

The Research on the Communication Strategy of Food Short Video in the Vision of Communication Psychology

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Abstract. With the development of new media application technology, the relationship between short video and communication psychology also has a certain influence on communication strategy. The existing short videos have problems such as poor continuity of work series and short life cycle of videos. To optimize the existing communication strategies of food short videos and put forward insights for the user psychology research of food short videos, this paper analyzes the user preference communication strategies from the perspective of food short videos and the perspective of communication psychology. This paper adopts the questionnaire survey method and the in-depth interview method. To the research results, the viewing motivation of food short video users is mainly leisure entertainment and relaxation, and the content preferences include funny light comedy and pastoral style, etc. Users attach attention to the clicks of videos and hold a high desire for interaction. The "explosive point" characteristics of food short videos are close to life and full of new ideas. The optimized communication strategy should grasp users' preferences and improve the interaction frequency, to obtain a more significant communication effect.

Keywords: Food; Short Video; Communication Psychology; Communication Strategy.

1. Introduction

The Short video as an emerging model of communication, usually refers to a video of 5 minutes or less, relying on various intelligent mobile terminals to achieve shooting, editing, and dissemination. By December 2021, the number of Chinese Internet users had reached 1.032 billion, the Internet penetration rate had reached 73.0%, and the proportion of domestic Internet users using mobile phones had reached 99.7%, ranking first among the devices using the Internet. In the current environment of the Internet of everything, short videos, as one of them, also have a profound impact on people's daily life.

As one of the enduring themes in short videos, the creative group of short videos of food is increasing, and the style of the works has gradually changed from the past single tutorial to diversification, and many representative excellent works have emerged. Existing food videos can be roughly divided into the following three types: food tutorials, local food, and offline exploration. Food tutorials are the mainstream and the largest number of food short videos. This type mainly focuses on food teaching. Through the cooking process of shooting food, the audience can quickly master the practice of food. Short videos of local food are not limited to cooking the food itself, but to building a specific rural pastoral scene, rendering the hero's image and living environment, and creating a quiet and distant atmosphere. For example, the food video of food blogger KOL Li Ziqi's food video communicates with the user through the quiet pastoral scene in the process of food production. As a contextual meaning construction method, these means often can increase the concentration of the audience, enhance their embodied experience based on audio-visual experience,

and facilitate the introduction of food and the telling of the cultural core behind the works. Short shop search videos are mainly conducted by food bloggers to visit and evaluate food restaurants offline. Representative accounts on Tik Tok, a short video platform in China, are "Beck is Hungry" and "True detective Tang Renjie".

The existing research on short videos of food involves a wide range of disciplines, including literature, communication, economics, and other fields. In terms of the research on communication strategies, the existing literature is mostly analyzed with a single case as a sample, and the analysis objects are all communicators. The analysis content includes the work style and operation means. However, there are few studies exploring communication strategies from the perspective of audience psychology, and there is still a great gap in this field. To explore the current situation of the short food videos from the angle of the audience psychology, can better show the pertinacity of the video communication strategy, and provide feasible suggestions for the short food short video communication strategy.

At present, the short food videos meet the needs of audiences of different age groups for food and have good communication prospects. However, many short food videos have defects in operation, such as serious content convergence, monotonous style, poor continuity of work series update, and short life cycle of videos. To optimize the food short video existing communication strategy, fill the blank in food short video user psychological research, this paper will spread the psychological vision of food short video as the theme, from the perspective of the audience, using the questionnaire method and in-depth interview method, the results are summarized, and concluded that for the present situation of food short video solution.

2. Research method

2.1. The In-Depth Interview Method

In-depth interview method is used to obtain exploratory research understanding and a deep understanding of the problem. In this paper, four interviewees were randomly selected and conducted interviews according to the interview outline, recorded the communication content, and analyzed, and sorted out the interview results. The four interviewees are all audiences for the food short videos, and two of them are deep users of the short food videos. They spend a fixed amount of time watching such videos every day. The author mainly obtains users' viewing motivation and preferences of food video types and style content through interviews. On the other hand, the other two interviewees for just contact with such video users, the author tried to understand through the interview respondents about first contact with the food class short video way, and whether interested in continuing to watch the same series of subsequent videos or another similar video, maybe for what reason to continue to watch or no longer watch the content.

2.2. The Questionnaire Survey Method

This paper combined the relevant literature on short videos of food, referred to the questionnaire design idea of quantitative research of communication, made the corresponding questionnaire through the questionnaire star, and distributed 36 questionnaires through online social platforms such as WeChat and Weibo, obtained the sample data, and the recovery rate was 97.2%. Questionnaire design mainly relies on the "5W theory", "use and meet", "communication effect" and SIPS model theory, the content of the questionnaire is divided into three parts, the first part of the user, including short video viewers' gender, age, education, etc., the second part for food short video user preference, the third part is for the platform content, interaction frequency, etc. The questionnaire is distributed with the help of the questionnaire star and is published on the Internet in the form of anonymous filling. Through simple analysis, this paper can obtain users' attitudes towards food short videos, analyze the timing, motivation, and demands of users in choosing food short videos, understand users' attitudes and preferences for food short video KOL, quantify the data, and provide relevant data support for the communication effect.

3. Research results

3.1. Results of the In-Depth Interview

Through the interview content, it was found that the main motivation for users to watch short food videos is leisure and entertainment, and get happiness from food. For example, "watching short food videos are very healing. One of the bloggers I watch most often is, he is a food broadcast, and watching his videos can feel like you can relax and relieve the pressure."(Respondent A);"The older I feel, the older I am, the greedier my mouth is, so I like to watch short videos of eating. I feel very happy."(interviewee B).

When contacting fresh food short-term videos or food bloggers, the interaction and communication between users account for a great impact. Most users' recommendation channel is for their friends to share. When watching short food videos by themselves, users also tend to forward them to their friends for the first time. For example, "When I see my favorite food videos, I will immediately forward them to my friends, and my friends also like to watch them."(interviewee D).

In terms of content preference, the most favorite types of users include store evaluation, food broadcast, and food cooking, among which the viewing of food broadcast and food cooking is based on entertainment motivation, while the viewing of store type short videos is based on practical motivation. For example, "About the short videos of food exploration shops, I like to go to new restaurants to try new dishes. To avoid stepping on thunder, I often go to watch the exploration shop videos."(interviewee C). At the same time, for eating short video bloggers choice, users to clean and relaxed image, strong affinity, language humor, and taste action not grandiose, such as "most fans eat broadcast bloggers, the face is not the kind of oily, acne, at least the skin is very good, but also not fat, let a person see them eat also very happy, but sometimes i will see some eat broadcast, eat a lot of many, a big pot of very greasy things, give people feel very uncomfortable, looks very ugly."(Respondent A);" Food videos of chatting while cooking are more interesting than silent."(interviewee D). During the interview process, it was found that users prefer approachable shooting techniques, such as portrait shooting, first-person perspective, selection of daily life scenes, etc. Such techniques can shorten the distance between users and short food videos, and enhance the sense of user experience.

The current problems with short food videos mainly include too many hard advertisements and single content. The insertion of hard ads reduces users' enthusiasm to watch. In the selection of advertising inserts, soft advertisements full of novelty and humor are more popular with users. For example, "advertising placement should be moderate, and some advertising design is more novel, it makes the video viewing more interesting."(interviewee D). In terms of content, food short videos due to the few content types, if there is no innovation and profound memory point in the content, the unchanged video content according to the template is easy to produce aesthetic fatigue, boredom, and boredom.

3.2. The Questionnaire Survey Results

To study the occurrence law of the communication phenomenon and the user preference of food short videos, the questionnaire survey object was selected as the viewers of food short videos. The author made the questionnaire through the questionnaire star platform and distributed it on the Internet. After sorting out and screening, 35 qualified questionnaires were obtained as samples.

3.2.1. Basic Sample Information

With the number of participants as the statistical variable, the overall information of the users was statistically analyzed, and the results are as follows:

As can be seen from Table 1, the gender distribution ratio of the short video users participating in the questionnaire is not much different, and there is no obvious gender trend. Viewers of short food videos are concentrated in young people aged 18-24, most of whom are highly educated users with a bachelor's degree or above, mainly concentrated in college students, mostly distributed in big cities.

Table 1. Sample basic information descriptive statistics

Title	Option	Number of people	Proportion	Title	Option	Number of people	Proportion
Sex	Man	19	54.29%	Record of formal schooling	Junior high school and below	1	2.86%
	Woman	16	45.71%		Senior middle school	1	2.86%
Age	Under the age of 18	1	2.86%		University	29	82.86%
	18-24 Years old	28	80.00%		Master's degree or above	4	11.43%
	25-35 Years old	1	2.86%	Location	Beijing, Shanghai, Guangzhou and Shenzhen	3	8.57%
	36-45 Years old	2	5.71%		Provincial capital	15	42.86%
	46-60 Years old	2	5.71%		Prefecture-level cities	13	37.14%
	Over 60 years old	1	2.86%		County-level cities	4	11.43%

In Figure 1, from the viewing frequency and single viewing duration of food short videos, "occasionally watching" and "under 10 minutes" accounted for the most proportion, with 45.71% and 54.29%, respectively, followed by "often watching" and "10-30 minutes", accounting for 31.43% and 28.57%. It shows that users do not rely on or become addicted to watching short food videos but draw time to watch according to their own needs, which is a controlled choice to watch.

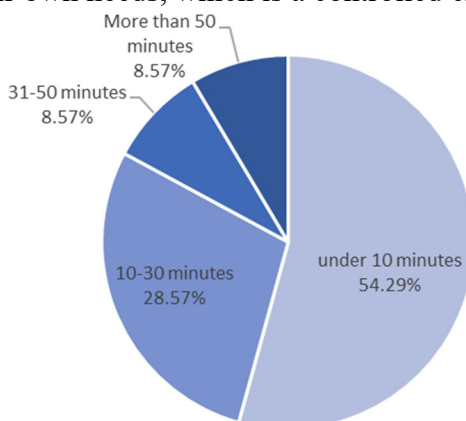


Figure 1. Distribution plot of sample single-viewing duration.

3.2.2. Sample Viewing Preferences

From the data of Figure 2 for the viewing time of the short food video users, the majority of them are relaxed at home, including when bored at home and before going to bed at night, accounting for 80% and less than 20%, when taking transportation. It shows that users prefer to watch short food videos in a relaxed environment.

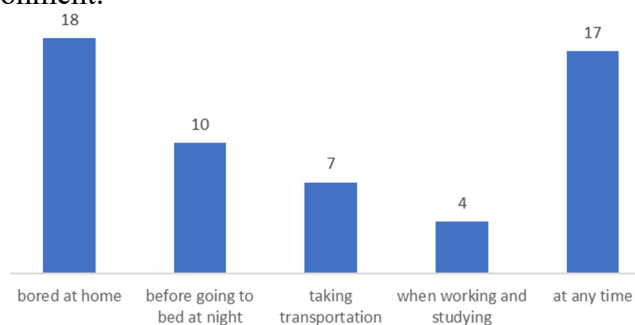


Figure 2. Distribution of sample viewing opportunities.

Users' motivations (As Figure 3 shown) for watching short food videos mainly focus on three aspects: learning cooking skills, releasing pressure, relaxing mood, and killing time, which account

for 62.86%, 62.86%, and 37.14% of the total number of users, respectively. This phenomenon is also reflected in the we-media of short food videos that respondents are concerned about. 45.71% of respondents followed the pastoral style @Ziqi on The Chinese short video platform Douyin, and 31.43% followed the light comedy food teaching blogger @Sheep Cuisine (As Figure 4 shown), indicating that respondents prefer a relaxed and joyful style in the short food videos and can learn about cooking food. The style selection (As Figure 5 shown) and content of short food videos are evenly distributed, and there is no obvious preference.

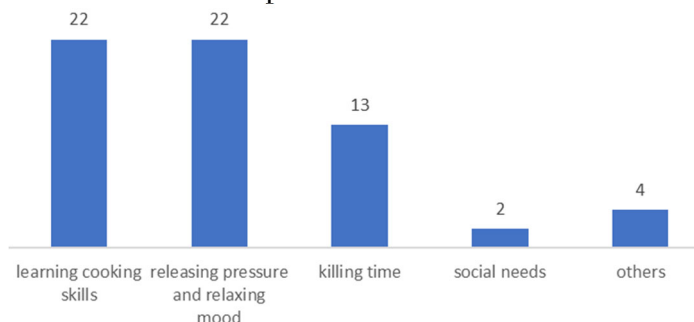


Figure 3. Distribution of sample viewing motivation.

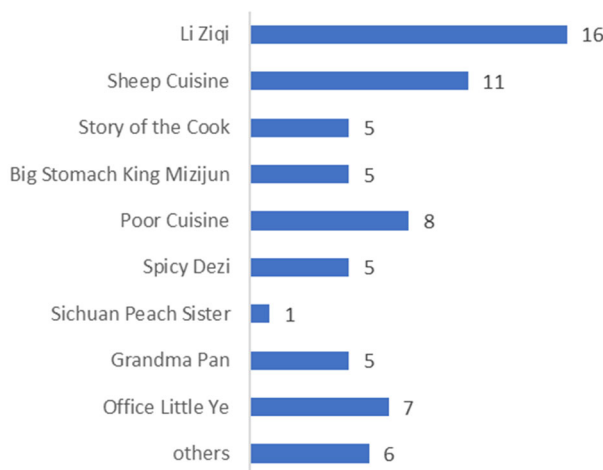


Figure 4. The sample focuses on food short video KOL bloggers.

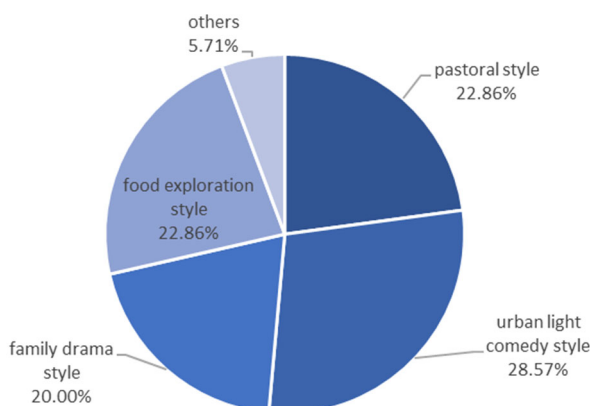


Figure 5. Sample's preference style for watching short videos of food.

3.2.3. User Interaction, Consumption, and Platform Ecology

In the interactive behavior after watching the short video (As Figure 6 shown), 54.28% people think they may participate in the content's likes, comments, and forwarding, among which the users chose to like the most, accounting for 60%(As Figure 7 shown). For the videos they are interested in, 80% of users will directly share them with their friends or on social platforms (As Figure 8 shown),

indicating that after watching the short food videos, users have a high desire for interaction and are willing to continue the video content they are interested in.

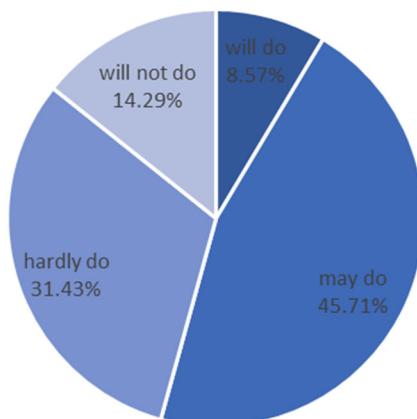


Figure 6. Sample willingness to participate in likes /comments/forwarding.

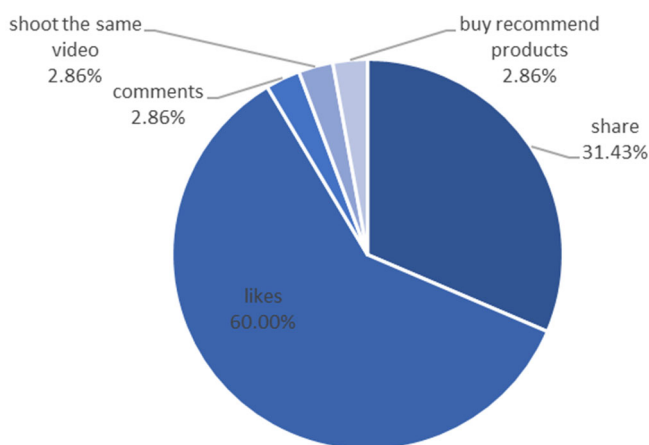


Figure 7. User interaction type selection tendency.

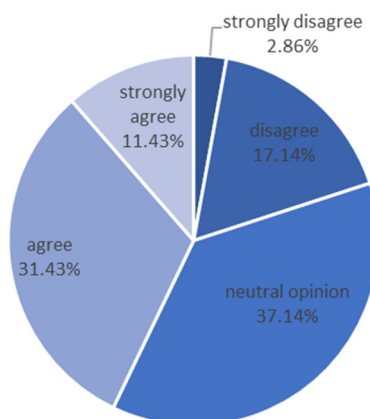


Figure 8. Sharing interested food short videos to friends.

When selecting videos to watch, 88.57% of users prefer to watch videos with high likes on social media (As Figure 9 shown). It shows that the number of clicks is one of the criteria for users to judge the quality of an unwatched video, which also leads to the problems of some short food videos. The problems mainly fall into three categories (As Figure 10 shown): serious plagiarism, single style, and title party, accounting for 48.57%, 42.86%, and 37.14% respectively. These problems are related to the attention paid by we-media bloggers to the number of clicks. The bloggers only focus on the number of clicks and put energy and thought into the title and cover of the video instead of the theme content of the video.

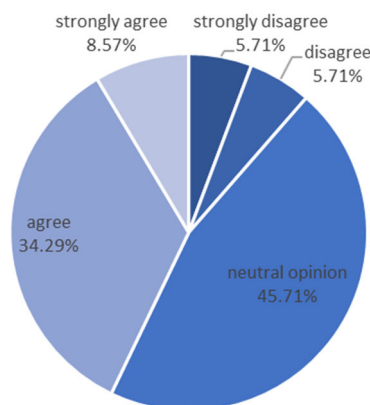


Figure 9. User preferences for videos with high hits.

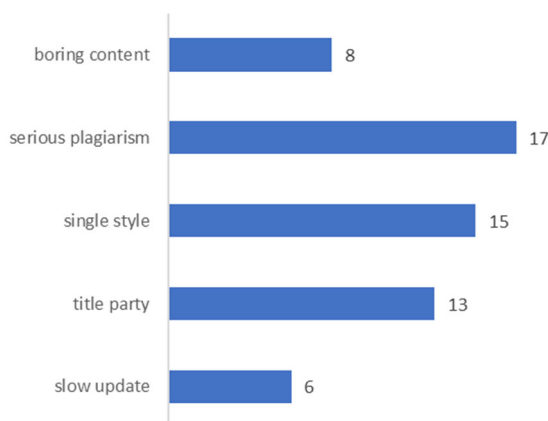


Figure 10. Problems in food short videos.

4. Discussion

4.1. Analysis of Research Results

At present, TikTok users are young. According to the survey data, young users aged 19-25 are the main audience group of TikTok, accounting for 69.3%. In this study, the main users of short food videos are young people aged 18-24, which is consistent with the user characteristics of short video platforms, indicating that there is no obvious age-oriented feature in short food videos.

According to the "use and satisfaction" theory proposed by Katz, the five types of needs of audiences include cognitive needs, emotional needs, personal integration needs, social integration needs, and pressure relief needs. At present, food bloggers who are active on social media such as Weibo, TikTok, and Watermelon short video just meet the needs of the audience, so that they stand out from many bloggers and become popular on the Internet. These needs are the fundamental driving force for the audience to likes, share, comments, and even buy. The short food videos studied in this paper are mainly watched by well-educated young people living in big cities. Compared with users in small cities or towns, they have stronger desires for the five needs based on the consumption level and work and study pressure in big cities. Therefore, they occupy a large proportion of short food videos.

4.2. Existing Problems and Communication Strategies of Short Food Videos

4.2.1. Similar Short Video Content

The rapid development of the Internet has accelerated the spread of information, but also lowered the threshold of the audience access to information. After the success of some high-quality original video writers, there will be a large number of imitators driven by the goal of drainage monetization. Some imitators are limited by the production costs, creative ideas, and other reasons, resulting in

uneven output quality. Platform for the content delivery mechanism is not mature enough and unable to distinguish, often leads to brush to the audience a lot of the same video, causing audience's watching desire to reduce and producing aesthetic fatigue. In the collation of relevant video materials, the authors have seen the short video comments like: "This video routine is, all the same, see half I can guess the ending." for many times. There is even "the day before yesterday, I swiped several identical videos, and I don't know who is the original." Such as appraisal: "Content development is not strong enough, audience stickiness needs to be improved, and flooding and low-quality UGC is difficult to attract investment and commercial capital". In addition, according to the content, the preferences of the different audiences have different classifications. To maximize the appeal to a certain audience, content producers target that audience with targeted delivery of content products. Once the audience becomes a fan of such content products, it is difficult to change [10]. In order to retain this kind of audience and enhance the retention rate of fans, content producers have to continue the original production model and creative style, resulting in subsequent content is difficult to expand.

4.2.2. Lack of Continuity in Series Videos

Many food bloggers who started a series of food videos and got a lot of likes have seen the number of views decline due to problems such as the update speed and lack of creativity. Such blogger video quality content, usually issued by the novel perspective and bloggers have a creative team behind. But due to the high cost of video shooting, lack of creative inspiration, and entering the creative bottleneck, their videos will gradually slow update speed. On the contrary, the increasing expectations of the audience for the content actually increase the pressure on the creator. Therefore, while pursuing the update speed, creators may ignore the quality of content, which leads to the loss of fan stickiness and even the loss of fans, forming a vicious circle. Even some video creators will stop watching videos and other problems.

4.2.3. Communication Strategy of Short Food Videos

Given the existing problems and development bottlenecks of short food videos, the research results of this paper can be divided into the following points based on the dimensions of user preference and interaction rate:

4.2.3.1. Focus on Content Quality

With the increasing number of short videos about food on the Internet, the mindless imitation video cannot meet the growing cultural needs of people. For short food videos, the most important thing is the cultural content, which needs well-designed plot to let audience have a sense of immersion. The audience's expectations for short videos of food have risen to the spiritual level. Creators should pour emotional, cultural and other factors into the videos and continue to output high-quality content. In addition, more creative content should be set up in the videos to pay attention to the audience's viewing motivation, and video content such as knowledge introduction and happy mood should be displayed from different dimensions to meet the requirements of audiences with different viewing motivations and enhance the communication effect of short food videos. At the same time, in the use of new forms of food content can also be used to show the main points of the video in easy-to-understand ways, such as urban light comedy style and warm family drama style, so that the audience can get a deep spiritual experience through the connotation of the story and its performance style when getting the shallow content of food content.

4.2.3.2. Increase the Frequency of Interaction

The short video also bears the function of social platform. The semi-structured depth interview data shows that short video platform has been able to meet the social needs of the audience, but a lot of food class short video producers and audience lack of interaction. Interaction is exactly one of the behaviors that can increase the stickiness of the audience, so we should pay more attention to the interaction with the audience and encourage users to like, forward and comment in various ways. The interaction with fans in the comment area, the establishment of fan groups, lottery feedback and other behaviors can stimulate the interactive interest of the audience, so as to broaden the communication channels of the video and attract more traffic. In addition, food video content with a high interaction

rate can also attract audiences' interest from another dimension. With videos with high clicks and response rates, audiences will express their views under the influence of others' comments and interactive views, thus enhancing the communication effect of food videos. The process of liking and commenting on the video, not only shows the audience's viewing of the video, but also represents the deep link between the audience and the theme of the video and the implied meaning conveyed from the deep spiritual depth.

4.2.3.3. Targeted Market Delivery

There is a large user group of short food videos, which can be subdivided into different markets according to their different content preferences. Video creators need to clearly position themselves and not blindly capture the audience and follow the trend of hot topics. The goal of network logic is no longer to obtain the audience, but based on the spatial-oriented pluralistic practical logic of daily life [11]. Select the suitable target market in the market segment, and create personalized IP, to gain market competitiveness. In a food cooking class skills video, the audience with cooking skills learning motivation, will pay more attention to the food production process and details, and ignore another video. The person holding relax motives, will prefer to video relaxing keynote presentation, so all kinds of video can pay more attention to video theme positioning. In addition, in the precise delivery of market segments, more attention can be paid to the selection of delivery time, so that audiences can watch videos with a greater frequency to show video content and enhance the communication effect.

5. Conclusion

By analyzing the current situation of short video communication of food from the perspective of communication psychology, we can explore the essential points of communication strategies through surface factors, so as to put forward better suggestions for the development of short video communication strategies of food. This paper preliminarily explores the communication strategy of users' preference for short food videos. The results show that the main motivation for users to watch short food videos is entertainment and relaxation, and their preferences include funny comedies and pastoral styles. Users attach importance to clicks and have a high desire for interaction. In the direction of optimizing the communication strategy of short food videos, we can start from the user's psychology, produce content that meets the user's preferences, stimulate the user's desire for interaction, and enhance the communication effect. In the current society where the number of mobile phone terminals and short video users is gradually increasing, short food video is one of the most important categories of the short video, so its problems cannot be ignored. In addition, this study also has certain limitations. In terms of the selection of research objects, only one short video platform, Tiktok, is selected for research. Other platforms, such as Kwai and Volcano, are not studied. Therefore, the proposed communication strategy may have limitations. Secondly, due to time and other factors, the number of participants in the questionnaire and in-depth interview is small. The author hopes that this study can make some contributions to the study of the psychological perspective of food short video communication. Future scholars can also choose different short video platforms to carry out research.

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