

The theory and practice of self-construction for short video creators in digital age

Lu Zhao, Yuming Qiu

Shenzhen Polytechnic University, Shenzhen 518055, China

Abstract: With the advent of the digital age, short video platforms such as Douyin, Kuaishou, XiaoHongshu, and B Station have quickly become popular, becoming the hottest entertainment and social media carriers at the moment. Short video creation has the advantages of low production threshold, short production process, fast transmission speed, wide audience and strong interactivity, which can meet the fragmented entertainment needs of netizens and the self-expression needs of grassroots people. In the digital era, the short video form Viog (VedioBlog), whose main content is “recording a better life”, has become increasingly popular among the generation Z, who are “network natives”. The visual shift from “narrative” to “landscape” meets the needs of visual survival, and the non-fiction and personified authentic content meets the needs of the creators’ life style. The guiding and encouraging activities and promotion meet the needs of diversified expression. This study starts from three dimensions, namely, the self-construction theory of short video creators in the digital age, the characteristics of short video creation in the digital age and the practice path of short video creators in the digital age, respectively, and proposes to strengthen positive energy content, attach importance to demonstration effect, respect cultural differences, improve media literacy, and promote the development of new media industry.

Key words: Digital Age; Short Video Creation; Self-construction; Theory and Practice

Introduction:

The short video duration is generally about 3-5 minutes, the content is compact and not procrastinate, the interaction between the subject and the object is strong, the production cycle is short, and the shooting technique is simple, which provides the creator with a broader creative space and can attract the attention of netizens. Short video creators can use such software as Douyin, Kuaishou and XiaoHongshu to shoot short videos, draw materials from daily life, traditional culture and social hot spots, innovate video plots and content, avoid excessive homogeneity of video content, and strive to attract more fans’ attention. In order to improve and increase the number of likes, comments and reposts of short videos, short video creators should streamline video content, maintain high-quality video output, and actively interact with fans, optimize short video content according to fans’ opinions, and further improve the quality of short videos.

I. The self-construction theory of short video creators in the digital age

1. The active giving of “self”

In the digital era, short video creation objectively keeps up with the development trend of The Times, carries out “secondary creation” of social hot spots and entertainment news, finds out the hot spots of video creation from massive information, and integrates its own subjective views into it to reflect the integration of subjective and objective, carefully designs short video scripts, and emphasizes the fit between character characteristics and audience satisfaction. The use of the Internet to spread social hot news, full of fireworks atmosphere of the people’s life, to stimulate the emotional resonance of Internet users. At the same time, in the creation process, short video creators should use words, pictures, videos and other processes to construct self-image, extend the offline real self-life, cater to the social taste orientation, ensure stable video output, and complete the desirable impression construction.

2. Self-expression under subjective consciousness

The content presented in short videos is closely related to the life of the creator, the pursuit of real identity and virtual identity echo, the use of cameras to record every bit of life, and integrate subjective consciousness into the video, brave self-expression, highlighting the creativity of short videos, stand out in many short videos, copy and spread short videos through the Internet, transfer personal ideas and social positive energy. At the same time, the short video creation process should also express the unique aesthetic concept of the creator, dare to break the routine and innovate, such as creating short videos with intangible cultural heritage theme and creating short videos by hand, so as to convey the short time in line with self-expectations and others’ aesthetic taste, and enrich the cultural connotation of short videos.

3. Highlight the creativity of short videos

The core of whether a short video can attract the attention of netizens lies in whether it is creative and innovative. This idea may come from the life perception of the creator, which may come from the inspiration of the creator. This is also the biggest selling point of short video marketing. Short video creators should skillfully use the lens language to tell the story, express personal feelings, the use of montage techniques to intersperse the picture, highlight the theme of the video, deepen the impression of the Internet users on the theme of the video, so as to increase the amount of video likes, comments and forwarding, for short video creators to attract more fans.

II.Characteristics of short video creation in the digital age

1.Instant shooting and transmission, low production cost

With the rise of short video platforms such as Douyin, Kuaishou and B Station, short video creation is more simple and easy to operate, and you can shoot, edit and upload short videos in real time, effectively improving the transmission speed of short videos. Short video software provides creators with functions such as diversified production templates, video filters, background music and picture styles, which can meet the needs of different users for short video shooting, and supports online video editing, which is convenient for creators to publish short videos in real time, and greatly shortens the creation and transmission cycle of short videos. Short video creators can use mobile phones to shoot, edit and upload short videos, and use them for social and marketing activities, so as to give full play to the marketing and social advantages of short videos.

2.Fit the public video aesthetic and consumption habits

Under the background of the digital age, the pace of social life is accelerating, and people are more inclined to choose short and fast content products to obtain information and entertainment in the fragmented time. Therefore, short video has become the first choice of people, which is also one of the important reasons for the rapid popularity of short video. Short video creation should reflect the advantages of fragmentation, simplify the video content, control the length of the video within 3 to 5 minutes, use clear and concise shots, clear themes to tell the video story, meet the public's needs for fragmented time and pan-entertainment, so as to attract more fans for video accounts.

3.The initiative and participation of network users are stronger

With the rapid development of short video software, we media has become one of the current hot industries, attracting more people to create short videos, and attracting more netizens to participate in short video discussion and interaction, which further promotes the development of new media industry. Creators can use mobile phones to shoot, edit and upload short videos, and create a loud title for short videos, so that other users can quickly retrieve their own videos, and achieve accurate push through big data, further expand the audience of short videos, and interact with Internet users online. In the Internet era, netizens browse major short video platforms on their mobile phones, and like, comment and forward related short videos. On the one hand, they can take the initiative to discuss with short video creators; on the other hand, they can interact with other netizens and take the initiative to participate in the discussion and dissemination of short videos, thus increasing the popularity of short videos.

III. The practice path of short video creators' self-construction in digital era

1.Keep up with the hot spots of life and pass on positive social energy

Short video creation cannot be divorced from life. It should ensure the legitimacy and authenticity of video content, shoulder the responsibility of spreading positive social energy, and play a value-leading role. First of all, in the digital era, short video creators can adopt the "secondary creation method" to make short videos, and carry out divergent creation according to hot searches, news, and well-known movies and TV dramas. For example, news short video creation can be combined with domestic and foreign political news to shoot short videos, quickly review the process of news events, collect cases, legal provisions and historical data related to the news time, and rationally comment on the news events, so as to produce in-depth and creative short news videos and attract more fans' attention. Secondly, short video creation should be grounded. The "life observation method" is used to shoot short videos to record the stories happening around you, your family, friends and colleagues, and extract the essence of them for creation, so as to avoid reporting your daily life in a running account. Grounded short videos are easier to arouse the emotional resonance of the public, so that they can take the initiative to like, comment and forward short videos. To increase the popularity of short videos.

2.Dare to break the rules and shoot creative short videos

Short video creators should dare to break the traditional concept, go in the opposite direction, highlight the creativity of short videos, in order to attract more netizens' attention. Under the background of the digital era, the competition of short video platforms is fierce, and various short videos emerge one after another. How to design creative, in-depth and emotional high-quality short videos is the primary problem for creators to solve. First, short video creators should accurately locate the public's aesthetic, entertainment needs and target fan groups, highlight the characteristics of the account, and clarify the positioning of the style of short video. Second, short video creation should reasonably construct the plot. If you want to integrate the goods into the short video, you should do a good job in the plot design and integrate the method of splicing, planting and integration into the product advertising. Focus on the story to attract users to see the video at the end, so that they accept the product, so as to increase the short video marketing effect.

3.Carry forward the excellent traditional culture and enrich the cultural connotation of short video

In recent years, short videos on the theme of traditional culture have become the hot spot of major short videos, which is not only conducive to carrying forward the excellent traditional culture of China, enhancing the cultural confidence of the public, but also better promoting the excellent traditional culture of the Chinese nation. Short video creators should actively create short videos on topics such as intangible cultural heritage and folk culture, actively promote different intangible cultural heritages across the country, record and promote intangible cultural heritages with the lens, and further promote excellent traditional culture. Li Ziqi is a leader in the field of intangible cultural heritage short videos. She has attracted tens of millions of fans on short video platforms at home and abroad. Her short videos focus on promoting traditional food and ethnic handicrafts, recording the planting, harvesting and cooking process of food ingredients, and fully

interpreting the extensive and profound Chinese food culture to users. Inspired by Li Ziqi's videos, many short video creators began to use embroidery, paper cutting, seal cutting, bamboo weaving, and specialty food as their short video creation materials. They concentrated their shots in the fields, kitchens and artisanal art workshops to create original and antique short videos, and spread excellent traditional Chinese culture through short videos. In addition, short video creators should adhere to the heart and creativity, avoid the homogeneity of video content, collect hometown characteristics of food, architecture and dance and other elements, and carefully formulate and create according to these contents, to ensure that the short video works can be close to the aesthetic orientation of the public and conform to the mainstream trend of society.

4. Strengthen the interaction with users and improve the publicity effect of short videos

In order to further increase the number of likes and reposts of short video works, as well as the number of fans of short video accounts, creators should actively interact with netizens in the comment section, humbly listen to the opinions of netizens, and create follow-up short video scripts according to their opinions to maintain the popularity of short videos, so as to improve the communication effect of short video works. First, short video creators should regularly release their works and interact with fans in the comment area to strengthen user stickiness, and actively reply to user comments, so as to make the comment area lively, thus attracting more new and old fans. Second, the creator should actively browse the hot topics of each short video platform, and make short videos around these hot topics, and insert the hot topics of the platform in the title of the short video works, so that more potential users can search for their short video works, and quickly attract the attention of fans in a short time, so as to improve the publicity effect of short video.

IV. The conclusion

New media such as Douyin, Kuaishou, B Station, Weibo and Little Red Book have opened up new channels for short video creation, inspired their short video creators, and urged them to integrate intangible cultural heritage, life and social hot spots into short video creation, further enrich the connotation of short videos, and shoot more creative and in-depth high-quality short videos. Short video creators should adhere to the old and innovate, avoid blindly following the trend and making gimmicks, but should calm down to create, integrate more meaningful intangible cultural heritage and social positive energy into video creation, release short video works on multiple platforms, and actively interact with fans and network users to comprehensively improve the quality of short video creation and publicity.

References:

- [1] Caifeng Qiao, Ruiqing Shi. Research on creation and Dissemination of intangible cultural heritage short videos under the background of new media [J]. News Research Guide, 2022, 13(15): 113-115.
- [2] Ping Yang. Emotional consumption, meaningful dialogue and identity construction in short video communication [J]. New Media Research, 202, 8(23): 93-96.

Author Information:

[First author] Zhao Lu, Lecturer, School of Digital Creativity and Animation, Shenzhen Vocational and Technical University;
[Corresponding author] Yuming Qiu, Director of the Teaching and Research Section of the College of Communication and Communication, Pearl River College, South China Agricultural University;

This paper is a university-level research project of Shenzhen Vocational and Technical University, "Research on Self-construction and Educational Guidance Strategy of Vlog College Student Creators" (Project No. : 6023312007S) and the phased research results of the project of Peiyouqiang Institute, College of Digital Creativity and Animation, Shenzhen Vocational and Technical University, "Research on the interaction and relationship between Virtual idols of 'People in China' and fans".