

Dissemination and Development of Mainstream Media Short-Form Video in the Intelligent Media Era (Post-Print)

Authors: Zhang Yi

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Abstract

Fueled by communication technologies, short video dissemination has accelerated considerably, with most mainstream media establishing a presence on short video platforms. Characterized by strong timeliness, high propagation rates, and content diversification, short videos enable mainstream media to expand their news communication channels and inject new vitality into their development. This paper examines and analyzes the dissemination and development of short videos in mainstream media within the intelligent media era, offering insights for reference.

Full Text

4.3 Deep Mining of Quality Content

In the intelligent media era, data grows rapidly. Mining massive amounts of data and conducting professional analysis can become a new field of media competition. In user selection, ensuring the speed and accuracy of news video production is crucial. Content quality is an important foundation. Mainstream media must deeply explore new development stories and comprehensively reflect the big era through small-angle short videos. For example, in 2018, *People's Daily* launched the short video activity “Heartwarming Interaction Across the Internet: Hold Mom’s Hand,” which reached 500 million views and generated high discussion. In sudden public events, short videos can bring considerable traffic, demonstrating the importance of news public opinion. Mainstream media can enhance user stickiness and competitiveness through high-quality content.

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

Source: ChinaXiv – Machine translation. Verify with original.