

A Research on the Use of Short Videos in College Students

Abstract

College students' use of short video platforms has become a topic of great concern. However, there is a lack of systematic and comprehensive research on the diverse needs and platform preferences, as well as the sharing characteristics, of college students who use short video platforms. To address this research gap, this study conducted an in-depth investigation into the use of short videos by college students, focusing on their platform usage habits, viewing options, and sharing preferences. A questionnaire survey and in-depth interviews were used to collect relevant data from different groups of college students, with a representative sampling method. Descriptive statistical analysis, factor analysis, and logistic regression were employed in data processing and analysis.

The study found that college students' needs for short videos are diverse, including entertainment, knowledge and skill acquisition, sharing life experiences, and exchanging ideas. Douyin is the most commonly used platform, and learning videos are the most popular viewing option. The frequency and duration of watching short videos among college students are relatively high, with most of them watching 2-4 hours daily. Short videos are mainly shared on social media, indicating that short videos have significant advantages in communication. In addition, content originality is an important factor in attracting user attention to short video platforms. Based on these findings, short video platforms can be optimized to meet the diverse needs and preferences of college students, and establish closer connections and communication with users through social media and other channels to improve user stickiness and loyalty.

Key words: Short video; College students; Platform; Preference

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