

Analysis of Books Introduction Hot Based on Short Video from the Perspective of the Diffusion of Innovations Theory

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Abstract: Under the background of national reading, booksellers begin to use the power of short video to present and promote books through the Internet; short video about promoting books has become a new trend. Based on the "diffusion of innovation theory", this paper makes a shallow analysis of the book introduction video as a new thing from the perspective of the five elements of innovation, and provides suggestions for its future development.

1. Introduction

With the acceleration of China's modernization process in recent years, China's national consumption level continues to rise and the continuous growth of people's disposable income, the demand and quality of national consumption have increased significantly. Under the continuous impact of COVID-19, online consumption has become a new trend. In the January-November period of 2020, when the pandemic was just beginning, China's online retail sales reached 10,537.4 billion yuan, up 11.5 percent year-on-year.[1] Meanwhile, the arrival of new media has greatly changed people's lifestyle. In this new environment, where the owners of the means of communication no longer control the content, the principles of marketing must fundamentally change. [2] The same is true for book marketing, as an innovation that combines books and short videos, video clips of book introduction bring development advantages in the face of many unknown challenges. This paper will analyze the short videos about the book introduction, and put forward the feasible path about how to conduct more effective dissemination in the future.

2. Development status of short video about books

Short video is a form of transmission that is usually measured in seconds. It refers to a whole new form of video that is played on the network platform for people to watch, browse and share at any time, from seconds to 5 minutes and with entertainment, science, singing, and fashion as the main content. Short video is not only simple to make the spreads fast, but also is rich and engaging.[3] The emergence of short video means that human information reading has entered the "era of counting seconds". [4] In this context, in order to meet the reading needs of the audience, the publishing industry has turned its attention to online to find development opportunities through short videos.

On the whole, technological developments have helped short videos seep into people's Daily lives. According to the 49th Statistical report on China's Internet Development, the country's internet penetration rate reached 73 percent and the number of Internet users reached 1.032 billion as of December 2021.[5] It accumulated a sufficient audience base for the dissemination of short video about book. On the other hand, the era of new media also means the upgrading of technology, the decentralization of information publishing rights, and the convenience of video production and so on. On the basis of Internet and mobile communication technology, different subjects can use a variety of channels to combine text, sound, picture, video and other media to carry out promotion

activities, with direct visibility to attract the audience. Take the Tiktok in China for example, nearly 30 million authors shared knowledge on Tiktok every month in 2021, with a year-on-year growth of 43%. The content of book recommendation grew rapidly with a growth rate of 441%. [6] It can be seen that the adoption rate of short video books is on the rise, and its diffusion has also achieved certain effects.

The popularity of short video on book marketing has attracted the attention of academic circle. On the one hand, some scholars have expounded the current situation and development trend of short video about book from a macro perspective. For example, Lian analyzed the communication characteristics and trends of short videos about book from the perspective of communication technology, and proposed that professional publishing institutions should make full use of all kinds of resources in the process of topic selection planning, marketing publicity, distribution and promotion, so as to promote the joint realization of cultural communication and marketing goals on the short video platform. [7] Based on the interactive ritual chain theory, Huang and Teng analyzed the construction and effect of interactive rituals in book and video marketing, and further proposed the development strategy of brand personification, emotional resonance stimulation and integrated marketing promotion [8]. Research on Tiktok abroad points out that the Booktok sits within TikTok as a community in TikTok where readers and authors can interact about books and reading, with the video content available in this space concentrated on these shared interests. [9] These videos are short, fast, and loud, most often filmed and viewed in vertical view on a smartphone, with the creator in close up focus. These features contribute to the establishment of an unfiltered, messy, chaotic aesthetic, which is more 'relatable' than the carefully curated high-concept, glossy Instagram aesthetic. [10] In addition, some scholars have suggested that the development of short video marketing faces urgent problems, such as content homogeneity, irregular product source channels, and incomplete product features [11]. On the other hand, some scholars have conducted studies from a microscopic perspective. Tian selected People's Literature Publishing House as a case, specifically sorted out the practical experience and problems of book short videos, and proposed to promote the further development of short video about book introduction from the aspects of content creativity, interactive principles and marketing channels. [12] Cui and Huang started from the short video platform, carried out empirical analysis on Tiktok, and studied the current situation, problems and countermeasures of short video marketing of books. [13] With the continuous update and change of the short video about book introduction, relevant research should also be carried out in depth.

For the platform, the short video of book introduction, as an innovative product, has been widely used under the condition of giving full play to the advantages of video to show the highlights of the book, and effectively stimulates the purchase behavior of the audience. On the whole, it is in line with the process of innovation diffusion of new things. Therefore, this paper will analyze the diffusion phenomenon of the short videos about books based on the diffusion of innovation theory, and provide suggestions for future development.

3. Diffusion of innovation theory and its influence on the development of short video about book introduction

The theory of diffusion of innovation was put forward by American scholar Rogers in his book *The Diffusion of Innovation* published in the 1960s. This theory mainly described the process by which media persuade people to accept new ideas, things and products. This process can be represented by an "S" shaped curve. That is to say, the rate of acceptance of new things was slow in the early stages, sped up when a certain amount was reached, and slowed down again as it approached saturation. As a social process, it mainly included five stages of learning, persuasion, decision, implementation and confirmation, and the actors in this process included innovators, early adopters, early followers, late followers and lags. [14] In the decades since the theory was put forward, it has been widely used in various fields of research as an important theory of communication.

This theory has played an important role in the development of short video about book

introduction. This kind of video changes the offline book sales mode through the innovative combination of book and video clip, which itself constitutes an innovative ontology. Compared with the original offline mode, short video not only enables the communication subject to express more vividly, but also enables the audience to understand more comprehensive information and gain multiple experiences in the interaction. On the one hand, the theory of diffusion of innovation provides a theoretical framework for understanding the diffusion process of short video about book introduction. On the other hand, this theory can also provide ideas for the future development. Grasping the time course of the spread of new things in theory and integrating the power of multiple elements can effectively promote the spread of new things.

4. Analysis of influencing factors in short videos about books

With the rise and popularity of short video, many subjects from the upstream publishers of the industry chain to the downstream bookstores actively join this tide and exert full power in the short video platform. As for Tiktok platform, according to the "Tiktok E-commerce Book Industry Development Data Report", by December 2021, the monthly broadcast volume of book publishing content exceeded 140.1 billion times, bringing a year-on-year increase of 64% in book sales, and more than 450,000 books were sold through Tiktok e-commerce every day. [15] In the diffusion of innovation theory, Rogers proposed that for new things, their adoption degree was mainly affected by five elements: relative superiority, compatibility, complexity, trialability and observability. For the books introduction based on video clip, its rapid diffusion process is also the result of the joint action of the above five elements.

1) Relative superiority.

Relative superiority refers to the fact that the innovative thing is superior to the thing it replaces to the audience. Compared with the traditional book marketing campaign, the book marketing campaign carried out by short video has many advantages.

For communicators, short video brings new possibilities for book promotion. From the perspective of content, the advantage of short video is that it can vividly present the books in a visual way, so as to better display the books and stimulate the consumer demand of the audience. Through continuous exploration, the production modes of content preview, story deduction, book review recommendation, and animation special effects have been formed [16]. (figure 1) Therefore, the communication subject can choose a better presentation mode according to different book types. In addition, the production of short videos has become more convenient. Due to the competition and development of various platforms, video production has been simplified, and video shooting, video editing and other functions have been included. Therefore, in addition to MCN institutions, book publishers, writers, reading enthusiasts and other subjects can also participate in the production, expanding the dissemination of short videos.

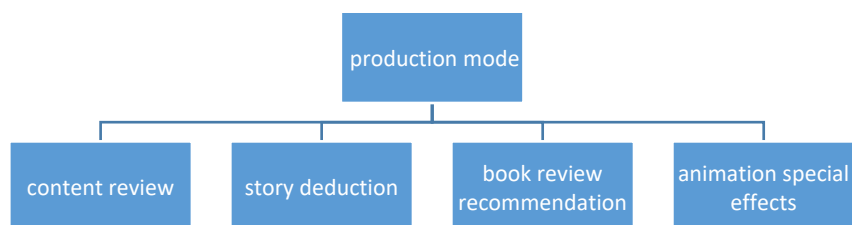


Figure 1 The production mode of short videos about books.

For the audience, the short book introduction video also has many advantages. In recent years, the short video platform has become a "necessity" in people's daily life due to its social and entertaining characteristics. Book promotion through short videos can enable the audience to fully interact with the author, editor and other readers in the video comment section to gain a deeper understanding of the book. This way of flowing into people's fragmented time makes the promotion of books more natural and improves the acceptance of the audience. In addition, short videos pay

more attention to content output, thus combining short video with book can not only meet the entertainment needs of audiences, but also enable them to acquire knowledge and learn more about books. Furthermore, the accurate push of the intelligent algorithm of the short video platform effectively reduces the time cost for customers to select books. The purchase link added in the short video simplifies the audience's purchase process and facilitates the completion of more transactions.

2) Compatibility

The compatibility of new things refers to the degree to which the innovation is consistent with existing values, individual needs, and past practical experience. China is in the early stage of socialist construction, and to promote the construction of a strong social and cultural power is the goal of social development. Regulations on Promoting Reading for the whole People was issued In 2017. Reading constantly to improve their own cultural level is not only the need to achieve personal development, but also to improve the degree of social civilization. At present, through the continuous development of various video platforms, their book promotion functions have been fully developed. On Reading Day in Kuaishou platform, more than 2 million books were sold in three hours. Past practical experience has proved that short videos of book introduction have formed a certain scale. Among them, accounts such as "Reading at Ten", and "People's Daily Publishing House" have more than one million fans, all of them have gained a certain user base. The combination of book and short video not only retains the characteristics of videos, but also adds practical knowledge content, which also meets the needs of users and achieves certain results, so it has high compatibility.

3) Complexity

Complexity refers to the degree to which something new can be understood and applied. For a new thing, the simpler it is, the faster it will spread. With the popularity of smart devices, various short video platforms have included various functions such as video shooting and production. Compared with traditional professional software, their operation interface is simple and easy to understand, which effectively reduces the threshold for creators to use. In addition to short video-oriented apps such as Tiktok, the display window of commodity has also been added to the Wechat. In order to make creators better use, short video apps will also release relevant tutorials. For example, the "Tiktok E-commerce Learning Center" has set up a number of columns to provide learning tutorials for businesses, such as beginners, business breakthroughs, and industry sharing. In addition, by binding the payment account on the short video platform, the audience can directly purchase goods without the step of platform hopping. On the whole, video production, commodity display and purchase are relatively simple, short videos of book introduction have high ability of diffusion.

4) Triability and observability

Trialability is the possibility that a new thing can be tested under certain conditions. The higher the possibility, the greater the chance of being adopted. From the technical point of view, promoting books is the ultimate goal of the short videos of book introduction. In the short video platform, the content selection has a high degree of freedom, and the production mode has no clear restrictions, so that the communication subjects of different styles can give full play to their own strengths. For example, "Duliang Reading" promotes books through the emotional narration of the host, and also directly uses pictures to let the audience obtain independent reading experience. These subjects can not only use the video shooting and editing function of the short video platform, but also make fully use of common software such as Capcut. On the other hand, with the popularity of the Internet, the number of netizens in China has reached 1.032 billion by December 2021, which formed a strong audience base for the short video communication of books and a market with huge potential. The trialability of the short book introduction video is proved.

In addition, observability refers to the extent to which the innovation results of new things can be seen. The Book Retail Market Report for the first half of 2022 pointed out that as an emerging e-commerce, short video e-commerce gathered more users' attention, and its penetration into the e-commerce market continued to improve, with a relatively fast growth rate. In the first half of 2022, book sales conducted by short video e-commerce showed a 60% year-over-year positive growth. At

present, the way of promoting books through short videos not only obtains the support of more marketing subjects, but also wins the favor of more consumers. [17]

5. Development strategy of short videos of book introduction based on the diffusion of innovation theory

Although the short video meets the characteristics of rapid diffusion, there are still some problems in the development process. Firstly, in the early stage of the diffusion process of innovation, people's inherent resistance to hard marketing affects the audience's cognition. Moreover, compared with the short video platform whose main feature is entertainment, the production and dissemination of short video of some professional books are relatively limited. Secondly, the homogenized video content further affects the spread of short book introduction videos. By browsing the videos of different marketing accounts, it is not difficult to find that most accounts are narrated by the host, the book display is the main mode, and the content is generally relatively plain. The short video without core views and visual effects cannot arouse users' interest and cause further spread. In addition, the issue of user retention is also worth noting. Most communication subjects pay too much attention to their own marketing effect and ignore the interaction with the audience, resulting in the phenomenon of less likes interaction. This is not only unfavorable to the formation of user adhesion to ensure the dissemination of short videos, but also unfavorable to stimulate the interest of more communication subjects to participate in the creation of short video books. In the face of these problems, each transmission subject is looking for effective solutions. Based on the "diffusion of innovation theory", this paper explores several feasible development strategies.

Keep up with social issues, accelerate into the "rising period" of diffusion. In the diffusion theory of innovation, the diffusion process of things is described as an "S" shaped curve. In other words, in the early stage, new things spread slowly and there are few adopters. When the number of adopters reaches 10% to 25% of the total residents, the number of adopters will accelerate rapidly until it is close to the saturation point. Therefore, the subject of communication could make full use of hot social events to improve the exposure of the video. Generally speaking, multimedia users are more interested in hotspots and the information spread in their interest circles. [18] The more interactive the media is, the higher the number of comments and likes, and the greater the possibility of the content being exposed to more audience. For example, many movies and TV dramas are adapted from novels, which can reverse the sales of the original works by taking advantage of the popularity of movies and TV dramas. In addition, the spread of short video about book should also comply with the development of social affairs. In recent years, home isolation has become a daily routine under the background of the epidemic, and people pay more attention to their own mental health management. In Tiktok, through the promotion of psychology books in 2021, a number of psychology books became the third category with the fastest year-on-year sales growth in that year. Furthermore, while advancing the diffusion process to the acceleration point in the curve, attention should also be paid to the role of opinion leaders. The most important feature of a bookfluencer's brand is their reputation as a trusted source of book recommendations. And their parasocial interactions with their followers aim to develop an affective relationship with their fan community [19]. They not only have a more central network position, more accurate knowledge about a product but also are more innovative. In the process of the diffusion, opinion leaders can increase the speed of the information stream, the adoption process and maximum adoption percentage. [20]

Attach importance to channel construction, looking for the best media combination. According to the theory of innovation diffusion, different propagation routes can give the best effect in different stages of innovation diffusion. In the process of awareness, promotion and diffusion in the initial stage, mass communication to more audiences can produce better effects, while interpersonal communication with trust endorsement in the persuasion stage is more effective. In the communication process of short video about book introduction, on the one hand, mass communication can improve the spread rate of information in a short time; on the other hand, social media enable communicators get closer to the target audience, in a more personal, directed and

segmented way, thus facilitating the creation of more efficient strategies for brand promotion[21] The existing short video platforms have their own characteristics and attract audiences with different interests and needs. Therefore, the communication subjects should break through the barriers between various channels and establish a cross-platform channel matrix. In addition to short video platforms, social software such as Weibo and WeChat are now equipped with the function of publishing video. With the social attributes of these platforms, users often share videos and make up for the vacancy of mass communication with interpersonal communication spontaneously, further promoting the diffusion of videos. For example, Duliang Reading not only created accounts on Tiktok, Kuaishou and other video clip platforms, but also radiated the accounts to Weibo, BILIBILI and other social media, and has accumulated a sufficient fan base.

Pay attention to user needs and improve user stickiness. Fundamentally, the ultimate purpose of book introduction video is to improve the sales of books by exploring the highlights of different books. Furthermore, consumers in new media era have become highly active partners, serving as customers as well as producers and retailers, being strongly connected with a network of other consumers.[22] Therefore, how to attract the interest of the audience and meet the needs of users so as to improve user engagement is the key point of future development strategy. Nowadays, due to the massive amount of user information brought by digital marketing, it's easy to target audience in digital marketing by the technology which is operated in new media era, therefore, the needs of users are easier to be captured and satisfied. [23] The first thing to do is to start with the content. According to the 2021 Talent Development Report of China's short video and live streaming E-commerce Industry, among users' suggestions for short video platforms, strengthening the control of content quality ranked first in the past. [24]For any platform, high quality content is the key to getting more flow on a rapidly changing platform, and for obscure or specialized books, this should be balanced with the entertainment and visual features of short video platforms. And it is necessary to add emotional elements in content creation. BookTok just appeals to readers who want to get swept up in emotion. By arousing the sympathy of the audience, the recognition of the audience can be obtained accordingly, so as to achieve the goal of improving audience stickiness. Not only should the content be carefully crafted, but the form should also cater to the needs of the audience. Relatively speaking, short videos with longer duration are more likely to stimulate the audience's purchase intention, and the positive attitude towards short videos will also bring positive effects to sales. [25] Secondly, attention should be paid to users' social interaction needs. Everyone is in a certain social network, and social interaction is an indispensable part of people's daily life. The subject of communication should also actively interact with the audience by virtue of the social nature of the short video platform. Finally, different audiences have different tastes and interests, so it is necessary to establish a marketing matrix according to the needs of the audience. For example, in the account matrix of Fan Deng, it includes Fan Deng Reading, Fan Deng Reading and Recommending Books and other accounts with different characteristics, which makes it convenient for different consumers to choose subscription accounts according to their own needs (Figure.2). These measures gain user trust by gaining insight into user needs and improving user experience, thereby enhancing and stabilizing the communication effect.

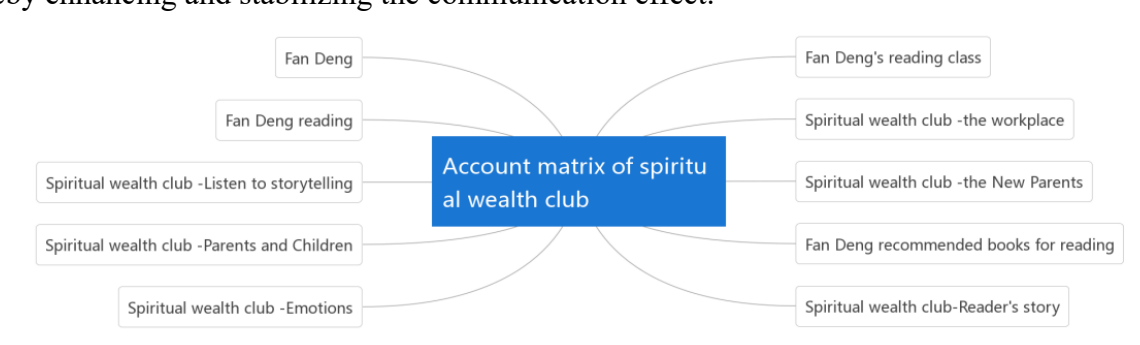


Figure 2 Spiritual Wealth Club.

6. Conclusion

At present, national reading and short video have become a way of life, the combination of the two provides a new choice for the development path of book marketing. From the perspective of innovation diffusion theory, this paper analyzes the propagation characteristics of short videos about book introduction in the process of innovation dissemination, and concludes that it has a high degree of compliance from the perspective of relative superiority, complexity, compatibility, trialability and observability. This paper further proposes that the communication of short videos of book should also be developed from following current events, paying attention to the needs of the audience and paying attention to the construction of channels. In the future, more active exploration is needed to stimulate the potential of short video and add new power to the spread of book introduction videos.

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