

The Creation and Dissemination Dilemmas and Breakthrough Paths of Campus Vlogs by Ordinary College Students under Algorithmic Logic

Aochen Ma

*Rosedale Global High School, Shenyang, China
mac20080626@outlook.com*

Abstract. Recently, people pay much attention to campus Vlogs made by college students. But most studies focus on commercial monetization and they ignore normal creators. In fact, they do not look at the problems these students have. In this work, we look at problems in creating and spreading campus Vlogs by ordinary college student's campus vlog, and we identify the types, development features, as well as dual effects. It is worth noting that these students face some practical problems, for example, creators have limited ability, a lack of resource support, and the content is similar. Therefore, we propose methods from three aspects: fitting algorithm rules, improving content quality, and we combine content with external traffic attention, so that we can improve spreading efficiency for college creators. These methods can improve the dissemination efficiency and influence of college students' campus vlogs, and give practical guidance for young creators who want to keep their practice in the competitive digital environment.

Keywords: College Student Creator, Short Video Platform, Communication Strategy, Platform Algorithm

1. Introduction

In current society, mobile internet and short video platforms can be seen as one main way for young people to get information and socialize with others. According to the 54th Statistical Report on Internet Development in China released by the China Internet Network Information Center (CNNIC), as of June 2024, the number of internet users in China reached 1.09967 billion, and this number increased 7.42 million compared to 2023. In fact, most of these users are teenagers aged 10-19. They can constitute the core group of short video users [1]. With the popularization of 5G technology, the threshold for short video creation is lowered, and this makes it easier for college students to create content through a model that combines entertainment and practical dissemination together, so they can produce videos with lower technical requirements. However, the video views and traffic of college student creators are generally lower than those of professional creators and bloggers in the market. The core reason for this phenomenon is that there is lack of resources to assist student creators in disseminating the work, and also they have limited understanding of

platform algorithms which can affect their visibility. Also, some works tend to follow trends too much and lack personalized expression.

It is worth noting that most research on this vlog type is mainly for business use because they want to achieve better monetization, but we lack full analysis about how ordinary student creators can get more traffic in current platform environment, and this gap makes it hard to give them useful suggestions. For example, we need detailed study about how campus vlogs spread on different platforms. Also, algorithm recommendation is now the main way to deliver traffic to short videos, and traditional communication logic may not apply to current communication environment.

Therefore, this research examines communication issues in college students' campus Vlogs. In fact we take existing communication issues as the object. it can find the communication characteristics and patterns on mainstream platform. Also, by using platform algorithm data, we give optimization strategies for content and dissemination means for ordinary college student creators and it can address core issues such as lack of traffic and poor performance in dissemination process and the dissemination efficiency and value of campus Vlogs can be enhanced.

2. Overview of the development of campus VLOG

2.1. Concept and development

Campus sharing vlogs are one kind of video communication that centers around the campus life of college students. Also, it is an important way for college students to express thoughts and share daily lives. However, unlike previous commercial videos, this type of vlog focuses on authentic perspective of college students. In fact, it combines recording of daily life with emotional expression and it does not contain too much commercial information. Authenticity is the core characteristic. This type of video is different from film and television content created by commercial institutions in terms of shooting techniques, content, and methods of promotion. For example, most shooting scenes are in cafeteria, playground, teaching building, and other familiar settings. So the authenticity of campus life can be portrayed. Also, using first-person shooting perspective together with natural dialogue and authentic emotional expression, it can convey emotions and the audience can immerse themselves easily. The duration of such Vlogs can be controlled between 2 and 10 minutes. It can use clear titles such as "Postgraduate Exam Check-in" and "Preparation for Exams", and engage with viewers through interactions like asking questions and discussing with them from video comments, so engagement between viewers and videos can be enhanced. Also, its core adopts a communication model of "entertainment + practicality". This way of communication is expected to ensure that viewers can acquire knowledge without feeling bored and it aligns with creative abilities of college students and viewing demands of audience. As a result, these features, which align with college students' creation and platform dissemination, lead to rapid development of campus sharing VLOGs on platforms such as Tiktok, Bilibili, Xiaohongshu and other similar platforms. But because of the lack of dissemination resources among ordinary college student creators, insufficient understanding of platform algorithms, and because some works blindly follow trends without personalized expression, there is a situation of low viewership and poor traffic.

2.2. Classification

According to common themes and functions in universities, the campus sharing VLOGs can be divided into several categories. Also, different creations have different focuses and can attract different types of audiences. These contents meet the campus life and expression needs of college

students. First we have the daily record vlog. This type shows the real daily life of college students and the video includes many life scenes such as classroom and dormitory life and creators should focus on content that shows real life and make sure the setting is authentic. For example, titles like "A day of an early-eight-o'clock-rising college student" or "vlog about college students' daily life" can meet the audience's curiosity about different campuses. Then we have knowledge sharing. This type focuses on delivering practical knowledge and information. It meets the emotional needs of viewers. Also it can serve as a necessary channel for learning. So this way can bring in more traffic. It is worth noting that the main feature is the clear category definition. To make sure the content is concise. We recommend using a "problem first - solution" structure. This helps the audience get useful information. Third we have emotional resonance. This type focuses on inner emotions and growth insights of college students. For example, such as "Emotional disputes with partners" and "How to face academic pressure", etc. In fact, for creators, they need to build the emotional connection with the audience and they should make sure the content is sincere and expressed well because it conveys the inner world of the creator to the audience who can feel open and connected and they can gain identity recognition and emotional resonance.

3. Impact and issues

3.1. The positive impact of campus vlogs

For creators, this vlog type has some positive effects. For example, creating vlogs can improve self-identity and expand social circles, and it can also provide safeguard for future career development because the skills learned from this process can be used in many different job positions when they graduate. In fact, creators can get sense of accomplishment from comments and likes their works receive [2], and this achievement can reduce confusion and self-doubt these students experience in campus life, and during the process of shooting and editing interactions, creators can also improve skills in camera work and language expression. Also, logical thinking ability can be improved at the same time. Secondly, this can break the limitations of offline social interaction and expand one's circle of friends. Because creators can reach the same groups across different schools and regions through the platform, and learn from the experience and lessons in the process. Thirdly, this can have a positive impact on the future career development of students. Because possessing such skills can ensure one retains sufficient competitiveness in the current job market, and the creation practice of campus Vlogs enables creators to master the full process skills of new media content creation. Whether one pursues a career in new media-related fields or other industries in the future, these skills can serve as a competitive advantage in the workplace. Some high-quality accounts can even monetize their traffic, providing financial support for campus life and laying the groundwork for career entrepreneurship.

For the dissemination of campus culture, campus Vlog has become a traditional way of disseminating and promotion, and this kind of video has promoted the diversification and popularization of campus culture in the public eye. Firstly, creators from different colleges or majors can bring different learning atmospheres, campus styles, and cultural characteristics to the audience. For example, the scientific research atmosphere brought by science and engineering colleges, or the cultural heritage atmosphere brought by liberal arts colleges. Secondly, campus Vlogs can also foster a sense of belonging to one's alma mater by documenting school activities [3]. For instance, documenting school sports events, art festivals, and the like can inspire students' identification with campus culture, thereby promoting the inheritance and development of campus culture. Thirdly, positive content such as volunteer activities and public welfare actions featured in campus Vlogs can

convey the positive image of contemporary college students to society, change the stereotypes held by some social groups towards college students, and enhance the social image of the college student population.

3.2. The current issues in campus vlog dissemination

The existing problems of campus vlogs can be roughly divided into three points: The impact brought by the environment, the lack of traffic caused by platform mechanisms, and the impact brought by the creators' own problems. These problems, it can cause some creators to lose their creative enthusiasm, and also lead to viewers having a negative perception and experience of the videos. For these problems, these issues will limit the development of videos in the campus vlog category on the platform.

From the perspective of the creator, the major issue lies in the need for these individuals to balance content innovation, resource allocation, and their personal lives. For the content, the current campus vlog has a significant problem of uneven resource allocation in the short video platform, such as pushing most traffic to a few creators. As a result, this will lead to few platform support and traffic exposure resources available to ordinary college student creators. What is more, this has gradually led some people to give up the original intention of creation and the personalized content they want to express to obtain limited exposure opportunities, and to blindly follow the hot topics [4].

For the content, poor traffic will lead to creators' lack of control over the content and their blindly following the trend. Secondly, for most of the student creators, another problem is that they cannot create content, which leads to the low quality of content. Because most college students are not professionals, and the lack of systematic training in their editing and content creation ability will lead to the work being difficult to meet the audience's expectations and emotional needs. Most creators still lack an understanding of the traffic push mechanism of different platforms, which will lead to small problems in the release of videos. Therefore, even high-quality content is difficult to obtain a platform recommendation. Thirdly, the conflict between life and creation, such as studies. Some students may face conflicts between their studies and creative time, which can lead to unstable updates on their accounts, making it difficult to accumulate a sufficient and stable fan base. For the development of this industry, the three major issues at present are the uncertainty of content quality, the loss of creators, and the singularity of monetization models, which also limit the development of campus vlogs.

In conclusion, first of all, the quality of the content is generally not high, and most of the works have an obvious tendency to follow the trend and script. This will make the audience form the stereotype of "campus vlog is nutritious, low quality, and full of scripts", resulting in the platform only giving traffic to individual excellent creators. Secondly, the high turnover rate of creators, the lack of flow, and the authors' academic conflict will lead to the difficulty of sustaining the creative enthusiasm of most creators, which will lead to a large number of creators choosing to give up after a period of time, thus reducing the potential high-quality creators in the industry. At the same time, due to the lack of professional guidance and support, it is difficult to effectively improve the creative ability of creators, and it is difficult for high-quality works to stand out. Because it is different from the popular commercial authors and netizens. These student creators can not get enough guidance in communication, so it is difficult to effectively improve their own accounts. Finally, the way of commercial profit is relatively simple, which will make the student creators who find it difficult to obtain traffic lack economic motivation.

Currently, the realization mode of campus vlog is mainly advertising cooperation and content reward. This is relatively beneficial for those creators who have more fans, but most young student creators can not get such high numbers of fans, so most people can not get enough economic benefits. Therefore, a single source of profit will make the creators lack the economic power of continuous creation, and also make it difficult for the campus vlog to form a complete commercial industry chain, which restricts the large-scale development of the industry [5].

4. Suggestions

For ordinary college student creators, to achieve viral success for their works, they need to meet the following three conditions: Content quality, algorithm matching, and external traffic attraction. The most important way is to accurately adapt to the communication differences and characteristics of different platforms. To be more specific, the unique qualities of the content are the fundamental conditions for a video to become a hit vlog. The quality of the content, as well as different types of content, can attract different fan groups. High-quality popular content often better captures the needs and emotional pain points of the audience; this is the common foundation of all popular works across platforms. Secondly, the creator must deeply understand the algorithm logic of different platforms and accurately match the rules of different platforms, which is the key to achieve traffic breakthrough. Take DouYin, for example, this platform takes short videos and efficiency as its core, and uses the traffic racing mechanism. Therefore, the creator needs to focus on polishing the first 3 seconds of the video to ensure its attractiveness [6]. Moreover, the video content released on DouYin should be more fragmented, entertaining, and fast-paced, and give priority to ensuring the video completion rate, so as to improve the traffic push. For Bilibili, it pays more attention to the depth of content. The algorithm emphasizes "the weight of deep interaction"; "coin", "like", and "collection" are the key to obtaining traffic [7]. As a result, creators need to focus on building a long-term, structured campus vlog for dry goods sharing or emotional expression, and guide the audience to complete interactive actions through high-quality content and a good interactive experience, so that it is more likely to become popular [8]. Rednote, It uses a tag and topic recommendation mechanism. The user group is mainly women. It pays attention to the beauty and practicality of the content. The content of the platform is more experience transmission than entertainment, and the creator needs to focus the content theme on the "guide" category and build the corresponding "community culture", such as campus life guide, teaching of students' clothing, sharing of campus food, etc, and creators also needs to Focus on optimizing content aesthetics and label accuracy, and improve content exposure by reasonably setting keywords and accurately labeling [9].

Finally, through the improvement of content quality and the understanding of the platform, combined with external drainage, the three points of "algorithm+content+external drainage" can be more applied, so that ordinary students' personal creators can more efficiently create campus vlog pop works [10].

5. Conclusion

The research object of this study is the creators of the common college students' Campus sharing class vlog. According to the existing research, the gap in insufficient attention to the creators of ordinary college students is discussed. This study also sorts out the development characteristics and classification system of the campus vlog, focuses on the dual impact of its creation and communication, and finally provides targeted creation and communication strategies for these student creators.

This study found that the core of campus vlog is to have authenticity and rely on the "entertainment+practical" mode to develop on multiple platforms. To be more specific, vlogs can be roughly divided into three categories: daily record, dry goods sharing, and emotional resonance. This kind of vlog can meet the needs of College Students' expression and life, provide information and emotional value for the audience, and become an important carrier of campus culture communication. However, there are also many practical problems in this field. For example, influenced by the uneven distribution of traffic, the limited ability of creators, and the lack of resources for ordinary biographers, college students' creators are generally faced with difficulties such as poor traffic and alienation of creation, and the audience is also faced with problems such as homogenization and falsification of content.

In response to the above issues, this study provides answers on how college students can create viral videos. Creators need to grasp the three core elements: content, algorithm, and traffic attraction. The top priority is to make sure the authenticity of the content. On the other hand, Creators need to adapt to the differences in traffic distribution algorithms across different platforms and utilize offline campus resources and online collaborations as complementary means to drive traffic.

Combining the three can help individual student creators increase the popularity of their works. This study breaks through the limitations of commercial Vlog research and provides a practical reference for ordinary college student creators. However, when facing more professional communication methods and meticulous operational approaches, there is still considerable room for improvement in this strategy.

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