

Research on the Influence of Short Video Content on Users: A Case Study of Film Commentary

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Abstract:

The theme of this paper is to study the impact of short video platforms on users' behaviors, and film interpretation is chosen as an example. As a new medium of information dissemination, short video platforms have developed at a very fast speed in recent years. While it has brought a lot of benefits to the public, it has also brought bad far-reaching effects on the people. The main feature of short video platforms is their short video production time and simple process; Second, the speed and scope of information dissemination of short video platforms is extremely fast, small to different cities, and large to different countries. Among them, the TikTok platform is the most typical example. TikTok short videos are not only spread in China but also respected by other countries abroad. The short video propagated in the short video platform can transmit a large amount of information at home and abroad in only ten seconds of video. This research helps short video platforms to improve and increase consumer satisfaction. It can also play a role in promoting things and raising awareness among the users.

Keywords: Short video platforms; TikTok; movie narration influences.

1. Introduction

Based on the rapid improvement of short video platforms, this study studies the influence of short video film narration on human behavior. The user scale of short video platforms is growing, the market scope and industry involved are becoming wider and wider, and the content of short videos is becoming more and more diversified. However, it is impossible to tell whether the information in the video is true or false. Each user shares their emotions with netizens around the world by recording their lives, and some users will express their views on the short video platform. Because of the speed and scope of this spread, the opinions expressed by these users are likely to cause the masses to be brainwashed and not brainwashed. Research of users' behavior analytics and insights on short video platforms play significant roles in being critical to the operation of the platform and the improvement of the user experience. Through an in-depth understanding of users' behavior patterns, interests, preferences, and needs, the platform can optimize content recommendation, enhance user engagement, and improve product features, therefore attracting more users, improving user retention and user satisfaction, and increasing user stickiness and business value of the platform.

2. Literature Review

Short videos in this study refer to videos on a myriad of

media platforms that only take up a limited amount of time to watch, ranging from a few seconds to a few minutes [1]. They cover information from various fields, for instance, traveling, eating, shopping, and different hobbies. Interaction occurs between users among four functions: watching, commenting, liking, and sharing videos. Due to the feature of media platforms, allowing people from all over the world to use, these short videos gain large quantities of fans. According to the "China Internet Development Statistics Report", the number of Internet users in China until June 2023, has reached 1.097 billion, and the user usage rate of short video platforms is up to around 95.2% [2]. The research shows, there are only 0.4% of Chinese citizens have never participated in the short video platforms [2].

Short video platforms are becoming more and more popular, due to their ability to bring addiction among internet users [3]. Additionally, short video platforms improve user satisfaction due to perceived usefulness and social influence [4]. These factors enable users to be more intense about continue using the video platform [4]. Study shows that the action of posting their videos on short video platforms and satisfaction comes from their pleasure and the identity of social groups [1].

Movie narration is a kind of short video in which the users talk about different films. They can be classified as summarizing scenarios, character analysis, detail observa-

tion, popularization of science, and explanation of filming techniques. Users post short videos for different purposes, which would influence the decisions of others on whether they should watch the film or even the perspectives of the other users. In the context of the rapid development of short video platforms, short video explanations are very popular among all kinds of people. Such videos compress the movie into about three minutes to meet the needs of the public for entertainment culture [5]. Individuals usually choose to watch different categories of film narration depending on what time do they watch the movie in person. If one has not seen the movie, then he or she might choose to watch videos about a summary of the film. In contrast, if one has already seen the movie, then there is a bigger chance of he or she choosing to watch about character analysis or even filming techniques, based on the one's interest.

3. Methodology

3.1 Process of Methods

To get more information, a survey and an interview are created for this research, and people online are invited to do the survey and the interview.

The questions of the survey are asked to figure out how many people among the large population would have contact with film commentary, and if the short videos can influence their ability of judgment. Eventually, 217 participated in the survey. The advantages are, that the survey is an objective way to know the preferences of a large population, and bias could be prevented because people online do not know each other, so they would not be influenced by others. However, there are also limitations. There is a certain chance that netizens will fill in the questionnaire carelessly, which would lead to anomalous results.

Interviews are prepared for those who have never watched film narration videos, of which there are 34 of them. The purpose is to understand why are they reluctant to watch such videos, are there any reasons for this? Since the interviewees' answers are subjective, the results could not represent everyone in the world.

3.2 Results

The sample size of the survey is 217, and around 84.33% of them would choose to watch movie narration either before or after watching a film, while about 15.67% of them would not. This result suggests that short film commentary videos have invaded lives on a much larger scale than thought.

According to the survey, 53.01% of people would watch the summary of scenarios, followed by 25.68% of people who prefer to watch character analysis. Therefore, the majority of people enjoy knowing about the storyline of the movie rather than pure knowledge about filming skills.

What kind of movie commentary is watched most often?

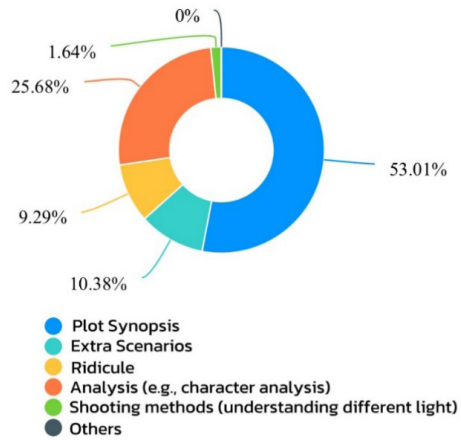


Fig. 1 Survey results

Individuals watch movie narration for a myriad of purposes. For instance, just to relax, get to know more about the movie, earn more knowledge, and so on (Fig. 1). Due to different purposes, individuals watch different styles of film narration. These styles are humorous, relaxing, and strict. The humor sector and relaxing sector take up the largest proportion of preferences, while the strict sector occurs to be the lowest figure in the survey. The hypothesis that can be made is that there could be people who just prefer watching these kinds of short videos to relax. Short video platforms have an impact on user behaviors in a variety kind of ways. The proportion of people reluctant to comment below a video, and the proportion of people willing to comment is similar both at about 50% (Fig. 2).

After watching the movie commentary, will you leave your own opinions in the comments section of the platform?

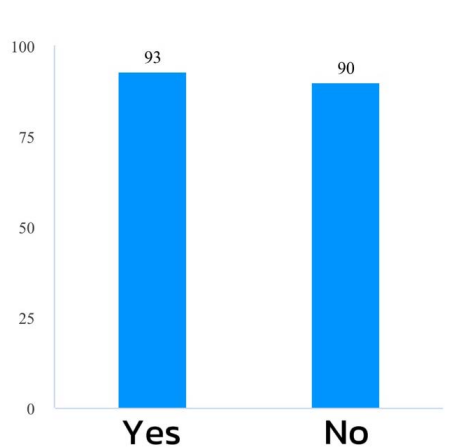


Fig. 2 The number of people who are willing to comment or not

However, a large proportion of people love to read the comments below the video accounting for 92.9% (Fig. 3).

Will you check the comments section under the movie commentary video?

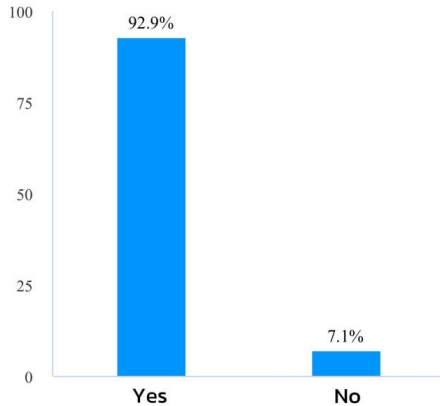


Fig. 3 The percentage of people who would like to see reviews

From this result, it could be inferred that not only does the video itself influence users but also comments written for the video. The percentage of people being influenced by short videos and comments is up to 90.71% according to the survey, which supports the idea that short videos influence user behaviors.

After collecting the results of the survey, this study made some conclusions about the results of the interviews.

By interviewing people who do not watch movie narrations, this research noticed that there are a variety of reasons why they regret the action of watching film analysis. The majority of them state that watching movie narration before going to see it yourself, eliminates the sense of mystery. In addition, a small part of them claim that they would prefer to have their own opinions rather than being influenced by the other users online. Moreover, they also mentioned that it is unnecessary to look for film analysis since they might have already seen the movie.

4. Case Analysis

Film-narrating videos can be watched very frequently in daily life. Many people watch it just for fun or to release pressure, even though they are not even movie lovers. By taking advantage of the feature of short videos, individuals could relax by watching a movie that just takes a few minutes to watch. To illustrate more, short videos of movie narration can also be made by users for different purposes. Namely, the consumption-oriented production purpose, the highly simplified narrative model, and the extremely flat fan film culture [6].

To embark on, videos made to earn more money tend to

be less creative and keep up with the trend of populated films [6]. To explain, these videos aim to attract large amounts of consumers by just simply talking about the basic scenes of the movie and containing heavy advertisements. These video creators are normally not members of the movie-loving community but try to earn more wealth because of the population that famous films bring them. Talking about more, a situation can be noticed. Nowadays, short video platforms provide opportunities for everyone around the world, which causes the Matthew effect of “the rich getting richer” and the social compensation effect of “the poor getting richer” [7].

Second, videos that are highly simplified are common to be seen on the TikTok platform. A TikTok user named Xiao Gu Qu Ying can be an example in this case. His videos are kind about movie summarizing. He picks interesting movie clips and uses voice created by artificial intelligence to tell the story. However, some of the essential parts of the movie might be left behind, because videos made by him only aim for being able to reduce pressure. In this case, whether the plots are completed or not becomes not important.

Third, “Narrating film short video can only be a kind of flat and compressed fan film culture” [8]. The film itself contains clever and fine perspectives, and it is difficult for video creators to turn it into pure appreciation. Short videos of “double speed doctrine” made the films seem pale, and shut out potential movie fans.

5. Short Videos Cause Different Phenomenon

As the economy and technology develop rapidly, demands for spiritual and cultural products increase. People started to focus on short videos of movie narration rather than the movie itself, which could bring both positive and negative effects on the filmmaking industry.

On the one hand, this phenomenon leads to negative impacts on users’ movie-watching consciousness and experience to some extent [9]. The main features of short videos are short, fast, and calm. Instead of watching long, boring, slow films, some individuals prefer to watch short videos about movie narration. However, because of the time limit for each video, the movie plots might not be explained enough, hence the audiences could be mistaken and produce a wrong judgment of the film. Short video film commentary could cause a lack of aesthetic experience for the viewers [9]. Usually, film commentary concentrates on the plots of the movies, on the contrary disregards the artistic value and ideological implications within the films.

On the other hand, this phenomenon is strong evidence of short videos taking advantage of the “fast-spreading”

feature, and providing vast promotion for the film industry [10]. It is found that the majority of studies agree that the statement of perceived usefulness can have positive effects on users' attitude towards media use and their willingness to use [4, 10, 11]. Hence, more potential movie lovers may attach to different genres of films and promote the development of the film industry.

The point that want to add is the big data push of short video platforms and the precise delivery of short videos to target viewers may lead to the convergence of public aesthetics. Big data refers to not only a database that covers huge quantities of information but also high levels of variety and velocity [12]. It eventually assists researchers in observing social phenomena. Moreover, it also plays a prominent role in improving the recommendation algorithm. The recommendation algorithm is becoming more and more mature, therefore short video platforms can deeply understand the user's interests, preferences, and viewing habits [13].

Short videos with a high population may take advantage of the audience's conformity psychology, resulting in aesthetic convergence. The social behaviors of others strongly influence one's social attitudes [14]. To illustrate more, when a viewer holds an opposite perspective against one highly populated short video, there is a high likelihood that one would either persuade oneself to follow the trend or voice his or her own opinion. Yet the latter case might result in being attacked by his or her opponents. An extreme occasion that can be discussed is when someone loves one film, but the film is vilified by a large number of people, the person might be subconsciously assimilated and begin to hate the original favorite movie. Certainly, there is also the low possibility that the person chooses to argue with his or her opponents, and tries to persuade them to like the movie.

Some linguistic performances in movie narration videos show disrespect to language communication [15]. Chinese influencers on TikTok use words that mix different languages to create jokes and make the video more fun to watch [15]. For example, separating the syllables of English words and looking for the same pronunciation in Chinese. This influences the right pronunciation of the words and has a bad effect on teenagers' studies. Online videos are one of the most convenient accesses of information, so people from all age groups may learn about things online. In this case, the content of videos must have positive effects on the behaviors of users [16].

6. Conclusion

The main feature of short video platforms is their short video production time and simple process; Second, the

speed and scope of information dissemination of short video platforms is extremely fast, small to different cities, and large to different countries. Among them, the TikTok platform is the most typical example. TikTok short videos are not only spread in China but also respected by other countries abroad. The short video propagated in the short video platform can transmit a large amount of information at home and abroad in only ten seconds of video.

The content and style of the short video will affect the user's interest in the movie, or affect the user's judgment of a movie. Short videos with high views may have a herd mentality, leading users to choose to watch the movie. Short videos with a high number of views may cause the phenomenon of aesthetic convergence among the masses. In conclusion, if the short video platform does not play a controlling role in the short video content, then the short video platform will be easy to be used by people with intentions, and bring bad effects to the masses. However, as long as control it, short video platforms can become the most direct way to understand the opinions of the masses.

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