**What Makes Short-form Videos Developing Unstoppable?**

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Short videos refer to brief video typically ranging from a few seconds to a few minutes. These videos are created and used 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. They can encompass a wide range of content, including humor, entertainment, education, news, and personal narratives.

Although short-form video is a new emerging model, it has been developing astonishingly fast and has quickly gained widespread popularity throughout the world. Just take TikTok as an example. It was invented less than ten years ago. However, according to the data on the SensorTower (2021), by the end of 2020, TikTok have exceeded 3 billion downloads in the global App Store and Google Play. By the end of 2021, TikTok’s users have spent more than 2.5 billion dollars on TikTok. In 2024, TikTok ranks seventh in the list of the world’s 25 most valuable brands(Brand Finance, 2024).

What has led to the booming development speed of short-form videos, and will it continue to be maintained? 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.

**1.Technology——Society——Human needs**

Information technology has developed unprecedentedly rapidly in recent years. Digital products have been widely popularized, and most people have access to the Internet. According to a survey by GlobalWebIndex (GWI, 2015), 80% of people have smartphones globally in 2015. By the end of 2015, the daily usage time of mobile devices worldwide has increased to over 2 hours.

But the development of technology has also led to a faster pace of society. People can receive various types of information anytime, anywhere. At this point, long videos could no longer meet people's needs, and only videos with short duration and rich content can replace them. New developing technology precisely makes this possible.

Besides, the power of cloud computing and big data is becoming increasingly significant, and the rapid development of big data has changed the way humans live and think. The emergence of those algorithms in computers has enabled apps to quickly push personalized videos to different users, enhancing its convenience. This reduces the time cost people spend on entertainment in searching for videos. The idea of "everything can be data-driven" has emerged and is affecting various aspects of people's lives (Cao & Hu, 2019).

Meanwhile, the emergence of some new technologies has enabled not only video operation groups to produce high-quality short videos. People can create exquisite videos, by utilizing the functions on their phones, such as special effects and sound effects. As Wang and Lu (2022) found in their research, the likes and comments function in the video also provides feedback to the creators, making continuous upgrades for short video creation.

The development of technology is conducive to meeting people's needs in today's fast-paced society, which has become a major reason for keeping short-form videos vibrant.

**2. Profit Driven, Innovation ——Human Needs**

Creating and curating content isn't the only way to be seen on TikTok. Short-video platforms like TikTok also offer a variety of paid opportunities to get your content into your target audience's feed. Donna (2021) believes that one of the most popular are ads in the videos. These so-called native ads look just like normal Facebook posts and show up directly in users' news streams, not along the side of the page like traditional banner ads. Compared to regular advertisements, these advertisements focus more on the user experience. Native advertising in short videos embeds brand marketing into the video scene. The platform has also added convenient features for this. Hu (2023) found that as the video plays, when advertising products appear in the scene, the product's tab bar will pop up, and users can click to enter the purchase page. He believes that big data has played a crucial role. Relying on big data algorithms for personalized advertising, the products in the advertisement can meet the needs of the audience.

At the same time, the function of tipping videos has been developed. According to Hu, this is also a means of developing short-video features using new technologies for profit, which brings two-way feedback. Both companies and video bloggers earn profits, and video bloggers will increase cooperation with operating companies to create more attractive works, forming a positive cycle.

Short videos are not only an emerging model, but also a business opportunity in the new era. Merchants use new technology development models to innovate the content and functions of short videos to meet the consumption needs of users and provide positive feedback from them.

**3. Advantages——Widely used**

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. This has also become a significant feature that sets it apart from other forms of entertainment.

A study on 1083 Australian medical students showed that the vast majority (92%) use online teaching videos to supplement their learning (Nadine & Utkarsh, 2019). The use of videos is now becoming a mainstay of medical education. During the epidemic, online classrooms have emerged, and the lack of face-to-face communication has resulted in poor teaching effectiveness in physical education courses. But incorporating short videos into physical education teaching has made up for this, according to a research by Zhao and Liu (2021). It enables students to understand the learning content before class, explore learning on their own during class, and review short videos after class, resulting in significant teaching effects.

Short videos have become a common tool that can be used in various aspects of life, which is the most prominent advantage compared to long videos and has become an important factor for their widespread use and flourishing development.

**Conclusion:**

Short-form videos developing is an inevitable result considering human and technological factors, and its diversity will keep it highly popular for a long time in the future. Essentially, with people's material conditions improving continuously, it is unavoidable for them to pursue more diverse and efficient forms of entertainment, and the flourishingly developing technology has provided a prerequisite for it. The unique form of short videos also enables them to integrate with many industries and showcase their advantages. 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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