

Analysis of Factors Affect the Popularity of Short Video

—Take Two Food Bloggers as Examples

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Abstract: In recent years, China's mobile internet short video industry has developed rapidly, leaping into people's vision with a gesture of a hundred flowers and hundreds of thoughts. The short video market has great potential. This paper is going to analysis what factors of short videos will affect the number of views, likes and other engagement activities of the video. I will choose two food bloggers, "Pupujiji" and "Office Ono", as examples to study why they have gained countless fans and gained millions of likes in a short period of time. In order to achieve the research results, I will study their respective similarities and differences, explaining from the three aspects of content technology-driven, interaction with fans, and accurate self-positioning. Before that, what is new media and different short video platforms will need to be clearly understood.

Keywords: short video, content, audience engagement, marking position

1. Introduction

In recent years, short video has become a new form of Internet culture, becoming popular worldwide. People can use electronic devices anytime and anywhere in the fragmented time, from the short video app, to meet the daily needs, it has jumped into people's vision with a hundred schools of contention, the short video with market has great potential. In the short video app, Douyin, as an example. Douyin is an entertainment software in our daily life. According to statistics, as of 2022, the downloads reached 30.9 billion and it had 600 million daily active users. Among them emerged a large number of uploaders, namely the creators of the published works. The food bloggers of "Pupujiji" and "Office Ono" have 16.6 million and 242.53 million fans in Douyin as of January 2022. The total number of likes is 190 million and 150 million each. A lot of people only pay attention to the video itself to entertain themselves and do not really pay attention to why these videos attract us. Therefore, the research topic of this paper is the reason that why its uploaders' main video can attract us.

The production of the content, the efforts behind the scenes and the technical skills of the communication are worth thinking and researching. Just think that there are about 600 million users use Douyin every day and to let your video be seen by many people is like looking for a needle in a haystack, so it is not easy for two creators like "Pupujiji" and "Office Ono" to attract countless fans in a short time. Your video should not only be of high quality, but also be continuously updated to

meet the needs of many people. The research question is why these two uploaders gained countless fans in a short time and get high likes and views.

The uploaders who publish their works in Douyin are not often professionals, and they are no exception, but the content they create can adapt to the interest of the majority of netizens. For food, they carry people's rich emotions, the memory of family affection, the attachment to their hometown, and the feeling of happiness. Short videos of food are not only enjoyable, but also more likely to resonate. The field of food will never end in the field of short video, and many food bloggers not only change the traditional state for the audience to learn dishes through the family elders, professors and recipes, but also enrich the audience to learn the production of various dishes through the Internet. At present, under the Internet environment of "a hundred flowers bloom" and "a hundred schools of thought", food bloggers have convenient production and communication conditions to promote the rapid development of such we-media, which is very worth studying.

2. Literature Review

2.1. New Media and Social Media

New media is a modality of information communication and service provided to users by digital technology through computer networks, wireless communication networks, satellites and other channels, as well as terminals such as mobile phones, computers and digital TV sets. From the perspective of space, "new media" specifically refers to the media corresponding to the current "traditional media". With the support of digital compression and wireless network technology, using its real-time, large capacity and interactive, it can cross geographical boundaries and finally realize globalization [1].

Social media are interactive computer-mediated technologies that facilitate the creation or sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition.

2.2. The New Media Short Video Platforms

At present, the mainstream short video platforms in China include Kuaishou, Miaopai, Meitu, Douyin, and Small Volcano Video.

Its platform characteristics, crowd characteristics are as follows:

1) Kuaishou. As the leader of the industry, it is not difficult to obtain user support, and its performance has been in a stable state, like people generally younger age.

2) Miaopai. With professional video editing special effects, is able to achieve with the computer cutting. The rival mobile phone software of the album is 3:7.

3) Meitu. Also called Meipai. With the natural beauty of the special effects, a variety of expressions and filters have attracted the majority of women, especially significant gender differences, the proportion of female users nearly 95%.

4) Douyin. Technology video is in the absolute leading position in the industry, star interaction is strong.

Here are some factors that makes these short video platforms popular:

1) Platform Promotion: Miaopai was acquired by Sina. Because of the power of Sina and Meitu, it is not difficult for Miaopai and Meitu to attract users on a large scale in the early stage. Other platforms are based on preconceived, with different forms and specialize in different characteristics. Douyin also accepted advertising and sales links of user products in its own recommendation column, so as to achieve double profit publicity. In 2011, Kuaishou launched GIF marked the rise of China's short video industry. GIF Kuaishou transformed from pure tool application for sharing

GIF pictures to short video community, which appeared in people's sight, but the development of short video is still in its infancy. In 2012, the launch of Sina Weibo's mobile terminal attracted tens of millions of users, and the era of short videos was officially started. In the same year, short video activities such as "Ice Bucket Challenge" launched by Wese, Meitu and Miaopai attracted considerable attention, participation and boom. During this period, the short video developed rapidly, the product scale was further improved, and the market scale continued to expand. From the perspective of user and traffic trend, in 2014, China's mobile network video users were 313 million, the proportion of mobile network video users increased to 72.2%; in 2015, the data increased rapidly, Chinese mobile video users reached about 65.4%, mobile network video users accounted for 80.4%. In 2016, short video applications represented by Douyin and Kuaishou won the favor of capital, and major Internet giants competed around the field of short video. Short video App shows explosive growth, and the short video industry has also entered a period of rapid development. From April 2017 to April 2019, the average daily usage time of Chinese short video App has increased from less than 100 million hours to 600 million hours, which has entered a mature period.

2) *Celebrity effect*: Celebrities are a main force driving the development of short video. It is common for fans to imitate or follow it. Similar to what stars have used, the same model can always drive reliable sales. Douyin, Miaopai and other platforms will hire popular stars to release short videos to cause the majority of netizens to watch and forward them, which is a way to guide users to increase their registration and use. The Douyin platform has also launched star topics, allowing people to participate in and discuss topics, and increase users' participation and preferences. When the interaction of celebrities becomes more, other celebrities will also spontaneously participate in the public communication, release videos, and @ companions to cause the chain effect, to achieve the income of "cast one get ten" [2].

3) *What is the online celebrity in the short video platform and the significance of its existence*: Internet celebrity refers to the person who becomes popular by internet users because of an event or a certain behavior in online life. Their popularity is generally because some of their own personalized characteristics are magnified under the role of network communication, catering to the aesthetic taste of the majority of netizens, and becoming Internet celebrities on the Internet. Chen Shizhen in its published paper "from the" network celebrity "phenomenon of the audience psychological" "network celebrity" is defined as online celebrity, she thinks is in real life economic diversification and polarization direct product, characterized by the network as a medium, make oneself in reality cannot achieve strong desire to achieve in the network, and through countless netizens or support or disdain debate to the peak [3].

2.3. Factors Affecting the Communication Effect of Douyin

1) *Content*. New media products want to spread the good, mainly depends on the high quality of the content. To avoid the vulgarity and homogenization of the short video content is the first thing that the short video should be paid attention to. The words magic "and" creative "can summarize the uniqueness of its spreading content. Douyin users can form their own works by searching the resources obtained inside the software and shooting 15 seconds of short music videos. With music as the background, Douyin short videos feature two genres: dance and creativity. Like Douyin particularly hot gesture dance, let many young users have repeated, let gesture dance in the platform unprecedented popular, also has popular dance sea grass dance for users, let users experience the douyin "magic".

2) *Environment*. Douyin short video platform into the market later than other short video platform, but still can compete, and good communication effect, which is mainly due to two environmental factors: one is a good market environment, China is currently in the new Internet and all media environment, short video industry rose rapidly, they get more and more investment and

financing, second is to drive various marketing activities to guarantee —— “Toutiao” internal environment. Toutiao itself has its own traffic and sufficient funds. During 2018 Spring Festival, Toutiao joined many stars to distribute red envelopes to users in Douyin short video. Thanks to the celebrity effect and money marketing, Douyin will temporarily put down many other short video platforms that are difficult to cash in to PK

3) *Target*. As a short video social software for music creativity, Douyin has a very clear product positioning, mainly focusing on young people, especially young people under the age of 24, who love music, and to tap into the needs of young people to easily express themselves. The large group of young people of Douyin users is mainly divided into two different identities, one is ordinary young users, one is creative KOL or influential young celebrity or star users, the former occupy the majority, while the latter lead and influence. Some celebrities or stars get high clicks on Douyin short video content, or KOL small videos that make people feel creative will be frequently forwarded and shared by ordinary users who see it first, and constantly transmitted to other ordinary users, so that they can feel and accept it, and then imitate and even create it. At the same time, in addition to domestic users, Douyin also has an international vision and forward-looking nature. They have expanded the scope of users to foreign countries, including Southeast Asia, Japan, South Korea, North America, Europe, Latin America and other other regions of the world, which can be said to be of very long-term strategic significance [4].

4) *Algorithm*.

(1) Dual vetting. Firstly, the machine check’s function is review whether there are violations in the works and copywriting. If suspected to exist, it is intercepted by the machine. Secondly, by drawing the pictures and key frames in the video, matching the massive works existing in the TikTok database, and the works with repeated content are recommended for low traffic, or power reduction recommendation (only fans are visible and themselves)

Manual audit is mainly focus on 3 pieces: video title, cover screenshot and video keyframes. For the machine audit and screening of suspected illegal works, and prone to illegal field of works, Douyin audit personnel one by one detailed audit. If the violation is determined, it will delete the video, notice, and ban the accounts according to the illegal Douyin account.

(2) Cold boot. Douyin’s recommendation algorithm mechanism is called the information flow funnel algorithm and Toutiao algorithm. After passing the audit, the first step is called cold start traffic pool exposure. For example, you upload a video today, through the double review work, the system will be assigned to you an initial traffic pool: 200-300 online users (may also have thousands of exposures). No matter how much viewers see your video, if you have the ability to produce quality content, you have the opportunity to compete with it.

(3) Data weighting. Douyin will analyze whether you are weighted by the data generated from the 1,000 exposure sessions and your account score, such as completion rate, thumb up, attention. That said, if we want to make our videos popular, then we should improve the completion rate, like rate, comment rate, forwarding rate.

(4) Increase the flow of the recommended. This step will further weight the short videos with good performance, and will strengthen the crowd label distribution in the third step to make the content distribution more accurate

(5) Enter the boutique recommendation pool. For large-scale exposure, thumb up is basically about one million or even millions of ten million, once entered, the crowd label is weakened, and almost every user will brush it [5].

2.4. The Similarities and Differences Between Food Bloggers

“Food is the priority. Compared with other industries, food naturally has an audience base. With the continuous improvement of Douyin e-commerce ecology, users’ online consumption habits have

also gradually formed. As one of the earliest categories to enter Douyin e-commerce, the large traffic and stable audience also kept e-commerce a positive growth. In the past half a year, the average monthly growth rate of food goods reached 5.16%, exceeding the sales growth rate of the whole category by 4.79%. So, food bloggers all have good development prospects.

Food bloggers are divided into different types: Xanadu school, gourmet tutorial pie, eating pies all over town, king of the Eaters pie [6]. And live streaming is essential to them, according to 2020 statistics, at present, food live broadcast sales basically maintain a steady growth rate of 2.62% per month. Even with new accounts, video promotion can still be orders.

However, because of its clear fan base, food KOL occupies a large market share, accounting for 37.84% of the total sales. What's more, in terms of video compilation, different bloggers have their own characteristics, and the gained flow is also related to the quality of the video. And food bloggers compete so competitive, why many bloggers still stand out. That is because they have achieved 1 content as king, create brand awareness 2 accurate positioning, maintain brand accuracy 3 professional help, and achieve brand specialization [6].

3. Discussion

The key success of short video depends on content technology driven, user-active and identify yourself accurately. In this paper, I will focus on two uploaders "Pupujiji" and "Office Ono". They pay close attention to all three aspects.

"Pupujiji" is a food ID. Her name is Chen Lili, she was born on October 1, 1996. She was majored in architecture at Xiamen Institute of Technology, Grade of 2015. After graduation, she cooks for her husband Mr. Lin at home. At present, the total fan of the whole social media platforms has exceeded 15 million [7]. She cooked mouth-watering food. According to statistics, her video viewers' age 25 to 30, so her videos are mainly aimed at young people, with women accounting for 50.83 percent. There is no team support and guidance behind her, video editing is depending on herself.

Why are her videos attractive? It is mainly because the cooking scene is fixed in the kitchen. The kitchen layout is very delicate and bright, combined with the close shot, make the food brighter, can stimulate the audience's appetite and attract their attention. And she not only shows off the process of cooking delicious food, but also let audiences feel the sweetness and warmth of life, it is because her video content has a sense of story and temperature, so that the audience has a stronger sense of substitution, stimulate watching.

"Office Ono". Her name is Zhou Xiaohui, born in Chengdu on July 23, 1994. Graduated from Chengdu University of Arts and Sciences [8]. Her Content compilation is different from "Pupujiji". But they both made the food in a fix place. "Office Ono" changes the originally serious, busy office into her kitchen. But she did it in a unique way: She cooked hot pot with a water fountain, roasted ducks with a magnifying glass and squid with an iron... All in all, she makes unusual meals with unusual cooking tools. Creativity is the key to her success, this increased audience psychology, the audience cannot know what will she do next time. She is not like short food videos pursuing exquisite pictures. She is closer to real life, even if her videos have little dialogue, most of the pictures are presented by the characters body movements and exaggerated expressions. Italian semiologist Umberto Eco believes that the dilemma of interpretation lies in the over-interpretation and under interpretation of the text. People's identity, occupation, age, experience, culture and many other factors are different, which make its interpretation of the text also have certain differences. Instead, short videos of streamlined dialogue break down such cultural barriers without "biting" abstract thinking, just browsing, or even "digesting" these vast amounts of visual information. And she has mastered that. And the two uploaders are also accurately targeted, and all the content is orderly.

3.1. Content

Firstly, the content technology driven is one of the important things in short video fabrication.

Humaneness affectionate sentient beings. The core of hot style is to resonate with users, therefore, there should be emotions in the inside, such as: joy, moved, excited, sad, proud, etc. [9]. The video conveys not only the process of cooking for Mr. Lin, but also a kind of love and warmth, making the audience have a sense of substitution, giving people a positive feeling and stimulating watching. And “Office Ono” she in neat office desk and chair, colleagues in their seats orderly work, but Ono is “unscrupulous” to scrape various office supplies as cooking tools, constantly develop alternative cooking methods, and went to work every day resonance, changed their office dull, pay attention to class, the pursuit of benefit stereotypes. To some extent, it reflects the young people’s pursuit of personality and advocating freedom, which is in sharp contrast with other food videos, and has an emotional resonance with more young people.

Useful. The threshold of short video production is low, and the biggest feature is the strong sense of participation. Therefore, in the video planning stage, there must be user thinking, and what kind of content users will thumb up comments and forward. The most important thing is useful, such as food tutorials, health preservation, skills sharing, life tips. Pupujiji is to teach us how to make a high appearance level and delicious food while cooking, and cooking is an essential part of many people’s daily life, and their tutorials are also easy to understand. So, it confirms this: food accounts will never end. Although “Office Ono” is a food blogger, but she does not teach us how to do food, nor outside, she will daily office equipment as a cooker, and because she breakthrough cognitive knowledge method to make food attracted people’s attention, this is many short video competitors to think and reference, and her video transmission is a positive and optimistic attitude towards life, is also very beneficial.

The cover attracts the attention to cause a click. the cover and title are the elements that the user can see before the point comes in. Therefore, be sure to take the most attractive and most live picture as the cover, either a still picture or a GIF. “Pupujiji” designed it very well in this regard, using the most attractive picture as the cover. Having friends gather together to celebrate, there are also exquisite pictures of all the food placed together, almost no food is repeated, will not give people a sense of boredom, but very novel. However, Office Ono shows the food name that she made on the cover. This can let audiences know the food what she made clearly, can choose their interested video that they want.

Editing is excellent. The short video begins with a climax. Data show that after a short video is clicked on by the user, it will be turned off or scratched away if it attracts less than 3 seconds. Therefore, the most eye-catching part is placed at the beginning, using the first 3 seconds rule to keep people. Picture editing and soundtrack should be clear, smooth and rhythmic, and the subtitles should be refined, comfortable in color, moderate in font size, identification, and appropriate in location [9].

3.2. Audience Engagement

Secondly, Short video software such as Douyin and Kuaishou will recommend videos according to users’ likes, comments and retweets. The more these, the greater the exposure the platform gives you. So active user is also one of the key elements to the success of short video. If you have fans, your works can get high view count. Because when uploaders launch their work, your fans can get the information that their attention bloggers release their new works, in addition, your works can get the flow longer. The more fans you have, the more attention you will be. So how to get the fans? The content technology-driven aspects that I mentioned above are crucial. High quality video can be appealing. But we know that on various short video platforms, fans can unfollow the bloggers

they originally followed. So how to avoid this phenomenon as much as possible? You must let your fans have the participation, for example: actively reply to some netizens' comments and increase the interaction with users. In the comment section or video, a question can also be raised to trigger their discussion, and sometimes different views can create new topics. Nor can your comments contain vulgar political content, because it prevents you from getting more fans later. "Pupujiji" and "Office Ono" often offer their question, this appeal more people to discuss and share. In addition, while they ask questions, they will answer some humorous and interesting comments, which are often with the most likes, such as for example, in the "Pupujiji" video at noon, comments can show how to match octopus ball batter, she will respond and so on. This allows fans to be rewarded and have a strong psychological sense of belonging.

All in all, responding to online comments in the right way has no defect. And, not only these two uploaders, uploaders of short videos regularly give welfares to fans. The screenshot below shows the benefits they give to their fans. "Pupujiji" 's benefits to fans are her own handmade candy, and office Ono gives red envelopes to fans in a small program.

What are the benefits? Because this makes fans and users feel valued, they are more willing to watch videos, and help forward and thumb up. Otherwise, working with other bloggers can also gain a high amount of attention and attract each other, and they can also gather fans because of their cooperation. In addition, communication on multiple platforms is also the feature of these two uploaders communication. These two up owners are spreading in Kuaishou, Bilibili and other platforms. Why should they spread on multiple platforms?

(1) Different platforms have different algorithm. Some platform algorithm audit is strict, the sensitive words and illegal content recognition is very high, if identified to the platform for your content will reduce, serious your content may not pass, but some platform algorithm audit is not too strict, as long as it is not too serious violations, so different platform algorithm recommendation also determines the recommendation of uploaders content.

(2) Platform User and platform Attributes. The audience population of different short video software is different. Comparing Kuaishou with Bilibili, the user characteristics of Kuaishou are mainly users in third and fourth tier cities and rural areas in China, and the age group of users is mainly 12 to 35 years old. More suitable for product sales. Bilibili to 17 is the absolute mainstream of Station B users, followed by 18 to 24, and less than 10% of users over 25 combined. It is the largest secondary dimensional community, suitable for the secondary dimensional product launch [10].

(3) Build your personal brand. If you have an account on every platform and have published content, when a person views your content on different platforms, he will strengthen his memory. He will think that you are a very famous "We Media" person. Because you saw your video on so many platforms. In addition, because the user groups of each platform are different, multiple platforms are released, and you can also use the recommendation mechanism of the we-media platform to maximize the spread of your content, cover multiple groups, and increase your visibility. In addition, this can also avoid others from stealing videos and sending them on other platforms.

3.3. Marketing Position

Thirdly, Identify yourself accurately. "Office Ono" has exceeded 100 million views after releasing the video by 2022. Videos like "Drill marshmallow" earned her high attention. And before the creation of the content, it must be the accurate positioning of the self. "Office Ono" in front of the camera is obviously not to take the beauty route. "Office Ono" is the ordinary image of the girl next door, which deliberately weakens the sense of distance with ordinary people, which is more convenient for users to have emotional connection with "Office Ono" and replace their own

emotions. The post-90s workplace newcomer, sweet appearance, but the unusual road turned the office into a natural kitchen, remove the host, carrying the water dispenser, electric drill transformation, to give the audience a kind of this girl is really tough. The contrast just impressed the audience deeply. The image of an innovative female strong woman is deeply engraved in people's minds [11]. Obviously, "Office Ono" 's rich imagination of the creation, the office released the image of self, which greatly satisfies the contemporary white-collar workers fun and bold, usually want to do but cannot release the psychology. She is also very clear about self-positioning: "I don't want to be a 'cooking teacher' , I don't want to teach you how to cook, or popular cooking Knowledge, I just want to show you an attitude towards life —— whenever and where, you can find the fun of life. "Pupujiji" 's video positioning seems simple, it is to cook for the family, but the true feelings are often more touching and resonate. So how to position yourself? First, self-positioning is to choose a short video field and then segment, and then conduct content output around this field. Second, we can choose to use career positioning, for example, if we are teachers, so we can share some knowledge in short videos. If we are a chef, take some videos of cooking food in our spare time.

Third, to maintain continuous content output, we need to have a certain understanding of this aspect, at least a year dealing with it. If we don't choose career as the main content field of short video, we can also use major. For example, in high school, there were some special students, I studied art or music or books or in college is clothing design, food major, computer.... These can be used as the field and positioning of short videos. Fourth, it is said that interest are the best teachers in human beings. If we usually have specific hobbies, such as cooking, photography or taekwondo ourselves..., these interests can also help us position ourselves in the field of short video. We can shoot videos in our own style by interest, but no matter which area we choose. All have to maintain a long and lasting output.

4. Conclusion

New media has not only changed the way people deliver information, but also changed the media ecological environment. The short video is the product of the Internet. And this article takes two food bloggers as an example, and analyzes the similarities and differences of the two food bloggers. So, if you want to get a lot of fans and high playback in a short time. To be driven by (1) content technology: content can resonate with the audience, useful content, attractive cover, and excellent editing technology. (2) Interaction with netizens and giving benefits. (3) Publish your works on multiple platforms. Start with these three aspects. To do the above, food bloggers can stand out from many competitors, not only getting high likes and views, but also getting higher audience satisfaction and recognition.

In the general environment of new media, everyone is the viewer and creator of videos, and the creation of short videos has a broad space for development. This provides reference significance for some people who want to become uploaders, especially for bloggers who want to move forward from the food field in the future which is instructive for practical operation, and has certain reference value.

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