Hello everyone, my name is 耿冬冬, let me introduce the fifth part—Suggestions.

**Slide1**

Below, I will put forward to some suggestions for solving the problem from the aspects of Platform Supervision, Content Production and User participation.

**Slide2**

In terms of platform supervision. First of all, we must strengthen the platform supervision mechanism and implement relevant laws and regulations. Secondly, supervision should be implemented in all aspects, such as increasing video review efforts to ensure the health of the overall short video environment. Finally, the regulatory power should be distributed to users to cultivate the awareness of users to maintain the platform environment.

**Slide3**

In terms of content . First of all, we advocate both UGC mode and PGC mode. High-quality content is the core requirement of users. Secondly, we must pay attention to the combination with traditional culture and value leadership to make traditional culture more popular. Finally, the integration of the platform should be realized. Take advantages of the Internet plus to create a new development ecology.

**Slide4**

Finally, in terms of User participation. First of all, we pay attention to strengthening the people's own quality and social responsibility, learning to judge and reasonably analyze, resisting video without nutrition and spreading positive energy. Secondly, to mobilize the user's participation, you can set rewards to attract users to participate in the production of positive energy videos.