Short Video Creation Based on "User Portrait": Conceptual Boundaries, Current Development, and Response Strategies

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Abstract: With the advancing development of new media, short video has emerged as a crucial means for people to present facts, express viewpoints, and create art. It pertains to the development orientation of short video, the dissemination of the national image, the outlook of film and television education, and the everyday life of the public. Through the combined efforts of film and television studies, communication studies, sociology, art studies, and aesthetics, it can be discovered that "short video" is a dynamic and evolving concept by employing the approaches of "user portrait", empirical analysis, case study, and field investigation to explore short video, short video creation, and short video education. The research, creation, and dissemination of short video are all advancing rapidly in an upward trend, giving rise to issues such as conspicuous homogeneity, severe vulgarization, viewing differentiation, and acceptability. Hence, countermeasures are put forward in terms of objectives, concepts, systems, directions, and methods, and the framework of "What is it?" "Why?" "What should be done?" The fundamental ideas can effectively address the aforementioned problems and can effectively facilitate short video creation and industry development.

Keywords: Short Video; User Portrait; Conceptual Boundary; Coping Strategy

1. Introduction

The development of short videos is progressing at an incredible pace, with a huge number of short videos being created every day. Watching short videos, creating short videos, and commenting on short videos have become an important part of people's daily lives. The source of short videos is short video creation, which does not arise out of thin air, but emerges, exists, and develops in a complex environment of technology, audience demand, and media dissemination. It has three stages of performance characteristics and construction modes before, during, and after its creation.

First, it is essential to establish a clear understanding of the concept of short video and its user demographic in advance. This involves deriving user demographic models from extensive short video data and constructing a comprehensive profile of both creators and viewers based on user demographics, encompassing factors such as age, ethnicity, geographical location, interests, and behaviors as independent variables. Subsequently, an analysis of various dimensions of short video creation and reception can be conducted with the author's perspective serving as the dependent variable.

Secondly, in the medium-term, it is necessary to build a short video sample database, including the samples of authors, audiences, environment, content and media. Centering on the three mechanisms of "generation - operation - response", the relationship between various elements of short video culture is quantitatively analyzed and qualitatively studied, and the theoretical modeling based on database is preliminarily completed, so as to gain insight into its development status.

Finally, in the later stage, based on the interaction between the author and the audience, through the empirical case analysis and the results of investigation and research analysis, the influence of "concept", "structure" and "strategy" factors on short video and short video education should be investigated, from which beneficial conclusions can be drawn, which can provide strategic suggestions for policy makers, market analysts, operation managers and educators.

2. Conceptual Boundary

Short video is not a static concept, but has a

large number of "overlaps" with micro video, micro film, micro documentary, Vlog, live video and other video modes. Its connotation is only a short video transmitted on the Internet, and its extension is a service center with "user entertainment" as the core. The border reaches many aspects such as media, life, live streaming, games, e-commerce, consumption, etc. If short video is viewed on the basis of "user portrait", its conceptual connotation and boundary are much clearer. It is the viewing, use and production of short video based on users' needs and reflecting users' habits. In order to clarify and limit the short video creation technology and direction, "user portrait" and "blockchain technology" are very good tools, scientific support is just a cold technical means, and short video creation education is an artistic means with "effect", "emotion" and "reason".

2.1 Short Video

Generally speaking, short video typically refers to the short video clips disseminated on Internet new media, which are suitable for playback on various new media platforms and for users to view in a mobile state or within a brief leisure period. It is characterized by a high push frequency and a relatively short duration. The "short" aspect of short videos is rather controversial. Kuaishou defines 57 seconds as the industry standard for short video products; while Tiktok limits an even shorter duration of 15 seconds as the "Tiktok standard". In April 2019, Tiktok provided all users with the permission for 1-minute videos and shortly after extended the limit of short videos on its platform to 15 minutes. When Wechat launched its short video function in December 2016, it restricted instant short videos to an even shorter period of 10 seconds. All in all, the topics of short videos are generally not extensive, featuring "fresh", "novel", "novel" and "new" four distinctive characteristics. They have a focus, are small and exquisite, can evoke emotions, values, and user resonance. Short video content is fragmented, and the users' viewing time is also fragmented. Its overall characteristics are "short", "small", "light", "thin", "new", "fast" and "fragmented".

2.2 User Portrait

"User portrait" refers to a labeled user model abstracted from short video users (such as viewers, creators, etc.) based on their social attributes, user preferences, living habits, user behaviors, and other information with the aid of computer science. Essentially, the study of short video user portraits constitutes a "tagging" information extraction of user data based on the user database, featuring characteristics like "personalization", "tagging", "freedom", "source", and "accuracy". In conclusion, from the perspective of short video users, the "label portrait" of short video users is constructed, and highly refined feature identification is obtained through the analysis of short video user information. It has a solid foundation of "trust", a reliable "cooperation" mechanism, and broad application prospects. The so-called "user portrait" in this paper is to analyze the user portrait after determining the direction of the user portrait according to the specific rules of short video appreciation, creation, use, and dissemination, including the basic direction of the user portrait, user data collection, and user label modeling, thereby gaining insights into the personal preferences, habits, and behaviors of short video users. However, this "portrait" data is mostly historical and not timely and immutable, as the user's hobbies, behaviors, habits, and other characteristics will change over time. Therefore, "user portrait" should be a relatively fixed yet dynamic behavior.

2.3 Short Video Creation and Short Video Education

At present, with the development of new media, short video creation has become a daily behavior of people's production and life. In order to better express short video, short video creation education has also emerged, but most of them are independent, with different colleges, subjects and teaching contents, teaching teams with different professional backgrounds, and the close relationship with the market is quite different. Therefore, to solve the problem of adapting short video creation to social requirements, market demand and talent shortage, it is necessary to upgrade the talent training model. This research and practice is to build a bridge between social market demand and film and television education in colleges and universities with the help of computer technology and the theory of "user portrait", so

as to break the barriers between colleges and markets and between markets and universities. Break the interval of teaching curriculum system, form a systematic linkage, form an applied combination.

3. Study Actually and Development Current

Under the new media era, short video develops rapidly and changes greatly. Its content creation and the development of information society have many deviations, and the related scientific research and talent training have not kept up with this change. However, there is an objective contradiction between short video creation and short video talent education. On the one hand, the demand of social short video creation is to be directly put into production, requiring easy to master, quick effect, flow, and how quickly and cheaply to achieve the goal. On the other hand, short video education requires creators to be familiar with video expression rules and audio-visual expression means, which requires a time process. Between the two, a teaching does not ask the market, a demand for speed does not ask the law, there is a certain dislocation between demand and development. Therefore, the current development status of short video is an urgent need to establish a short video and talent training mode based on "user portrait".

3.1 Short Video Vertical Segmentation Based on "User Portrait"

Short video is on the rise and has become a part of people's lifestyle. "User portrait" will be a direction of various short video segmentation. This mainly includes the following four parts: First, the conceptual problem of user portrait. Some articles provide an overview of user portraits in terms of representation modeling, portrait calculation, storage update, etc., which provides content support for understanding user portraits and author portraits. For example, Niu's book "User Network Behavior Profiling: User Network Behavior Profiling Analysis and Content Recommendation Application in Big Data"[1], Du's "Practical Guide to Big Data User Behavior Profiling Analysis"[2], and Zhao 's "User Profiling: Methodology and Engineering Solutions"[3]. Secondly, Some case studies on "user profiling", such as Yuan in her paper "Review of Scholar Profiling technology in the Open Internet"[4], discuss the

specific profiling case in the open Internet, and believe that user profiling faces new challenges such as large amount of data, data noise and data redundancy, and provides the basic theory of information mining and analysis application strategies. Third, the integration of portrait theory from computer science to social science. In the paper "Analysis of Some Problems of Data Profiling in Data-driven Environment"[5], Liu et al. scientifically summarize the existing practice and research of data profiling, and analyze its key issues such as concept, essence, classification, path and method. Wang et al. 'Data-driven Polarized Group Portrait Construction in Social Network Public Opinion'uses web crawlers to collect topic data, and analyzes the evolution types, static characteristics, and dynamic characteristics of polarized groups[6].

The "user portrait" theory used in this paper includes classic recommendation algorithms such as traditional collaborative filtering. Based on classic cases such as Tiktok, Kwai, Baidu, Bilibili, and cases in the creation process of specific short videos, it is hoped to provide strategic advice from six aspects: market demand, author creation, content structure, algorithm design, operation process, and audience acceptance. It aims to pay full attention to the development and landing use of user portrait technology, develop a block-chain system for the whole process of short video creation, adapt to the social talent needs of film and television education, and revise the construction and improvement of short video creation curriculum system.

3.2 Short Video Creation Sharing Block-chain Dividends

How to quickly seize the opportunity of "short video user portrait", and how to share the achievements and dividends of short video creation. Short video culture is a kind of cultural and artistic practice arising from new media technology. The rapid development has brought drawbacks such as "flow thinking", "money thinking" and "Internet red thinking". Unreasonable algorithm recommendation is easy to become an "information cocoon room" division. Zhang's paper "Fake Participation: On the Disillusionment of Short Video Culture 'Myth' analyzes the development trend of Internet short video in recent years, but it

shows extreme one-way[7]. Wang and Zhang's paper "The Value Dilemma of Short Video Cultural Phenomenon and Its Resolution" believes that short video has the value dilemma of pan-entertainment, shallow thinking and non-subjectivity[8]. Zhang and Wang pointed out the problems of small stock, low quality, vulgar orientation and content convergence of short videos for the dissemination of national culture in their paper "Analysis on the Improvement Countermeasures of short videos on the Theme of Ethnic Culture"[9]. In view of the disadvantages and shortcomings of the development of short video culture, how to resolve the value dilemma of its vulgarity, vulgarity and kitsch, especially needs constructive strategic suggestions. Cai and Kong's paper "The Cultural Carnival and Disciplinary Governance of Short Video from the Perspective of Value Leading"[10] puts forward the corresponding solution path. Zhao and Chen's paper "The Advantages and Disadvantages of short video Culture for the development of individual subjectivity"[11] also bases on the development of individual subjectivity, and explores the effective path of short video culture construction from the perspective of individual, short video platform and society.

Short video broadens the space of individual expression and enriches the way of social communication, but its pan-entertainment leads to passivation of thinking, pan-flow quantification leads to value deviation, and pan-virtual leads to self-alienation. Therefore, although we should vigorously develop short video and encourage excellent hot spots and phenomena, we should also give play to the leading role of correct values. Let short video cultural hot-spots become a new cultural form of spreading core values and social positive energy. In short, the advantage of short video is that the author attracts traffic, analyzes and publishes works through the Internet, and the audience determines to accept interest, type subscription and cloud reading through the Internet. The two are not isolated from each other, but can form interaction and interaction influence, forming a healthy cycle of ecosystem. Pay full attention to the influence of short video on people's life and production, incorporate the "short video" thinking of "user portrait" into short video education as soon as possible, build and improve the supply and demand system of talent demand and professional education, in order to adapt to the macro training plan of film and television talents and the needs of the current short video creation, as well as the competition of video creation professionals in the future.

3.3 "Two-way Communication" of Short Video Education

Short video has created a new mode of mass communication in the field of cultural exchange, becoming one of the spiritual positions of cultural life in cyberspace, and also becoming an important carrier of China's international cultural soft power. Short video creation education should be reformed in a timely manner. Film and television majors should take on the responsibility of guiding the direction and providing intellectual support for short video creation, and promote the healthy development of short video and two-way communication at home and abroad. Chen and Wang pointed out in her paper "Research on Improving the International Communication Power of Theme Short Video"[12] that short video has the unique value of spreading Chinese culture in international communication, but it also faces the barriers of discourse hegemony, decentralized governance and cultural differences. Yu and Chang held in their paper "Research on the Overseas Communication Strategy of Short Video in Our Country from the Perspective of Cultural Renaissance"[13] that the current overseas communication of short video mainly consists of three paths: "going abroad by means of foreign platforms", overseas extension of domestic platforms, and Chinese-foreign cooperation platforms, with both opportunities and risks. In her paper "Short Video Communication Characteristics and Communication Strategies of Chinese Excellent Traditional Culture"[14], Zhang believes that short video as the medium can better strengthen the implantation of modern context, extract excellent cultural symbols, excavate cultural connotations, and comprehensively enhance the communication ability of traditional culture. Li's paper "Research on Short Video Communication of Chinese Traditional Culture under the Perspective of Media Ecology"[15] combines short video with the ecology of Chinese traditional culture from the perspective of

media ecology.

The domestic and foreign dissemination of short video culture can not only enhance international exchanges, but also disseminate Chinese culture. The research on the cultural value and communication content strategy of short video is the focus of short video creation and communication under the situation of cultural Renaissance. It can be said that the current "user portrait" technology provides technical support for the business content in the short video industry chain scenario, and short video education can also provide intellectual support for the future short video industry chain to connect with the global market. With the rapid development of media technology and short video today, how to reform short video creation courses is related to the overall situation of national image communication and the quality of film and television professional education. It can be said that short video education is a key chain of the film and television industry block-chain.

4. Coping Strategy

In terms of strategy, this article contends that short-video culture can be centered on, explored, defined, systematized, and analyzed with reference to "user portraits". Through taking a single point to encompass the entire scope, subdividing practical categories such as regional variations, age discrepancies, educational attainment levels, ethnic customs, and media contexts, and encompassing multiple disciplines like film and television studies, communication studies, sociology, art studies, and aesthetics. Approaches such as user portraits, empirical analysis, case studies, and field investigations are utilized to examine short-video culture, short-video creation, and short-video education.

4.1 The Target Level: Concept Definition and Problem Formulation

The concepts of "user profile," "short video," and "short video educational and teaching reform" can be defined. The "user profile" includes both the narrow concept based on the eight elements of PERSONAL and the "role profile" under the interaction between short video creators and audiences, which is a borrowing and active use of the computer big data mining concept. The "hot topics in short videos" involve "past," "current," and "future"

hot topics, confined to "hot topics," with a focus on "phenomena." The "short video educational and teaching reform" is the discovery of common problems, the formulation of unsolved problems, the study of hot issues, and the resolution of legacy problems, which is the exploration of laws and strategies.

Problem to be solved: how to establish the conceptual boundary of "short video" under the background of "user portrait" and film and television education, the dynamic range of "user portrait", and the construction goal of "short video education". Under the guidance of the goal, short video research, short video creation and short video education are conducted, and the goal of "short video whole process", "short video whole area block" and "short video full talent" are constructed.

4.2 Conceptual Level: The Generative Mechanism of Short Video Creation - Highlighting Ideas

At the conceptual level, it mainly includes three parts: First, the accurate definition of short video and short video creation: it is not only a diachronic concept, it is a specific short video work or work group disseminated in a specific period, a specific field and a specific group of people, but also a synchronic concept, it is the identity and cultural interaction between creators and recipients on the basis of technology-enabled cultural phenomena. Secondly, the short video and its cultural communication are scientifically divided: it is a mirror image of the cultural reality of a period, and it can be summarized as a form of "new wine in old bottles"- short videos of "old things renovation" transplanted to major platforms. "Made in China" in terms of content - short videos that are original or copied from cultural events; There are "flowers inside the wall and fragrance outside the wall" in communication - short videos of Chinese traditional culture. Finally, the "user portrait" should be performed on the short-time video, its creators and recipients. "User portrait" is a method of transparent drawing of the author and the audience based on the big data of "short video", and it is also the author characteristics reflected by the interaction between various short video authors and the recipients.

Problem to be solved: at the conceptual level,

it mainly solves the problem of "what is" of short video and its "user portrait", that is, how can "short video" adapt to the needs of national policy at the macro level, market at the medium level, and market interaction with talents and education at the micro level. First, how to carry out "user portrait" for short video creators, users and disseminators. Second, how to create short videos that can conform to this "user portrait". Third, how to build an education system for "short video" creation to adapt to national policies and directions.

4.3 System Level: The Operation Mechanism of Short Video Creation-Highlighting the Structure

The dissemination of short video, especially hot broadcast, has certain characteristics of contingency, timeliness, radiation, periodicity and long tail, and has an inseparable relationship with national policies, social hot spots, regional differences, time and place. First of all, it has a certain degree of contingency, and is positively related to social and cultural popularity and phenomena, and is positively related to audience acceptance and feedback. Secondly, it has certain timeliness, specific "temperature" reduction mechanism and attenuation law. Here, there is a certain radiation, both from here to there the linear connection effect, and from the point to the surface of the diffusion effect. Finally, with a certain periodicity and long tail, enough non-cultural hot spots and phenomena can be gathered together to form an effect that can rival the hot spot.

Problem to be solved: At the system level, the problem of "why" of short video culture and its dissemination is mainly solved, that is, why are short videos created? What are the effects of short video transmission? How are short video hotspots formed? How to show the meaning of short videos? And so on. How to build a scientific and reasonable system of "short video creation" and "short video education", and how to divide the short video industry, short video production and short video education into blocks and correspond one by one, is an effective way to solve the "why" of short video culture and its dissemination.

4.4 Method Level: The Coping Mechanism of Short Video Creation - The Strategy of Prominence

Short video creation is a continuous development process. First, it is necessary to treat short video and short video education dialectically, and make the accidental development of excellent short video culture a normal one, and the teaching practice and short video research an inevitable one. Second, it is possible to collect all the small pieces into small pieces, sort out the successful short video cultural phenomenon, encourage it in creation, support it in policy, and study it academically. Third, it can accumulate short growth, short video has good and bad, short video education should eliminate the false and preserve the true, seek advantages and avoid disadvantages, and make up for the shortcomings of short video in the dissemination of cultural hot spots. Fourth, it can accumulate habits into customs, "hot spots and phenomena" are not often, we should seize the dividends of cultural communication and cultural effects, seize the opportunities of short video education, and realize the beneficial upward spiral of short video culture.

The problem to be solved: the system level mainly solves the problem of "how to do" of short video creation and its education system. That is, how to find new methods and ideas in the rapid development of computer technology and short video industry. Under the joint path of education departments at all levels and universities, it is imperative to vigorously develop the quasi-short video practitioners with the label of "user portrait", and the reform of short video education and teaching is imperative.

4.5 Direction Level: Result Presentation, Cause Analysis and Strategy Suggestions

"Short video cultural hot spot" based on "user portrait" is a hot issue and event of video, an important direction of short video creation and dissemination, an important position of short video education, and a cultural phenomenon that appears periodically. Short video education is important because it conforms to the creation law of short video, because the creation of short video has the characteristics of contingency, timeliness, radiation, periodicity and long tail, and also because of the "user portrait". Therefore, it is necessary to grasp the new media policy issues and technical issues, master the block big data of short video creation, analyze the internal prime

number, identity and national identity of "user portrait", and use short video education to help the innovation of short video and the revitalization of national culture.

Problem to be solved: how to understand the development direction of short video industry with the support of "user portrait" technology, combine the needs of relevant governments at the policy level, and draw the conclusion of training composite film and television culture professionals with Chinese characteristics?

5. Conclusion

Short video and the concept, development and direction of short video cannot be defined statically. Its creators, recipients and disseminators are all dynamically changing with the policy direction, social trend and cultural development, and short video is inevitably a dynamically developing concept. This paper Outlines the various dimensions of "short video culture hot spots and phenomena" through "user portraits" at four levels, and analyzes its internal logic and operating mechanism at three levels of creation, dissemination and acceptance, Then build the basic idea of "what", "why" and "how". Explore the internal causes, technical routes and coping strategies of short video "user portrait". The abstract and complex hot spots and phenomena of short video creation are concretized, the labels of short video author and audience are removed, and their natural, social and psychological attributes are described, and then the portraits of short video authors are concretized. Based on this, the author problem of "why create" is explored, and then the acceptance problem of "who create for" is guided, so as to realize the mechanism problem of "what create" and "how to create".

How to better serve the country, industry and education is not determined by relying solely on the market, but to do a good "portrait" of its users, understand needs, solve problems and solve contradictions. Therefore, through the study of short video, we believe that the development of short video needs to pay attention to several aspects. First of all, short video is not a place outside the law. It is necessary to implement the literary and artistic ideas of the new era, fully grasp the directionality and efficiency of film and television creation, further combine short video creation with social practice, ensure the scientific and rational development of short video culture, so as to avoid the problems of similarity, copying and following the trend to the greatest extent. Second, short video will not be self-destructed, but need to be guided and created according to demand, so it is imperative to explore the operation and execution mode of "user portrait" in the short video industry, and the "decentralization" of short video creation is to explore "user thinking" from the source, so that the short video creation system becomes a set of interlocking chain and follows the trend of The Times. Third, short video can not be barbaric growth, its creation and research have rules to follow. Research on the direction of scientific research, creation and educational reform of "short video" is aimed at the inefficiency and anomie of the development of short video. Under the guidance of the idea of "user portrait", create competitive short video works, clarify the direction of short video creation, train short video talents, and establish a perfect guarantee mechanism.

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