The Research on the Video Content of Elderly Bloggers on the Chinese Short Video Platform Douyin -- Taking "Kangkang and Grandpa" as an Example

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Abstract. With the acceleration of aging and the increase in the number of elderly Internet users, a number of silver hair Internet celebrities have emerged on the Douyin platform. This paper study the content of Douyin Silver hair Internet celebrity Kangkang and grandpa. And this paper analyzes the popular reasons and development measures of "Kangkang and Grandpa" from six aspects: the theme of videos, the key role of videos, the rhythm of videos, the sound of videos, commercial realization and the shooting style of videos. This research can help elderly celebrities get a better development in the Internet age. And the paper has important influence on people of other ages. This will not only promote the development of short video business, but also promote the process of active aging. The study found that "Kangkang and Grandpa" have a good performance on short video platforms, but their innovation ability is insufficient, and there are limitations in the way of commercial realization, which is harmful to long-term development.

Keywords: Elderly Bloggers, Internet Celebrity, Short Video, Content Analysis.

1. Introduction

Douyin is a short video app launched by ByteDance. Nowadays, Douyin has more than 250 million active users. And ByteDance owes its success to its unique algorithm and content recommendation system. Douyin was officially launched in China in September 2016. People can make and publish content through this platform, and the content usually is a short video within 3 minutes. Users can also watch other people's short videos on the platform, and they can comment and like the short videos to interact with the creators. In August 2017, the Douyin platform officially launched the live broadcast function which bring more opportunities for the long-term development of the Douyin platform. In addition, this action provided a way for the platform and creators to monetize and increased the commercial value of the platform. In the same year, Douyin platform adopted "Record a Better Life "as its slogan to encourage more and more users to share their lives on Douyin. With the interpersonal communication between users and multi-channel marketing, Douyin quickly became popular. In 2018, Douyin gained widely popularity in China. In the same year, Veto Daily launched a short video editor called Clipping. People can output high-quality video content in this platform with only simple operations. The video content which are edited in Clipping can be published directly on Douyin. This convenience increased the enthusiasm of the users of the Douyin platform. Moreover, data shows that Douyin's audience includes the old, middle-aged and young generations. Contrary to the stereotypical thinking of people, the elderly, who are regarded as digital refugees, are also keen to use Douyin. Many older people like to use the editing template in the Clipping to create videos.

Recently, there has been a growing percentage of elder individuals in China, resulting in population aging becoming a prominent social issue in China. According to the latest statistics from the seventh census, the population of individual aged 60 and above in China reached 264.02 million, making up 18.7% of the total population. Furthermore, compared to the figures from 2010, the percentage of elderly individuals has grown by 5.44 percentage points. Since entering the aging society, the elderly group has been widely concerned by the whole society. The 47th Statistical Report on the Development of the Internet in China, released by the China Internet Network Information Center (2021), reveals that the percentage of Internet users aged 60 and above in China has risen from

6.7% in March 2020 to 11.2% as of December 2020. Consequently, the Internet has gradually become a crucial platform to promote healthy aging of the elderly. With the expansion of data inclusion, the willingness of the elderly to actively bridge the digital divide increases. Nowadays, the elderly begins to access the Internet, from which they obtain information, participate entertainment activities and so forth.

Consistently, Douyin attracts and nurtures various types of Internet celebrities during its development process. They post some high-quality video content and gain a large number of fans. On the other hand, certain MCM companies offer support to Internet celebrities. Currently, the academic community lacks a precise definition for elderly Internet celebrities. People generally regard “Internet celebrities” as “Internet users” sought after by many netizens. They are different from “Internet experts” in the professional field and “key opinion leaders” on the Internet. After accumulating a certain number of followers, Internet celebrities rely on advertising and livestreaming to make profits. The relationship between Douyin platform and Internet celebrities is mutually promoting. The celebrities can create revenue for the platform and enhance users’ stickiness. On the contrary, celebrities gain popularity and money through the platform. Compared with other network platforms, Douyin has brief page operation and clear content module partition. In response to the call of China policies, Douyin has set up a unique interface for elderly. Compared with the normal interface, the size of words in elderly interface is larger, the partition is more concise, and it is more convenient for elderly group to use. These changes have attracted older people to share their daily life on Douyin. In addition, the elderly group shared a variety of content, such as life commence, life anecdotes and so forth. Generally, elderly Internet celebrities rely on a certain work to draw attention and continue to accumulate fans. At present, many elderly Internet accounts have tens of millions of fans, such as "I am Grandma Tian", "Uncle Mona" and so on. In general, the types of Douyin of elderly Internet celebrities are different.

This paper analyzes the content of the silver hair Internet celebrity Kangkang and Grandpa in the field of fashion on Douyin platform. This account is operated by grandson Kangkang, and the main content of this account is about the stylish outfits of his 86-year-old grandfather. As of August 2023, “Kangkang and Grandpa” has accumulated 6.3 million followers and released a total of 638 short videos. Different from the common video themes in the elderly group, such as life story, the content of this account is mainly card point videos. The overall rhythm of video is fast, and the quality of shooting and editing is higher. The overall purpose of the content is to break the stereotype of elderly people’s cloths and convey the conception that elderly people can dress fashionably and please themselves.

2. Literature Review

With the increase of the proportion of the elderly in the group of Internet celebrities, many scholars start a series of related studies on the elderly Internet celebrities. Currently, China accelerates the construction of networks, and more and more elderly people participate in online activities. An increasing number of short video platforms lowers the threshold of use and production which inspires users to create their own short videos [1]. According to Jin Heqi's research, he proposed that normal people account for a large proportion among the elderly Internet celebrities of Douyin. Many silver-hair web celebrities often have a large number of followers, which are distributed across all age groups [2]. Song Wei found that the elderly produces short videos based on their own life experience and unique personality, which are widely popular. In addition, after accumulating a certain number of followers, elderly Internet celebrities add advertising content in their videos. After watching the videos, fans follow the products promoted by elderly bloggers which enhance their commercial value [3]. Rao Haoyun and Yin Lu roughly divided the elderly Internet celebrities into three types according to the media contact mode and demand motivation, namely, normal elderly Internet celebrities with unique personalities who are popular; second, elderly Internet celebrities with companies’ supports to promote and attract wide attention of netizens; third, elderly stars with certain visibility, such as

singers and actors. They are found by netizens again under special coincidence and become popular figures on the Internet [4].

Many scholars made a comparative analysis of the video content of silver hair Internet celebrities. Most of the studies are on the overall classification of short video content of silver hair web celebrities. Zhao Lifang divides the short video content of silver hair web celebrities into five categories, which are daily life, short story, pop music, hot segments, and advertising. After analyzing the content of four head elderly celebrities in Douyin, the author found that daily life and short story are the most common themes of the short videos, accounting for about 50% of the total [5]. Han Xiaohui believes that different types of short videos have different communication effects. Scholar believes that based on the feature of short videos, the audiences prefer seeing interesting and lively video content. Therefore, the communication effect of some short lyric videos with a slow rhythm is not very good [6]. Wang Yizi made a comparative analysis of 20 elderly celebrities' accounts by referring to Zang Guoren's high, medium and low frame [7]. Author analyzed silver hair web celebrities from their emotion, title and so forth [8]. At the same time, scholars proposed that there are some problems in the development of silver hair Internet celebrities. Tong Hao pointed out that there are many problems in this field, such as the communication theme, the health problems of the elderly and so forth [9].

At present, people mostly compare different accounts according to their video types and themes. There is a lack of detailed analysis of the content of short videos. Scholars mainly focus on short story videos and neglect other content. This article mainly focuses on the account “Kangkang and Grandpa”. The account “Kangkang and Grandpa” share short videos concerning elderly people’s outfits. The main content of the account is fast-paced cross-dressing videos. This type is different from the family scenes or commence teaching which are common among silver Internet celebrities.

The number of elderly Internet users is increasing. And after the disappearance of the demographic dividend of short videos, the elderly can bring new possibilities for the development of the Internet. Silver hair Internet celebrities can promote cultural communication and affect young Internet users’ outlook on the world and life. At the same time, it can promote commercial development and help elderly improve their life qualities [10]. A detailed analysis of the short video content of silver hair web celebrities can provide references for them to improve the quality of their works, expand their influence, and promote the accomplishment of active aging constantly. This article will analyze the content of “Kangkang and Grandfather” to explore the reasons for the popularity of them and the measures of improvement.

3. Methodology

This paper observes all the videos of “Kangkang and Grandpa” from August 2022 to August 2023, and select 20 works with the highest number of likes in all the videos for content analysis. From August 2022 to August 2023, this account posted 122 works, with about 10 works released every month. The author analyzes the content of this account from six aspects: video rhythm, video theme, video subject, video sound, commercial realization and shooting style. In addition, the author summarizes the reasons for its explosion. This account met a difficult development era in early 2022. Combined with the solution of this account, this paper will propose several development suggestions of elderly Internet celebrity currently.

4. Results

Through the analysis of 122 works in “Kangkang and Grandpa” from August 2022 to August 2023, the author comes to the following conclusions.

4.1. The Theme of Videos

The theme of “Kangkang and Grandpa” are mainly divided into two categories. One category is content based on popular themes of Douyin. In the work on May 30, 2023, “Kangkang and Grandpa”

chose the popular topic of dopamine dressing style on Douyin as their topic. They cooperated with dopamine-style pioneer blogger--Daybear. In addition, the video gained 4.498 million likes. The second category is the original video themes of "Kangkang and Grandpa", such as grandpa wearing class and reading fans' private messages. In the works of Grandpa dressing class, Grandpa stands in front of the blackboard to teach the knowledge points of dressing. But whatever the subject matter, the positive spirit of this account remains the same. Kangkang's grandpa tells the audiences that age is not a limit, and the elderly can also wear what they want to wear and do what they want to do.

4.2. The Key Subject of Videos

Most of videos show Grandpa alone. Occasionally, they choose well-known bloggers or celebrities for co-shooting. In the work of June 1, 2023 and June 6, 2023, Kangkang's grandpa cooperated with grandpa Beihai.

4.3. The Rhythm of Videos

Combined with the overall topic of the video, the overall rhythm of the video is fast. Most of the content of this account are quick cross-dressing videos and fashion photo card points videos. In some content containing advertisements, the video rhythm will be slowed down appropriately. Taking the videos on April 29 and April 30, 2023 as examples, the topic of the two videos is to read fans' private messages and introduce grandpa's personal dress style. The April 29 video does not involve advertisement, and the overall pace of the video is fast. The work of April 30 involves advertisement. The video inserted the dialogue between Kangkang and grandpa to introduce Panasonic appliances naturally, and the video rhythm is moderate.

4.4. The Sound of Videos

The video sound is composed of background music and actual sound. Combined with the rhythm of video, the account mainly selects some popular music as their background music. For example, in the past year, the account used music Imagine Dragon and Black Magic several times. And in 2023, they used popular R&B music, such as Without me, Dusk till dawn and Wake. Using the popularity of background music to help spread the videos is a very common way of publicity. In addition, Grandpa's Wuhan dialect will appear as a simultaneous sound.

4.5. Commercial Realization

The commercial realization of the Douyin platform mainly includes three ways: live broadcast reward, advertisement and link. In these three forms, making advertisements is the most popular way. Currently, there is only one toothpaste link on the account's home page, which corresponds to the video of June 10, 2023. In terms of advertisements, there are 35 advertising content among 122 works. Clothing advertisements occupy a large proportion of advertisements, which is more in line with the type of account. Moreover, there are also some automobile and home appliance advertisements. In general, the number of advertisements is in the low level among similar bloggers. Its advertising content is not average distributed, the advertising content is exceedingly intensive in August 2022, six out of ten works in August are containing advertisements. Furthermore, there are not many advertisements from September to November.

4.6. The shooting Style of Videos

The video shooting style of this account are more complicated than the common shooting style of silver Internet celebrities. Combined with the rhythm of background music, creators adjust the speed of camera movement. In the teaching videos, the direction of the camera movement is determined by the direction of grandpa's writing on the blackboard. Moreover, in several fashion photos, the composition of the pictures is more popular among young people, and the pose of grandpa is also different from the traditional image of the elderly, such as holding a coffee cup and holding a hat, which is exceedingly fashionable.

5. Discussion

In terms of the theme of videos, the setting of the theme of "Kangkang and grandpa" is reasonable. The setting of the theme of "Kangkang and grandpa" is reasonable. First of all, Kangkang and grandpa create videos according to the popular themes of Douyin, so as to get the support from Douyin platform and help the communication of the videos. Secondly, the account's original themes help it stand out from other similar accounts. However, in the choice of popular themes for Douyin, people should pay more attention to choosing the right theme. For example, on April 15, 2023, the account chose the hot topic of special troops tourism to shoot. But many spectators questioned whether the 86-year-old grandpa could really enjoy a high-intensity tourism. This is not helpful for the long-term development of the account. We must take into account the physical condition of silver hair Internet celebrity. Creators also need to be careful to control the number of hot topic videos to avoid viewers losing freshness.

In terms of the rhythm and key roles of videos, the design of "Kangkang and Grandpa" can be more abundant. The rhythm of "Kangkang and Grandpa" is fast, most of the works do not contain plot, and the only key role is grandpa. This is more appropriate for the fashion account setting. It is also because fashion dressing needs to cut out unnecessary changing scenes to make the content more concise. In addition, in the short video platform, the user does not stay for a long time for each short video, and the fast-paced videos are often more able to attract the audience's attention. However, many fast-paced similar videos are easy to cause audience's aesthetic fatigue. From the likes data of this account, it can be found that during the period from October 2022 to December 2022, the number of likes of the "Kangkang and Grandpa" is mostly about 10,000. But the number of likes is not ideal. Furthermore, there are a lot of accounts on the Douyin platform that make cross-dressing videos. And a large number of similar videos can easily lead to homogenization of content, which is not advantageous to the long-term development of the account. In response to this situation, videos creators can appropriately add some plots into the videos. It is also a good choice to cooperate with other bloggers to bring new visual stimulation to the audience and attract new fans.

In terms of the sound of videos, the variety of sound can be more. The sounds of videos on "Kangkang and Grandpa" include two types, popular music and Wuhan dialect. In the process of video creation, the use of popular music can add some attention to the video. Because the audience has a favorable impression on the music that they are familiar with. In addition, using Wuhan dialect in the short videos can make people feel more intimate. But the frequency of popular music can lead to audience aversion. In 2022, when the Vietnamese Song was popular, some Douyin users said that they felt disgusted when they heard the Vietnamese Song, which was not advantageous to the spread of the account. Therefore, in the future, it is more appropriate for "Kangkang and Grandpa" to find some minority music occasionally.

In terms of commercial realization, "Kangkang and Grandpa" should take more approaches. In general, compared with similar accounts, this account's commercial realization methods are relatively limited. The most common way used by this account is adding advertisement into videos. This way is more suitable for the silver hair Internet celebrities. Because Kangkang's grandpa is 86-year-old, it is not suitable for him to make some live broadcast. However, this way of commercial realization also has some drawbacks. The silver hair Internet celebrities add too many advertisements into the videos, which may cause dissatisfaction among audiences. This will not only cause the loss of followers, but also cannot play a good publicity effect for the advertising content. With the increase of silver hair Internet celebrities' age, creators can increase the commercial link on the homepage and reduce the advertisements in the videos. This can reduce the pressure on the silver hair web celebrities' physical condition. Furthermore, it can enhance the audience's fondness of the videos.

In terms of the shooting style of videos, "Kangkang and grandpa" is fashionable. The shooting style of "Kangkang and Grandpa" is fashionable. And their videos break people's stereotype of the elderly group. This style of photography can attract a large number of audiences, while conveying a idea that older people can also be fashionable. However, not every older people can master the complex shooting methods and fashion poses. Therefore, some elderly groups may have peer pressure

because of the peer's fashion. And this is not helpful to the health of elderly groups. Therefore, Kangkang and grandpa can appropriately choose some poses and editing style commonly used by elderly groups.

6. Conclusion

This paper analyzes the content of "Kangkang and Grandpa". And this paper analyzes the popular reasons and development measures of "Kangkang and Grandpa" from six aspects. The video content of "Kangkang and Grandpa" conveys a significant idea that the elderly can do anything they want, regardless of their age. In the shooting and editing of the video, the shooting methods and poses used by "Kangkang and Grandpa" are very stylish. In addition, in the selection of themes and background music, "Kangkang and Grandpa" usually choose some popular topics and music in order to attract some attention for their works. However, if the combination of content and hot topics is not appropriate, it will have a negative effect on the communication of works. Furthermore, the original video topics of "Kangkang and Grandpa" are also popular with spectators, such as reading fans' private messages. In most of videos, Kangkang's grandpa appears alone and occasionally he collaborates with other bloggers. Sometimes this can make people feel a little monotonous and have no desire to watch. However, the way of commercial realization of this account is very limited, mainly by adding advertising content into the video. Some audiences are disgusted by this way of commercial realization, which will make the video content more blunt and not advantageous to the promotion of advertising. In the future video creation, "Kangkang and grandpa" can try to add the links on homepage to ensure the quality of the video.

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