

# Research on the Rules of Short Video Online Reviews in Mainstream Media

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**Abstract:** With the continuous optimization of mobile intelligent mode, the internet has gradually entered the era of visualization. This paper briefly summarizes the reasons and current situation of the rapid development of mainstream media short films, analyzes the composition and functions of mainstream media short video online reviews, and probes into the rules of mainstream media short video online reviews.

**Key words:** Mainstream media; Short video; The rule of network comment; Research on the mode

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## 1 Introduction

In the era of integrated media, the mainstream media generally use newsreel (a new communication tool) to make news, which is different as traditional mainstream media, through the establishment of short video thinking, to cultivate the content field, strengthen the application of new technology, innovate the collection and editing process, and brings audience a better experience in the news short video, and also promotes the rapid and stable development. With the continuous optimization of mobile intelligent mode, internet has gradually entered the era of visualization. Big data technology is widely used in various fields. Through the analysis of users' interests and hobbies, the platform recommends short video content to users according to big data analysis. Tiktok is developing rapidly, and is similar to Kwai Yin, Micro Vision and Fast Hand. Dynamic data shows that overall times of short video users logging in reaches to 1.12 billion times in 2020. The development of short online video is essential for mainstream media and mainstream public opinion. At present, the impact of media account on short video platform is still in its infancy. Yu Yang<sup>[1]</sup> published relevant opinions on the platform (Economic Daily) to study how the media can improve the development status. Cao Tianjing<sup>[2]</sup> uses the citizen-centered

realism comments by making short videos, and uses the cross media narrative method to form a comprehensive three-dimensional communication matrix. Speech and influence provide a model for the development of mainstream media news review in the all media era. Zeng Jing<sup>[3]</sup> elaborated the reasons for the traditional mainstream media to make short films and videos and the advantages of news short films in news communication, analyzed the problems existing in the production of short films and videos by traditional mainstream media, and put forward practical solutions.

## 2 Reason analysis and development status of short video platform's rapid development

### 2.1 Analysis of reasons of short video platform's rapid development

Recently, short video platform has rapidly developed various funds and resources to integrate into short video platform. In particular, mobile apps that use Douyin, Volvo video and Watermelon Video as industry leaders are amazing. There are scientific and technological reasons for its development. Although there are historical reasons, it also has its strong competitiveness. Short video is becoming more and more popular in the field of network, and plays an important role in the development of network technology. Internet content

is embedded in short video transmission. Usually, videos less than 5 minutes will be uploaded and inserted into new internet media. This shows that the short video platform is particularly important, which is inseparable from the development of network technology, especially the development of mobile network technology will bring greater development opportunities for the short video industry. In information age, pace of life is accelerated, pressure of life is increased, and time is scattered. In era of mobile internet, the scattered time is used for entertainment, which has become a living state of many people. In era of scattered entertainment, short video corresponds to the development trend of the times, while the era of fragmented entertainment corresponds to scattered entertainment. Information cocoon refers to the phenomenon that information field is used to guiding according to its own interests and constraining its life. With the development of information technology, especially the development of algorithm, the role of information cocoon is more and more obvious.

## **2.2 The current situation of mainstream media short film development**

With the development of internet technology, we have basically realized that most people in China can have the access to the internet. The main groups of internet are after the generation after 90s and 00s. According to the latest data report, the average number of active users of short video per month has increased significantly. Driven by the strong demand and internet, the sense of social participation, identity and spiritual needs are more urgent. With the development of science and technology, imaging technology is sweeping the world, which is the core of the current media transformation. With the popularity of smart phones and the rapid development of mobile Internet, the short video market is growing rapidly, the video consumption rate is also increasing by year, and the broadcast volume of short video is also the most popular video among the internet public. B station and other platforms are rapidly popularized, and many medias and operators can play short videos. Content is usually short, but rich and diverse, covering all aspects of society, such as education-related, scientific, business and animation themes. Short video production takes a long time and has a wide audience. It also has a certain interest and humor, which is more conducive to communication and becomes the focus of people's attention. UP masters (video producers) with high quality output usually need an

excellent operation team. There will be two new trends in the content development, knowledge and learning content. In the past two years, knowledge and learning content has been one of the fastest growing content on our platform. This year, tens of millions of learning videos have been added, and the number of viewers has expanded rapidly.

## **3 The components and functions of short video online reviews in mainstream media**

### **3.1 Elements of online review**

The generation of network users mainly consists of four parts: subject, object, information and media. Usually, the user theme is the producer, who has used or experienced the product and provided his own feedback. Therefore, the higher the volume and quality of the video, the higher the user's participation, and the more willing they are to leave their opinions, the more personal feelings and attitudes they have. Object refers to the products and services they like. The data information left by many users through comments is usually divided into structured and unstructured. For example, the amount of "like" and "reply" is structured information, while the text content, user ID and other characters are unstructured. Comment platforms and channels are often referred to as media. Communication tools includes following things, such as mobile phones and computers, and platform refers to the interactive platform for generating network communication.

### **3.2 Elements and functions of online review**

There are usually two types of online comments: open and not open: Station B, video website platforms such as Mango and Watermelon, and e-commerce platforms such as Tmall all use open to online comments. Because public comments are usually more reliable, the audience can also use comments to know about the product, so as to help in-depth understanding of the product and leave a good reputation in the public. Unpublished online comments will not be published directly or in part. The main reason is to increase the number of registered users and the long-term usage of users as well as activity level of the platform by requiring registrations before obtaining the corresponding rights and search all contents. In our research, network users are required to interact and feedback information after receiving the service, and we know exactly how much information it contains and its impact. Therefore, we can use this new perspective to study some new patterns.

## **4 How to deal with online comments**

#### 4.1 Mining text

(1) Classification: including training and classification based on big data; (2) Cluster analysis: There is no need for supervision, it should be based on the specific features of the text. It mainly transforms the required text data into any required text data or information, and uses the corresponding format; (3) Storage: xls, txt, csv, word, etc.; (4) Auto summary: When we search for keywords, when we receive a lot of data, we don't need a lot of information, or we don't need data. We also have to identify and filter out useless information. It's really possible to summarize automatically. It creates the necessary information to avoid wasting information in the process; (5) Automatic question answering: Based on the user's questions, the computer server searches and answers the invalid answers; (6) Machine translation: It means that transforming one language into another, and then filtering out unnecessary or unsatisfied information; (7) Language recognition: The output language of computer is converted into text, which is easy to understand and be analyzed.

#### 4.2 Text preprocessing

This link is mainly because the initial text we grab has many defects. We need to classify the text for subsequent data analysis. After getting the text, we need to start preprocessing the text, delete meaningless online comments, delete duplicate items, delete stop words and other parts. Links in text data duplication are mainly used for duplicate parts of text. No matter which type of data contains online annotations, they are all automatic annotations from the system. Some annotations may be generated by some unexpected repetition to save time. From a linguistic point of view, for many reasons (such as copy and paste), some refresh the screen, so the first display is usually the most valuable. Because different people have different opinions, the same comment is unlikely to be published. If there are two identical annotations, the annotations are different, but the content of the annotation remains unchanged, which is usually considered the result of the replica.

#### 4.3 Split text

The continuous text is divided into independent words, main object, method and language processing problems of word segmentation. Text language segmentation method is particularly important.

#### 4.4 Chinese word segmentation

Participle: This is also the habit of the Chinese people themselves. Chinese word segmentation is mainly completed

by adding space symbols corresponding to words and phrases. The main problems and challenges of current academic research are as follows: Standardization of word division, identification of ambiguous phrases and unregistered phrases. Standard participle: There is no clear line between words. There is no final conclusion about the boundary of phrase group, but experts have made corresponding research on Chinese phrases, and found that the recognition rate of phrase group is low, which leads to the natural split of phrases, and subjective errors will lead to the difficulty of Word introduction and segmentation. There are three main ways to express Chinese ambiguous words. For example: (1) The domain meaning of conjunctions: It is mainly similar to the Chinese AB form. (2) For example, it can be divided into big ambiguity and big ambiguity. In this case, it's hard to define the right or wrong way to divide. We can exchange points according to context. (3) Mixed ambiguity: In the sentence, it mainly refers to the above two situations.

### 5 Conclusion

At present, the video platform is developing continuously, mainly by byte beating and fast Kwai. The main way of mainstream media short video is to supplement the original video platform with short video, make a large number of original short video, cooperate with internet companies, create a new short video platform, and supplement new short video on the original video platform. Tiktok is developing rapidly, and is similar to Kwai Yin, micro vision and fast hand. Dynamic data shows that short video users will sign in as many as 1.12 billion times in 2020. The development of short online video is essential for mainstream media and mainstream public opinion. At present, the impact of media account on short video platform is still in its infancy. This paper briefly summarizes the reasons and current situation of the rapid development of mainstream media short films, analyzes the composition and functions of mainstream media short video online reviews, and probes into the rules of mainstream media short video online reviews.

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