**A Research on the Use of Short Videos in College Students**

**Chapter 4 Results and Discussion**

**4.1 Short video usage pattern**

Through questionnaire survey and in-depth interview, this study investigated the use pattern of short video among college students. The results show 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 by college students, probably because its content is richer and more diverse and its user interface is more user-friendly.

On social media, most college students are willing to share short videos, which also reflects the advantages of short videos in communication and communication. 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, learning videos are the most popular viewing option, accounting for 44.83%. Life records also receive some attention, accounting for 34.48%, indicating that college students have a strong demand for sharing life and exchanging experiences. Among college students, short videos are mainly shared on social media, which indicates that short videos have strong advantages in communication.

The results fit the purpose of the study. Our aim is to understand the current situation and patterns of short video usage by college students, and the results clearly indicate the usage patterns and preferences of college students for short video.

The findings are consistent with those of other experts. Other studies have also shown that short video platforms are very popular among young people, and college students' demands for short videos are more diversified, not just for entertainment and leisure, but also for acquiring knowledge and skills, sharing life and exchanging experiences, etc.

The usage pattern and preference of college students for short video are closely related to the characteristics of short video platform. The content of short video platforms is more diverse and interesting, and the user interface is also more friendly and easy to use, which attracts a large number of young users. College students' demands for short videos are more diversified, not only for entertainment and leisure, but also for acquiring knowledge and skills, sharing life and exchanging experiences. These demands reflect college students' diversified cognition and use of short videos.

The deficiency is that our study only focused on the use pattern and preference of college students for short videos, without in-depth study on the impact and significance of short videos on college students. Future studies can further explore the influence and significance of short videos on college students.

**4.2 Preference for short video use**

Through questionnaire survey and in-depth interview, this study investigated college students' preference for short videos, including content type, platform and frequency of use.

In terms of preference for short video types, learning video is the most popular viewing option for college students, accounting for 44.83%. This shows that college students are more inclined to acquire knowledge and skills when using video platforms, rather than just entertainment. Life records also received some attention, accounting for 34.48%, indicating that college students have a strong need to share their lives and exchange experiences. In general, college students have more diversified demands for video platforms, which are not limited to entertainment, but also include acquiring knowledge and skills, sharing life and exchanging experiences.

In terms of preference for short video platform, DouYin is the most commonly used short video platform among college students, accounting for 44.83%, while micro-visio and Kuaishou are 34.48% and 20.69%, respectively. Because Douyin's content is richer and more interesting, and the user interface is more user-friendly. As a Tencent product, micro-visio also has a certain user base among college students, but its content and user interaction may be relatively simple. Kuaishou pays attention to localization and regional characteristics, but it may have a relatively small audience among college students.

In terms of the use time of short video, the frequency of short video use of college students is mainly concentrated in the range of 2-4 hours a day, accounting for 55.18%. 17.24% use short video less than one hour a day. 10.34% use short videos for more than four hours a day. This shows that most college students regard short videos as a way of entertainment and relaxation, and they are aware of the negative effects of excessive use of short videos on their life and study.

**4.3 Summary**

Through questionnaires and in-depth interviews, this study investigated the patterns and preferences of college students in using short videos. The results show 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. Among college students, the original content of short videos is very important, which can attract the audience's attention and interest, as well as bring more attention and fans to the video writer. In the future, with the continuous development of technology, short videos will become more intelligent, personalized and social.

The research sample size is small, with only 29 valid questionnaires, which may affect the representativeness of our research results. The survey covers only a few short video platforms, and there may be others that are also popular with college students. Finally, 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.

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.

The research results are of great significance for the development and marketing of short video platforms. Short video platforms can offer more diverse and interesting content based on college students' usage patterns and preferences, and optimize user interfaces and interactive experiences to attract more young users. 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.