What makes the rapid rise of short videos unstoppable

Introduction:

Short videos refer to brief video clips with a concise duration typically ranging from a few seconds to a few minutes. These videos are created and consumed primarily through digital platforms and social media applications. Short videos often have a specific focus or theme and are designed to capture the viewer's attention quickly due to their brevity. They can encompass a wide range of content, including humor, entertainment, education, news, and personal narratives. With the advancements in technology and the widespread use of smartphones, short videos have become increasingly popular and accessible as a form of entertainment and communication.

Short videos first emerged in the United States. In 2011, the short video social app Viddy was officially launched in the United States, allowing users to create and disseminate UGC video content that is short, real-time, and flexible in form, marking the official birth of the short video UGC platform. In March of the same year, Kwai went online to locate the tool for making and sharing GIF dynamic maps, and announced the transformation to a short video platform in November 2011, opening the early exploration of the short video field in China.By June 2023, the number of domestic short video users has reached 1.026 billion, accounting for 95.2% of the total Internet users. Short-form vedios has quickly gained widespread popularity throughout China and even the world, and the speed is astonishing. This article will discuss the reasons behind it from multiple perspectives, which will serve as a reference for promoting the development of digital products in the context of the information age.

Body:

1.Technology

Information technology has developed unprecedentedly rapidly in recent years. By the end of 2022, approximately 54% of the global population owns smartphones, or approximately 4.3 billion people. Another report shows that the global mobile phone penetration rate is close to 80%, while China's mobile phone penetration rate exceeds the global average, which shows that the Internet and mobile devices have been widely popularized. With the emergence of the first software on mobile phones, people are beginning to explore more forms that attract the public, such as chat functions, photography, and games on mobile phones. So some people discovered that they could use the convenience of the internet to create a platform where people can share their daily lives through short videos. But a increasing number of people are starting to develop short video features, not limited to clips of daily life, but choosing innovative video content, such as science popularization videos, promotional videos, funny videos, and so on. Meanwhile, the emergence of new algorithms in computers has enabled apps to quickly push personalized videos to different users based on big data, enhancing its convenience. This reduces the time cost people spend on entertainment in searching for videos, which has led to the rise of short-form videos.

2.Society

Modern people's lives are becoming increasingly busy, and they urgently need an entertainment tool that can meet the fragmented consumption needs. Art leader Andy Warhol once said, "Everyone can become famous within 15 minutes." But when modern people can't even squeeze out these fifteen minutes of free time, 15 second videos immediately become significant. The development of technology has made this form of entertainment possible. This type of short but rich and diverse video can quickly attract public attention and gain widespread popularity. People can click on videos while queuing for lunch or taking a bus on the road to enjoy relaxed and enjoyable moments. People nowadays can enjoy a movie by watching a video commentator's explanation, instead of spending two hours watching it in person.

3. Commercialization:

The rapid development of science and technology, such as the emergence of the Internet, mobile phones, wireless networks and so on, has promoted various industries to improve their development models. Many entrepreneurs are looking for ways to commercialize technology products, and the emergence of short videos has stimulated a large number of downloads. However, the key lies in how to use short videos to earn more profits. So many methods were developed. Capitalists began to insert advertisements into short videos and invented the function of online tipping to make profits. Undoubtedly, this has also enriched the functions and forms of short videos, to some extent promoting the development of short videos. Similarly, the subscription function has also been developed, allowing video bloggers to sign contracts with companies, join a team, and collaborate to earn traffic revenue from shooting short videos. This measure improves the quality of short videos and attracts more people to watch them.

4. Advantages

Short videos were initially considered a form of entertainment, but soon this boundary was broken. Short videos are gradually being applied in fields such as education and publicity, and have witnessed their outstanding performance. People constantly innovate the methods of using short videos, which keeps the popularity of short videos on the rise. In an experiment on the education of radiology in undergraduate classes A and B at South China University, it was found that the improved teaching method of using short videos resulted in better teaching feedback compared to traditional teaching methods.

Conclusion:

The development of short videos is an inevitable result of considering human and technological factors, and its diversity will keep it highly popular for a long time in the future. Essentially, with the continuous improvement of people's material conditions, it is inevitable for them to pursue more diverse and efficient forms of entertainment, and the flourishing development of technology has provided a prerequisite for it. Therefore, the rapid rise of short videos is not surprising. As for when may the popularity of short videos decrease? Perhaps one day, a more attractive form of entertainment will emerge and replace it.

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