

# Research on the Development Status and Trends of Weblebrity Short Video

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## Abstract

The theme of the information age is information, from a series of network electronic devices are constantly being manufactured and designed and popularized during this period, information is also constantly changing, the current information is the result of the transformation from books to movies, movies to TV, TV to short videos, from the ancient era of books the theme is textual information, and then to the recent emergence of dynamic images of information, the transformation between this comes from information technology The transition from the old days of books, when the subject was textual information, to the recent emergence of moving image information, comes from information technology, and the change of information technology will naturally make the expression of information change. Today is the transition from long video to short video period, long video compared to short video cannot adapt to the current fast social needs, then relatively fragmented, personalized short video has become the mainstream, this paper on the mainstream to explore the current situation and trends.

## Keywords

Weblebrity short video, Current Development Status, Development Trend.

## 1. Introduction

Since 2016, the popularity of short videos has brought about the “weblebrity economy”, which is known as the first year of weblebrity, in which the premise of driving that economy from generation to development step by step to the peak also contains the renewal of technology and the influx of investors. Consumption is the main carriage for economy growth, and how to get the favor of consumers is not only about emotions, but also about how to launch more quality content so that the weblebrity economy can stand firm in the long run. The weblebrity economy is still in its preliminary stage, attracting traffic mainly in fan interaction, and in the face of rational consumer groups, so it is not mature enough, so in the future how to make the weblebrity economy towards professionalism, this is the main problem.

## 2. The Origen of Short Videos

The comprehensive definition of short video lies in the conditions it relies on and the role it plays in economic applications. From the current stage of development, short videos and other kinds of videos are based on the mobile Internet. Compared to other videos, short videos are less than 1 minute, and this feature is very suitable for the current fast and efficient economic situation. People are quickly browsing through a variety of short videos with interesting stories of the day, and at the same time they can quickly spread and share them to social pages to meet the needs.

In terms of the current types of short videos, they are mainly divided into content consumption and entertainment and leisure. Firstly, regarding the aspect of content, this part needs to rely on the producer to provide valuable video information, and here it shows the specialization and equipment expertise of the producer, as the creator of the information production can also freely choose the theme to create and push the results to the social platform. The other as entertainment and leisure type is the need for unique creativity, relying on the fun of the content rather than, thus effectively attracting fans. In the situation of the rising fan economy, the form of content production is also changing, to the point that today a specialized mode of operation has been formed, which includes specialized teams that divide and collaborate. Production of a video content or weblebrity trend, are required from the clarification of each step of the content theme, and then about the creation of content, production, and then to the content of the finishing and packaging, and finally is pushed to the social platform. And this process is borrowed from the case of weblebrity, which can actually be compared to a product, then it is the same as a product from the establishment of the theme then to the development and production then to the packaging and sales, this process of a weblebrity is packaged as a class of people who attract fans and use unique charm and sharing to launch selling points [1].

### **3. Analysis of Short Video News Media Ecology under Weblebrity Economy**

weblebrity short videos have more diverse expressions in the modern multimedia information era, in which the elements of expression need to be considered. Based on the uniqueness of weblebrity short videos, the importance of the strict restrictions of short videos, the connection between weblebrity and the platform, the economy of weblebrity, etc. Such short video elements usually cannot be shown through video and text alone, then the focus is more around the art of communication like visual design, by building on the visual basis to spread short videos, such a process also needs to be accompanied by the creation and re-creation of art. Art is not only from the literary point of view to see the characteristics of short video symbols, but also needs to be understood by the appreciators through the design works after the literary creation, and sometimes more content can be understood from it, which is the re-creation of weblebrity. In the face of the importance of visual communication, there is no doubt that it increases the spread of short videos between people, and further increases the artistic characteristics of this intuitiveness through the intermediate design of visual communication.

In short video communication, visual communication breaks the barrier of short video communication, further increases the spread of short video and promotes people's communication on short video. We know that long-term weblebrity short videos have a certain closed nature, and the popularity in the society is very low, more just in the weblebrity group can be spread to exchange, but in the new era network environment, information dissemination has been very developed, just rely on this point can also know that weblebrity short videos face the opportunity to spread outward, so that the weblebrity economy no longer just stay in the strict limits of weblebrity. This is beneficial to both netroots short video propaganda and short video communication. However, in the face of this form of short video propaganda, it is not enough to just close the door, short video cannot just exist as a closed element, although the weblebrity short video belongs to a special short video, where the nature of the platform makes the short video increased some kind of closed, but this is the same as blocking the outside world to understand how to be in such a special short video short video visual communication is very important. Important. In the face of the need to close the short video symbols to take closed measures, then the relative need to face the need to open communication of short video symbols need to short video design and further dissemination, this is the current short video for the weblebrity category, how to let the weblebrity economy into the people's field of vision,

so that people's view of weblebrity is no longer flat, this point relies on the unique design perspective of visual communication designers to increase the short video Inclusiveness and diversity, which is the current problem that needs to be solved [2].

#### **4. Problems and Challenges of The New Short Video Media**

Regarding the outstanding problems of short video new media, from the current performance is very obvious, we know that information as the element of communication between people, in which reflects the current human thought, but from the current content quality nature, what can be obtained is that people share information content quality is still at a low level, fragmentation, personalization reduces the integrity of information, systemic, often This directly leads to people's attention to information being scattered and unable to go deeper. If we need to focus to summarize, then what we can get is that the current information era is an era of declining human attention, and the ability to sustain attention is scattered, and at the same time, it causes scattered thinking, and it cannot be focused and deepened. This is the problem of the times, however, from the level of survival of the economic form of weblebrity video, what welebrities needs is how to further attract attention in the fragmented information, which is what will face a problem, as the initial development period of the market, the entry threshold of weblebrity is relatively low, then after this ushering in the weblebrity market competition is inevitable. In the whole life cycle of the net popularity economy, it is found that firstly, the cycle time is very short, which lies in the limited information that can provide quality and attract fans for a long time, and the lack of information content cannot meet the market demand, so naturally, it is easy to lose attention and then die out. The second is that many netizens who see this economy as short and easy to enter, broadcast bad content for short-term benefits to gain exposure and popularity, and at the same time, there is also the problem of infringement of secondary creation [3].

#### **5. Future Market Trends in The Short Video Industry**

As a kind of attention economy, the essence of weblebrity is that content is king. Only by continuously producing high-quality and valuable content can we attract more users' attention and turn them into fans, so that they can divert huge traffic to e-commerce platforms and improve their own realizing ability. This can be summarized as "content is king, value is the core, and human text" in order to get more users' love and longer development. There will be competition among the welebrities, and they will be eliminated continuously in the competition. After a new round of elimination, the new welebrities will need to focus on personalization and more quality content, which will result in a good fan base.

#### **6. Conclusion**

In the ocean of information, creators and consumers are always connected, and current creations need to be created around the market needs. With the progress of information technology, new media with short videos as the medium of communication will develop into a professional and team-oriented model. The emergence of weblebrity incubation companies and weblebrity brokerage companies has diversified and formalized the business model and cashing channels of the weblebrity economy. At present, the increasing number of Internet users provides consumption demand for the sustainable development of the net popularity economy. As an emerging industry, short video has a huge potential for its consumption market and development prospects. However, it is undeniable that the netroots industry will face many unknown challenges and difficulties in its future development.

## References

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