Name: 骆春阳

School: PKU University

This article should be divided into 3 main parts, respectively talking about introduction, the main part, conclusion. In the main part, the author argues the theme of this article from three perspectives——the technology, the society to the human needs; the profit driven, innovation to the human needs; the advantages to the widely used.

This article is the author's reflection on the reasons for the rise of short-form videos. Why did short videos quickly dominate the long video market? This is worth thinking deeply. The purpose of this article is to analyze the reasons behind it from some objective perspectives.

These perspectives may not be the same as traditional ways of thinking, as the author intentionally avoids superficial reasons and instead analyzes the necessity of producing short videos, as well as their enormous potential and wide applicability.

The factor of technology was first thought of because it has changed people's way of life. From this perspective, it is not difficult to see that the popularity of short videos is inevitable. In the information age, the convenience of information transmission makes it possible. And this product also meets people's continuous pursuit of a rich spiritual life, which quickly made it popular. This idea is reasonable and credible.

Afterwards, the author began to ponder why the functions of short videos were constantly being updated, while other entertainment apps were not receiving attention and innovation for a long time. So, the author investigated the profits generated by short videos and discovered the reasons.

Finally, the author compared short videos with long videos and discovered their extremely wide applicability. This practicality is not possessed by other products, making short-form videos stand out among numerous products.

However, due to the author's limited professional knowledge, it is not possible to discuss in detail at some deeper levels, such as economic and cultural internal factors. There is more to be pondered on regarding this issue.