

# Analysis of the Public Visual Consumption Turn behind the Popularity of Short Video

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**Abstract:** From WeChat, QQ to Weibo, Tik Tok this series of online social networking applications, especially with the increasingly maturity of online shopping in recent years, short video and mobile intelligence have been developing rapidly, which have strongly influenced many people's living habits and shopping habits. Their development not only promotes the social and economic development, but also produces a new form of visual communication. This paper discusses the characteristics of short video, analyzes the shift of public visual consumption behind the popularity of short video, and hopes to further build a healthy development path of short video.

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With the development and progress of the times and the continuous improvement of people's living standards, rich material conditions have been unable to meet people's living needs, many people began to pay attention to the spiritual needs, which are particularly prominent in the field of cultural consumption. During this period, as a new form, short video enters people's vision with the characteristics of simpler, intuitive and lower threshold. Compared with traditional media, short video is more sought after by people. In the "casual" advertising placement has begun to guide people's consumption choices.

## 1 The rise and characteristics of short video

The short video emerged in the United States, and was officially released by short video application viddy on April 11, 2011. After that, a variety of short video applications have mushroomed speared out, setting off a wave of video segments, the most representative of which is Instagram. the short video of China starts relatively late, but there is a trend of catching up. In 2013, China entered the 4G era, and the spread and use of this short video provides greater convenience, such as second shot, beautiful shot and other video applications And then came.

Short video is short video, which is a kind of transmission method of Internet content. Generally, the length of video content is less than 5 minutes<sup>[1]</sup>. Compared with live broadcast and micro film, short video is more simple and has low threshold and strong participation, its production has no special requirements, but its propagation speed is fast, the most important thing of short video is the production of content, whether in the writing or planning process, there are higher requirements for the production team. Once the short video is popular, from behind the short video media can fire big strong fan channels. For example, the well-known two more, one, etc. in China, these teams are committed to creating excellent short videos. From shooting and copywriting to post production and interviews, there are very powerful production teams operating behind the scenes. Most of the short videos are high-quality headlines, and their fans are more than ten million. Short video has the following characteristics: (1) Video is long period of time and spreads quickly. (2) Fast entry and simple

operation process. (3) Strong participation, with distinct social media attributes. These features provide great convenience for the production, dissemination and communication of short video, shorten the distance between the short video and the public, and lay a foundation for the public's consumption ideas.

## **2 Characteristics of mass visual consumption**

With people's material and living conditions getting better and better, the material conditions are rich, and the increase of leisure time has become a new mass consumption pattern. Visual consumption has the most significant characteristics of the consumption society. People of leisure time increase, consumption way also gradually changed, and audio-visual products is one of the fastest production products of contemporary society, it has the characteristics of quick effect, full profit, wide spread, from trill, live well quickly, Taobao, Watermelon video, and other social leisure APP, you can see that people's life is filled with all kinds of video culture. In addition, the traditional text information has been gradually replaced by images or videos. In order to adapt to people's gradually changing habits, many multimedia have begun to use videos and images to spread information, and the public is becoming increasingly unadaptable to rational thinking. Short video has changed people's understanding of words, presented the things to be expressed with more intuitive and vivid images and information, and slowly reducing people's ability of judgment and thinking. The form of visual consumption of a video gradually enters people's life, and people's pursuit of pleasure brought by visual consumption gradually becomes the basic demand of consumption.

## **3 Analysis of the transformation of mass visual consumption**

### **3.1 From static picture consumption to dynamic image consumption**

Science and technology progress is constantly refreshing people's visual experience and subtly changing people's preferences and habits of visual consumption. Traditional newspaper, radio and television media has been not enough to meet the demand of people's lives, People gradually change from visual orientation to imaging, from the previous static graphics to GIF dynamic figure, to micro films and other means of communication, popular visual consumer also gradually towards dynamic, image of the road, a short video is gradually becoming the new consumer

channels. Image information breaks the limitation of unrealistic graphic information and makes people think that such image consumption is close to life and more real. Unlike movies and TV series, which need post-processing and beautification, short video images are more real. Some of them are stars, entertainers, web celebrity talent in their own living environment as the background, the story are presented by each person of ordinary people and things around, there are also various hilarious embarrassing, the public have experienced the phenomenon of ridicule, everyday life narrative in the form of more relaxed, entertainment, this will shorten the distance of the short video and real life, let the consumer feel the "real". In addition, with the development of virtual technology in the digital era, short videos bring different life experience to the public by using the built-in editing in the APP. However, such images have authenticity, so people feel that their image consumption is also real<sup>[2]</sup>.

### **3.2 From passive visual acceptance to active visual product creation**

Compared with traditional film and television works, the biggest change brought by short video is not the content itself, but the way and context of the public to see the world. Many of the public are both the viewers and the viewers. Due to the development of Internet and the acceleration of Internet speeds, the emergence of various portable intelligent machines allows everyone to act as a producer, transmitter and consumer of short videos. From the early static web pages to the use of GIF dynamic pictures, from the live photo of Microblog to Wechat small video function, the virtual communication of vision as the carrier is no longer only transmitted by numbers and pictures, but as their perception of the public to create the real image of the real image from the communication terminal to each network node, let more and more popular to watch and participate. Many software can also produce personalized voice and short video clips and other functions, which can present what you see or want people to see in a personalized way, which further stimulates the public's desire for creation and sharing. The author found that not only young people to join in the period of video in recent years, more and more middle-aged people also gradually into the short video production, in the popular short video APP "quickly" and "trill" can be seen on their works, many middle-aged video producer said: before their children playing, they want to be in a child's life, also gradually began to watch a short video, familiar with operation process after the late began to make your own short video. This

breaks the limitation of the youth of short video, opens a new perspective, and makes the content and form of short video more diversified. Short video gives the original viewers the opportunity to become participants, sharers and producers. The production of short video does not need a professional shooting team. Using the nearby intelligent machine to capture the wonderful moments that they want to present may be just a scene or an action to express their emotions, record their life once, or just a selfie without theme and content, so these elements can be used to make short video. This breaks through the framework of narration, background and logic required by traditional film and television, and shows what you want to express in a more casual and free way, which not only reduces the communication cost of the communicator, but also reduces the psychological burden of the audience<sup>[3]</sup>. Producers can also act as performers, show themselves, viewers can make real-time comments, share and forward works of concern. This kind of active short video not only increases the public's interpretation opportunities, but also affects the public's visual consumption mode. On the one hand, it uses the form of live broadcast or insert ads to let the short video market rise and let the short video watch value be replaced by consumption value; on the other hand, the growth of personal audio-visual experience also obscures people's recognition standards for high-quality content to some extent, and increases multiple elements such as personalization, curiosity hunting and entertainment, which disperses the public's choice of visual content<sup>[4]</sup>. When people watch short videos, they will more choose the information they agree with and accept, and increase the pleasure of their own choice.

### 3.3 Aesthetic change

At present, short video is regarded as the outlet of content entrepreneurship due to its large degree of freedom and inclusiveness. Short video is easy to integrate with the public's life because of its low entry threshold and strong communication advantages. According to observation, many videos are grassy narration, make complaints about the hot news in the society in a humorous way with exaggerated movements and language expressions, use the ways of evil, irony or Tucao, etc. The theme is novel and characteristic, rich in content and living by the people, entertainment, leisure, gossip, etc. Different from the TV series, movies and other forms that have always been the main actors, the public's visual consumption of short videos is not based on "aesthetic" as the standard from the beginning, but tends to "post-modern" style. The structural core

and spirit of segment videos are more inclined to reshape rather than watch, many producers express their opinions and realistic imagination through the network in the way of image.

From the perspective of short video production, there is no need for strict sentences and vocabulary to narrate things in production. Humorous language and exaggerated effect are the key to impress users. Short video doesn't need to pursue aestheticism. Everything in life can become the element of short video. There is no obvious boundary between life and art. From the perspective of visual consumption, short videos are not only for watching, but also for playing, for example, the fast advertising slogan is "600 million people are playing short video APP"<sup>[5]</sup>. Many short videos are produced for the purpose of being interesting and increasing the enjoyment of life. His short videos are popular not because of how well they are made, but because of the playability of the content. Some creators even achieve the purpose of being funny through "self-parody".

### 3.4 Mass product consumption to minority cultural consumption

No matter from the perspective of users' audio-visual or content innovation, short video has brought a great revolution to video media. In the context of the continuous expansion of industrial scale and profit model, as a new way of communication, short video has also invisibly shifted the direction of mass consumption to minority cultural consumption. Many short video applications are mainly personalized recommendation. For the content platform that users often watch, video recommendation will be based on their interests, so that different users have their own short video recommendation. Many people call the short video "toxic". After inadvertently browsing an interesting short video, they completely forget the passage of time. Short video itself has gradually developed from Pan entertainment to specialization and stratification. At first, short videos could only be spread and promoted by borrowing social platforms like micro-blog and Wechat. With the gradual innovation of video and more people joining, many "niche" features have appeared one after another, such as "vibrato", which focuses more on music and short videos. "Box lunch show" pays more attention to knowledge sharing; Tik Tok financial focuses on financial content. In addition to entertainment, the needs of users in tourism, beauty, fitness, books, sports and other fields are gradually mined out, so that a lot of cool knowledge is displayed in front of everyone through short video. In the past, people used to consume visual

products, but now people pay more attention to the culture and feelings in visual consumption, making the video more professional in production and content.

#### 4 Summary

To sum up, the change of consumption mode has also led to the development of short video. Although short video is only one of the drivers to promote consumption, the large economic market environment and commodities still make the main factors of mass consumption. In terms of visual consumption, short video is becoming an important force in visual consumption.

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