**5. Some suggestions for the development of short video applications**

In view of a series of problems arising from the development of short video applications, this paper puts forward some suggestions from the perspectives of platform, content and users.

**5.1 Platform supervision**

(1) Strengthen platform supervision mechanism

The special attributes of short video platform transmission make it difficult to supervise and easily breed vulgar information. To create a green and healthy platform environment and prevent the spread of vulgar information, the short video APP platform should first implement the document measures issued by the SARFT(State Administration of Radio, Film and Television) on network environment supervision and improve relevant management methods and mechanisms. In response to the related uncivilized phenomenon of the short video platform, the SARFT has issued a number of regulations, and short video APP practitioners need to implement it conscientiously.

(2) Implement supervision to all aspects

The supervision of the short video app needs to take effect from the time of user registration. First of all, the user is required to read the platform code when registering, and require the real-name system in the background to improve the user's awareness. Secondly, to increase the review of video uploading, it is better to extend the waiting time of users from uploading, reduce the user experience, and also ensure the health of the overall short video environment to the greatest extent.

(3) Regulatory authority is distributed to users

The short video app needs to cultivate the user's healthy use behavior, and also needs to cultivate the user's awareness of maintaining the platform environment. One of the main purposes of a vulgar content publisher is to attract users’ attention and gain clicks. If the majority of users can resist the vulgar content and establish a sense of maintaining a healthy network video environment, it is naturally possible to block the spread of vulgar video information from the source.

**5.2 Content production**

(1) UGC(User Generated Content) mode and PGC(Professional Generated Content) mode are combined

UGC+PGC's social app is the mainstream of short video app development in the future. The use of video as a social means to attract users to stay, to cultivate users' habit of using short video social platforms. After forming a stable user relationship chain, it laid a user base for the dissemination of PGC content. High-quality content is always the core requirement of users. Professional and fine content has greater communication value for users and stronger commercial liquidity.

(2) Combine with traditional culture and focus on value leadership

Combining new modes of communication with excellent culture makes traditional culture more popular and more acceptable and disseminated. For example, the cultural features contained in the cultural auditorium are incorporated into the short video, so that the cultural needs of the public and the “needed” of the cultural auditorium can be effectively unified. The Shaanxi Provincial Museum has integrated the modern communication methods such as vibrato into the museum culture, which makes people shine. The use of the popular platform of vibrato can make the ancient cultural relics and culture fresh and vivid, so that users can be influenced by traditional culture while enjoying entertainment.

(3) Achieve convergence between platforms

Since the "Internet plus" strategy was put forward, all walks of life have actively tried to use the use of Internet thinking to bring about a new form of industry development. "Internet +" is the use of information and communication technology and Internet platform to enable the Internet to integrate deeply with traditional industries and create a new development ecology. Specific to the short video APP industry, practitioners should combine the basic characteristics of the mobile Internet era and the basic characteristics of short video to explore how the short video APP can better integrate with relevant industries under the guidance of “Internet plus” thinking.

**5.3 User participation**

(1) Strengthen netizens' own literacy and social responsibility

As netizens, we must be firm and correct in our values. We must not be indulged in this way in order to satisfy the momentary pursuit of psychology. We must learn to rationally judge and reasonably analyze and not blindly follow. The high level of netizens' own literacy determines the future direction of short video from the media era. Strengthen their self-cultivation, reject some vulgar, report videos of pornographic violence, and bring some positive energy videos to the society, apply them to the society, enhance their social responsibility, and build a healthy and healthy for all netizens. Network environment, everyone together to create a harmonious and beautiful network society.

(2) Mobilize user engagement

Short video APP as a social platform, the spread of marketing video should not rely solely on brand broadcast, users should rely on the power of users to spontaneously spread to friends, in order to form a wider coverage in the social circle. In order to attract users to use video to shoot spontaneously for brand advertising, short video platforms and advertisers should combine brand elements with daily life when setting up topics, and set a certain reward mechanism to attract users to participate and let users shoot. And unconsciously accept brand information when distributing video. This not only helps users form platform stickiness, but also promotes the promotion and dissemination of marketing activities.