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Research on Short Video Production and Dissemination Paths in the New Media Environment Postprint

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Abstract

With the rapid development of Internet technology, universal Internet informatization has been essentially realized across various domains. In the context of the Internet era, numerous emerging industries have arisen, among which new media stands as a quintessential exemplar. At the current stage, the evolution of new media has already exerted a profound impact upon traditional media and has catalyzed innovative development throughout the entire media sector. Within the new media landscape, regional media enterprises seeking to secure greater developmental space amidst intense market competition must steadfastly align with industry trends, undertake comprehensive analysis of short video production and dissemination, and continuously enhance both the quality of short video production and the efficiency of dissemination. This endeavor aims to deliver superior short video experiences to audiences, facilitate the effective utilization of fragmented time, and better fulfill public demands for cultural life. This paper first delineates the principal characteristics of short video production and dissemination under the new media environment, subsequently conducts a detailed analysis of short video production methodologies within the contemporary new media context, and finally investigates pathways for short video dissemination, thereby furnishing valuable references for relevant short video practitioners.

Full Text

Research on Short Video Production and Dissemination Paths in New Media Environments

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Abstract

With the rapid development of internet technology, virtually all sectors have achieved widespread adoption of internet-based information systems. In this internet era, numerous new industries have emerged, with new media serving as a prime example. At present, new media development has profoundly impacted traditional media and driven innovation across the entire media industry. In new media environments, media enterprises seeking greater competitive space must closely follow industry trends, conduct in-depth analysis of short video production and dissemination, continuously improve production quality and dissemination efficiency, provide audiences with superior short video experiences, effectively utilize fragmented time, and better satisfy people's cultural life needs. This paper first introduces the main characteristics of short video production and dissemination in new media environments, then analyzes current production methods in detail, and finally examines dissemination pathways, providing reference materials for short video professionals.

Keywords: new media environment; characteristics; short video production; short video dissemination paths

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With the application and development of internet technology, the new media industry has emerged and now occupies the majority of the media market, permeating every aspect of daily life. Increasingly, users are attempting to shoot and produce short videos themselves, publishing them through self-media channels across various online platforms to present quality content to audiences. Popular platforms such as Douyin and Kuaishou represent short video dissemination platforms derived from this self-media environment.

1. Main Characteristics of Short Video Production and Dissemination in New Media Environments

Influenced by traditional media concepts, video production was once considered to require substantial capital investment and advanced technical capabilities. However, as new media environments have evolved, sophisticated internet technology has deeply penetrated the media industry, simplifying video production—especially short video production—which has become increasingly democratized. Short video content has grown more personalized, satisfying diverse audience

experiences. Compared with traditional television and print media, new media enables real-time interaction between audiences and creators, bridging the gap between viewers and producers.

In summary, short video production and dissemination in new media environments exhibit three primary characteristics. First, **mass popularization**. As internet technology has permeated new media, various short video platforms have emerged, providing opportunities for anyone to become a director. Production is no longer limited by professional constraints; individuals can create videos according to their personal needs and stories, then publish them on new media platforms for broader viewership. This popularized form of expression aligns more closely with modern lifestyles, while features such as commenting and sharing further stimulate public participation.

Second, **creative storytelling**. Popular short videos on these platforms typically undergo structured production to ensure content quality and mainstream topic selection, making them more appealing and shareable. Short video platforms particularly support narrative content, as they can sustain story-based material more effectively than text-based platforms like WeChat and Weibo. Creators typically draw from personal or others' authentic experiences, or directly capture real-life situations, then render the video atmosphere to create material that aligns with trending topics, thereby generating traffic and attracting audiences.

Third, **personalization**. Constrained by content requirements, short videos typically range from several seconds to a few minutes—ideal for viewing during commutes or brief breaks. This compact format also facilitates relatively simple production compared to long-form videos. Today's short videos have become increasingly personalized, evolving from grassroots productions to character-driven skits, comedy segments, and even professionally crafted micro-documentaries, demonstrating the growing personalization of short videos in new media environments.

2. Analysis of Short Video Production in New Media Environments

Short video production in new media environments relies primarily on internet technology and leverages social channels for dissemination. Unlike traditional social media formats, new media short videos can integrate text, images, video, and audio to present content more intuitively and vividly. Moreover, as China's internet information transmission speeds continue to increase and the 5G era arrives, the development space for short videos has expanded significantly. With just a smartphone, individuals can shoot, produce, and upload short videos to new media platforms for audience interaction, contributing to their growing popularity.

2.1 Short Video Topic Selection

Using Douyin as an example, this platform has gained massive user traction and cultivated numerous internet celebrities. Analysis of these creators reveals vastly different styles, yet a common thread: their topics consistently align with current public interests, including social hotspots or trending online discussions. Creators integrate their own ideas and incorporate creative performance elements, influencing audiences through publication and dissemination. Therefore, in new media environments, proper topic selection is paramount. Producers should pay attention to hot events and topics of public concern, incorporating these themes into shooting and production to effectively attract audiences.

2.3 Short Video Production Workflow

While more flexible than film or television production, short video production must still follow established procedures. Failure to do so directly impacts video quality, resulting in unclear images, dropped frames, or audio-visual mismatches that degrade viewer experience. During pre-production, staff should collect necessary materials according to shooting requirements, ensuring quality. Video processing techniques must then be applied to maintain tight frame transitions. During editing, staff may employ new media software to enhance visual effects, adding imagery based on reality or incorporating online materials to reintegrate and establish comprehensive visuals that align with audience aesthetic standards. Audio processing is equally important; software systems can adjust sound effects to improve quality and strengthen overall audio performance, adding highlights to short videos. Finally, after initial completion, producers should preview their work, reviewing all content and details to ensure image quality, sound effects, and compliance with platform regulations before uploading.

3. Analysis of Short Video Dissemination Paths in New Media Environments

In new media environments, final dissemination outcomes depend not only on production quality but also critically on dissemination channels. Professionals must scientifically analyze dissemination pathways to effectively reach broader audiences.

3.1 Precise Content Positioning

To ensure effective dissemination, precise content positioning is essential. In today's rapidly developing information landscape, "content is king" has become the key to competitive success. With numerous short video media platforms emerging, those in the golden development track are evolving toward specialization to attract audiences and increase traffic. Dissemination strategies must emphasize segmentation and differentiation while ensuring high-quality content, matching appropriate audience groups through precise positioning. For example, short

video creators focusing on original music primarily target young music enthusiasts on new media platforms, requiring careful soundtrack selection to clearly demonstrate the work's value orientation. With precise content positioning, dissemination gains specific target groups, enabling valuable 传播.

3.2 Leveraging Public Opinion Guidance

Determining dissemination pathways requires comprehensive consideration of audience media needs, value orientations, and public opinion guidance to gradually improve work quality while innovating formats, enriching content, and fully leveraging the role of opinion leadership. For instance, Douyin's massive user base has transformed it into a new public opinion arena, where engaging short videos can rapidly develop into public discourse events. Its audiovisual format plays a crucial role in this arena, establishing a public opinion production mechanism. Currently, numerous official media outlets and government departments have established Douyin presences to exert leadership, guide public opinion, and disseminate positive energy.

3.3 Cross-Platform Dissemination

As new media technology develops, short video platforms operate more standardized with increasingly comprehensive functions, providing superior experiences for creators and audiences. Presently, platforms fall into three categories: dedicated short video platforms like Douyin and Kuaishou; modern social platforms such as Weibo and WeChat, which support short video interaction beyond text and voice; and collaborative platforms like Toutiao, Zhihu, and Tencent Penguin that enable cross-platform dissemination and strengthen audience interaction.

3.4 Integrated Resource Promotion

Short video dissemination can also be enhanced through redistributed and integrated resources, developing thematic planning for vigorous promotion. Mainstream value short videos should be actively promoted, using big data technology to push content to potentially interested groups. Additionally, topics can be strategically created to guide audience participation, and offline activities can motivate short video creation, such as "Our Festivals" or "Most Beautiful April" collection campaigns that greatly stimulate participation and gather substantial video materials.

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Note: Figure translations are in progress. See original paper for figures.

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