

# Study of Declining Viewership of Public Service Videos on Social Media

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## Abstract:

As an important tool to spread the concept of social welfare and promote public participation, public welfare videos have gained wide attention with the rapid development of social media. In recent years, the number of public welfare videos has declined sharply. It mainly includes content quality, communication strategy, audience participation degree and platform characteristics, etc. This paper will study various factors that affect the decline of click rate of social media public welfare videos. Content quality is the most important factor affecting video viewers. Quality content is more likely to attract users and resonate with users. Participation significantly influences opinion; The active participation of users not only increases the interactivity of video, but also expands its spread in social networks. Finally, the frequency of public welfare videos may also be subtly affected by the algorithms and characteristics of social media platforms. This achievement aims to provide effective communication strategies for public welfare organizations and video creators in order to improve the influence and audience rating of public welfare videos and support the further development of social public welfare undertakings.

**Keywords:** Social media; public service; video content quality; interactive communication.

## 1. Introduction

Public welfare videos, as a visual media form that spreads content centered on public interests, have become increasingly important in modern society. It is not only a tool for dissemination of information, but also an important force for promoting social progress, enhancing public awareness, and promoting harmonious development. Firstly, public welfare videos have powerful educational guidance functions. In the

era of information explosion, people receive a large amount of information every day, and public welfare videos can quickly attract public attention and convey positive energy and correct values through vivid and intuitive images and stories. For example, public welfare videos about environmental protection can awaken people's attention to environmental issues and encourage them to take practical actions to reduce pollution; Videos about poverty alleviation can inspire sympathy in society and encourage more peo-

ple to participate in charitable causes. These videos use emotional resonance as a bridge, effectively enhancing the public's moral awareness and sense of social responsibility [1]. Secondly, public welfare videos are an effective means of promoting social justice and equality. By showcasing the living conditions of vulnerable groups in society, such as children's education, elderly care, and disability rights, public welfare videos can raise public attention and support for these groups, promote joint efforts from all sectors of society, narrow social gaps, and achieve a fairer and more harmonious social environment. It is like a mirror, reflecting the true face of society, prompting people to reflect and take action, and contribute to solving social problems [2]. Furthermore, public welfare videos play an irreplaceable role in crisis response and public health promotion. In the face of natural disasters, outbreaks of epidemics and other emergencies, public welfare videos can quickly convey correct disaster prevention and reduction knowledge, epidemic prevention and control measures, improve the public's self-protection ability, and reduce panic and misunderstanding. For example, during the COVID-19, a large number of public service videos on scientific epidemic prevention were widely spread on the network, effectively guiding the daily protection behavior of the public and providing strong support for the epidemic prevention and control work [3]. Finally, public welfare videos can also promote cultural diversity and social inclusiveness. By showcasing the unique charm of different regions, ethnicities, and cultures, public welfare videos help to enhance people's understanding and respect for multiculturalism and promote social harmony and integration. In the context of globalization, this cultural exchange is particularly important as it helps to build a sense of a community with a shared future for mankind and promote world peace and development [4]. Public welfare videos, with their unique dissemination advantages and profound social influence, have become an indispensable force in promoting social progress. It not only conveys information, but also stimulates thinking and promotes action, serving as an important bridge connecting individuals and society, present and future. Therefore, increasing the creation and promotion of public welfare videos is of great significance for enhancing social civilization and building a harmonious society. However, with the rapid development of social media, the number of views of charity videos has declined, and the Internet has become the main channel for the public to obtain charity videos. This decline in audience rating indicates that issues related to public welfare have been ignored by the public to varying degrees, but the spread of public welfare cannot be ignored. This paper analyzes the reasons for the fall of viewpoint and puts forward some suggestions accordingly.

## 2. Reasons

### 2.1 Video Content

The core of short videos is the quality of the content, and the topics covered by charity videos are often not popular among most groups. So an important reason for the decline in pageviews is the unstable quality of content. Creators who fail to consistently deliver compelling, quality content run the risk of losing viewers. First, the decline in content quality may be caused by the creator's burnout in the production process. Most of the public welfare videos are based on the practical experience of the creators of public welfare and need more time. This is a challenge for developers who can cause a sharp drop in quality. In addition, the number of views of videos will be directly affected by the interest of the target audience. For example, the audience of the creator likes humorous videos, but the creator turns to make videos with heavy topics, which will inevitably lead to disappointment and loss of audience [5].

### 2.2 Algorithms

Another major factor contributing to the decline in short video viewing is changes in the algorithms of social media platforms. Deciding what content to recommend to users each short video platform often employs complex algorithms. These algorithms take into account a variety of factors, including viewing history, user preferences, and interaction behavior. The frequency and scope of content presented to users can change dramatically as platforms modify their recommendation systems or introduce new algorithms. Video exposure and views will be directly affected by this shift. In addition, the number of public welfare videos is significantly less than other types, which further reduces the frequency and number of platform recommendations. In addition, when there are multiple public welfare videos to choose from, it is often found that videos with similar styles will also have a world of difference in viewing due to different platform promotion efforts. This phenomenon of creating uncertainty for content creators is called "traffic restriction. This may even put off some creators because making charity videos is inherently challenging and often unrewarding. These short films aim to promote public welfare and spread public welfare ideas. So the number of charity videos will decrease along with the number of creators [6].

### 2.3 Interactive Elements

Finally, an important factor affecting short video viewing is the lack of interactive functions. Short videos are both a means of information sharing and a tool to interact with

the audience. In the absence of effective interaction with the audience, it is difficult for the creator to obtain positive feedback and keep the audience's attention. Usually the audience wants to give their opinion or discuss it with the creators after watching the video. The lack of these interactive elements will cause the audience to disregard the video and the interest will decrease. Publicity of various public welfare, advocacy of public welfare ideas, limited opportunities for the audience to actively participate in public welfare activities, the dissemination of public welfare videos is often one-sided [7].

### 3. Strategies

#### 3.1 Improve Content Quality

The number one strategy to address the decline in video views is to improve the quality of content. Public welfare accounts should first work on the depth and breadth of content creation. They can provide more reliable data through in-depth research and data analysis. For example, they can combine scientific theories with real life examples to solve urgent problems such as environmental protection and public health. This improves the persuasiveness of the content. It is also essential to produce content that resonates with the target audience. Through the analysis of users' interests and values, public welfare accounts can create stories or case studies to associate with the audience, cultivate a sense of familiarity and identity, and increase the audience's willingness to watch. Secondly, the diversification of content presentation forms is also essential for quality improvement. Better user attention stimulates the user's desire to watch movies by combining video production with various forms such as short videos, micro films, and animations. Ensure that the video visual effect is clear, the sound quality is high, the music and editing are proper, and the overall viewing experience is significantly improved. In addition, the creation and dissemination of content can involve experts, volunteers and other contributors, and its professionalism and shareability will be enhanced and user engagement will be further enhanced [8].

#### 3.2 Platform Supervision

It is essential to ensure the quality and credibility of public welfare account content and strengthen platform supervision. These accounts are easily infiltrated by misinformation and shoddy materials in the process of content production and dissemination. Therefore, the platform should implement a strict content review mechanism so as to ensure that all the information disseminated is accurate

and reliable. It is suggested that the platform regularly conduct quality assessments of public welfare content and establish reporting channels for users to quickly report false information. In addition, involving third parties in the content review process can also introduce information verification systems. This will both increase transparency and enhance public trust. At the same time, platform regulations, social responsibility and other content of the content creator training guide their understanding. Content creators can enhance their sense of social responsibility through a series of training courses online and offline. This ensures that their impact on the public is taken into account in the creative process. Ultimately, it is conducive to the improvement of content quality and the effective maintenance of the credibility and social image of the platform [9].

#### 3.3 Interaction Mechanism

The key to improving user engagement and retention is to optimize the interaction mechanism. The first public welfare account can enhance the user's sense of participation through various interactive activities. These measures may include holding online Q&A sessions, conducting public opinion surveys, and organizing live broadcasts to encourage users to share their ideas and experiences. Create a user-centered discussion platform where users can post comments, provide feedback and ask questions after watching videos to increase the overall activity of the community. Second, the introduction of points or reward systems can stimulate user interaction. For example, users can earn points by redeeming them for tangible rewards or opportunities to share, comment on, or participate in activities that support good causes. This approach also allows users to experience the happiness and sense of achievement of participating in public welfare activities and increases user participation. So this is an improvement in user retention and loyalty. Finally, the use of data analysis tools to monitor user interaction is also conducive to the timely implementation of content strategy interaction. This allows the user experience to be continuously optimized based on feedback. This data-driven tuning strategy strengthens the support for these content while ensuring the close integration of content and user needs, making public welfare an indispensable part of ordinary people's lives [10].

### 4. Conclusion

As an important tool to spread the concept of social welfare and promote public participation, public welfare video has received widespread attention in today's rapid development of social media. However, in recent years, the viewership of many public welfare videos has declined

significantly. There are several influencing factors for the decline of public welfare video ratings on social media. These factors mainly include content quality, communication strategy, audience participation and platform characteristics.

The first thing that affects video viewing is the quality of the content. Secondly, the effectiveness of strategies directly related to the exposure of public welfare videos; Appropriate promotional methods can significantly increase the number of pageviews. In addition, the participation of active users not only increases the interactivity of videos but also expands the audience participation of videos in social networks, which plays a crucial role in audience rating. Finally, the frequency of public welfare videos may be inadvertently influenced by the algorithms and characteristics of social media platforms.

The research results aim to provide effective communication strategies for public welfare organizations and video creators to improve the influence and audience rating of public welfare videos. This move provides reference and support for further development of social welfare undertakings. The paper points out some challenges in the promotion and communication of public welfare video in the future, and puts forward some strategies to improve the communication power of public welfare work and encourage the public to participate in public welfare activities.

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