Exploring New Media Operation Problems and Optimization Measures in Short Video Era

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Abstract. There are still various problems in new media operation in the short video era, which all affect the quality and efficiency of new media operation to different degrees, and also hinder the development of new media field and short video field. Therefore, as the relevant technical personnel must pay attention to the new media operation problems, and then continuously optimize the new media operation methods based on the existing problems.

Keywords: short video era; new media operation; problem analysis; optimization measures.

Some data show that more than 60% of enterprises operate through new media such as short video, WeChat and microblog, forming an enterprise-based new media operation mode, which not only optimizes the enterprise operation mode and improves the enterprise operation structure, but also saves a lot of operation costs and improves the operation efficiency. At this stage, there are still many shortcomings and problems in China's new media operation, which will hinder the development of new media field and short video era if not solved in time. In this regard, this paper takes "short video social new media platform" as an example and analyzes the new media operation problems and optimization measures in the short video era.

1. New media operation and its characteristics

"New media operation" refers to the use of modern mobile Internet technology for product promotion, product promotion and product marketing, a new mode of operation, common new media operation platform tools such as Jitterbug, Racer, WeChat and microblogging, among which Jitterbug and WeChat are more widely used, and even popular in all walks of life. New media operation can also improve product awareness through brand planning and online activities, thus achieving efficient profitability [1].

In addition to the characteristics of two-way communication, personalized communication behavior and diversified communication content, new media operation also has the characteristics of immediacy, interactivity, hyper-temporality and distortion, see Figure 1.

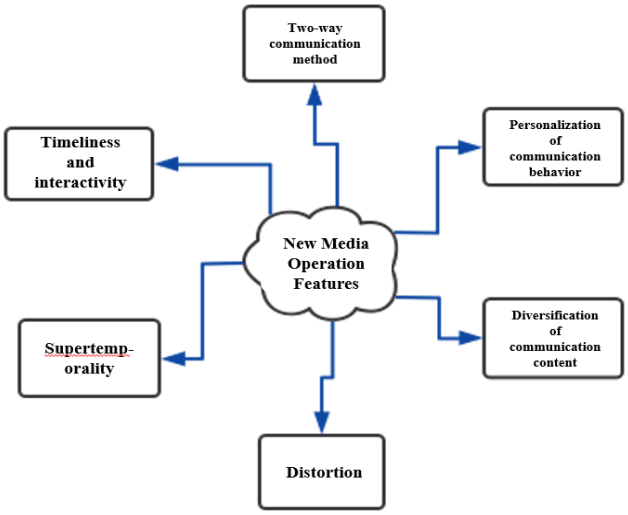


Figure 1. New media operation characteristics.

2. Mobile short video social platform model

Mobile short video social platform is a new media operation platform with high frequency, which not only changes the traditional one-way communication mode, but also realizes two-way interaction and diversified communication, allowing platform users to pass information or find and establish new social relationships through video. With the rapid development of the short video industry, a large number of short video APPs have been developed and put into the market, and data show that the number of short video APPs in the market is close to 300, and the types are diversified and can be divided into tool-based, content-based, community-based and vertical short video APPs according to the platform style and market label [2].

The main functions of tool-type short video APP include special effects and editing, which can edit and beautify the short videos taken and have a low shooting threshold; the main functions of content-type short video APP include shooting, beautification and special effects, which have strong social, operability and authenticity; the main functions of community-type short video APP include publishing and private messaging to make friends, which can help users find and establish new relationships and meet various dating needs; vertical short video APPs have entertainment functions and are most widely used in the fields of beauty and fitness [3]. The representatives of different types of video APPs are shown in Table 1.

Table 1. Representatives of different types of short video APPs

APP type	APP representative
Tool type	All in one small video, LIKE short video, extreme shot, 360 fast video, fast clip, Remix, VUE
Content type	Jitterbug, Racer, Meipai, Weishi, Seconds
Community-based	Xiaopai, Podcast, Videocast, Mushroom Video
Vertical type	Karaoke, Fire Dance Sports, Little Red Lip, Short Cool Voice Video, Ying Huo Short Video, Dynamic Time

In recent years, short video has emerged and its market share has been rising. According to the 49th China Internet Network Development Statistics Report released by China Internet Network Information Center (CNNIC), as of December 2021, there were 934 million short video users, with a usage rate of 91.5% (see Figure 2 and Figure 3).

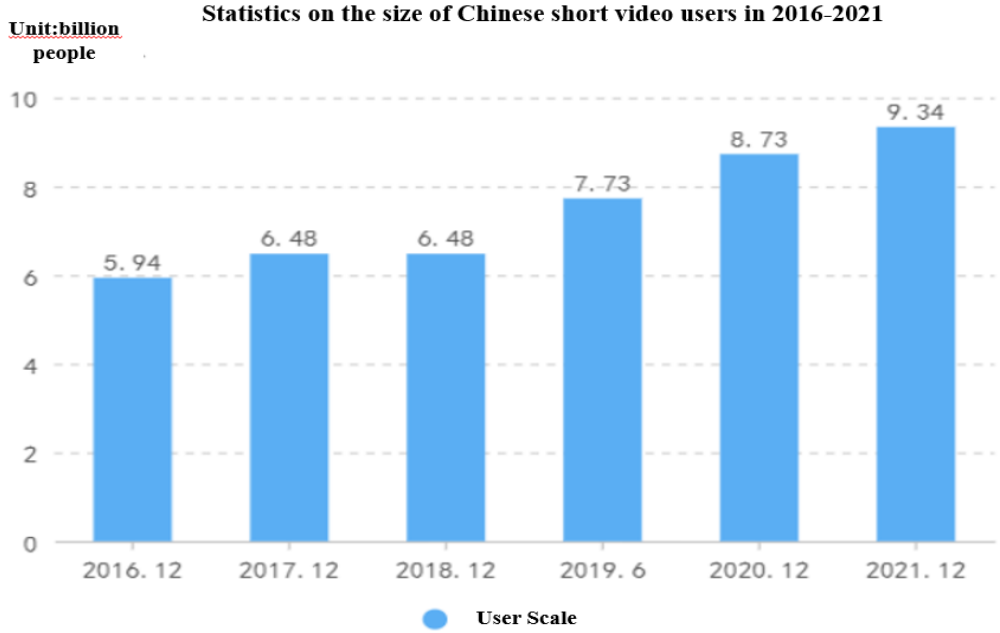


Figure 2. China's short video user scale, 2016-2021 (from "China Intelligence Network: WWW.ASKCI.COM")

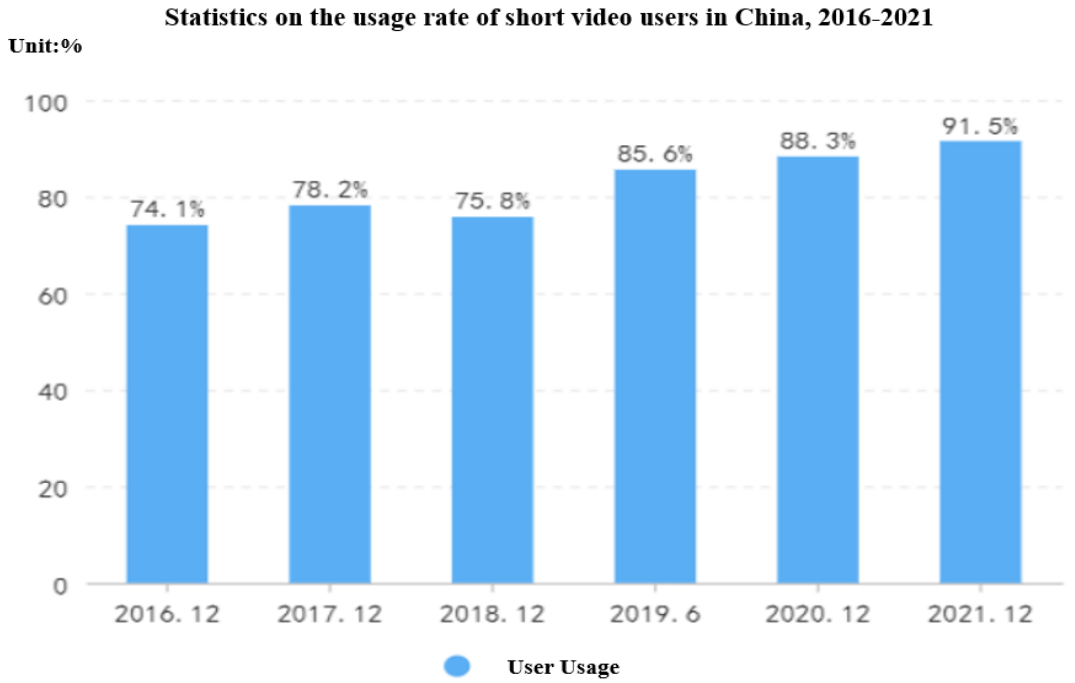


Figure 3. Short video user usage rate, 2016-2021 (from "China Intelligence Network: WWW.ASKCI.COM").

3. Problems of mobile short video social platform operation

3.1 Problems of content quality

With the increase of short video app types and numbers, the number of users and information dissemination methods gradually increase and diversify, which can improve the operation efficiency of short video social platform, but also brings a lot of content quality problems. For example, most short videos are funny videos or direct imitation videos, lacking innovative connotation; there are also many short videos with profitable content and too many negative elements, etc., which lead to the negative impact of short video content on other users' values and so on. The reasons for the low quality of short video content include low level of professional video production, lack of creativity in content, and imperfect content gate-keeping mechanism.

3.2 Problems in branding strategy

Branding strategy is the key to the operation of short video social platform, most users are dominated by the UGC content created, which lacks technical content, professional level and gold content, making it difficult to build content brand. Although many users have realized the importance of brand strategy for short video operations in recent years, and also actively introduce quality content to achieve the creation of PGC content, content branding is still very difficult and requires continuous innovation and establishing good operational reputation to build a good brand image [4].

3.3 Problems in profitability channels

Although mobile short video can achieve live with goods, but because of the late start, its profit model is still in the exploration stage, many profit system and channels are not perfect, and even the operator's poor capital investment and traffic realization ability, higher content production costs, resulting in many operators can only broadcast no quality video to reduce costs, so as to improve profitability. However, this profit model is very unfavorable to the healthy development of short-video e-commerce, and even affects the competitive advantage of short-video operations in the market [4-5].

3.4 Large flow of operation team and professional level need to be improved

The large turnover of the operation team has always been a common problem in the operation of short video social platform, and the professional level of many operation teams is not high, most of them are composed of photography enthusiasts or people who hope to make money through short video operation, so their professionalism is not high and have no relevant operation experience.

4. Optimization of mobile short video social platform operation measures

4.1 Improve the quality of short video content

First, continuously optimize short videos based on UGC and PGC content, minimize the release of entertaining content and increase innovative and knowledgeable content; second, improve the existing operation mechanism of short video social platform and incentive mechanism for quality content production, and raise the threshold of short video operation; third, tap and grab short video professionals or groups, and import professionals directly from universities; fourth, improve the regulatory mechanism . Establish content supervision mechanism and configure content audit team in order to strengthen the audit of short video information content, and also need to hold regular bad content cleaning work to improve video quality.

4.2 Strengthen brand construction and expand brand communication channels

First, pay attention to brand building and ensure the quality of content through platform planning to lay the foundation for brand building; second, increase PGC content publishing, motivate ordinary users to produce quality content, and improve the content screening mechanism to screen quality content; third, set up a PGC content team and use the head effect to drive the platform content construction, and build the brand according to the law of 28; fourth, expand brand communication channels, for example, after successful branding, the brand can be promoted through WeChat, Tencent QQ, Weibo, Today's headlines, Youku, Netease and other channels to improve brand influence [5].

4.3 Expand profit channels

Table 2. Marketing models, characteristics and typical cases of short video social platforms [6]

Marketing models	Features and typical cases
Event marketing	Including positive and negative events, with characteristics of strong relevance, large traffic and fun, typical cases include Haier "520" event, etc.
Word-of-mouth marketing	It is easy to be accepted by audiences, with high value, strong infectious brand stories and rich cultural heritage. Typical examples include the "Power of Music" music review text released by Netease Cloud Music.
Hunger marketing	It is characterized by high profit margin, high brand value and strong psychological resonance. Typical cases include the brand benefits generated by the transformation of royal tea into hi tea.
Viral marketing	It has the characteristics of fast spreading, strong originality and high interest point. Typical cases include the "dummy challenge".
Emotional marketing	With a strong emotional atmosphere, emotional value and other characteristics. Typical cases are "hungry to join hands with NetEase News to open a funeral tea store".
Member marketing	It has specific purpose, strong hierarchy and other characteristics. Typical cases are Taobao double 11 membership activities.
Other marketing models	Knowledge marketing, community marketing, cross-border marketing, etc.

First, create IP industry chain. Excellent comics and novels can be used to make materials for short videos, and then make short videos according to the characteristics of audience groups and so on, and integrate product elements to improve the profitability of short videos; second, introduce diversified payment models. With the enhancement of users' awareness of copyright, many contents need to develop payment schemes, and each short video social operation platform should keep pace with the times and introduce diversified payment modes according to users' needs, such as reward payment and value-added service charges, etc. Third, improve the market operation mode. In addition to the common word-of-mouth marketing and emotional marketing, they can also carry out event marketing, hunger marketing, viral marketing and other business models to expand profit channels, as shown in Table 2.

4.4 Strengthen team building

First, pay attention to the training of short video professionals, and actively introduce and tap short video professionals in order to form a short video social platform operation team with high quality and high professional skill level; second, improve the talent incentive mechanism to encourage them to actively produce quality video content; third, implement the responsibility system. Clearly define the responsibilities of each staff member to ensure that the cause and the person in charge can be found in time after the problem occurs, so that the problem can be solved quickly. In addition, encourage the team to actively learn various video production techniques, information screening techniques, etc.\

5. Conclusion

New media operation has been popularized in various fields, which not only promotes the development of media in various fields, but also improves the informationization and digitalization level of various fields, and allows various fields to quickly adapt to the short video era. New media operation is the main operation tool of many enterprises, and it has played a positive role in promoting the operation and development of enterprises. Therefore, the above briefly outlines the new media operation and its characteristics, then analyzes the new media operation problems with the short video social platform operation as an example, and finally analyzes the new media operation optimization measures.

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