A Survey of Short-form Video Participatory Culture Algorithmic Curation Meme Aesthetics Digital Ethnography Visual Communication and Cultural Hybridity

Abstract

The digital landscape, characterized by short-form videos (SFVs), presents a dynamic ecosystem where participatory culture, algorithmic curation, meme aesthetics, digital ethnography, visual communication, and cultural hybridity converge. This survey explores how platforms like TikTok and Instagram foster user engagement and content creation, reshaping cultural narratives and consumer behavior. SFVs enhance brand recognition and influence purchase intentions, while algorithmic curation personalizes content delivery, raising ethical concerns regarding transparency and echo chambers. Meme aesthetics enrich SFV content through humor and cultural references, impacting visual communication and audience engagement. Digital ethnography provides insights into online interactions, despite challenges like generalization and reliance on self-reported measures. The blending of cultural elements in SFVs promotes global cultural exchange, challenging traditional boundaries and enriching digital media landscapes. This survey highlights the transformative role of SFVs in shaping cultural narratives and consumer landscapes, emphasizing the need for future research to refine content personalization, explore ethical implications of algorithmic curation, and leverage emerging technologies for enhanced user experiences. The conclusion acknowledges the ethical challenges posed by deepfake pornography and emphasizes the need for innovative detection methods and cross-platform analyses to understand visual content performance across social media channels.

1 Introduction

1.1 Significance of Short-form Videos

Short-form videos (SFVs) have become a pivotal element of the digital media landscape, transforming content production, consumption, and dissemination worldwide. Platforms like TikTok and YouTube lead this shift, particularly engaging younger demographics who favor concise and captivating content [1]. The engaging nature of SFVs caters to contemporary preferences, enhancing user interaction and sustaining platform vitality [2]. This format not only accelerates content consumption but also expands the scope of digital communication, establishing itself as a vital medium for information dissemination and public discourse.

In marketing, SFVs significantly enhance brand engagement and optimize influencer strategies, reflecting their influence on consumer behavior [1]. The migration of critical discussions, such as climate change, to platforms like TikTok exemplifies SFVs' effectiveness in engaging diverse audiences on pressing global issues. Despite concerns regarding their addictive nature and potential adverse effects on cognitive functions and academic performance, especially among students, SFVs
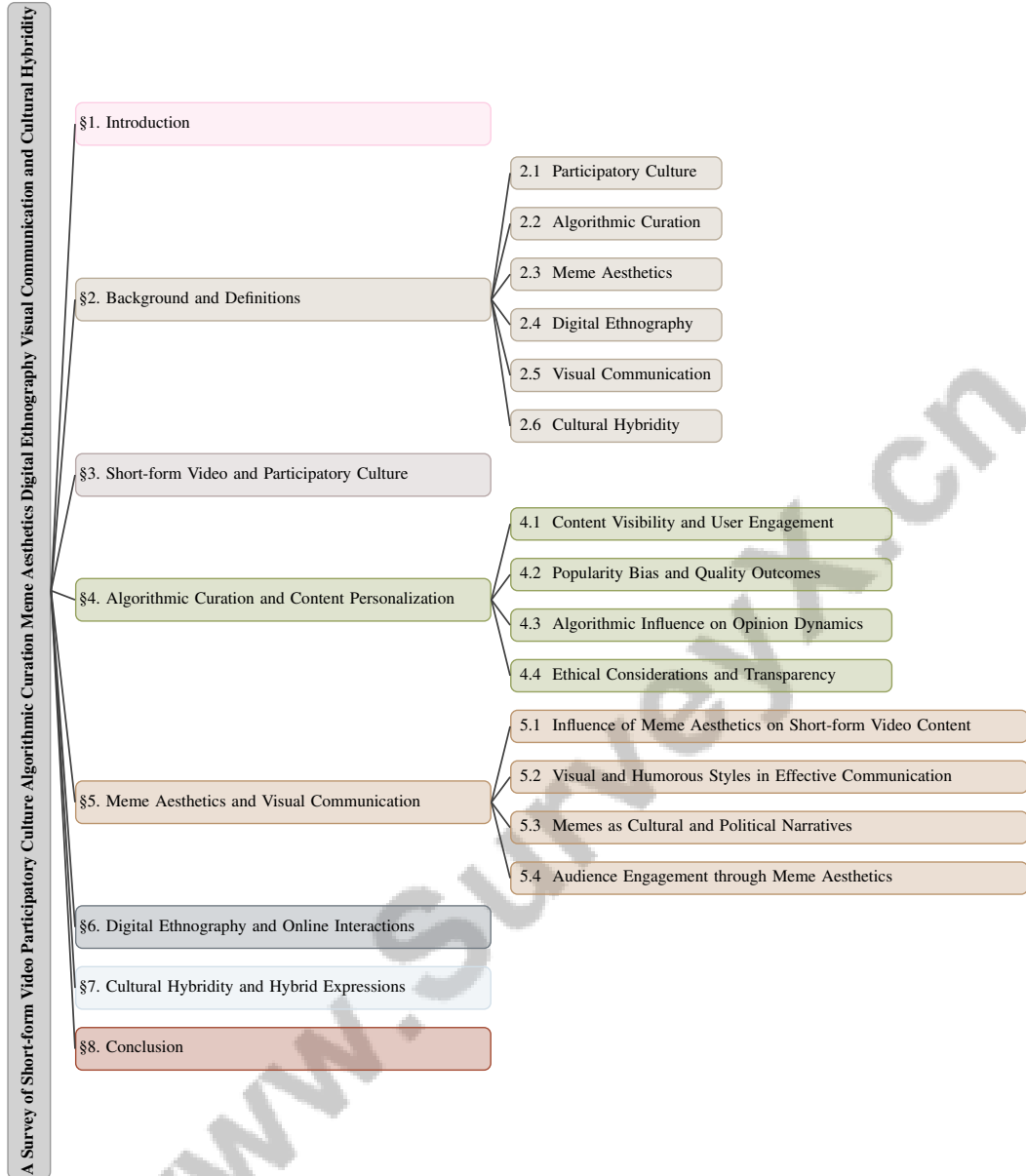
Figure 1: chapter structure

play a crucial role in fostering community engagement and improving visual communication skills through principles of visual literacy [2].

As the digital media landscape evolves, SFVs exemplify the transformative potential of digital media, reshaping cultural narratives and consumer dynamics. Their role in challenging traditional media paradigms, as seen in movements like Black Lives Matter, highlights their capacity to influence social and political narratives, underscoring the growing significance of short-form videos in digital media [1].

1.2 Interconnectedness of Key Concepts

The digital landscape, characterized by the rise of short-form videos (SFVs), embodies a complex ecosystem where participatory culture, algorithmic curation, meme aesthetics, digital ethnography, visual communication, and cultural hybridity are intricately connected. Platforms like TikTok and Instagram illustrate this synergy, promoting user engagement and content creation that shape modern

digital interactions [3]. The participatory culture inherent to these platforms empowers users to engage actively with content, cultivating communities that contribute to and reshape cultural narratives [4]. This transformation in cultural production and consumption is particularly evident in regions such as South Asia, where digitalization has significantly impacted traditional media landscapes.

Algorithmic curation is central to this dynamic, personalizing content delivery and influencing user engagement and identity formation. On platforms like TikTok, personalized algorithms shape users' perceptions and interactions with content, affecting their digital identities [5]. The rapid fluctuations in content popularity highlight the interplay between participatory culture and algorithmic curation, emphasizing the need for nuanced understanding of these interactions [6].

Meme aesthetics further enhance this interconnectedness by providing a visual and humorous framework that enriches communication and engagement. Memes, as cultural artifacts, critique and emulate traditional media forms, blurring the lines between amateur content creation and established media [7]. This phenomenon underscores the role of visual communication in conveying complex messages succinctly, enabling users to connect literary themes with personal experiences.

Digital ethnography offers a methodological lens to investigate these interactions, yielding insights into the formation and evolution of online communities. By analyzing user behaviors and content trends, researchers can better comprehend the cultural hybridity arising from the amalgamation of diverse cultural elements in SFVs [8]. This hybridity fosters global cultural exchange, facilitating the emergence of new, hybrid expressions that transcend traditional cultural boundaries.

The interconnectedness of these concepts underscores the multifaceted nature of the digital media landscape, where SFVs serve as conduits for cultural expression, identity formation, and community engagement. This intricate web of interactions necessitates a comprehensive approach to studying the impacts of SFVs on mental health, educational outcomes, and societal norms [9].

1.3   Structure of the Survey

This survey is meticulously designed to investigate the complex digital ecosystem influenced by short-form videos (SFVs), examining interconnected themes such as user engagement, psychological impacts, and content strategy effectiveness across various social media platforms [10, 1, 11, 12, 13]. The paper begins with an introduction that emphasizes the significance of SFVs in the contemporary digital media landscape, followed by a discussion on the interconnectedness of key concepts including participatory culture, algorithmic curation, meme aesthetics, digital ethnography, visual communication, and cultural hybridity.

The second section delves into the background and definitions of these core concepts, providing a comprehensive understanding of their relevance and interconnections. This includes defining participatory culture and its role in digital media, exploring the impact of algorithmic curation on content personalization, and examining meme aesthetics and their influence on visual communication. Additionally, we discuss digital ethnography as a method for studying online interactions, the role of visual communication in SFVs, and the implications of cultural hybridity in digital media.

The third section focuses on the relationship between SFVs and participatory culture, highlighting platforms and user engagement while analyzing participatory culture's effects on content creation and consumer behavior. The fourth section scrutinizes algorithmic curation and content personalization, discussing implications for content visibility, user engagement, and ethical considerations surrounding algorithmic influence.

In the fifth section, we explore meme aesthetics and their role in visual communication, examining how they shape SFV content and enhance audience engagement. The sixth section introduces digital ethnography as a tool for studying online communities, addressing both challenges and opportunities, and providing case studies to illustrate its application.

The seventh section investigates cultural hybridity and hybrid expressions within SFVs, discussing their impact on identity and representation, as well as their role in facilitating global cultural exchange. Finally, the conclusion synthesizes the survey's findings, reflecting on the interconnectedness of the concepts and suggesting potential directions for future research.The following sections are organized as shown in Figure 1.

2 Background and Definitions

2.1 Participatory Culture

Participatory culture signifies a pivotal shift in digital media, marked by active user involvement in content creation, sharing, and interaction. Platforms such as TikTok and YouTube Shorts exemplify this shift, transforming users from passive consumers to active producers of content that reflects their cultural and social milieus [1]. This engagement accelerates collective attention towards cultural phenomena, reshaping digital landscapes [14].

The diverse relevance of participatory culture fosters an interactive environment where individuals contribute to content dissemination. This is evident in the rise of educational and popular science videos, engaging audiences through community-driven initiatives [2]. In language education, collaborative practices via technology, such as computer-mediated communication tools, significantly enhance learning experiences [15].

In marketing, participatory culture is essential for audience engagement, as seen in TikTok hashtag challenge advertisements that affect consumer attitudes, brand recognition, and purchasing behaviors [16]. However, this participatory nature also poses challenges, such as the potential negative impact on students' academic performance due to addiction to short-form video apps.

Despite algorithmic complexities and evolving digital communication, participatory culture remains integral to digital media, influencing marketing strategies and user engagement. Platforms like TikTok encourage environments where users engage in self-presentation and develop folk theories about algorithmic behavior, enhancing their navigation of these systems. The interplay between user-generated content and audience agency underscores the potential for meaningful interactions, reshaping communication in the digital age [17, 8, 18, 19]. Understanding these interactions is crucial for grasping the complexities of contemporary media landscapes.

2.2 Algorithmic Curation

Algorithmic curation is pivotal in digital media, especially on platforms like TikTok and YouTube, enhancing content personalization and user engagement. Sophisticated algorithms analyze user behavior and preferences to align content with individual interests, thereby improving user experience [20]. This personalization mirrors feature selection in machine learning, optimizing efficiency by focusing on relevant user data dimensions [21].

Beyond simple content matching, algorithmic curation captures complex user interactions, catering to both light and heavy users to ensure relevant content recommendations and prolonged platform engagement [20]. However, it faces challenges like reinforcing filter bubbles, which limit exposure to diverse content and hinder new idea discovery [22]. In education, algorithmic curation aids in selecting suitable technological resources for language learning amid overwhelming options [15].

Despite its benefits, algorithmic systems' opacity can undermine user trust, as many users remain unaware of how their data shapes their experiences. Transparency is essential for fostering trust and enhancing user engagement. Research emphasizes the importance of fairness, accountability, and transparency (FAT) in algorithmic services, significantly influencing user experience and engagement willingness. The design and tuning of algorithms can enhance or diminish perceived content quality, highlighting the need for a better understanding of these mechanisms to maintain user satisfaction in an increasingly algorithm-driven landscape [23, 24, 25, 26].

Algorithmic curation thus plays a crucial role in personalizing content to mitigate information overload and limited user attention. It not only tailors media experiences to individual preferences but also influences opinion dynamics within social networks, potentially reinforcing echo chambers. As algorithms increasingly arbitrate decisions across domains, understanding their impact on perceptions of fairness, accountability, and transparency is essential for fostering trust and enhancing user experiences [27, 28, 22, 26, 25]. Addressing challenges related to filter bubbles, transparency, and ethical considerations will be crucial for optimizing personalized digital experiences.

2.3 Meme Aesthetics

Meme aesthetics, encompassing visual and cultural elements, serve as potent communication tools in digital media. Characterized by humor and relatability, memes convey complex social and political messages succinctly [29]. By leveraging cultural references, memes enhance engagement, allowing users to connect with content on personal and cultural levels [7].

Political memes demonstrate meme aesthetics' influence on visual communication, mobilizing public opinion and facilitating discourse. Case studies, such as those on meme usage in Puerto Rico, illustrate memes' roles in political mobilization and cultural expression [30]. The nuanced visual and textual elements of memes require an understanding of underlying cultural contexts to fully appreciate their impact [29].

Analyzing meme formats like the Distracted Boyfriend meme reveals how object labeling and image macros enhance communicative power. These formats often use humor and satire to critique societal norms, making them effective tools for engagement and commentary [31]. The integration of viral visuals with compelling messages underscores memes' capacity to resonate with diverse audiences, amplifying their reach and impact [29].

In short-form videos, meme aesthetics significantly shape content and viewer engagement. The challenge of detecting humor in these videos, as noted in research on video language alignment, emphasizes the importance of understanding meme aesthetics for developing nuanced content analysis methods [32]. As digital media evolves, meme aesthetics continue to drive innovation and creativity in content creation and dissemination.

2.4 Digital Ethnography

Digital ethnography is a methodological approach for studying online interactions and communities, particularly relevant in transient digital environments like Twitter, Instagram, and YouTube [19]. Extending traditional ethnographic techniques to virtual settings, it reveals insights into social media dynamics and their impact on social life [33]. By examining the intricate socialities enabled by digital platforms, digital ethnography uncovers new forms of social interaction and cultural expression [34].

In higher education, digital ethnography enhances understanding of teaching and learning processes, addressing knowledge gaps through rigorous data collection and ethical considerations [35]. This methodology challenges classical notions of fieldwork and representation by adapting to digital media environments' unique characteristics [36]. The personal and contextual challenges inherent in conducting digital ethnographic research underscore its complexity and the need for methodological innovation [37].

Digital ethnography's application extends to language education, facilitating the study of technology-mediated social interactions that enhance language learning [15]. The coronavirus pandemic underscored digital ethnography's significance, as mobility restrictions necessitated a shift to online platforms for social and academic interactions [38]. This adaptability highlights digital ethnography's value in capturing the evolving nature of online interactions and its potential contributions to various fields of study.

2.5 Visual Communication

Visual communication is fundamental to short-form videos, serving as a critical medium for conveying messages, evoking emotions, and engaging viewers within brief content formats. The immediacy and brevity of short-form videos necessitate clarity and impact in visual messaging, compelling creators to communicate effectively within limited timeframes. Maintaining high video quality while ensuring emotional resonance with audiences presents a significant challenge [39].

The effectiveness of visual communication in short-form videos is enhanced by interactive features that foster deeper audience engagement, allowing viewers to actively participate in content experiences. This interactivity strengthens the connection between content and audience, enhancing memorability, as users are more likely to remember content they interact with [40].

In advertising and marketing, clarity and emotional resonance in visual communication are pivotal for successful video campaigns. The length of video advertisements and their emotional or rational appeal significantly influence effectiveness, underscoring the importance of visual communication in

capturing audience attention and conveying messages. The communicability of visuals, particularly in the context of AI-generated images, highlights the necessity for clear and engaging visuals to effectively convey messages and capture audience interest [40].

Augmenting short-form videos with data visualizations further emphasizes the importance of maintaining the prominence and comprehensibility of original information, ensuring audiences can quickly grasp intended messages without being overwhelmed by additional visual elements [39].

Visual communication plays a crucial role in the success of short-form videos, enabling creators to deliver concise and impactful messages that resonate with audiences. As the digital landscape evolves, effectively leveraging visual communication, particularly through short-form video content (SVC), will be vital for engaging and influencing viewers. Research indicates that SVC enhances brand engagement and satisfaction with influencer experiences, significantly impacting viewer responses in business-related educational contexts. Factors such as humor, narrative, and perceived credibility are essential for fostering emotional and rational connections, ultimately driving follower growth and enhancing marketing capabilities. Mastering these elements of visual communication is key to capturing audience attention and promoting brand perception [39, 41, 11, 1].

2.6 Cultural Hybridity

Cultural hybridity in digital media refers to blending diverse cultural elements, resulting in new expressions that transcend traditional boundaries. This phenomenon is particularly evident on short-form video platforms like TikTok and Douyin, where creators draw from various cultural influences to produce videos appealing to global audiences while retaining unique local flavors [8]. The cross-cultural exchange facilitated by these platforms underscores digital media's dynamic nature, where cultural hybridity fosters innovative content creation that resonates with diverse audiences.

Cultural hybridity's impact on digital media challenges conventional notions of cultural production and consumption. The integration of deepfake technology exemplifies a new form of cultural production, reshaping fan culture and media engagement, highlighting digital tools' transformative potential in creating hybrid cultural expressions [42]. This technological advancement enables seamless blending of cultural elements, offering novel ways for audiences to interact with and reinterpret media content.

Despite the opportunities presented by cultural hybridity, challenges remain in effectively capturing and understanding these hybrid expressions' nuances. Traditional scientific communication methods, which prioritize textual analysis, often overlook digital media's visual and cultural dimensions [39]. Additionally, novices' tendency to adopt narrow approaches to visualization may limit the exploration of diverse cultural representations, emphasizing the need for comprehensive methodologies that embrace cultural hybridity's complexity [43].

Current studies often neglect the diverse user practices and specific local contexts shaping digital interactions, leading to a generalized view of digital culture [4]. To appreciate cultural hybridity's impact in digital media fully, it is essential to consider the unique cultural contexts informing content creation and consumption. This approach enriches our understanding of digital culture and highlights cultural hybridity's potential to drive innovation and creativity in digital media landscapes.

In recent years, the evolution of short-form video platforms has transformed the landscape of digital media, particularly in terms of user engagement and content creation. Understanding this shift requires an examination of the hierarchical structure that underpins these platforms and the participatory culture that surrounds them. Figure 2 illustrates this hierarchical structure, highlighting key aspects of platform user engagement, content creation, and consumer behavior. This figure emphasizes the significant role of both technological and psychological factors in enhancing user experiences and engagement. Furthermore, it elucidates the impact of participatory culture on the media landscape and consumer decisions, thereby providing a comprehensive framework for analyzing the dynamics at play in contemporary digital interactions.

Short-form Video and Participatory Culture

Platforms and User Engagement

Content Creation and Consumer Behavior

Platforms Revolutionizing Digital Media

Technological Advancements

Psychological Factors

Empowerment through Participatory Culture

Impact on Consumer Behavior

Optimizing Content Delivery

TikTok and Instagram promote user-generated content.

TikTok's algorithm enhances user engagement.

Features like TikTok Hashtag Challenge Advertisements boost brand recognition.

Neural Linear Bandit improves long-term user engagement.

Technological innovations enrich user experiences.

Self-compensation motivation mediates stress and video addiction.

Higher stress correlates with increased addiction risk.

Users shape media landscape through user-generated content.

Algorithmic enhancements optimize content delivery.

SFVs foster connections with brands, impacting purchases.

User-driven content enhances consumer engagement.

SFV content boosts brand engagement.

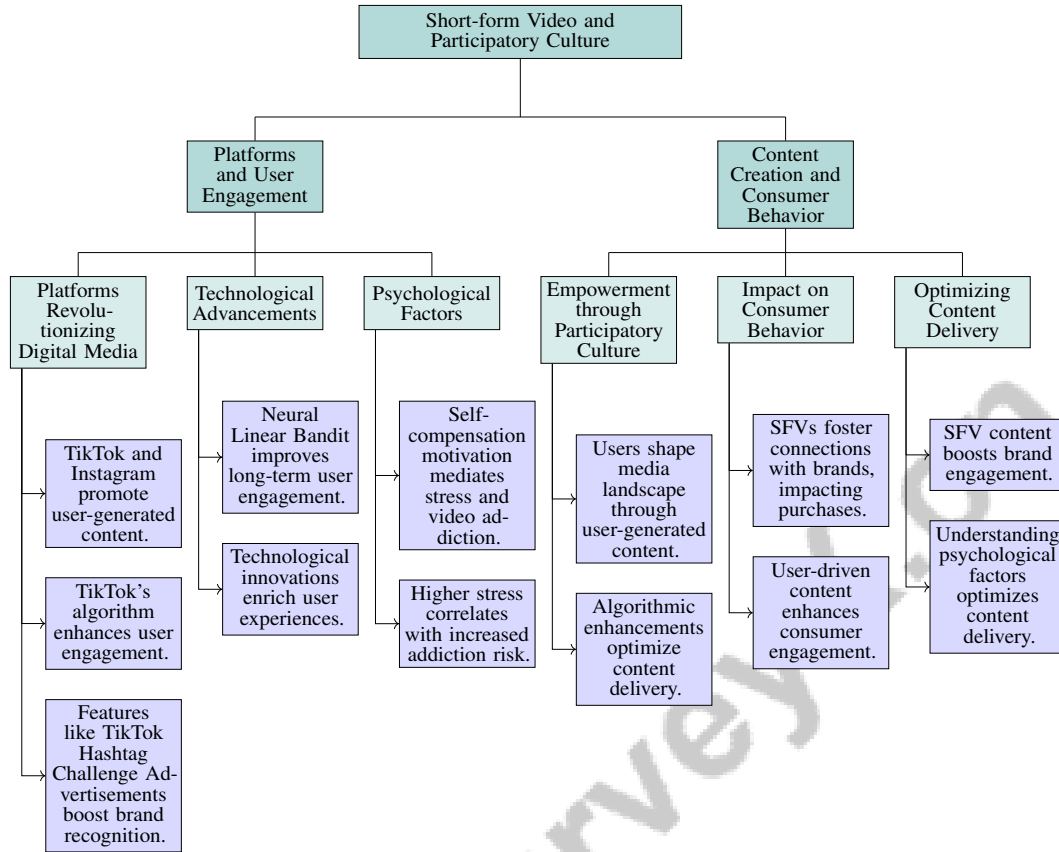Understanding psychological factors optimizes content delivery.

Figure 2: This figure illustrates the hierarchical structure of short-form video platforms and participatory culture, highlighting key aspects of platform user engagement, content creation, and consumer behavior. It emphasizes the role of technological and psychological factors in enhancing user experiences and engagement, as well as the impact of participatory culture on media landscape and consumer decisions.

3 Short-form Video and Participatory Culture

3.1 Platforms and User Engagement

Platforms such as TikTok and Instagram have revolutionized digital media by creating spaces that promote user-generated content and community interaction through short-form videos (SFVs). TikTok's sophisticated algorithm delivers personalized content, significantly enhancing user engagement and fostering a sense of community, which in turn influences consumer behavior via immersive experiences [8]. The platform's immediacy captures attention and allows users to connect personally with the content [14]. Adolescents, in particular, are encouraged to produce creative content on TikTok, which is further amplified by features like TikTok Hashtag Challenge Advertisements (THCA) that boost brand recognition and purchase intentions through active engagement [16]. Similarly, Instagram engages users with visual communication strategies, particularly in politically charged contexts where visuals are crucial [14].

Technological advancements enhance user experiences on these platforms. Large-scale experiments with short-form video recommendation systems, such as the Neural Linear Bandit, have shown improved long-term user engagement compared to traditional methods [44]. These innovations enrich user experiences and strengthen user-platform connections. As illustrated in Figure 3, the hierarchical structure of platforms and user engagement highlights key platform features, user experiences, and technological advancements that enhance engagement on digital media platforms. Psychological factors also significantly influence user engagement. Self-compensation motivation and personality traits, such as shyness, mediate the relationship between perceived stress and video

addiction, with higher stress correlating with increased addiction risk, especially among college students. Understanding these dynamics is crucial for designing platforms that promote healthy engagement and mitigate risks associated with video app addiction [45, 46].
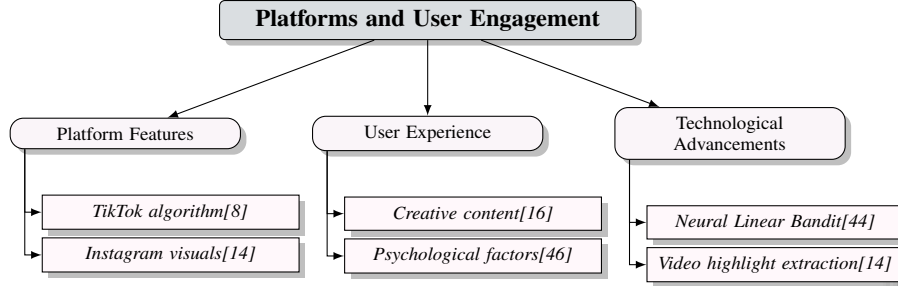

Figure 3: This figure illustrates the hierarchical structure of platforms and user engagement, highlighting key platform features, user experiences, and technological advancements that enhance engagement on digital media platforms.

3.2 Content Creation and Consumer Behavior

The participatory culture on platforms like TikTok and Instagram empowers users to actively shape the media landscape, significantly influencing content creation and consumer behavior. This environment encourages user-generated content, driving both media creation and consumption as users leverage platform tools to produce creative, personalized content that resonates with audiences [47]. Algorithmic enhancements further support this participatory dynamic by optimizing content delivery based on user engagement patterns. For instance, innovative prefetching methods ensure seamless content consumption, enhancing user satisfaction and engagement [48]. These technological advances facilitate efficient content dissemination and encourage exploration of diverse genres, enriching the platforms' content offerings.

Experimental designs focused on measuring the long-term value of exploration highlight participatory culture's impact on content growth and user engagement [44]. By analyzing user interactions and preferences, platforms tailor content recommendations to align with evolving consumer interests, sustaining engagement and fostering a dynamic content ecosystem. Participatory culture's influence on consumer behavior is evident in user interactions with content. The ability to create and share personal narratives through SFVs fosters deeper connections with brands and products, impacting purchasing decisions and brand loyalty. This user-driven content creation process enhances consumer engagement by leveraging insights from user interactions, enabling brands to refine marketing strategies to align more closely with consumer interests. Research indicates that SFV content boosts brand engagement and influencer effectiveness, while understanding psychological factors influencing viewer responses can further optimize content delivery. Tailoring marketing efforts based on these insights helps brands cultivate stronger emotional connections with their audience, improving brand perception and competitive advantage [20, 1, 11, 41, 3].

4 Algorithmic Curation and Content Personalization

4.1 Content Visibility and User Engagement

Algorithmic curation significantly impacts content visibility and user engagement on short-form video platforms by tailoring content delivery to user preferences and behaviors. As illustrated in Figure 4, which depicts the hierarchical structure of content visibility and user engagement, key methods and frameworks such as User Interest Clustering (UIC), Folk Theories, and the KVQ Benchmark play significant roles in enhancing user experience and content delivery. Advanced recommendation systems like UIC enhance engagement by modeling user interests through clustered engagement graphs [20], while systems such as RAVA optimize viewer engagement by adapting content presentation to various aspect ratios [49]. Despite boosting user satisfaction by ensuring content relevance [21], the transient nature of engagement with short-form videos poses challenges, as rapid context switching can impede users' ability to recall and execute planned actions [50].

8

Additionally, the intermingling of fake news with legitimate content raises concerns about user trust and experience [51].

User perception of algorithmic systems is crucial; many users find it difficult to understand how algorithms curate their content, leading to a perceived loss of control [52]. This opacity can undermine trust and self-presentation strategies, emphasizing the need for more transparent and equitable algorithms [17]. Conversely, algorithms that accurately reflect users' multifaceted identities and foster connection are generally viewed positively [28]. The quality of video content also plays a vital role in user engagement. Methods like the content-aware ensemble approach improve video quality assessments for short-form content, highlighting the limitations of existing models [53]. The KVQ benchmark aids in evaluating video quality assessment algorithms designed for short-form user-generated content, ensuring high standards in content delivery [54].

Capturing the long-term benefits of exploration in algorithmic curation remains challenging, as traditional A/B testing often focuses on immediate user engagement, neglecting sustained interest and impact [44]. Moreover, unsupervised highlight extraction methods enhance user experience by generating highlight clips from longer videos, thereby maintaining engagement [14]. While algorithmic curation enhances content visibility and user engagement through personalized delivery, addressing transparency, trust, and the psychological impacts of rapid consumption is essential for optimizing user experience and ensuring equitable content dissemination [1].
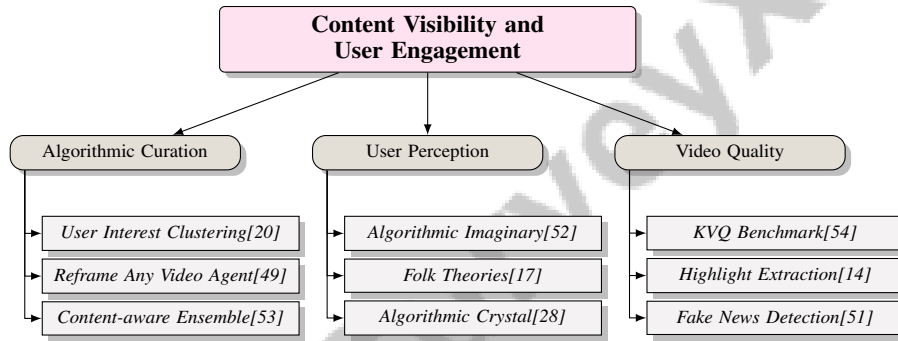

Figure 4: This figure illustrates the hierarchical structure of content visibility and user engagement on short-form video platforms, focusing on algorithmic curation, user perception, and video quality. It highlights key methods and frameworks like User Interest Clustering, Folk Theories, and the KVQ Benchmark, which play significant roles in enhancing user experience and content delivery.

4.2 Popularity Bias and Quality Outcomes

Algorithmic recommendations on short-form video platforms often exhibit popularity bias, affecting content quality and user experience. This bias favors already popular content, potentially sidelining high-quality yet less visible alternatives [26], and may reinforce echo chambers and ideological polarization by repeatedly exposing users to content that aligns with their existing preferences, limiting diverse viewpoints [24]. However, within certain contexts, popularity bias can enhance the visibility of high-quality content, allowing it to reach broader audiences [26]. Metrics like Like Rate and Share Rate are crucial for assessing user interactions across varying video lengths and platform types, demonstrating that algorithmic recommendations can balance popularity and quality under specific conditions [13].

The impact of algorithmic filtering on opinion dynamics is particularly pronounced in networks with high clustering, leading to polarization and echo chamber formation [27]. This underscores the necessity of designing algorithms that prioritize not only popularity but also diverse and high-quality content to mitigate polarization and enhance user engagement. While popularity bias complicates the maintenance of high-quality outcomes, it can also be strategically leveraged to enhance content quality. By optimizing the balance between quality and popularity, particularly in attention-limited environments, platforms can elevate the average quality of consumed content. This involves tuning algorithms to consider exploration costs and collective user engagement, leading to more effective recommendation systems that navigate information overload while promoting diverse and high-quality content [27, 26].

9

4.3 Algorithmic Influence on Opinion Dynamics

Algorithms significantly influence opinion dynamics on platforms like TikTok by shaping user exposure to content, thereby affecting opinions and behaviors. The theoretical foundation for this influence lies in models of cultural markets, where content selection is driven by intrinsic quality and popularity [26]. Algorithms are pivotal in determining content visibility, impacting collective attention and opinion formation [5]. TikTok exemplifies a unique communicative environment where user behavior and algorithmic curation intersect [18]. Users often encounter viewpoints that reinforce their beliefs due to algorithmic filtering that favors popular and engaging content, leading to echo chamber formation and increased opinion polarization [27].

The concept of the algorithmic imaginary—how users perceive and interact with algorithms—further shapes opinion formation and dissemination. Emotional and social interactions with algorithms influence users' understanding of content relevance and trustworthiness, impacting their engagement [52]. This perception can shift how users internalize the information they encounter, affecting opinion dynamics. Moreover, the idea of bursting scientific filter bubbles highlights algorithms' potential to connect users with diverse content creators and facilitate the discovery of new ideas, thereby challenging existing viewpoints [22]. By promoting content that encourages critical thinking, algorithms can broaden users' horizons and mitigate polarization.

4.4 Ethical Considerations and Transparency

Ethical considerations surrounding algorithmic curation on short-form video platforms are multi-faceted, addressing issues like misinformation, user autonomy, and algorithmic transparency. A primary concern is the dissemination of misinformation, particularly in sensitive areas like mental health, necessitating interventions to mitigate risks associated with algorithmic content delivery. The reinforcement of political convictions and polarization through algorithmic recommendations further illustrates the ethical challenges posed by these systems. To address algorithm-induced polarization, it is vital to design algorithms that prioritize social awareness and integrate diverse perspectives, reducing echo chamber reinforcement and fostering balanced discourse [27, 17, 55, 24, 25].

Transparency in algorithmic systems is crucial for maintaining user trust and satisfaction. Users' perceptions of fairness, accountability, and transparency (FAT) significantly influence their satisfaction with algorithmic services, emphasizing the need for a user-centered approach in algorithm design. This is particularly important as algorithm-based services increasingly impact critical decision-making areas such as content curation, health, and public management. Addressing FAT not only enhances user satisfaction but also mitigates potential negative consequences, such as political polarization, by fostering an informed and engaged user base [24, 25]. This involves making algorithms more understandable to users and ensuring they reflect diverse experiences and needs. The importance of structural analysis in conversational curation is underscored by methods that enhance online discussion curation, emphasizing the need for transparency.

The ethical implications of algorithmic personalization are further highlighted by the potential for these systems to exacerbate polarization. Ensuring users are aware of how their data is processed and content is curated is essential for fostering a sense of control and agency in their digital experiences. Additionally, reliance on user annotations in some systems may introduce bias or variability, underscoring the necessity for transparency in their use [14]. Moreover, the dynamic adjustment of prefetched video segments based on real-time network throughput and user behavior presents both opportunities and ethical challenges. While this innovation enhances user engagement and content delivery, it necessitates transparency in how these adjustments are communicated to users. Limitations in engaging users through non-verbal communication further highlight the need for transparency in AI interactions [40].

In the context of technological affordances in short-form videos, ethical considerations include their influence on consumer decisions and the necessity for transparency in their management. As technology continues to shape user interactions and content consumption, maintaining ethical standards and transparent practices in algorithmic curation is paramount for preserving the integrity and trustworthiness of digital platforms. The advantages of proposed approaches, such as improved content discoverability and enhanced user engagement, underscore the importance of quantifying long-term benefits of exploration while ensuring ethical transparency [44].

5 Meme Aesthetics and Visual Communication

5.1 Influence of Meme Aesthetics on Short-form Video Content

Meme aesthetics profoundly affect short-form video content by embedding humor, cultural references, and emotional depth, transforming these videos into engaging narratives. Platforms like TikTok demonstrate how meme elements boost user engagement through diverse communicative forms, utilizing aesthetics to craft dynamic experiences [56]. Object labeling in memes, akin to verbal metaphors, uses relevance-theoretic principles to enhance the communicative impact of short-form videos [31].

Integrating meme aesthetics not only increases viewer interaction but also influences consumer engagement across sectors like beverages, where interactive challenges and user-generated content shape audience behavior [57]. Meme-inspired content's humor and narrative styles foster relatable experiences, effectively enhancing viewer engagement [11]. This emotional connection is further strengthened by personalized visual strategies in political communication, highlighting meme aesthetics' broader applicability [55].

Tools like EXCLAIM, which provide natural language explanations for semantic roles in memes, improve understanding and aid applications such as content moderation [29]. This aligns with video as a medium for enriched communication, as seen in fields like requirements engineering [32].

Challenges like the impact of fake news videos on perception necessitate careful material selection and editing styles in video content [51]. Psychological needs in contexts like tourism short video platforms emphasize understanding user engagement dynamics [3].

Innovations in video editing tools such as RAVA and generative models like M3DDM and MOTIA for video outpainting enhance short-form videos' memorability and temporal consistency, showcasing advanced technologies' potential in shaping meme aesthetics. The KVQ dataset, with diverse video content types, is key in analyzing meme aesthetics in short-form videos [54].

5.2 Visual and Humorous Styles in Effective Communication

Visual and humorous styles are crucial for enhancing communication, particularly in short-form videos. These styles exploit visual media's appeal to convey messages succinctly, capturing audience attention and fostering emotional connections. Training various modes of visual thinking can significantly improve these styles, enabling creators to craft resonant content [58].

Effective visual communication relies on simplicity and clarity, with simpler representations often outperforming complex ones [59]. This principle is vital in short-form videos, where creators must deliver messages within limited timeframes. By focusing on clear visual elements, creators ensure their messages are easily understood and retained.

Humor enhances visual styles' impact by engaging audiences through relatability and entertainment, facilitating information retention and creating memorable experiences. In digital media's competitive landscape, humor provides a distinct advantage; research shows humor, narrative, and emotional engagement significantly strengthen viewer connection and drive follower growth on platforms like TikTok and YouTube Shorts. As attention spans decline, leveraging humor fosters emotional responses and establishes credibility, making it essential for optimizing short-form videos [11, 1].

Incorporating visual and humorous styles requires understanding audience preferences and cultural contexts. Customizing content to resonate with target audiences amplifies messaging effectiveness, fostering deeper emotional connections and enhancing engagement. Research indicates that humor, narrative, and perceived credibility are vital in eliciting emotional and rational responses, crucial for increasing follower intentions, especially in short-form educational videos [11, 1]. As digital media evolves, the strategic application of visual and humorous styles will remain integral to successful short-form video communication.

5.3 Memes as Cultural and Political Narratives

Memes are powerful tools for shaping cultural and political narratives, offering critical responses to traditional media through humor and absurdity to challenge established conventions [60]. They function as collective storytelling mechanisms that reflect and influence cultural and political senti-

11

ments, facilitating engagement and discourse [30]. The communal nature of meme production allows for shared content creation and dissemination, reflecting societal values and mobilizing political engagement [30].

A relevance-theoretic analysis of popular meme formats, such as the Distracted Boyfriend meme, shows how labeling creates metaphorical relationships that guide interpretation [31]. This metaphorical framing is crucial for memes' narrative power, enabling audiences to connect visual content with broader cultural or political contexts. The strategic use of visual elements in memes resembles their application in political campaigns, where imagery fosters emotional connections and influences public perception [55].

Innovative multimodal frameworks like LUMEN enhance meme analysis by predicting semantic roles and generating explanations, outperforming traditional methods in capturing nuanced meanings [29]. This advancement underscores memes' complexity and significance as cultural artifacts that communicate intricate socio-political messages.

Comparative analysis of digital phenomena, like deepfake pornography and fanfiction, reveals digital content creation and consumption's gendered dimensions, illustrating media forms' potential to perpetuate or challenge societal norms and power dynamics [42]. This highlights memes' potential as a medium for critiquing and reflecting on cultural narratives, contributing to broader discussions on identity and representation.

5.4 Audience Engagement through Meme Aesthetics

Meme aesthetics enhance audience engagement by effectively utilizing humor, cultural references, and visual metaphors. This approach resonates with viewers on multiple levels, as memes function as multimodal metaphors that guide interpretation and meaning-making. By leveraging familiar cultural touchpoints, memes facilitate deeper connections between audiences and content, prompting viewers to draw parallels with their own experiences. This interaction fosters a more enjoyable viewing experience while encouraging critical thinking and creativity, enriching viewers' understanding of the material [31, 1, 29, 7]. The strategic use of these elements in short-form videos and digital media promotes a more interactive and immersive viewer experience, fostering community and participation.

The effectiveness of meme aesthetics in engaging audiences stems from their ability to convey complex messages succinctly and entertainingly. By employing humor and absurdity, memes challenge conventional narratives while stimulating critical reflection and discussion among audiences, encouraging exploration of connections between popular culture and societal issues [31, 17, 29, 7]. This participatory nature invites audiences to reinterpret and remix content, contributing to a dynamic digital culture.

Advanced frameworks like LUMEN further enhance audience engagement by generating coherent and contextually relevant explanations for the semantic roles of entities within memes, surpassing traditional unimodal and multimodal approaches [29]. This capability improves content comprehension and facilitates deeper audience interaction by providing insights into the nuanced meanings conveyed through memes.

Integrating meme aesthetics into short-form videos significantly enhances their effectiveness, producing content that is relatable, memorable, and capable of capturing audience attention while fostering emotional connections. This is particularly relevant on social media platforms like TikTok and YouTube Shorts, where humor, narrative, and emotional contagion create strong ties with viewers. Research indicates that these elements contribute to both hedonic (emotional) and utilitarian (rational) responses, influencing viewers' intentions to follow content creators and engage with educational material. By leveraging the familiar and humorous nature of memes, creators can optimize their videos to resonate with audiences, addressing challenges of declining engagement rates and shrinking attention spans in digital media [31, 29, 7, 1, 11]. As digital media continues to evolve, the strategic use of meme aesthetics will remain crucial for enhancing audience engagement, driving creativity, and shaping cultural narratives in the digital landscape.

6 Digital Ethnography and Online Interactions

6.1 Challenges in Digital Ethnography

Digital ethnography on short-form video platforms presents unique challenges due to the rapid evolution of user interactions and content dynamics. A key issue is the difficulty in generalizing findings across diverse demographics and platforms, as region-specific studies, like those focused on China, often have limited broader applicability [23]. The fluidity of social media complicates the adaptation of traditional ethnographic methodologies to these ever-changing digital environments [34].

Reliance on self-reported measures introduces bias and limits causal inferences, particularly in cross-sectional studies [45]. This is exacerbated by the limitations of visual content analysis, which may not fully capture platform breadth, such as TikTok, especially when research is confined to a narrow selection of hashtags [9]. The complexity of multimodal interactions further complicates research, as context-dependent methods like generative outpainting can detract from video engagement [61]. Video quality assessment methods, such as the KVQ benchmark, face challenges due to ambiguous content and diverse distortions [54].

In language education, digital ethnography is hindered by educators' unfamiliarity with technology and inadequate support, impeding effective digital tool integration [15]. Evaluating designer intent through various visualization contexts further complicates understanding digital interactions [40]. Additionally, a lack of comprehensive data on gender representation in science communication adds complexity to digital ethnographic research [2]. Establishing new relationships through digital communication and navigating ethical dilemmas of online participant observation remain significant hurdles [38].

Addressing these challenges requires innovative methodologies that adapt to the dynamic digital landscape. Developing comprehensive frameworks for analyzing cultural differences [8] and enhancing video quality assessment accuracy, particularly where traditional models excel [53], are essential for robust digital ethnographic research.

6.2 Opportunities in Digital Ethnography

Digital ethnography offers significant opportunities to explore online behaviors and the impact of short-form videos on digital interactions. By integrating traditional ethnographic methods with digital tools, researchers can capture the fluidity of social interactions in networked environments, enriching the understanding of contemporary social practices and relationships [34]. This approach allows for a comprehensive exploration of cultural narrative construction and dissemination across diverse platforms, providing valuable insights into digital culture dynamics.

A notable advantage of digital ethnography is its adaptability to physical restrictions, such as those imposed by the COVID-19 pandemic, enabling the collection of rich and diverse data from digital platforms [38]. This adaptability is particularly valuable in examining user interactions with fake news videos, informing strategies to enhance media literacy and promote critical engagement with digital media.

Digital ethnography also allows for an exploration of algorithmic influence on public discourse, providing avenues for understanding online behaviors and opinion dynamics [5]. By investigating user engagement with algorithmically curated content, researchers gain insights into how digital media shapes social interactions and cultural narratives.

6.3 Case Studies and Frameworks

Digital ethnography encompasses a diverse range of methodologies and frameworks for understanding online interactions and cultural expressions. Jensen's framework emphasizes digital ethnography's relevance in higher education, advocating methodological adaptations to address digital context challenges, thereby enhancing research depth and relevance [35].

De Seta's examination of urban youth media practices in China highlights the importance of reflexivity in ethnographic research, particularly in understanding digital media and cultural practice interplay

13

[36]. These case studies illustrate digital ethnography's potential to illuminate media consumption and identity formation intricacies among youth.

Zheng's analysis of design works utilizing visual thinking patterns exemplifies digital ethnography's application in design, offering insights into optimizing visual communication for diverse audiences [58]. This aligns with Vandemeulebroecke's call for research to develop guidelines tailored to specific contexts and audiences, enhancing visual communication effectiveness in digital media [59].

Abidin advocates for flexible ethical frameworks tailored to digital ethnography, emphasizing the exploration of emerging trends in digital interactions and methodologies, crucial for navigating ethical complexities in digital ethnographic research [37]. Thompson's case studies with vulnerable online populations illustrate this need [62].

Airoldi's study of European exchange students' Facebook identities, employing both meta-field and contextual fieldwork approaches, showcases digital ethnography's versatility in capturing social interaction nuances [19]. Burrell's comparison of ethnographic approaches underscores the effectiveness of networked field sites over traditional bounded sites in capturing digital interaction complexities [33].

7 Cultural Hybridity and Hybrid Expressions

7.1 Blending of Cultural Elements in Short-form Videos

Short-form videos serve as a dynamic medium for blending diverse cultural elements, fostering hybrid expressions that transcend traditional boundaries. Platforms like TikTok exemplify this phenomenon, where creators draw from a rich tapestry of cultural influences to produce content that resonates globally while retaining unique local characteristics. The concept of cyborg lovers, as discussed by Xie [63], illustrates the fluidity of identities and the integration of human and non-human traits, resulting in innovative cultural expressions.

The dynamic nature of short-form videos enables the seamless incorporation of various cultural motifs, fostering a global exchange that enhances content creation. This exchange encompasses not only visual elements but also linguistic and thematic diversity, allowing creators to experiment with multiple styles and narratives. Han [64] highlights the potential for destination managers to leverage this cultural hybridity to create more engaging and immersive content, thereby enriching the viewer experience.

The emergence of hybrid expressions from cultural blending signifies societal transformations towards more inclusive and fluid identities. For instance, students' engagement with popular culture, such as memes, when interpreting texts fosters connections between diverse narratives and facilitates a deeper understanding of underlying messages [31, 8, 7]. By embracing varied cultural influences, short-form videos challenge conventional notions of cultural production and consumption, presenting audiences with a rich interweaving of cultural narratives. This blending enhances the appeal of short-form videos and contributes to the ongoing evolution of digital media as a platform for innovative cultural expressions.

7.2 Impact on Identity and Representation

Cultural hybridity significantly influences identity and representation in digital media, particularly through short-form videos that blend diverse cultural elements into new hybrid expressions. This blending affects how individuals perceive and construct their identities and how they are represented within digital spaces. By incorporating varied cultural motifs and narratives, short-form videos foster inclusive portrayals of identities and challenge conventional boundaries, providing a vital platform for underrepresented voices. The brevity of formats like TikTok and YouTube Shorts enhances engagement and facilitates the dissemination of culturally rich content. Research indicates that emotional connections through humor and narrative significantly impact viewer engagement, making these videos powerful tools for amplifying diverse perspectives and fostering equitable representation in media [13, 11, 1].

The influence of cultural hybridity on identity is particularly evident in mental health narratives on digital platforms. The convergence of diverse cultural elements shapes user engagement with mental health misinformation, revealing complexities in identity formation within digital spaces [65]. This

14

blending not only alters perceptions of mental health issues but also enhances the representation of these narratives, leading to more nuanced and culturally sensitive portrayals.

Moreover, the gender disparity in digital content production and consumption, exemplified by deepfake pornography, highlights how cultural hybridity can perpetuate existing power dynamics and societal norms [42]. This disparity underscores the necessity for equitable representation in digital media to ensure all voices are acknowledged and valued.

In science communication, cultural hybridity shapes identity and representation as well. The survey reveals a significant gender gap among producers, affecting how scientific narratives are constructed and disseminated [2]. This gap can influence the diversity of perspectives presented in scientific content, impacting audience engagement with scientific information.

Cultural hybridity in digital media, particularly on platforms like TikTok and Douyin, presents a complex landscape with opportunities for diverse identity expression and representation, alongside challenges related to cultural misinterpretation and authenticity. This duality is compounded by the fluid nature of online communities and the interplay between digital and offline practices, necessitating nuanced ethnographic approaches to understand how users navigate and construct their identities in these hybrid spaces [8, 36, 4, 7, 19]. By embracing diverse cultural influences, short-form videos can foster more inclusive digital spaces, yet addressing disparities remains crucial for fully harnessing cultural hybridity's potential in shaping digital identities and narratives.

7.3 Global Cultural Exchange and Hybrid Expressions

Short-form videos have become a significant medium for facilitating global cultural exchange, enabling the dissemination of diverse cultural expressions across borders. Platforms like TikTok and Instagram serve as conduits for this exchange, allowing users to create and share content that reflects a fusion of cultural influences, thereby fostering a global dialogue. The dynamic nature of these platforms encourages the blending of cultural elements, resulting in hybrid expressions that resonate with global audiences and contribute to the evolution of digital media as a space for cultural innovation [8].

The importance of short-form videos in global cultural exchange is underscored by their capacity to overcome linguistic and cultural barriers, providing a universally comprehensible visual language. Their popularity on platforms like TikTok and YouTube Shorts highlights their effectiveness as educational tools. Research indicates that elements such as humor, narrative structure, and emotional resonance are crucial in forming audience connections, enhancing the potential for cross-cultural understanding and interaction. Furthermore, their ability to capture attention and promote engagement is vital in today's fast-paced digital landscape, where optimizing content for diverse audiences is essential for meaningful cultural exchange [11, 1]. By leveraging meme aesthetics and visual communication strategies, these videos engage audiences through relatable and entertaining content, promoting cultural literacy and appreciation of diverse perspectives.

Additionally, the participatory nature of short-form video platforms allows users to actively contribute to cultural narratives, fostering a sense of community and shared cultural identity. This participatory culture is vividly illustrated by the viral dynamics of content on platforms like TikTok, where users engage in collaborative creation, remixing, and reinterpretation. This process not only cultivates new cultural forms and expressions but also reflects significant cultural differences, as evidenced by the varied content strategies employed on TikTok and its Chinese counterpart, Douyin. Both platforms encourage innovative storytelling through everyday objects and human actions, creating space for self-awareness and audience agency. The interplay of algorithmic understanding and user-generated content fosters an environment for both entertainment and critical engagement, emphasizing TikTok's role as a dynamic medium that transcends passive consumption [8, 18]. The global reach of these platforms facilitates the rapid spread of cultural trends and ideas, enabling a dynamic exchange of cultural knowledge and practices.

The impact of short-form videos on global cultural exchange is further amplified by their ability to challenge traditional cultural boundaries and hierarchies. By providing a platform for marginalized voices and underrepresented cultures, these videos contribute to a more inclusive and diverse digital landscape, where a multitude of cultural expressions can coexist and thrive [9]. This democratization of cultural production and consumption empowers individuals to share their unique cultural perspectives, fostering mutual understanding and respect among global audiences.

15

8   Conclusion

The survey underscores the profound influence of short-form videos (SFVs) in redefining the digital media landscape, particularly through participatory culture, algorithmic curation, meme aesthetics, digital ethnography, visual communication, and cultural hybridity. Platforms such as TikTok have transformed how content is created and consumed, significantly affecting consumer behavior and brand engagement. The distinct nature of SFVs, compared to long-form content, highlights shifting dynamics in user interaction.

While algorithmic curation enhances content personalization, it also introduces ethical concerns about transparency and the creation of echo chambers. Future research should explore the impact of algorithmic representation on diverse identities and examine how users can actively shape their algorithmic experiences. The advancement of technologies like 5G and machine learning presents opportunities to improve content delivery and predictive capabilities on SFV platforms.

Meme aesthetics play a crucial role in SFVs by using humor and cultural references to boost visual communication and audience engagement. For businesses, crafting genuine content that resonates with consumers is essential for influencing purchasing decisions. Tailored communication strategies are vital for directing public discourse, especially on pressing issues like climate change, underscoring the need to adapt content to the specific dynamics of each platform.

Digital ethnography offers valuable insights into online interactions and cultural expressions, though challenges such as generalizing findings and reliance on self-reported data persist. Developing comprehensive frameworks and methodologies is essential to capture the complexities of digital environments. Future research should also aim to improve Human-AI interactions through non-verbal communication to enhance user experiences.

The fusion of cultural elements in SFVs promotes global cultural exchange and hybrid expressions, challenging traditional boundaries and enriching digital media landscapes. Future studies should explore the integration of new media technologies in meme production and investigate the changing nature of political memes amidst evolving socio-political contexts. As SFVs continue to shape cultural narratives and consumer landscapes, research should focus on refining content personalization, assessing the ethical implications of algorithmic curation, and leveraging emerging technologies to enhance user experiences.

The conclusion also highlights the ethical challenges associated with deepfake pornography as a new form of cultural production that could alter fan culture. It underscores the importance of innovative detection methods for fake news and emphasizes the potential for future research to improve communication through visual representation. Additionally, cross-platform analyses are crucial to understanding how visual content performs across different social media channels and its implications for political communication.

References

[1] The use of short-form videos in.

[2] Jesus Munoz Morcillo, Klemens Czurda, Andrea Geipel, and Caroline Y. Robertson von Trotha. Producers of popular science web videos. between new professionalism and old gender issues, 2019.

[3] Fei Qu, Nian Wang, Xianyan Zhang, and Lan Wang. Exploring the effect of use contexts on user engagement toward tourism short video platforms. *Frontiers in Psychology*, 13:1050214, 2022.

[4] Aswin Punathambekar and Sriram Mohan. *Global Digital Cultures: Perspectives from South Asia*. University of Michigan Press, 2019.

[5] Philipp Lorenz-Spreen, Bjarke Mørch Mønsted, Philipp Hövel, and Sune Lehmann. Accelerating dynamics of collective attention. *Nature communications*, 10(1):1759, 2019.

[6] Ijasc 21-4-32.

[7] Pamela Hartman, Jessica Berg, Hannah R Fulton, and Brandon Schuler. Memes as means: Using popular culture to enhance the study of literature. *The Journal of the Assembly for Expanded Perspectives on Learning*, 26(1):8, 2021.

[8] Li Sun, Haoqi Zhang, Songyang Zhang, and Jiebo Luo. Content-based analysis of the cultural differences between tiktok and douyin, 2020.

[9] Yanru Jiang, Xin Jin, and Qinhao Deng. Short video uprising: How blacklivesmatter content on tiktok challenges the protest paradigm, 2022.

[10] Fang-Yu Kuo. Online social network data-driven early detection on short-form video addiction, 2024.

[11] Natasha Eddie. The use of short-form videos in business-related educational content: A cross platform study. 2024.

[12] Jiaheng Xie, Ruicheng Liang, Yidong Chai, Yang Liu, and Daniel Zeng. Short-form videos and mental health: A knowledge-guided neural topic model. *arXiv preprint arXiv:2402.10045*, 2024.

[13] Zhilong Chen, Peijie Liu, Jinghua Piao, Fengli Xu, and Yong Li. Shorter is different: Characterizing the dynamics of short-form video platforms, 2024.

[14] Huan Yang, Baoyuan Wang, Stephen Lin, David Wipf, Minyi Guo, and Baining Guo. Unsupervised extraction of video highlights via robust recurrent auto-encoders, 2015.

[15] Greg Kessler. Technology and the future of language teaching. *Foreign language annals*, 51(1):205–218, 2018.

[16] Dong-Yoon Kim and Hoon-Sik Yoo. The impact of the hashtag challenge of the short-form video platform on brand recognition and product purchase. *Asia-pacific Journal of Convergent Research Interchange (APJCRI)*, pages 179–188, 2021.

[17] Michael Ann DeVito, Jeremy Birnholtz, Jeffery T Hancock, Megan French, and Sunny Liu. How people form folk theories of social media feeds and what it means for how we study self-presentation. In *Proceedings of the 2018 CHI conference on human factors in computing systems*, pages 1–12, 2018.

[18] Andreas Schellewald. Communicative forms on tiktok: Perspectives from digital ethnography. *International journal of communication*, 15:21–21, 2021.

[19] Massimo Airoldi. Ethnography and the digital fields of social media. *International Journal of Social Research Methodology*, 21(6):661–673, 2018.

[20] Hanjia Lyu, Hanqing Zeng, Yinglong Xia, Ren Chen, and Jiebo Luo. Retrieval augmentation via user interest clustering, 2024.

[21] Judith Fan, Robert Hawkins, Mike Wu, and Noah Goodman. Pragmatic inference and visual abstraction enable contextual flexibility during visual communication, 2019.

[22] Jason Portenoy, Marissa Radensky, Jevin West, Eric Horvitz, Daniel Weld, and Tom Hope. Bursting scientific filter bubbles: Boosting innovation via novel author discovery, 2022.

[23] Yao Qin, Bahiyah Omar, and Alessandro Musetti. The addiction behavior of short-form video app tiktok: The information quality and system quality perspective. *Frontiers in Psychology*, 13:932805, 2022.

[24] Jaeho Cho, Saifuddin Ahmed, Martin Hilbert, Billy Liu, and Jonathan Luu. Do search algorithms endanger democracy? an experimental investigation of algorithm effects on political polarization. *Journal of broadcasting & Electronic media*, 64(2):150–172, 2020.

[25] Donghee Shin and Yong Jin Park. Role of fairness, accountability, and transparency in algorithmic affordance. *Computers in Human Behavior*, 98:277–284, 2019.

[26] Giovanni Luca Ciampaglia, Azadeh Nematzadeh, Filippo Menczer, and Alessandro Flammini. How algorithmic popularity bias hinders or promotes quality. *Scientific reports*, 8(1):15951, 2018.

[27] Nicola Perra and Luis EC Rocha. Modelling opinion dynamics in the age of algorithmic personalisation. *Scientific reports*, 9(1):7261, 2019.

[28] Angela Y Lee, Hannah Mieczkowski, Nicole B Ellison, and Jeffrey T Hancock. The algorithmic crystal: Conceptualizing the self through algorithmic personalization on tiktok. *Proceedings of the ACM on Human-computer Interaction*, 6(CSCW2):1–22, 2022.

[29] Shivam Sharma, Siddhant Agarwal, Tharun Suresh, Preslav Nakov, Md Shad Akhtar, and Tanmoy Chakraborty. What do you meme? generating explanations for visual semantic role labelling in memes. In *Proceedings of the AAAI Conference on Artificial Intelligence*, volume 37, pages 9763–9771, 2023.

[30] Aziria D Rodríguez. *Seizing the memes of production: political memes in Puerto Rico and the Puerto Rican Diaspora*. PhD thesis, Massachusetts Institute of Technology, 2018.

[31] Kate Scott. Memes as multimodal metaphors: A relevance theory analysis. *Pragmatics & Cognition*, 28(2):277–298, 2021.

[32] Yang Liu, Tongfei Shen, Dong Zhang, Qingying Sun, Shoushan Li, and Guodong Zhou. Comment-aided video-language alignment via contrastive pre-training for short-form video humor detection, 2024.

[33] Jenna Burrell. The fieldsite as a network: A strategy for locating ethnographic research. In *The Routledge companion to digital ethnography*, pages 77–86. Routledge, 2017.

[34] Jolynna Sinanan and Tom McDonald. Ethnography. *The SAGE handbook of social media*, 2017.

[35] Lasse X Jensen, Margaret Bearman, David Boud, and Flemming Konradsen. Digital ethnography in higher education teaching and learning—a methodological review. *Higher Education*, 84(5):1143–1162, 2022.

[36] Gabriele De Seta. Three lies of digital ethnography. *Journal of Digital Social Research*, 2(1):77–97, 2020.

[37] Crystal Abidin and Gabriele De Seta. Private messages from the field: Confessions on digital ethnography and its discomforts. 2020.

[38] Magdalena Góralska. Anthropology from home: Advice on digital ethnography for the pandemic times. *Anthropology in action*, 27(1):46–52, 2020.

[39] Sean Yang, Po shen Lee, Jevin D. West, and Bill Howe. Delineating knowledge domains in the scientific literature using visual information, 2019.

[40] Keshav Dasu, Yun-Hsin Kuo, and Kwan-Liu Ma. Visacts: Describing intent in communicative visualization, 2023.

[41] Darlin Apasrawirote, Kritcha Yawised, Maneerut Chatrangsan, and Paisarn Muneesawang. Short-form video content (svc) engagement and marketing capabilities. *Asian Journal of Business and Accounting*, pages 221–246, 2022.

[42] Inna Suvorova. Deepfake pornography as a male gaze on fan culture, 2022.

[43] Andrey Krekhov, Michael Michalski, and Jens Krüger. Integrating visualization literacy into computer graphics education using the example of dear data, 2019.

[44] Yi Su, Xiangyu Wang, Elaine Ya Le, Liang Liu, Yuening Li, Haokai Lu, Benjamin Lipshitz, Sriraj Badam, Lukasz Heldt, Shuchao Bi, Ed Chi, Cristos Goodrow, Su-Lin Wu, Lexi Baugher, and Minmin Chen. Long-term value of exploration: Measurements, findings and algorithms, 2024.

[45] Gongyu Li, Yaxuan Geng, and Tingting Wu. Effects of short-form video app addiction on academic anxiety and academic engagement: The mediating role of mindfulness. *Frontiers in Psychology*, 15:1428813, 2024.

[46] Yinbo Liu, Xiaoli Ni, and Gengfeng Niu. Perceived stress and short-form video application addiction: a moderated mediation model. *Frontiers in psychology*, 12:747656, 2021.

[47] Vladyslav Ridko. The influence of social media on consumer behavior: Insights from short-form video content. In *ES ekonomika, verslas ir vadyba globalių iššūkių kontekste*, number 27, pages 303–308. Kaunas: Vytauto Didžiojo universitetas, 2024.

[48] Duc Nguyen, Phong Nguyen, Vu Long, Truong Thu Huong, and Pham Ngoc Nam. Network-aware prefetching method for short-form video streaming, 2022.

[49] Jiawang Cao, Yongliang Wu, Weiheng Chi, Wenbo Zhu, Ziyue Su, and Jay Wu. Reframe anything: Llm agent for open world video reframing, 2024.

[50] Francesco Chiossi, Luke Haliburton, Changkun Ou, Andreas Butz, and Albrecht Schmidt. Short-form videos degrade our capacity to retain intentions: Effect of context switching on prospective memory, 2023.

[51] Yuyan Bu, Qiang Sheng, Juan Cao, Peng Qi, Danding Wang, and Jintao Li. Fakingrecipe: Detecting fake news on short video platforms from the perspective of creative process, 2024.

[52] Taina Bucher. The algorithmic imaginary: Exploring the ordinary affects of facebook algorithms. In *The social power of algorithms*, pages 30–44. Routledge, 2019.

[53] Wen Wen, Yilin Wang, Neil Birkbeck, and Balu Adsumilli. An ensemble approach to short-form video quality assessment using multimodal llm, 2024.

[54] Yiting Lu, Xin Li, Yajing Pei, Kun Yuan, Qizhi Xie, Yunpeng Qu, Ming Sun, Chao Zhou, and Zhibo Chen. Kvq: Kwai video quality assessment for short-form videos, 2024.

[55] Mathias-Felipe de Lima-Santos, Isabella Gonçalves, Marcos G. Quiles, Lucia Mesquita, Wilson Ceron, and Maria Clara Couto Lorena. Visual political communication in a polarized society: A longitudinal study of brazilian presidential elections on instagram, 2024.

[56] Christian Otto, Matthias Springstein, Avishek Anand, and Ralph Ewerth. Understanding, categorizing and predicting semantic image-text relations, 2019.

[57] Joy Githaiga, John O Ndavula, and Winnie Ndeta. The use of tiktok for consumer engagement by select beverage companies in nairobi. 2024.

[58] Kunlong Zheng. Analysis and study of visual thinking in visual communication design. *Research and Commentary on Humanities and Arts*, 2(4), 2024.

[59] Marc Vandemeulebroecke, Mark Baillie, Alison Margolskee, and Baldur Magnusson. Tutorial: Effective visual communication for the quantitative scientist, 2019.

19

[60] Barnaby Goodman. Amateur content creation as compositional practice: Viral videos and internet memes in online participatory culture. 2021.

[61] Alan Byju, Aman Sudhindra Ladwa, Lorin Sweeney, and Alan F. Smeaton. Generative outpainting to enhance the memorability of short-form videos, 2024.

[62] Alex Thompson, Lindsay Stringfellow, Mairi Maclean, and Amal Nazzal. Ethical considerations and challenges for using digital ethnography to research vulnerable populations. *Journal of Business Research*, 124:676–683, 2021.

[63] Qin Xie. Open ai-romance with chatgpt, ready for your cyborg lover?, 2024.

[64] Jiayu Han, Gege Zhang, Shaogui Xu, Rob Law, and Mu Zhang. Seeing destinations through short-form videos: Implications for leveraging audience involvement to increase travel intention. *Frontiers in Psychology*, 13:1024286, 2022.

[65] Viet Cuong Nguyen, Mini Jain, Abhijat Chauhan, Heather Jaime Soled, Santiago Alvarez Lesmes, Zihang Li, Michael L. Birnbaum, Sunny X. Tang, Srijan Kumar, and Munmun De Choudhury. Supporters and skeptics: Llm-based analysis of engagement with mental health (mis)information content on video-sharing platforms, 2024.

Disclaimer:

SurveyX is an AI-powered system designed to automate the generation of surveys. While it aims to produce high-quality, coherent, and comprehensive surveys with accurate citations, the final output is derived from the AI's synthesis of pre-processed materials, which may contain limitations or inaccuracies. As such, the generated content should not be used for academic publication or formal submissions and must be independently reviewed and verified. The developers of SurveyX do not assume responsibility for any errors or consequences arising from the use of the generated surveys.