

A Research on the Use of Short Videos in College Students

Chapter 5 Conclusion

After the above analysis, this chapter mainly summarizes and looks forward to the above, including Major findings, Implications, Limitations and Suggestions for future research

5.1 Major findings

This study investigated the patterns and preferences of college students in using short videos. The results showed that college students' viewing needs on short video platforms are more diversified, not only limited to entertainment, but also include acquiring knowledge and skills, sharing life and exchanging experiences. Among short video platforms, Douyin is the most commonly used platform for college students, and learning videos are the most popular viewing options. Among college students, the frequency and duration of watching short videos are relatively high. Most of them watch short videos for 2-4 hours every day, indicating that short videos have become an important part of college students' daily entertainment life. Among college students, short videos are mainly shared on social media, which indicates that short videos have strong advantages in communication. The original content of short videos is also very important, which can attract the audience's attention and interest, as well as bring more attention and fans to the video writer.

5.2 Implications

The research results have implications for the development and marketing of short video platforms. Short video platforms can optimize user interfaces and interactive experiences to attract more young users and offer more diverse and interesting content based on college students' usage patterns and preferences. In addition, short video platforms can strengthen the connection and communication with users through social media and other channels to improve user stickiness and loyalty.

5.3 Limitations

The research sample size is small, and the survey covers only a few short video platforms, which may affect the representativeness of our research results. In addition, the survey focused only on college students' preferences and usage patterns, and did not explore the impact of short videos on their mental health and academic performance.

5.4 Suggestions for future research

Future studies could expand the sample size to include more short video platforms, making the findings more representative. In addition, future research could also explore the impact of short videos on college students' mental health and academic performance, and provide recommendations for healthy use of short videos.

