

## Exploring Development Pathways for News Short-Videoization from the Perspective of Uses and Gratifications Theory: Postprint

**Authors:** Jia Fan

**Date:** 2023-10-08T00:00:00+00:00

### Abstract

With the rapid development of new media technologies, short videos are increasingly emerging and have become one of the important means of news reporting. Promoting the short-video-ization of news is of great significance; however, numerous issues have also arisen in the practical process of news short-video-ization that urgently need to be addressed. Therefore, this paper proceeds from an analysis of Uses and Gratifications Theory to explore the tremendous benefits brought by news short-video-ization from the perspective of audience needs, examine a series of problems existing in current news communication and news short-video-ization, and further propose development paths for news short-video-ization under the Uses and Gratifications framework, with the aim of exploring the development patterns of news short-video-ization and fully leveraging the information dissemination role of news short videos.

### Full Text

## Exploring the Development Path of News Short-Video from the Perspective of Uses and Gratifications

**Henan Radio and Television Station, Zhengzhou, Henan 450008**

**Abstract:** With the rapid development of new media technologies, short-video has risen to prominence and become an important means of news reporting. Promoting the short-video transformation of news holds great significance, yet numerous problems have emerged in practice that require urgent resolution. This paper analyzes Uses and Gratifications theory to examine the substantial benefits of news short-video from the perspective of audience needs, identifies a series of problems in current news communication and news short-video practices, and proposes development paths for news short-video under the Uses and

Gratifications framework. The aim is to explore the developmental patterns of news short-video and fully leverage its role in information dissemination.

**Keywords:** new media; uses and gratifications; news reporting; news short-video; internet

**CLC Number:** G206

As all-media continues to evolve, various media forms are developing and becoming more prominent. The pace of information dissemination far exceeds our imagination, and short-video, as a new form of internet content distribution, has gradually entered our field of vision. Its rapid dissemination speed, novel format, and concise content have led people to watch short-videos during fragmented time for relaxation and entertainment. Consequently, China's short-video user base has grown rapidly to astonishing numbers, with both per capita viewing time and total users showing continuous growth trends. The importance of short-video for information dissemination has become increasingly prominent, gradually capturing the attention of the news communication industry. Major news websites and comprehensive news channels at all levels have begun to make significant changes to their news operations, focusing on news short-video during its rise and establishing content channels for news short-video across major online platforms.

News short-video is highly characteristic of its era and represents one of the reasonable adjustments made by news communication work to adapt to contemporary developmental trends. It is an innovative approach for traditional mainstream media. Short-video news creation involves distillation based on audio-visual integration, and this direct reflection of news scenes provides strong sensory experiences. Compared to television news presented by anchors or newspaper reports, it offers audiences deeper immersion, stronger emotional impact, and greater information capacity, enabling news content to leave more lasting impressions in people's minds [2]. Second, short-video production is simple to operate and can achieve good news dissemination effects without massive investment in human and material resources, substantially improving the efficiency of news communication. Short-video effectively integrates text, images, audio, and video elements, better satisfying audience needs compared to traditional dissemination methods [3]. It aligns with the information acquisition habits of younger audiences and helps stimulate vitality in the news industry. Moreover, news short-video allows the public to obtain various news and information within short timeframes, enhancing news dissemination capacity. Especially for breaking news reporting, it fully guarantees news timeliness and authenticity. To a certain extent, it can eliminate information bubbles, distill the core of news content, and enhance the credibility of news communication. Meanwhile, the integration of mainstream media news dissemination into major short-video platforms can counteract the trend of short-video development toward pure entertainment, provide new pathways for further dissemination of positive energy, play the guiding role of mainstream media, and guide the online public opinion environment toward healthier directions.

Additionally, short-video platforms often feature audience comment functions, enabling better understanding of audience perspectives on news events after publication, achieving two-way interaction in news information dissemination, and enhancing audience participation. Simultaneously, data analysis based on short-video view counts, likes, and comment content can reveal audience preferences for news information dissemination, further clarifying the correctness of news communication perspectives and optimizing news information dissemination. This helps push news information services toward more interactive, service-oriented, and experiential directions, fully leveraging the positive role of Uses and Gratifications theory in communication [4].

### **1.1 The Communication Effectiveness of Uses and Gratifications Theory**

Uses and Gratifications theory is an important concept in mass communication studies, primarily explaining the relationship between media and audiences from a communication perspective. It emphasizes analyzing the importance and subjectivity of information audiences, conducting specific analysis of mass communication from the audience perspective, and guiding mass communication media to prioritize audience needs. In today's society, people generally experience high work and life pressures, easily feel anxious and depressed, and lack time for dedicated entertainment activities. They urgently need newer and faster methods to change their moods and pay attention to events around them. Consequently, short-video has gradually replaced longer entertainment forms such as graphic reading, radio broadcasting, and film viewing in people's minds, satisfying most people's psychological needs. News short-video represents a direction extended from this demand [1].

Based on Uses and Gratifications theory, the development paths of news communication and news short-video should emphasize the characteristics of audience psychological motivations and needs, treat audiences as consumers of news communication products, further explore the essence of news short-video from the audience perspective, consider people's feelings when watching news short-video in the current social environment, rationally examine the development status of news short-video, and better develop news short-video creation and communication services.

### **1.2 Significant Benefits of News Short-Video Under the Uses and Gratifications Framework**

In the new era, with continuous innovation in information communication technology and other related technologies, people's access to information channels continues to increase, competition in news information dissemination becomes increasingly fierce, and the disadvantages of traditional news communication models gradually become apparent. News short-video has emerged as a new form of news communication.

## 2.1 Uneven Quality of News Short-Video Works

Currently, short-video has gradually entered a popularized era, and various problems in news short-video development have begun to emerge. Overall, the quality of news short-video is relatively low, often emphasizing traffic and excessively focusing on audio-visual effects while neglecting content and quality. Moreover, short-video content from various news institutions suffers from serious homogenization, lacks distinctive features, and easily creates aesthetic fatigue. There is a widespread phenomenon of low integration between short-video formats and news communication content, with news short-video lacking in-depth exploration of thematic ideas and rough production quality. Some news short-video creations are crude, lacking video scripts and simply editing news footage, which weakens the influence and social effectiveness of news events themselves, and even leads to excessive or incorrect interpretations of news short-video, hindering the positive impact of news communication content.

## 2.2 Lack of Professional News Short-Video Production Teams

Due to the relatively short development time of news short-video, professional news short-video production teams remain scarce. Currently, most news institutions' short-video production teams still have relatively slow communication thinking, only a general understanding of short-video production and publishing processes, and insufficiently good integration of news content with short-video formats. Employee training models remain in traditional news education methods, with insufficient attention to audience needs. Overall, the development of news short-video has encountered problems related to the lack of high-level creative teams. Consequently, news short-video has insufficient integration with social hotspots, easily deviates in content guidance, and produces significant variations in creative quality.

## 2.3 Limitations of Short-Video Format

Certain inherent format limitations of short-video restrict the development of news short-video to some extent. For example, in news short-video creation, most news information can only be distilled or partially detailed, lacking complete and detailed news descriptions. It cannot fully cover news media information or objectively and comprehensively present reports on many major events. Meanwhile, short-video is currently developing toward a pan-entertainment direction, making many serious news stories unsuitable for short-video presentation. The fragmented, short-duration stimulating reading experience creates a huge conflict with the reflective nature of serious news, and the entertainment of serious news brings certain negative impacts [6].

## 2.4 Insufficient Regulatory Oversight of News Short-Video Dissemination

Behind the rapid development of news short-video lies tremendous pressure for platform regulation, and new media short-video operations carry certain risks. Currently, many news short-videos involve plagiarism or copyright disputes, severe problems such as traffic fraud and vulgar content, and platform information technology currently cannot guarantee the removal of low-quality news short-video. The review and audit intensity for short-video is relatively small, and platform technology needs further improvement. Many short-video applications carry numerous potential risks, easily leading to user data leakage and violation of user privacy, harming users' personal interests. Additionally, many short-video dissemination platforms lack usage time limits, and the enormous appeal of short-video itself leads some audiences to become addicted. These issues cause many audiences to develop resistance to short-video, and consequently, resistance to news short-video development.

### 3.1 Emphasizing the Reconstruction of News Communication Content

News communication and shaping are closely related to the construction of mass culture. Creating healthy news reporting and conducting correct news culture dissemination play major roles in creating a favorable social and cultural environment and promoting social harmony and stability in China. Under the trend of diversification in news communication forms and content, news communication must still emphasize content quality and the reconstruction of news communication content, conducting deep processing of news short-video content based on respect for facts.

In the process of promoting news short-video, we must still adhere to the truthfulness and objectivity of news information content, strive to present clear viewpoints, provide more news information to the masses in a timely manner, and ensure the credibility of news media and the healthy development of the public opinion environment. From the Uses and Gratifications perspective, news short-video should emphasize the direction of public opinion in video content, control details in news short-video, continuously adjust news short-video creation content and formats according to audience needs, find the optimal balance between audience needs and news value, appropriately increase the 趣味性 (interest/appeal) of short-video news, and pursue news short-video works that are close to audiences, move audiences, and attract audiences [7].

### 3.2 Improving the Dissemination Mechanism of News Short-Video Production

Exploring the development path of news short-video under the Uses and Gratifications framework should optimize the dissemination mechanism of news short-video production, improve the workflow of news short-video production, enhance the matching degree between short-video communication media and information,

and strengthen and improve the procedural construction of news short-video release.

News institutions should increase review intensity for news short-video creation, ensuring proper review of pre-production script creation and shooting processes, adhering to the originality and high quality of news short-video content, deeply understanding the connotations of news phenomena, news communication, and news activities in short-video shooting, and reasonably distributing and setting video content. Internally, they should construct a quality evaluation system for news short-video creation, improve details of news short-video, and further avoid reporting errors and misguidance. They should grasp key links in technical investment to improve network functions for news short-video viewing. Meanwhile, they should conduct thematic organization of news short-video works, divide news modules according to news short-video content, arrange them reasonably, establish a complete viewing system, further improve the interactive feedback mechanism of news short-video, and provide convenience for audiences to watch and comment on news short-video [8].

Simultaneously, they should improve regulatory systems to strengthen constraints on news short-video creation, providing clear and specific provisions for infringement acts in news short-video dissemination. They should improve legal mechanisms related to new media short-video operations, strictly follow national review standards for news short-video creation, review, and release, optimize the audience reporting system for news short-video, and work together through multiple parties to increase review intensity for news short-video.

### **3.3 Emphasizing Conceptual Transformation in News Communication Under the All-Media Era**

In the all-media era, news short-video creation should further transform traditional news communication concepts, emphasize Uses and Gratifications theory, and increase data analysis of news short-video communication audiences. By interpreting and grasping the acceptance capacity limits of news short-video audiences, closely connecting with audience life realities, predicting news content and short-video shooting and editing methods that interest audiences, emphasizing the artistry of news short-video expression and creation, continuously enriching the themes and content of news short-video, and promoting news short-video creation to meet audience interaction and communication needs and gratifications, we can fully mobilize people's interest in news short-video and stimulate its vitality.

Relevant news communication institutions should clarify the positioning of news short-video, emphasize its continuous and stable development, explore the depth and breadth of news, and help television media enhance news influence. Meanwhile, they should increase financial support for news short-video creation teams, ensure employee salary, position stability, and benefits, encourage teams to strengthen integration of information resources, and promote diversification of

news short-video photography resource channels. By integrating content production mechanisms and dissemination channels, they can promote continuous breakthroughs in news short-video creation, transform creative thinking, improve core competitiveness of news short-video, and gain favor from news communication audiences [9].

Additionally, short-video platforms should transform content review thinking, attach great importance to current problems, solve them promptly, and handle them seriously to provide a good network platform for news short-video. Short-video dissemination platforms should increase regulatory intensity for news short-video, further optimize the submission mechanism for news short-video manuscripts, conduct simultaneous manual review and intelligent technical supervision, clarify the interests and responsibilities of self-media news short-video dissemination, control the authenticity of personal information dissemination, impose severe penalties for illegal and irregular short-video creation behaviors, and prevent the proliferation of online rumors.

### **3.4 Strengthening the Construction of News Short-Video Creative Teams**

To fully leverage the positive role of news short-video under the Uses and Gratifications framework, relevant news dissemination institutions should emphasize strengthening the construction of news short-video creative teams. First, they should emphasize improving the professional quality of news short-video producers, strengthen the internet thinking of production teams, innovate all-media training models for employees, conduct thematic training and project work discussions, practice new development concepts, and enhance the work capabilities of news short-video production teams. Meanwhile, they should timely adjust recruitment requirements, extensively introduce expert media talents, build innovative, technical, and development-oriented short-video news creative teams, encourage teams to construct innovative work ideas and methods, develop various technologies for news short-video creation, strengthen formal functions, and accelerate independent information technology innovation for news short-video [10].

They should emphasize ideological and moral education for creative teams, enhance their social responsibility construction, conduct team culture building, excavate the core values of news communication content, refine and organize them into short-video formats for creative dissemination, further master the methods of news short-video, and correctly guide online public opinion. They should actively grasp data development trends in news short-video dissemination, understand the concepts of news communication innovation and the value of news short-video, better consider the creative content of news short-video under the Uses and Gratifications framework, pay attention to audience attitudes toward news short-video works, and deeply understand the current big data development status of news communication.

## Conclusion

In summary, we can see that under modern social backgrounds, people' s information acquisition needs have undergone dramatic changes, various information dissemination methods have continuously developed and transformed, and news communication has gradually broken through the forms of traditional media to develop news short-video dissemination methods. Based on Uses and Gratifications theory, various problems in news short-video have continuously emerged, and related work should timely adjust concepts, pay attention to the needs of news communication audiences, improve the quality of news short-video creation, and strengthen supervision of all parties involved in news short-video creation. Thereby, we can enhance people' s experience in obtaining news information through short-video, further strengthen the effectiveness of news information dissemination, and promote innovative development in the news industry.

## References

- [1] Xin Yuqing. Research on the Communication Effect of Knowledge Short-Video from the Perspective of Uses and Gratifications [D]. Liaoning University, 2019.
- [2] Luo Hengqin. Analysis of Effective Methods for Short-Video News Creation [J]. West China Broadcasting TV, 2020(20): 28-30.
- [3] Zeng Yuan. Practice and Exploration of Newspaper Media Developing News Short-Video [J]. China Newspaper Industry, 2020(21): 68-69.
- [4] Zhan Jinli. Analysis of Development Status and Communication Trends of Traditional Media News Short-Video [J]. News Culture Construction, 2020(12): 157-158.
- [5] Shi Xiaolei. Analysis of Development Strategies for News Short-Video from the Perspective of Uses and Gratifications [J]. Research on Transmission Competence, 2020(04): 80-81.
- [6] Chen Xiaoyan, Zhou Jie. Analysis of Short-Video News Functions of Mainstream Media Under Information Overload Background [J]. Radio & TV Journal, 2020(11): 149-150.
- [7] Ao Tuobin. Analysis of Stylistic Features of Short-Video News in the Era of Media Convergence [J]. News Research Guide, 2020(19): 75-76.
- [8] Wu Juan. Analysis of Content Production and Communication Effects of Mainstream Media Short-Video—Taking “Xinwen Lianbo” Douyin Account as an Example [J]. Radio & TV Journal, 2020(11): 151-152.
- [9] Dong Yukun. Making Short-Video a Powerful Tool for News Communication [J]. Reporter' s Cradle, 2020(10): 123-124.

[10] Kang Lina, Shen Jun. Making Short-Video a Powerful “Communication Flow” in Major News Events [J]. Audio-Video Panorama, 2020(05): 28-30.

**Author Bio:** Jia Fan (1982-), female, from Zhengzhou, Henan, holds the title of editor. Research interests: media convergence, news editing.

(Executive Editor: Zhang Xiaojing)

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

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