**Chapter 1 Introduction**

* 1. **Background of the Study**
     1. **Importance of the Topic**

In recent years, short videos have become a ubiquitous form of entertainment and communication, particularly among young people, including college students. Short videos are defined as videos that are less than 10 minutes in length and are usually created and shared through social media platforms.According to a survey conducted by China Internet Network Information Center (CNNIC), the number of short video users in China has reached 873 million in 2020[1], accounting for 86.5% of the total internet users, and the market size of short videos is expected to reach 157.8 billion yuan by 2022 (Xinhua, 2020).

The popularity of short videos has brought about significant changes in the way people consume and create content.Short videos have become a new form of social media, providing users with a platform to express themselves, share their experiences, and connect with others. As a result, short videos have become an essential part of the daily lives of many people, especially college students.

Understanding the usage patterns and preferences of college students regarding short videos is crucial for social media platforms, content creators, and marketers. This knowledge can help them create more engaging and relevant content, improve user experience, and increase user retention. Therefore, this study aims to investigate the current usage patterns and preferences of college students regarding short videos.

* + 1. **Necessity of the Research**

Despite the popularity of short videos among college students, there is a lack of research on their usage patterns and preferences.Most of the existing studies have focused on the impact of short videos on mental health, addiction, and academic performance.However, few studies have investigated the factors that influence college students' usage patterns and preferences, such as the type of content, platform, and frequency of use.

This study is necessary because short videos have become an integral part of the daily lives of college students, but there is a lack of research on their usage patterns and preferences.Understanding these patterns and preferences can help stakeholders create more effective content and improve user experience, which is important for the success of social media platforms, content creators, and marketers. Additionally, the study can inform educational institutions and policymakers about the potential impact of short videos on college students' academic performance and mental health, which is essential for ensuring the well-being of students. Overall, this study can contribute to a better understanding of the role of short videos in the lives of college students and their impact on society. The existing literature has not fully explored the usage patterns and preferences of college students regarding short videos.Therefore, this study aims to fill this gap by investigating the following research questions.

* 1. **Research Questions**

1.What are the usage patterns of short videos among college students?

2.What are the preferences of college students regarding short videos, such as the type of content, platform, and frequency of use?

* 1. **Research Methods**

This study will use a mixed-methods approach, including a survey and in-depth interviews.The survey will be conducted among college students to investigate their usage patterns and preferences regarding short videos.The survey will include questions about the type of content, platform, and frequency of use.

The in-depth interviews will be conducted among a subset of the survey respondents to gain a deeper understanding of their experiences and perceptions of short videos.The interviews will be semi-structured and will focus on the factors that influence their usage patterns and preferences.

* 1. **Purpose of the Study**

The purpose of this study is to investigate the current usage patterns and preferences of college students regarding short videos.The study aims to fill the gap in the existing literature and provide insights into the factors that influence college students' usage patterns and preferences.

* 1. **Significance of the Study**

This study has significant implications for various stakeholders, including social media platforms,content creators,marketers,educational institutions, and policymakers. The knowledge gained from this study can help these stakeholders create more engaging and relevant content, improve user experience, and increase user retention.Additionally, the study can inform educational institutions and policymakers about the potential impact of short videos on college students' academic performance and mental health. Overall, the study can contribute to a better understanding of the role of short videos in the lives of college students and their impact on society.

# References

1. CNNIC. 第47次《中国互联网络发展状况统计报告》[EB/OL]. [2023-3-29]. http://www.gov.cn/xinwen/2021-02/03/content\_5584518.htm.