Audience Psychological Analysis and Development Suggestions of New Media Original Short Videos

Rui QIAO

Shenyang City University, Shenyang, Liaoning, China

ryzz_9999@163.com

Keywords: New media, Original short video, Audience psychology

Abstract: The generation of new media original short videos has satisfied the psychological needs of more people. In order to improve the quality and dissemination of short videos, we should understand the audience's psychology and design short videos based on the characteristics of the audience. In the design, we should clarify the development background of original short online videos, analyze the psychological characteristics of new media original short videos, formulate strategies to promote the development of original short online videos, provide better conditions for the development of new media original short videos, and strengthen short videos The effect of the spread, so that the needs of more people can be met.

1. Introduction

In the context of the development of Internet technology, the number of mobile phone users has increased significantly, and new media original short videos have become the most concerned media form. Because short videos can attract people's attention and increase public interest, they have great potential for development. . Short video creators should create videos with various forms of content according to the psychological characteristics of the public to satisfy people's needs. Therefore, it is necessary to combine the original short videos of new media to analyze the audience's psychology, so that the development of original short videos can be effectively supported, and the quality of short video content should be improved.[1]

2. Development Background of Original Web Short Video

With the rapid development of information technology, the emergence of online video has led to innovations in media forms. Combined with the analysis of the current online video development, the technology-led business features are more prominent. First of all, technology expenditure has gradually made online video become the mainstream , People's requirements for online video are gradually increasing, including content, clarity, etc. With the optimization of network technology, people are pursuing a better audio-visual experience, which has also gradually increased the types of online videos. Secondly, with the rapid support of technology, the combination of network video and compatible terminals has played an important role. The content of network video has become more and more abundant, and new changes have been made in education, entertainment and life. The rise of the online video industry has attracted more companies and individuals, which has also greatly increased the number of original online videos[2].

3. Psychological Characteristics of New Media Original Short Video Audience

3.1 Emotional Resonance Produced by Conformity Psychology

People will be curious about new things, and more and more people will follow the trend of increasing numbers. This kind of herd mentality is more common in the commodity market. Short video is a new form of media. Compared with traditional pictures and texts, this media form is more attractive. It can enrich people's emotional experience. At the same time, the video time is relatively

short, allowing the audience to quickly obtain information. This form of media has gradually attracted attention from the audience. In the early days, people began to understand short videos under the influence of herd mentality. After that, emotional resonance was generated. The emotions were placed in the content of short videos, so it can stimulate people's inner emotions. . From this perspective, when audiences watch short videos, the intrinsic value of short video works has aroused people's recognition psychology, so it has received widespread attention, and people with the same opinions can also obtain psychological satisfaction here.

3.2 Psychology of Entertainment Demand under Pressure

People often experience stress during work and study. Watching new media's original short online videos can relieve it, allowing people to have a relaxing and pleasant experience in a short period of time, and temporarily forget about stress. Since there are many types of short videos, among them, funny videos can not only make people's emotions more pleasant, but also reduce stress. Therefore, people generally hope to use short videos to reduce their stress and obtain happiness from them. At present, the original short videos of some new media are relatively cleverly designed, and they can achieve the purpose of funny through the scenes with distinctive features and rich plots. When the audience is watching this type of video, they can release their pressure and achieve the goal of attracting high-loyal audiences. In view of this situation, new media original short videos can meet the entertainment needs of the audience, so that the audience can get a good experience and feelings with the content of the short video, and achieve the purpose of leisure and relaxation in life. But at the same time, short video content will also have an impact on the audience. The production of some short videos with vulgar content will also reduce the audience's judgment ability, which is detrimental to psychological development[3].

3.3 The Psychology of Curiosity for Knowledge Information

With the support of Internet technology, people can acquire knowledge through a variety of ways. Under such an environment, the audience's subjective consciousness is gradually strengthened, and they are more psychologically driven to pursue the realization of their own value. The creators of some new media original original videos can combine the audience's curiosity to produce some content with the characteristics of science popularization, so that the audience can learn more knowledge and obtain valuable information through short videos. People can learn in a short time, and can also enhance the effect of memory through sensory stimulation such as hearing and vision. In this case, this kind of original short video is loved by people. Not only can the content provide more knowledge and information, but the screen also has the advantages of richness and exquisiteness, so it can get more attention[4].

4. Strategies to Promote the Development of Original Short Online Videos

4.1 Accurate Audience Targeting

In the development of new media original short videos, the target of the audience should be clarified, and the characteristics and basic situation of the audience should be understood so that creators can design more targeted content based on the actual situation. In the creation, the design should be combined with the personality and commonality of the audience. At present, some new media original short videos on the Internet have significant homogeneity characteristics. In order to attract more people's attention, some media use vulgar content for dissemination. Although this kind of short video can achieve the purpose of attracting people's attention, it will cause aesthetic fatigue to the audience. Therefore, the audience should be accurately positioned so that the content of the design can meet the needs of more people and find a clear direction so that the design of short videos can achieve better results.

4.2 Design High-Quality Video Content

The market competition of new media original short videos is becoming more and more fierce. Only videos with high quality and regularity can receive more attention. In order to meet the needs of the audience, we should pay attention to the quality of the content and not only bring freshness, It should also be long-lasting and be able to get the attention of a fixed group. Some valuable content can be added to the short video content to make it more influential, and the interaction with the audience should be strengthened in the video to enrich the short video content and make it more interesting. At the same time, the short video time and content should be arranged well and enter the topic as soon as possible to avoid losing interest to the audience. Different platforms have certain requirements for the content and time of the video. Creators need to design and create according to the actual situation, select suitable content for dissemination, ensure that the video content meets the needs of the audience on the platform, and strengthen the dissemination effect.

4.3 Spread through Multiple Channels

The development of new media original short videos needs to focus on innovation, and the influence of channels should also be considered. Under the development of Internet technology, audiences are exposed to more information, and finding effective communication channels among them will affect the effect of communication. The video content should be disseminated to the audience through good channels, so that the ultimate goal can be achieved, so that short videos receive widespread attention. Under the trend of greatly increasing the number of platforms, short video production has more conditions, but in development, it is necessary to select channels according to national policies to ensure that the selection of channels meets legal requirements. Creators can choose to publish content on multiple platforms to expand the scope of dissemination, bring better conditions for dissemination, and reduce the influence of channels, so that the video can be understood by more people. Some new media original short videos will face some problems and even be blocked. Publishing content on multiple platforms can bring effective help, increase the popularity of short videos and occupy more market shares. Therefore, creators should seize the opportunity to set up accounts on more platforms, such as Weibo, official accounts, etc., to gradually increase their influence, which can provide more space for publicity and can also take advantage of the advantages of the platform To achieve their own goals. Through a reasonable choice of platforms, the audience can be expanded, the role of various channels can be brought into play, and the high-quality content of short videos can be precipitated, and a fixed audience can be established, so that the competitiveness of the media can be improved, and it can gain a place in the market. Lay a good foundation for future development.

5. Conclusion

The development of network technology provides conditions for the creation of new media forms. Among them, original short videos have attracted people's attention. This form of video content is short and concise, can express themes and emotional thoughts faster, and can be captured in the audience The psychological characteristics of specific groups of people have received more attention. Create according to the psychological characteristics and needs of the audience, accurately locate the audience, design high-quality video content, and disseminate through multiple channels, which will help the distribution and dissemination of short videos, thereby increasing the creator's own influence , To get more attention and enhance the competitiveness of short videos.

References

[1] Lin Fan. The characteristics and application enlightenment of short video communication in the new media era. New Media Research. No.12, 2018.

[2] Cunqi Han. Research on the Dissemination Characteristics of Short Video--Probing into the Development Trend of Short Video News in the We-Media Era[J]. Journal of Hubei University of Science and Technology. No.1 2017.

[3] Shiqi Lai. Talking about the problems and improvement strategies of short videos in the era of mobile new media. Tomorrow's Fashion. No.10, 2019.

[4] Yuan Qiu. The problems and improvement strategies of short video in the era of mobile new media. Science and Technology Communication. No.18, 2018.