

Analysis of the current situation and development prospect of short video social media market

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Abstract: In recent years, with the development of social economy, science and technology, and the improvement of people's material culture and living standards, spiritual culture has ushered in a diversified development prospect, entering a comprehensive and vertical stage. Under the needs of many users at different levels, along with the development and widespread application of 5G technology, short videos of various information, entertainment, social, and food categories have also developed rapidly, which has promoted the rapid development of the short video social media market. More importantly, it has promoted the technological reform of short videos and formed a new ecosystem of short videos. Various short video apps and short video applets have also emerged in the social media market. According to the short video social media market, this article will analyze the background, current actual situation and development trend of related short video media, so as to put forward some suggestions for the development prospects and order maintenance of the short video social media market for your reference.

1. Introduction

Due to the development of society, the increase of life pressure and the accelerated pace of people's life in modern society, people also have a lot of fragmented time. Short videos are generally no longer than 5 minutes, which means that people's scattered time can be more monetized by taking advantage of the characteristics of people's time. Therefore, in recent years, the development and competition of the short video and social media market has also intensified, and various short video industries have also exploded, which has prompted emerging short video-related companies and new media companies to use the form of paste and copy to quickly occupy various markets, especially in the food category, life category, learning category. From the perspective of the entire market, APP has also become the first choice for mainstream users, but entertainment currently occupies an important share of the short video market.

2. The inevitability of the development of the short video social media market

(1) With the advancement of science and technology, the use of 5G and the improvement of the quality of life, people need to record their own beautiful life scenes at any time. At present, the three most used apps are Douyin, Xiaohongshu and Kuaishou. In view of the youth and convenience of the main body of short video use, people have displayed and preserved their life scenes, learning processes, and future plans in this form.

(2) The fragmentation of short videos and the rational use of fragmented time have become a master of people's time management, and have also become one of the important ways for knowledge transmission and business drainage. Due to the pressure of society and life, many people have no fixed time to expand and learn knowledge, and can only squeeze out fragmented time to improve themselves. Therefore, short videos have become the first choice for many people. For the

opening of the market economy, due to the impact of international economic development and the impact of e-commerce, many traditional business models have also begun to transform into e-commerce. Therefore, product drainage has also become an important channel for merchants to acquire customers. And at present, due to the rapid development of short videos and the huge number of users, it has also become one of the important channels for product promotion, providing more suitable jobs for many video professionals and obtaining more specific economic benefits. [1].

(3) Due to the fast dissemination speed and wide range of short videos, it is conducive to the promotion and establishment of corporate or personal brand images, fully showing the style and appearance of different regions, and promoting local economic development, and at the same time, it can also express the meaning of the brand more concretely, and it can also shorten the interaction with the public through private messages in the background, expand people's sense of participation, and make it easier to form corporate or personal brands. Due to China's long history and vast territory, different provinces and cities have their own cultural heritage and specialties. However, due to the limited communication and transportation conditions between regions, it is impossible to exchange special products between each other and convert resources between them.

3. The current situation of short video social media market at this stage

Short videos, as videos released in various social media markets, are more frequently broadcast and forwarded especially in mobile apps. Because it is a system of its own with specific and independent content, it enriches people's fragmented time and spiritual world. After the development and derivation of the short video market from 2017 to the present, our country's short video and social media market has gradually entered a stable development stage. However, due to the rapid development period, hidden dangers have also been laid for the development of the current short video social media market situation:

3.1 The development of short videos is too fast, and the scale content and form fail to develop further

With the rapid development of short videos, the competition in the market has become increasingly fierce, and traffic drainage has decreased in varying degrees. Although the level of each platform is different, the form of expression is generally the same, and users are also lost. With the emergence of 5G and media intelligence, pictures and texts have also been replaced by videos, and diversified short video forms are more easily accepted and loved by the public. Because the simple text expression may not stimulate people's vision, and lack the specific experience and situational scenes, it is impossible to deeply analyze the scene described by the author, cannot drive the reader's emotions and feelings, and easily makes others ambiguous, lacks spirituality and sense of hierarchy, and is not suitable for long-term development needs and information dissemination. [2].

3.2. The current development of short videos is inconvenient for the implementation of market supervision and the maintenance of ownership

Ownership maintenance is an important part of the short video and social media market industry. Ownership maintenance of short videos is not uncommon. Generally, the original creation and the one-time forwarder are subject to serious infringement. In addition, the Internet and the daily rights protection system are not perfect and sound, so it is very difficult to maintain rights and interests. With the development and expansion of the short video and social media market, there are no strict rules and regulations for various content and forms of expression, resulting in the problems in this industry continue and become more serious. For example: the outflow of various indecent videos and photos, the morality of various Internet celebrities has no bottom line, and many anchors have been punished for tax evasion. Therefore, the development of the short video and social media market needs to be restricted and maintained by a strong relevant network system in order to ensure its healthy and stable development.

3.3. Short videos have strong appeal because they can become a complete segment by themselves

Since short videos can become a complete segment by themselves, it is easy for teenagers to be fascinated by them and cannot resist. Because their families are busy with work, the elderly group has relatively more time. However, because of their age, their judgment ability is poor, and it is easy to believe the negative effects of false advertising information and online rumors in the contact with the short video and social media market industry, which has become a hot topic of concern to the whole society. Therefore, in the future, the development of short video and social media market industries must take into account the acceptance and discriminant analysis capabilities of the elderly group and make corresponding changes, so as to try to avoid the use of short videos and social media market industries by bad elements to cause unnecessary harm to the elderly. [2].

3.4. The spread of short video and social media market industry will have cross-border impact

Since the short video and social media market industry is spread through the Internet and technology, and at the same time in some countries and regions, it is necessary to consider the differences between cultures and customs among countries all over the world, among countries' technologies, among various regional policy systems and among different regions for the development and dissemination of the short video and social media market industry. After the opening of China's market economy, the contact with the world's capital economy is also one of the important factors affecting the development of the short video and social media market industry. In the face of the current development situation and international reality of the short video and social media market industry, this has also become a difficult problem that the industry needs to solve.

4. The development trend and countermeasures of the short video social media market

4.1. Enrich the content and quality of the short video and social media market

In recent years, with the development of short video and social media market, it is no longer a mere time-consuming entertainment, but has become a force that cannot be ignored in social communication. In terms of form of expression alone, the short video and social media market has seized the opportunity and share dividends of market development in the multimedia industry due to the independence of its content and form of expression characteristics. It also links the diverse needs of the public with the active guidance of multimedia platforms. The media industry has always been based on strengthening content and presentation forms for publicity. [3].

In the future, for a long time, the development of short video and social media market will be dominated by rich content and forms of expression, from food, entertainment, consumption, etc., to cultural forms such as study life, news information, and cultural promotion. As an important platform in modern society to show all aspects of people's lives, the core element of short video and social media market is still video. A single video cannot be just the main manifestation of a single audio-visual, but requires a specific and deep new format performance situation. From the comparison of mainstream media and short video and social media market platforms: Mainstream media "enhance content", while short video and social media market platforms "mainly operate", and there is no duplication between the two. In the future, for a long time, it is necessary to combine the two, integrate "content + expression forms + operation", learn from each other's strengths and make up for their weaknesses, and give full play to their respective advantages to maximize their advantages. Comprehensively develop a new ecosystem that combines content, expression forms, and operation to achieve a qualitative leap in the short video and social media market.

4.2. It is necessary to continuously improve the level of science and technology and intelligence to escort the development of short video and social media markets

The development and updating of the short video and social media markets are all realized on mobile smartphones or other terminal devices. With the development and update speed of the

current technology level, and the promotion of the media industry with the development and expansion of the Internet, 5G network and artificial intelligence technology force the process of “artificial intelligence + short video + social media market” to continuously improve and change. It is precisely because of this that at present, many AI technologies for short videos and social media have taken shape. “5G+AI” technology will also directly promote the comprehensive development of short video + social media market + live broadcast, and will be inseparable from people's lives, forming inextricably linked connections, and gradually establishing a new intelligent ecosystem.

On the other hand, because the development of short video and social media market has penetrated into people's normal life, it is necessary to strengthen the control over the content and expression of the platform, and it is also necessary for the state to formulate relevant policies, improve and perfect relevant management mechanisms, so as to maintain the healthy and rapid development of the short video and social media market, and ensure that it has been continuously advancing towards a standardized, scientific and orderly way. [4].

4.3. Adapt to the market development direction, pay attention to demand orientation, promote consumption upgrade, connect social resources, and expand functional services

Due to the development and influence of the short video and social media market, in the user structure of the short video and social media market, the number of users in the short video and social media market in second-tier and surrounding cities is increasing. And because of the great potential in its market, it has accumulated more space for the consumption power of the short video and social media market, and also provided a better platform and consumer groups for the drainage of various businesses. Through the sinking of the short video and social media market, according to the analysis of consumption scenarios of multi-level user groups: mainly food, clothing, appearance, health care, and other content and forms of expression occupy important consumption. At the same time, due to the superposition effect of the times in the short video and social media market, users have spread to the young and elderly groups, and the number of users and market consumption groups have been continuously increased. The short video and social media market has a peripheral effect, constantly expanding and infiltrating multiple fields, and constantly promoting the overlapping and mutual dissolution of multiple fields. Connect “literary and artistic life”, “learning and education”, “game food”, “writing tourism” and other industries to the development of more industries, and constantly combine and influence each other to generate new surrounding areas, so as to drive the optimization of the social industrial structure and promote the development of the social economy.[5].

5. Conclusion

As mentioned above, with the development of the short video social media market, the progress of science and technology, and the improvement of people's material and spiritual living standards, people will have higher and higher requirements for the content and form of short videos and social media. Due to the rapid development of apps and the widespread use of people, the main force of mobile social use will be the younger generation, and the team will grow stronger and stronger, and the requirements for various APPs of short video and social media also show diversified demands. China is also the most populous country in the world, and it will also usher in a new round of rapid development and transformation opportunities in short video and social media. The healthy and rapid development of the short video social media market has also promoted the construction and development of the socialist spiritual civilization, and will also bring unlimited potential to the development of the socialist market and enhance the socialist economic development.

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