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# Research on the Status, Problems, and Optimization Paths of “Short Video” Platform Construction in Higher Education Institutions in the Era of Media Convergence: Postprint

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## Abstract

Higher education institutions serve as important strongholds for promoting socialist core values, cultivating talent, and disseminating culture. This study, grounded in the era of integrated media, takes the “short video” platforms of higher education institutions as its primary research object. Through multi-perspective analysis, it examines the construction status and existing deficiencies of these “short video” media platforms. Based on practical realities, the study proposes improvement strategies for short videos in higher education institutions from multiple perspectives, including content creation, communication formats, and management strategies, thereby constructing a system suitable for the creative and management processes of short video platforms in higher education institutions.

## Full Text

### Preamble

**Title:** Research on the Construction Status, Problems, and Optimization Paths of “Short Video” Platforms in Higher Education Institutions in the Era of Integrated Media

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**Abstract:** Higher education institutions serve as crucial positions for promoting socialist core values, cultivating talent, and disseminating culture. Focusing on higher education “short video” platforms in the era of integrated media, this

study analyzes the construction status and existing deficiencies of these platforms from multiple perspectives. Combining practical realities, it proposes improvement strategies for higher education short videos from various viewpoints including content creation, dissemination forms, and management strategies, constructing a system suitable for the creative and management processes of higher education short video platforms.

**Keywords:** integrated media; short video; higher education institutions; platform construction; path research

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## 1. Research Background

According to the 48th “Statistical Report on China’s Internet Development” released by the China Internet Network Information Center (CNNIC), as of June 2021, China’s internet user base reached 1.011 billion, an increase of 21.75 million since December 2020, with an internet penetration rate of 71.6% [1]. The domestic internet user population continues to show positive growth trends, and is expected to maintain sustained and steady growth in the future. Additionally, mobile internet users in China reached 986 million, with 99.7% of domestic internet users accessing the internet via mobile devices [1]. A notable trend is the shifting demographic of internet user growth from youth groups toward minors and elderly populations [1]. China has become the world’s largest digital society, marking its transition to a digital information society.

As of December 2020, domestic online video (including short video) users reached 927 million, an increase of 76.33 million since March 2020, accounting for 93.7% of all internet users, while short video users reached 873 million, representing 88.3% of internet users [1]. The online video user base continues to expand, with the short video user population growing increasingly large and short video platforms becoming an important form of information dissemination. The launch of the CCTV App marked the formal entry of mainstream media into the short video market, further promoting content optimization and structural adjustment while accelerating the construction of a diversified short video system.

In terms of occupational structure among internet users as of December 2020, students accounted for 21.0% of domestic internet users, making them the

largest group [1]. In 2019, minor internet users in China reached 175 million, with an internet penetration rate of 93.1% among minors, and 46.2% of minor internet users watching short videos [2]. Short videos are gradually gaining popularity among minors. The development of mobile short videos in China has transitioned from “explosive growth” to a “stable state,” yet short videos remain one of the normalized dissemination forms in the mobile internet landscape. In recent years, relevant national departments have continuously strengthened supervision of the short video industry, with legal norms gradually improving and content review on various short video platforms becoming more standardized and stringent, accelerating the optimization of the short video industry environment.

## 2. Status of Short Video Platform Construction in Higher Education Institutions

According to ByteDance’s “Douyin 2020 Data Report,” teachers were the most liked profession on Douyin in 2019, receiving 620 million likes [3]. In 2021, over 36 million people watched Tsinghua University’s 110th anniversary celebration livestream on Douyin. In the era of integrated media, “scrolling” through short videos has become one of the important channels for the general public to obtain information [4].

In recent years, various higher education institutions have successively entered short video platforms, allowing the public to intuitively experience and understand different schools’ campus life, interesting events, and activities through these platforms. While the popularity of higher education short videos is continuously increasing, their proportion remains relatively low compared to other types of short videos. Based on random searches on the Douyin platform using the keywords “university,” “college,” and “vocational college,” we randomly selected five institutions for each keyword [5]. The data revealed that the number of likes and followers does not increase based on school ranking, and accounts with numerous posts do not necessarily gain followers, attention, or shares. The primary factor determining success is the quality of short video content. How higher education institutions can leverage short video platforms to conduct media dissemination work and make their online presence “come alive” has become an urgent issue to explore.

## 3. Shortcomings in the Development of Short Video Platforms in Higher Education Institutions

Short videos have become a video-based communication medium for universities following WeChat public accounts and Weibo, serving as an important channel for campus information dissemination and online education [6]. However, adjustments to platform rules, algorithm mechanisms, and business models have further intensified the “information cocoon” effect.

### 3.1 Official, Fragmented, and Homogenized Content

Currently, most higher education short video content focuses on promotional, event, and interview categories, with frequent imitation among institutions. The overall proportion of high-quality short video content remains low. While various short video platforms have increased video duration limits, allowing for richer content, most higher education short videos remain short in duration, showing a serious trend toward fragmentation. There remains a gap in systematic and serialized premium content, and the proportion of high-quality short videos with public welfare, educational, and popular science attributes needs improvement.

### 3.2 Singular Communication Matrix and Duplicate Content Publishing

In the era of high-speed information dissemination, higher education institutions constantly monitor industry trends and changes in short video development. Diversified short video communication matrices positively impact the reach, guidance, influence, and credibility of university official media. The diffusion power of “one-to-one” communication is obviously inferior to “one-to-many” approaches, yet the latter suffers from duplicate publishing across platforms without tailored editing for different platform positioning. Although diversified communication channels have been established, the amplification effect of different platforms has not been maximized.

### 3.3 Inconsistent Professionalism Among Short Video Teams

University official short video planning, execution, and production primarily rely on current student groups, whose professional capabilities vary significantly. Compared to professional practitioners, university students lack practical experience [7], and their schedules are difficult to coordinate completely. Meanwhile, specialized new media operation teams and professional video technical teams represent new forces needed for higher education short video platform construction, with professional teams being fundamental elements for platform building [8]. In summary, low professionalism may lead to issues such as low production standards, slow update speeds, and poor dissemination effects.

### 3.4 Inadequate Creation and Management Systems

Online searches of higher education short videos reveal deficiencies in production quality, clarity, and filming methods. Short video content arrangement and editing logic directly reflect the lack of standardized creation and management processes, impacting work efficiency and video quality. High-quality short video creation requires balancing multiple factors and collaborative co-creation from pre-production to post-production teams, necessitating more highly professional short video creators.

## 4. Improvement Strategies for Short Video Platform Development in Higher Education Institutions

Higher education institutions should quickly adapt to changes in communication carriers and methods, disseminating high-quality content through short videos to lead new trends [6]. Simultaneously, they should focus on public perspectives, conduct systematic scientific evaluation and analysis, and seek suitable improvement strategies and new development models for higher education short videos. This study proposes development strategies for university official short videos from five aspects: “meticulous short video content,” “team optimization strategies,” “multi-matrix communication,” “scientific creation processes,” and “innovative management concepts” [9].

### 4.1 Multi-Dimensional Optimization of Short Video Content Creation

Accompanying the upgrading of public aesthetics, short videos are gradually moving toward healthy development characterized by quality, depth, and popularization under the law of survival of the fittest. As short videos transition from “following” hot topics to “creating” them, high-quality content has become the core element of future short video creation. High-quality content helps trigger user emotional dependence, with emotional interaction being the process of signal output and reception that generates user favorability and dependence. Peng Lan argues that short videos should possess five core elements – “theme,” “highlight,” “format,” “interaction,” and “distribution” – following a people-oriented concept that emphasizes human perspectives and stimulates user emotional participation [10].

Higher education short video content creation should combine contemporary characteristics while respecting modern educational concepts, school philosophies, and positive value orientations. Institutions should expand diversified video themes, develop serialized, thematic, and interesting content, emphasize innovation in short video formats, enhance content depth, and make creations more appealing and infectious. High-quality short videos play a positive role in establishing a good university image and attracting social attention.

### 4.2 Multi-Dimensional Strengthening of University Short Video Teams

To enhance team members’ technical capabilities, three approaches are recommended. First, attract professional talent through internal selection and external recruitment. Internal candidates can include outstanding current students or recent graduates, while external recruitment should target experienced short video industry professionals. Second, conduct regular knowledge-based and technical training in the short video field to establish a comprehensive training system that improves overall team professionalism and addresses skill gaps. Third, actively engage in exchanges and cooperation with other higher education institutions to learn from each other and conduct inter-university media exchanges.

### **4.3 Expanding Multi-Matrix Communication Models for University Short Videos**

Multi-matrix communication is a dissemination model that relies on multiple short video platforms. The primary goal of multi-platform matrix communication is to attract user traffic from various short video platforms. Since different platforms have distinct development focuses, university short video creation teams must thoroughly understand the positioning and operational models of different platform types and develop independent publishing plans for each platform by altering production methods, technical means, and editing approaches. Constructing a multi-matrix communication system allows digital media images to be seen by more netizens across multiple short video social platforms, further expanding the influence of university short videos [11].

### **4.4 Establishing a Systematic University Short Video Creation Process System**

Based on the current status and problems of higher education short video platform construction, this study proposes a short video creation process centered on planning, implementation, review, publication, management, and feedback—referred to as the “Six-Step Method,” as shown in Figure 1 [Figure 1: see original paper].

Standardizing the short video creation process system improves team work efficiency, collaboration efficiency, and communication efficiency. The short video creation process is not static; it requires scientific adjustment according to the development of the times and public characteristics. Based on this process system, work can be rationally allocated, allowing individual team members to clearly understand their primary and secondary responsibilities, indirectly forming a clear accountability system with high efficiency as the core concept.

Given the wide reach and rapid dissemination of short videos, university media departments must strictly review content authenticity, rationality, and potential controversy to prevent the spread of controversial short videos. A multi-level review mechanism should be established with checks at each level to reduce negative impacts. Finally, content feedback involves information received after short video publication. Visual data provides direct insight into video impact, allowing for targeted adjustments to content direction, type, and style based on feedback data, systematically addressing issues and establishing a solid data foundation for future short video creation.

### **4.5 Establishing a Scientific Management Process System for University Short Video Platforms**

The management process system constructed in this study focuses specifically on higher education short video platforms, differing from commercial short video management processes. The author argues that university short video platform management should not be limited to personnel and team management alone;

it should explore multiple dimensions to develop scientific, standardized, and rational management processes that ensure smooth short video dissemination. From a university perspective, matrix management can be implemented in two main aspects: resource management and personnel management, each with five sub-directions, as shown in Figure 2 [Figure 2: see original paper]. Security management is particularly important for university short video platforms, as ensuring the safety of short video creation personnel is a key priority. Establishing management processes helps standardize individual and team work norms, with good processes effectively saving time, economic, and human resources, and scientific processes demonstrating team standardization and professionalism.

In the era of booming mobile short videos, it is inevitable that higher education information dissemination will rely on short video platforms. This paper elaborates on the current status and problems of university short video development and proposes new ideas for future development in this field. It is important to note that standardization is not about rigid uniformity but rather a means to improve efficiency and reduce problems. Finally, university short video platform construction is not static; it requires constant attention to changes in technology, networks, and culture. Therefore, higher education institutions must maintain high sensitivity during platform construction, learn from others' strengths, create personalized creation, management, and development models distinct from other types of short videos, produce more high-quality short videos, gain more likes, attention, and shares from netizens, and further expand the influence of university short videos.

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

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