

# On the Current Status and Trends of Short Video Self Media Development in the 5G Era

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**Abstract:** This paper explores the background and development trends of self-media and short videos in the 5G era. It begins by introducing the backgrounds of the 5G era, self-media, and short videos, and then analyzes video creation in the era of self-media, focusing on the rise of platforms like TikTok and emerging video genres. The differences between long and short videos in terms of content production, video production, and presentation style are compared. The paper also discusses the characteristics of short videos, such as convenience and diversity, and points out the problems in the short video industry, including varying quality of works and serious homogenization of content and form. Finally, development suggestions for self-media short videos are proposed, including strengthening one's own qualities and cultivating innovative awareness, as well as enhancing regulatory efforts to prevent the spread of harmful content. Through this analysis, a better understanding of the current status and future development direction of self-media short videos can be gained.

**Keywords:** 5G Era, Self Media, Short Video, video production, presentation style, TikTok.

**DOI:** <https://doi.org/10.5281/zenodo.10717722>

## 1 Introduction

### 1.1 Background of 5G

According to the latest statistics, 33 global telecommunications operators have announced commercial trial plans for 5G, aimed at ensuring a dominant position in future international competition. Telecom operators not only need to cope with industry competition, but also with cross-border challenges, especially in the establishment of 5G dedicated networks. Key players in this field include Huawei, ZTE, Ericsson, Nokia Bell, and other device manufacturers, who are playing an increasingly crucial role in the development of 5G dedicated networks. It is worth noting that Tencent, Alibaba and other Internet giants actively participate in the construction of 5G private networks and are expected to become influential contributors in this field. In addition, with the national application for a 5G dedicated network frequency license, the trend of enterprises building dedicated networks independently is increasing, which has a significant impact on the 5G dedicated network market held by operators.

### 1.2 Background of Self Media

Based on the latest statistics, new media is characterized by features such as freedom of speech, diverse

forms, instantaneous dissemination, a wide audience reach, interactive communication, and equal virtualization. Within the realm of new media, the transmission of ideology has undergone significant transformations, evident in the miniaturization of communication carriers, simplification of communication information, differentiation of communication objects, flattening of communication structures, and heightened complexity of communication content.

While new media ushers in substantial technological advancements, it also introduces challenges such as alienation, group polarization, a lack of value identification, and fundamental shifts in lifestyle. These factors directly impact the efficacy of ideological communication, reshaping the original ecological environment for such communication. Mainstream ideology, traditionally a tool for integrating social concepts and regulating spiritual life, faces modern dilemmas in the era of new media, including a decline in its status, irrational deconstruction of risks, fragmentation of value identification, audience backlash, disconnection between theory and practice, and diminished appeal and effectiveness.

### 1.3 Background of Short Video

Short video is a new form of video that counts the length in seconds and relies mainly on mobile intelligent

terminals to achieve fast shooting and beautification editing. It can be shared and seamlessly integrated in real-time on social media platforms. Nowadays, short videos have become a national level content carrier and application scenario, which not only gives rise to new traffic platforms, creators, and user habits, but also promotes the penetration of short videos as infrastructure into various industries, and brings important increment to short videos themselves and various industries. Accurately grasping the development characteristics of short videos in the current network environment, actively utilizing their advantages to support development, while also rationally analyzing the future development trends of short videos, laying the foundation for achieving long-term and high-quality development.

## 2 Video Creation in the Era of Self Media

### 2.1 Short video represented by Tiktok

Tiktok is a short video social application based on mobile Internet. Tiktok has attracted millions of users around the world with its unique content form and creative special effects. Tiktok provides a simple and easy-to-use video capture and editing tool. Through machine learning and artificial intelligence technology, according to the interests and preferences of users, it pushes content suitable for them, allowing users to express themselves on the platform, and also promotes Internet culture and social interaction worldwide. Tiktok is a popular short video platform in recent years, and its audience is also very wide. From the elderly to children, each group has different recommended content. Tiktok short video has become one of the main ways for many young people to entertain and express themselves, and has spawned a number of popular online celebrities and popular cultural phenomena.

### 2.2. Emerging video genres

Short videos typically range from 15 seconds to 5 minutes and have become the most popular form of new media in recent years due to their concise content, ease of dissemination, and other attractive features. Therefore, they have become an important aspect of enterprise network marketing strategy. Well known short video platforms include Tiktok, Kwai and Tencent Microvision. Live streaming, characterized by its immediacy, interactivity, and strong immersion, has surpassed geographical limitations and become an important new media channel for enterprises to attract audiences and achieve their goals. The live streaming format includes commentary, games, products, and entertainment streams. Long videos are different from short videos on domestic video sharing websites. They are usually produced by professional companies, with in-depth content and high production costs. Compared to short videos, long videos are more immersive and can encourage customers to delve deeper into the content. Finally, audio content is becoming increasingly popular as it utilizes sound

to share human wisdom and enhance various aspects of daily life. Famous audio platforms include Himalayan FM and Cat's ears (Steamed cat-ear shaped bread) FM that provide spiritual sustenance every day.

## 3 Differences between Long and Short Videos

### 3.1. In terms of content production

The limitations of short videos, such as scene and duration limitations, mainly make them a unique representation of a single scene, including commemoration, travel, birthday, and other scenes. Compared to long videos that contain multiple characters, emotional development, and a comprehensive storyline, these scenes lack a comprehensive narrative or plot progression. This is the fundamental difference between short videos and long videos.

### 3.2. In terms of video production

For short video creation, the entry barrier is nearly non-existent. With a mobile phone, one can effortlessly shoot footage and employ editing software to add subtitles or audio, making it accessible to anyone. Conversely, the production of longer videos demands substantial financial resources, time commitments, professional-grade equipment, and a team of skilled personnel. Long-form content creation is not within the reach of the average individual due to these requirements and the elevated standards associated with longer videos. Moreover, the expectations for quality are inherently higher with long videos. If amateurs attempt to produce lengthy content using only their smartphones and deliver subpar results, it is unlikely to capture the attention of viewers. Thus, the disparity between short and long video production underscores the considerable investment and expertise required for the latter, highlighting the distinct challenges faced by creators in each domain.

### 3.3. In terms of presentation style

Short videos predominantly adopt vertical or landscape orientations, whereas medium and long videos primarily utilize landscape formats, with vertical screens being uncommon in the latter. Domestic short video platforms typically impose duration restrictions ranging from 15 seconds to 15 minutes, although some platforms set a maximum duration of 1 minute. Conversely, long videos naturally extend beyond the 30-minute mark, distinguishing them from their shorter counterparts.

## 4 Characteristics of Short Videos

### 4.1. Convenience

Traditional video production and distribution incur

substantial costs, posing obstacles to efficient information dissemination. In contrast, short videos significantly lower the production and distribution threshold, facilitating instantaneous sharing at any time. Short videos have streamlined the production process, enabling filming, editing, uploading, and sharing with a single mobile phone. The prevailing short video software simplifies production further by offering ready-made filters, special effects, and user-friendly functions. These features contribute to a simplified and easily comprehensible production experience, reducing the threshold for software usage.

## 4.2. Diversity

Short and concise videos are rich in content, usually with a time limit of 15 seconds to 5 minutes. These videos cover a wide range of topics, mainly featuring humorous anecdotes, popular social discussions, skill sharing, and creative advertising. Short videos, with their concise features, have diverse and vivid themes, ensuring entertainment value. Compared to traditional media, short videos present a faster pace and more condensed content, seamlessly aligning with users' preferences for fragmented consumption habits and providing greater convenience for dissemination.

# 5 Problems in Short Videos

## 5.1. The quality of works varies greatly

As a burgeoning mode of communication, short videos have experienced rapid development but have also unveiled certain challenges. Notably, there is an overemphasis on audio-visual effects at the expense of constructing meaningful content and connotations. This has led to a scenario where form often outweighs substance, resulting in repetitive content devoid of novelty. Additionally, the proliferation of consumerism has led to a lack of meaning in short video production. The rise of "flash red" and "flash collapse" internet celebrities further contributes to negative social effects. These issues extend beyond the realm of content creation, impacting the audience's cognitive abilities and challenging traditional social values. In April 2018, a widely-used short video platform faced permanent closure by the State Administration of Radio and Television. The decision was prompted by concerns over a chaotic user base, lax censorship on program platforms, and the prevalence of videos resorting to vulgar visuals for attention. Despite such interventions, the industry still grapples with an overwhelming atmosphere of excessive entertainment. In April 2018, the TikTok short video platform faced allegations of publishing counterfeit videos, followed by a controversy in June where netizens reported borrowing content without proper attribution. Later, in July 2018, TikTok's applet named "TikTok Friend" on WeChat faced suspension due to "suspected violation of user data use service." These instances underscore the persistent challenges and controversies within the short video

industry.(2)

## 5.2. Serious homogenization of content and form

Content stands as the cornerstone of the media industry, serving as its core product and a primary vehicle for cultural influence. For the short video industry to sustain long-term competitiveness, it must staunchly adhere to the principle that "content is king." Regrettably, the current landscape has witnessed an undue emphasis on the role and value of "form," overshadowing the significance of "content" due to the pervasive impact of the nationwide wave of revelry and entertainment dissemination.

In the pursuit of optimizing user experience, various short video platforms continuously leverage advanced technology to update their forms. However, a troubling trend of "changing the soup but not the medicine" prevails, resulting in a uniformity of content. This shift towards prioritizing form over content is evident when popular background music or shooting modes prompt a swift gathering of imitators. Despite variations in appearance and expression, the videos' content becomes repetitive and homogeneous.

Platforms like TikTok and Little Man Show irregularly release music materials aligned with current trends, leading to a simultaneous adoption of the same material by a large audience. This uniformity manifests in the rapid proliferation of identical content types. For instance, TikTok introduced the "seaweed dance" in 2017, triggering a widespread chain reaction with various versions flooding online spaces and real-life stages. However, this saturation resulted in aesthetic fatigue, and the seaweed dance trend was swiftly forgotten. A similar pattern emerged in 2018 with the "Flying Yarn Wedding" on TikTok, generating a plethora of comparable wedding videos distinguished only by different protagonists.

# 6 Development Suggestions for Self Media Short Videos

## 6.1 Strengthening one's own qualities and cultivating innovative awareness

To ensure the healthy and efficient development of the short video industry, it is necessary to work together to address existing challenges and improve the media literacy and social responsibility awareness of short video producers and disseminators. As a product of Internet technology, short video has a low threshold for use and production costs, attracting a large number of users. However, the widespread presence of netizens with different levels of quality has led to a common practice of spreading vulgar short videos for the purpose of seeking attention. In view of the concealment of the Internet and the lack of self-control and rule awareness of Internet users in cyberspace, it is imperative to

carry out media literacy education for video producers and communicators. Encouraging communicators to consciously abide by rules is a key step in solving the problems of the short video industry and promoting its healthy development. In addition, media education for video producers and disseminators should be seamlessly integrated with basic quality education. In order to address the challenges in the development of short videos, it is not only necessary to strengthen the compliance awareness of the dissemination subject, but also to improve the audience's aesthetic vision and expectations. In the Internet era, where the boundaries between communicators and receivers are blurred, the media literacy education of video communicators should go beyond communication rules and permissions. It should become a means to improve the quality of the audience, cultivate a correct understanding of short videos throughout the industry and society, and cultivate a proactive industry culture.

## 6.2 Strengthen regulatory efforts to avoid the spread of harmful content

The government is increasingly valuing the short video industry, implementing stronger regulatory measures, and establishing a comprehensive regulatory framework. It is crucial to take prompt action, and the platform should permanently prohibit violators to prevent any potential illegal activities from resurgence and ensure deterrence against those who exploit legal knowledge. In addition, short video application platforms need to raise the threshold for short video publishing and conduct comprehensive supervision at each stage. At present, there are almost no entry barriers for user participation in short video applications, making the regulatory system mainly passive. Efforts should be focused on strengthening the review of video uploads, even if it means extending the waiting time for users. Although this may temporarily affect user experience, it is crucial to ensure the overall health and harmony of the short video environment, helping to establish a more responsible and controllable ecosystem.

## 7 Conclusion

In short, in the foreseeable future, the development trajectory of self media short videos will continue to be full of vitality. The current situation highlights the unprecedented popularity and influence of this medium, driven by its accessibility, potential for participation, and adaptability to constantly changing consumer preferences. With the advancement of technology and the evolution of audience expectations, self media short videos may witness further innovation and diversification in content creation. A user-friendly platform promotes the democratization of content production, empowering individuals to become creators and curators of information, thereby promoting a more inclusive and diverse digital space. In addition, the integration of emerging technologies such as augmented reality and artificial intelligence is expected to further

enhance the immersion and interactivity of self media short videos. Although the development of this media brings exciting opportunities, it also brings challenges, including the need for responsible content creation, addressing issues related to misinformation, and managing a constantly changing regulatory environment. As stakeholders address these complexities, collaboration among creators, platforms, and regulatory agencies will play a crucial role in shaping responsible and sustainable development of self media short videos. Essentially, the development trend of self media short videos reflects the transformative power in the field of digital content, allowing us to glimpse the future of redefining information consumption, sharing, and experience through personal expression and creativity. As the journey of self media short videos unfolds, it remains an evolving narrative driven by the dynamic interactions between technology, creativity, and the various voices shaping our digital age.

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## Acknowledgments

The authors thank the editor and anonymous reviewers for their helpful comments and valuable suggestions.

## Funding

Not applicable.

## Institutional Review Board Statement

Not applicable.

## Informed Consent Statement

Not applicable.

## Data Availability Statement

The original contributions presented in the study are included in the article/supplementary material, further inquiries can be directed to the corresponding author.

## Conflict of Interest

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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Not applicable.

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