

## Exploring the Videoization Trend and Convergent Development of New Media: Postprint

**Authors:** Chen Chen

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### Abstract

The development of various Internet and emerging network technologies not only enhances people's quality of life but also brings greater convenience to their daily lives. The transformation of media forms is subtly reshaping people's modes of thinking and continuously improving their daily habits. Through diversified information channels, individuals can obtain the information they need, thereby strengthening their position as active users. Examining the development trends of contemporary new media reveals an evolution from traditional PC-based Internet channels to diversified online social platforms, and further to the rapid expansion of various short-video industries. Visualization has become the mainstream communication mode in the new media landscape. By analyzing the current state of new media visualization development and the issues it exposes, the integration trends of new media visualization are gradually becoming clear.

### Full Text

#### Preamble

#### Exploring the Video-Centric Trends and Integrated Development of New Media

Chen Chen  
(China Media Group, Beijing 100859)

**Abstract:** The development of various Internet and emerging network technologies has not only improved people's quality of life but also brought greater convenience to daily life. The transformation of media formats is subtly reshaping people's thinking patterns and continuously improving their daily habits. Through diverse information channels, individuals can obtain needed information, thereby strengthening their position as active users. Examining contemporary new media development trends, we observe a shift from traditional PC-

based Internet channels to diverse social networking platforms, and now to the rapid growth of short-form video across various sectors. Video-centric content has become the mainstream communication method in the new media landscape. By analyzing the current state of new media video development and its exposed problems, the trajectory toward integrated development becomes increasingly clear.

**Keywords:** Internet; emerging networks; new media; video-centric; integrated background

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Video serves as the primary information carrier in the new media era and constitutes the main source of information for contemporary Internet users. According to statistics from the China Internet Network Information Center, as of March 2020, China's Internet user base reached 904 million, with an Internet penetration rate of 64.5%. Short-form video, as a new vehicle for new media, has propelled the integrated development of video-centric new media, heralding a new transformation for the new media industry.

### 1.1 Rapid Development Pace

As the scale of new media short-form video development continues to expand, platforms such as Meipai and Miaopai have entered the public consciousness, and public acceptance of short-form video communication formats has steadily increased. Subsequently, Internet giants began financing short-form video platform industries, engaging in fierce competition and even offering substantial subsidies. However, severe content homogenization across various short-form videos has diminished the commercial monetization capacity of these platforms. In response, short-form video platforms have begun integrating hard and soft advertising with e-commerce to build new-era new media platforms.

### 1.2 Diverse and Complex Formats

The technical barrier for short-form video creation is extremely low. As public acceptance of short-form videos continues to rise, video duration has extended from the initial dozens of seconds to several minutes. These minute-long videos can briefly summarize the essential content of a full-length film or allow creators to express personal views on social hotspots and current affairs. Through short-form video platforms, people can create content that satisfies both their creative intentions and audience viewing demands. Additionally, production

methods have become increasingly diversified—creators can remix existing film and television clips or upload self-shot content, using tags to attract user attention [1].

### **2.1 Information Quality Issues Stemming from Dissemination Methods**

New media can overcome the limitations of traditional newspaper layouts and lower information dissemination barriers, but this has also led to explosive growth in social information. The accelerated growth of new media video content means that vulgar information can harm the physical and mental health of minors, while the Internet also hosts numerous rumor-mongers who produce fake information videos to incite social panic. For example, in January 2020, the Yinchuan Cybersecurity Brigade discovered during online patrols that various short-form video websites were circulating videos about “daytime robberies in public places and thefts at bus stations” in the local area, causing public panic. After police investigation, these videos were found to be scripted and staged by a film and media culture studio in Jinfeng District. To attract attention, the studio failed to indicate that the events were staged, causing panic among Yinchuan residents. The public security authorities summoned the studio for a talk and imposed an administrative penalty of a warning and a 2,000 RMB fine [2].

### **2.2 Market Interests Driving Distribution of Harmful Content**

Driven by profit returns from new media video platforms, unscrupulous suppliers ignore laws and regulations to earn greater economic benefits by distributing various types of harmful information onto video websites. From the current state of new media video development, as the number of outdoor advertising media continues to increase, so does the amount of outdoor advertising investment. These outdoor media platforms lack qualifications to broadcast news information, infringing upon public spaces and continuously playing commercial advertisements in buildings, creating visual pollution. Currently, the legal and regulatory system for new media remains inadequate, and unscrupulous operators neglect their social responsibilities to seek profits, preventing the market order from being properly maintained.

### **2.3 Difficulty in Curbing Infringement and Plagiarism**

Copyright does not exclusively refer to literary, artistic, and scientific works—any original public creation can be protected under copyright law. The limited capacity for online information flow review and the inability to trace account owners in virtual platforms make rights protection extremely difficult for creators. Individuals need only use an account without complete identity verification to freely plagiarize others’ statements or distribute others’ works without permission. Such actions seriously infringe upon others’ copyrights.

## 2.4 Need to Enhance Online Credibility

According to statistics from the China Internet Network Information Center, as of March 2020, China's Internet user base reached 904 million, with an Internet penetration rate of 64.5%. Faced with such a massive online population, comprehensive supervision of Internet information represents a long-term process. Currently, government supervision of online public opinion faces considerable challenges, and the lack of oversight and media integration review for new media videos has led many media outlets to use rumors to attract public attention and spread fake news extensively. This makes it difficult to distinguish truth from falsehood in online information, resulting in a deficit of network credibility in new media video development [3].

## 2.5 Consumption of User Time

New media videos occupy large amounts of people's time at very low cost. People become addicted to short-form videos, and exposure to vulgar, sensationalist content degrades their aesthetic appreciation abilities. Amidst explosively growing new media videos, individuals encounter various types of superficial vulgar information that captures their attention while encroaching on their personal time. Coupled with the lack of in-depth commentary online, people easily lose their capacity for independent thinking and judgment when consuming new media video content.

## 3.1 Increasing Standardization of Short-Form Video Production

Against the backdrop of new media video development, video production is gradually moving toward standardized workflows. Creators produce various types of videos based on their personal positioning while accommodating diverse user needs. For example, the channel "Daily Cooks" updates content on a 4-7 day cycle, maintaining a stable production and promotion model while satisfying food enthusiasts' viewing demands, thereby achieving streamlined video production. Professional new media video operation companies manage numerous accounts, with various departments cooperating to construct streamlined video production processes that reduce production costs and effectively improve the production efficiency of new media video platforms.

## 3.2 Narrowing the Distance Between Users and Creators

Creators can more accurately predict user viewing needs through videos, thereby narrowing the distance between users and creators. As video platform content algorithms continue to evolve, they can even help creators uncover users' potential needs for more precise demand capture. Many new media video platforms have already begun establishing recommendation mechanisms, where the system continuously identifies users' actual viewing needs based on changes in their viewing data. As the barrier to short-form video creation continues to lower, creators—regardless of their professional level—can simply use short-form

videos to disseminate their viewpoints. Compared with traditional media, this enables clearer self-positioning and even more explicit planning for new media video development.

### 3.3 Integration of Online and Offline Channels

The development of Internet technology has propelled the advancement of new media video. New media video is not limited to online dissemination channels but also integrates online and offline channels to find more suitable spaces for video propagation—representing an important contemporary development trend. New media video can display content to the public through buses, subways, and office buildings. Compared with advertising content, short-form video content offers greater watchability. During the content conversion process, video also demonstrates superior expressive power, enabling effective connections with product sales chains through short-form videos [4].

## 4. Strategies for Integrated Development of New Media Video

Based on the problems and development trends identified in new media video development, new media video brings both flourishing information and discourse and the risk of discourse 失控 (loss of control). Addressing these issues through effective integrated development strategies promotes both social stability and the healthy development of new media. The following measures are proposed in response to new media video development trends and problems:

### 4.1 Improve Information Audit Platforms

Raising the information audit threshold for short-form video platforms can curb the spread of harmful online information at its source, eliminating such content before it can propagate. As the short-form video industry experiences explosive growth and its social influence expands, platforms must continuously enhance user experience while assuming regulatory responsibility for platform content, helping users gradually form correct value systems during video consumption. For short-form video supervision, platforms can utilize systems similar to NetEase Yidun to intercept negative information such as abuse, pornography, and violations, reducing video security risks and regulatory pressure. Given China's enormous netizen population, information audit work must also leverage public participation. Video platforms should establish civilian information feedback mechanisms to supervise harmful content.

### 4.2 Perfect Online Laws and Regulations

Current online legal and regulatory frameworks require further improvement. Against the backdrop of new media video development, new media video platforms need to establish more standardized online order. The rapid development

of short-form video has made many public opinion incidents originate from these platforms. To meet contemporary society's mobile and fragmented reading needs, short-form videos satisfy these characteristics, providing audiences with greater realism. Combined with low publishing thresholds that enhance netizen participation, public opinion incidents spread more widely. In October 2020, a 60-year-old woman in Ganzhou, Jiangxi, encountered a fake short-form video account impersonating actor Jin Dong. After media exposure, the relevant platform banned thousands of celebrity impostor accounts that had been publishing false information to gain traffic and even defraud audiences of money. China needs to accelerate the construction of online laws and regulations to establish a more comprehensive online supervision system that protects citizens' privacy and copyright. While enjoying greater freedom of speech, citizens must also shoulder responsibilities, preventing people from harming others' legitimate rights and interests in pursuit of economic gain, thereby forming standardized online order and ensuring the healthy development of new media video [5].

### 4.3 Strengthen Public Opinion Guidance

Media activities require management to restrict the spread of false and negative video information content and correctly guide public opinion. In today's complex online environment, we must continuously strengthen positive promotion through new media video to effectively solve problems in new media video development, enabling the Internet to become an important channel for advanced cultural education and making new media video an effective vehicle for contemporary education.

### 4.4 Increase Technical Monitoring and Governance

The dissemination process of new media video involves multiple stages. To ensure content security, closer coordination among all stages is necessary. In the new media video context, video dissemination platforms must establish comprehensive protection systems to effectively supervise information content, ensuring the sustained and stable development of new media video. Video platforms need to inspect communication software and audit processes to maintain a clean Internet environment.

### 4.5 Enhance Media Practitioners' Self-Discipline

Media practitioners must establish basic professional ethics to correct their work attitudes and thereby gain public trust. They should conduct in-depth investigations of issues and increase information dissemination efforts through objective and responsible commentary.

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

*Source: ChinaXiv – Machine translation. Verify with original.*