers stimulates the emotional experience of viewers, establishing a closer emotional connection between bloggers and users. The presentation of the sweetness of marriage and love by couple bloggers in videos becomes a key factor influencing viewers' marriage and love views, forming resonance through interactive participation, profoundly affecting female college students' views on marriage and love. In addition, values presented in a couple of short videos, through information transmission, directly penetrate the minds of female college students, influencing their concepts of marriage and expectations for interpersonal relationships. This study reveals how the content characteristics of a couple of short video bloggers on social media platforms profoundly influence the marriage and love views of female college students through analysis.

However, current research still needs further deepening, especially in the detailed analysis of specific content characteristics, providing a valuable reference for understanding the mechanisms of social media shaping individual psychology and values. Future research should analyze the specific elements of emotional expression, social interaction, and value presentation more finely to comprehensively grasp the actual impact of couple short videos on the marriage and love views of female college students.

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