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

**Chapter 2 Research Methodology**

**2.1 Research questions**

The research questions for this study are:

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?

To answer these research questions, the following aspects will be examined: the types of short videos that college students prefer to watch, how often they watch such videos, the platforms they use to access short videos, the impact of short videos on their academic performance, and their perceptions of the originality of short video content.

**2.2 Participants**

The selection process for participants in this study will involve several steps to ensure a representative sample.First, identify the faculties within Chongqing University that have a high number of undergraduate students.These faculties will include the Computer Science, Art, Foreign Language, Electrical Engineering, and Mathematics departments.

Participants were selected through a simple random sampling method to reduce bias and ensure that all ages and genders were included. Participants' data will be kept confidential.

**2.3 Instruments**

**2.3.1 Source**

A self-developed questionnaire will be used to collect data from the participants. The questionnaire will include both open-ended and closed-end questions covering all aspects related to short video use, including demographic information, frequency of short video viewing, preferred platforms, preferred types of content, and the impact of short video on academic performance. Part of the questions are designed in the form of Likert scale, which takes into account relevant literature and expert opinions on the use of short videos.

**2.3.2 Content**

The content of the survey will be divided into two parts, one is a questionnaire and the other is an interview.

The questionnaire consists of 10 questions, including basic information such as age, gender, college, favorite type of short video and platform used, as well as questions related to short video viewing frequency, sharing behavior, influence and value. The questionnaire involves multiple choice questions and scale measurement questions, aiming to understand the respondents' habits and attitudes of short video consumption.

There are five questions in total in the interview, which mainly involve short video in different grades, entertainment and learning help, the choice of different platforms, the originality of short video content, and the development prospect of short video. These questions are aimed at understanding respondents' attitudes and views on the use of short videos, including personal views and predictions of the future development trend of short videos.

The specific content is as follows.

Basic:

1. What's your age?

2. What is your gender?

3. What is your college?

4. What kind of short videos do you like best?

5. Which short video platform do you use most often?

Scale:

6. You watch short videos a lot throughout the day.

7. You often share short videos of yourself on social media.

8. Short videos have a huge impact on you.

9. I think short videos can help me better understand current culture and trends.

10. I think short videos can help me relieve stress and fatigue.

Interview：

1.Do you think there is a relationship between the frequency of short video and the grade? Please share your opinion.

2.In your opinion, is the use of short videos mainly for entertainment or as a learning aid?

3.Which platform do you prefer to watch short videos on for the same content? Why?

4.How do you feel about the originality of short video content?

5.Finally, what do you think is the future of short video?

**2.3.3 Standards and Principles**

This scale has a total of 5 questions and is scored on 5 scales, including “strongly agree”, “somewhat agree”, “neutral”, “somewhat disagree”, and “strongly disagree”. Each question is scored on a scale of 1-5, with 1 being “strongly disagree” and 5 being “strongly agree” . A higher score indicates a higher level of agreement with the issue.

**2.3.4 Reliability and Validity**

Reliability, or reliability or consistency, means that a measurement can withstand repeated testing. Reliability reflects the size of random errors in measurement. High reliability means that the results of multiple measurements for the same thing can be consistent, indicating that the measurement tool is reliable and stable. If the reliability is lacking, the results of the measurement before and after will be inconsistent, indicating that there is something wrong with the measurement tool.

Validity, or reality, refers to the fact that the measuring tool can actually measure what it is intended to measure. High validity indicates that the measurement results can well reflect the real characteristics of the measured object, and can ensure that different researchers have a consistent understanding of the meaning and connotation of a certain research variable. The lack of validity indicates that the measurement tool does not correctly obtain the data reflecting the real characteristics.

What reliability tests is the internal consistency of the scale. The higher the consistency is, the more accurate the measured data will be and the stronger the reliability of the evaluation results will be. Cronbach-α is the most commonly used test method for scale reliability. Cronbach-α coefficient ranges from 0 to 1, and the closer it is to 1, the better the reliability is. Its criterion is: coefficient above 0.9, indicating that the reliability of the measuring tool, namely the scale, is good. 0.8-0.9, indicating good reliability; 0.7-0.8 is acceptable, but some contents of the scale need to be modified; Below 0.7, it indicates that some contents of the scale need to be rewritten. Therefore, Cronbach-α test was used in this investigation.

**2.4 Data collection**

During the collection of questionnaire data, participants' personal information will be kept confidential and all data will be processed anonymously. In designing the questionnaire, a variety of types of questions were used to get as comprehensive a picture as possible of the participants' perspectives and perceptions. Questionnaire data will be collected through an online survey platform. Participants will be given a link to the questionnaire and asked to complete it within a specified period of time. Approximately 50 pieces of data will be collected.

Interview data will be collected by invitation to obtain more detailed and specific information. During the interview, we will respect the wishes and privacy of the interviewees and ensure that all information is kept confidential and protected. About ten pieces of data were collected.