

Group13--Media Influencer in Douyin

Introduction:

In this podcast, Group 13 interviews a well-known self-media blogger named Mr. Sheep. Mr. Sheep's fans reached nearly 200,000 at Douyin platform in Chinese Internet.

I choose this podcast aim to understand the self-media blogger how to generate creative revenue. I lack knowledge of the self-media industry. So, this interview may be can solve my shortcomings.

Content Analysis:

In this interview, the guest tell the opportunity to become a video blogger. Mr. Sheep is more out of a the psychology express his own view at internet to arouse resonance in others. With the sudden explosion of a short video, making he firm up the ideas for making short videos. Trough the podcast, Mr. Sheep talked about many things that the audience interested in. For example, he demonstrated the income form self-media by talking his personal experience.

Further more, after host ask all question, Group 13 organizes fans to ask Mr. Sheep problems. In this case, you can see interaction between bloggers and fans, you never forecast the question that fans ask. This adds to the interest of the interview. The fans want to know the strengths and weaknesses about the self-media industry. When she asks this question, Mr. Sheep can reply as soon as possible: "As a student, he may not have much time, and also easy to produce inertia."

After watching the this podcast, I think face-to-face question-and-answer sessions with the audience in video is a good way to close the distance between the blogger and audience. Bloggers can give a sense of closeness to the audience, it means proximity is important. One of the reasons why Lei Jun of Xiaomi became so popular is that he has no sense of distance with the audience. Therefore, as a video creator, you also need to do this.

When answering questions, the guests will give some vivid examples to discuss the questions asked by the host in more depth. So the topic still has depth.

However, there are some problems in this podcast. The host asked questions too bluntly. I think it should ask from the superficial to the most depth. When the guests were answering, they should be guided in time to avoid going off topic.

Engagement Techniques:

In the first place, there is no doubt that 13 Group recording a podcast with through fan Q&A is innovative. And the guest always combine reality when answering questions which makes the Q&A more impressive.

The only shortcoming is that the host's ability to control the situation is not good enough, and the questions asked are not in-depth enough. It leads to the podcast is very boring. Can't catch audience's eyes.

But each link is closely linked. Although this video is 35 minutes, link close can make audience feel attractive.

Above all, this podcast is made successfully.

Personal Reflection and Application:

After watching this video, I get a lot of knowledge from Mr. Sheep. Not only his personal experience, but also he said about the current state of the self-media industry. Let me know how to begin make a video media, how to earn money in this industry and so on. And I was also alerted by their inadequacies in interviews, to make us better and better.