Research on the Influencing Factors of Social Behavior under Mobile Short-sighted Frequent Broadcasting

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Abstract. As a new form of social media, mobile short video has attracted much attention. However, there is still a lack of research on the influencing factors of mobile short video communication effect. Firstly, this paper introduces the current situation of social behavior development and the future planning of social behavior under mobile short-sighted broadcasting, and then this paper discusses the influencing factors of users' social behavior under mobile short-sighted broadcasting through questionnaire survey and data analysis. The results show that the main factors affecting the short video communication effect are users' sharing behavior, attention behavior, praise behavior and comment behavior, among which sharing behavior contributes the most to the short video communication effect. In the future, the number and scale of mobile short video users will continue to expand, and the influence of users' social behavior on the short video communication effect will be more obvious. Therefore, the platform needs to strengthen the guidance of users' social behavior, improve the communication effect of short videos, let more people share, pay attention to, like and comment, and the content will be more widely spread. In a word, in the end, this paper discusses the influencing factors of social behavior under mobile short-sighted frequent broadcasting, and gives some strategic suggestions and prospects for future development of the platform to guide user behavior. This is of great significance for improving the communication effect of mobile short video, promoting the development of mobile short video industry and promoting user participation.

Keywords: Moving Short Video; Influence factor; Social Behavior; Dissemination.

1. Introduction

Mobile short video APP has become a popular media form in the social field, which plays a huge role in changing people's social ways and influencing their behaviors and values [1-2]. However, in the process of mobile short video transmission, the influencing factors of social behavior still need to be further explained [3-4]. This paper will mainly discuss the influencing factors of social behavior under mobile short-sighted frequent broadcasting, and analyze the influence of user behavior, platform algorithm and personal background on social behavior, with the aim of better understanding interest-related social behavior and better understanding the influence effect of mobile short-video APP on social behavior [5].

Hannah L found that mobile short video, as one of the emerging media forms, attracts more and more users with its convenience, entertainment and interactivity, which has a noticeable impact on social behavior. Therefore, it is of great significance to study the influencing factors of social behavior under the frequent spread of mobile myopia [6]. Sala E found in her research that factors such as mobile short video APP platform algorithm, user background and behavior have significant influence on social behavior. Mobile short video APP has become a new way for users to obtain information and communicate, and should be studied in depth from multiple dimensions [7]. Olalekan R M focuses on providing personalized recommendation service in mobile short video APP. The recommendation system of this algorithm can effectively screen out the videos or topics that users are interested in, thus enhancing users' stickiness in the platform. The mechanism of this influence factor on social behavior is worthy of in-depth discussion, and the results are also of great significance to social media marketing [8].

In this paper, the influencing factors of social behavior under mobile short-sighted frequent broadcasting are explained, and the influence of user behavior, platform algorithm and personal background on social behavior is analyzed. Mobile short video has become one of the mainstream

forms of social media. With the enhancement of its convenience, entertainment and interactivity, its impact on social behavior is becoming more and more obvious. However, the factors such as platform algorithm, user background and behavior have a significant impact on social behavior under mobile shortsightedness, that is, they will affect users' interests, attitudes and behaviors, and spread and spread rapidly on the platform. At present, the platform recommendation algorithm is still being improved and adjusted, which needs further development.

2. Related Research

2.1. The Development Status of Social Behavior Under Mobile Short-Sighted Frequent Broadcasting

In the current social media environment, mobile short video has become a popular media form, with the characteristics of convenience, entertainment, interaction and sharing, attracting more and more users. The content of mobile games provided by the mobile short video APP platform, including dances, music and variety shows, has become an important source of content for people's daily life and entertainment, and has also promoted the emergence of new social behavior patterns, such as "even in the same city", "Duan You" and "Chao Hua" [9-10]. Mainly, the mobile short video market presents two main trends [11-12]. On the one hand, the massive number of users and rich content have created the explosive growth of the mobile short video market. APP itself has become a part of social media and a new channel for people to enhance contact and communication. On the other hand, the competition is fierce, and the differentiation of many mobile short video apps in terms of user scale, content richness and advertising realization has become an important development direction of industrial ecology. As shown in Figure 1, the specific process of development status is as follows:

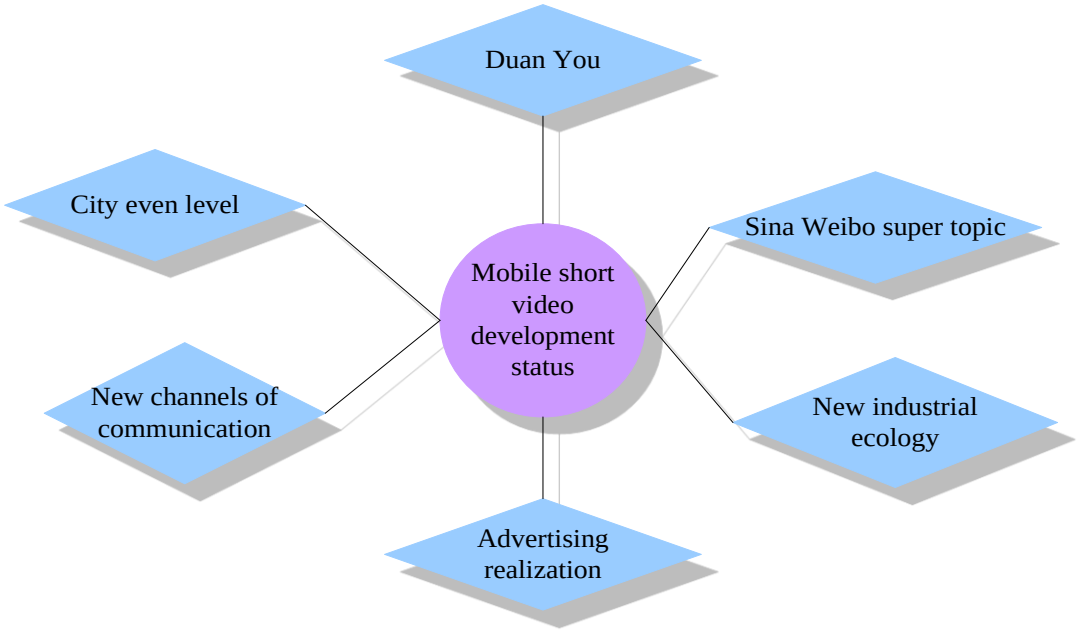


Figure 1. Development status of mobile short video

2.2. Future Planning of Social Behavior Under The Frequent Spread of Mobile Short-Sightedness

In the future, the popularity of social media and the diversified development trend of mobile short video APP platform will remain the mainstream direction of the market. However, while following the market competition, we should pay attention to the following aspects of planning and exploration: as shown in Figure 2, the specific aspects of future planning.

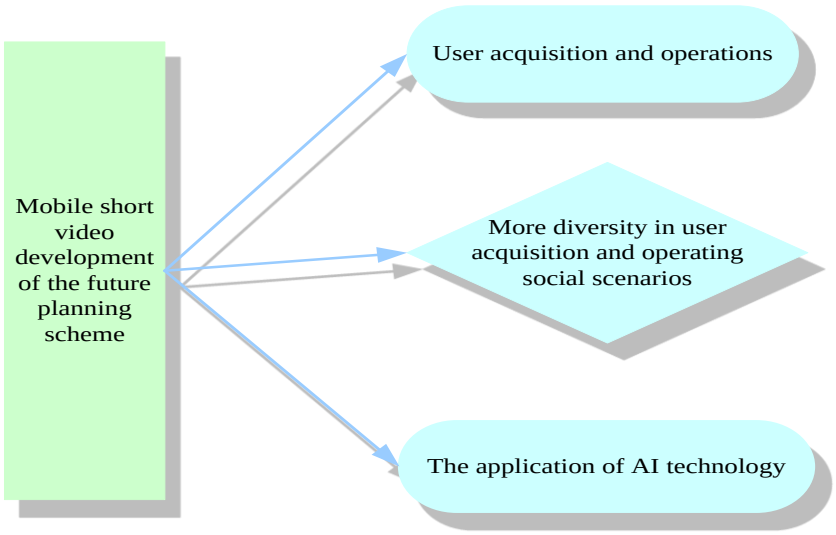


Figure 2. Specific aspects of future planning

(1) User acquisition and operation:

The future development direction should not only focus on short-term realization, but also focus on user acquisition and operation. This includes the attraction of staying time, improving user loyalty and guiding users to spend for a longer period of time. Compared with disorderly growth, this development mode has a better guarantee for the long-term stability of the brand and the stability of the market [13].

(2) More diversified social scenes:

In addition to the core entertainment auxiliary functions, mobile short videos should add more social scenes. For example, develop social functions with other fields, such as social e-commerce, second-hand transactions, education and training, offline activities, geographical location, etc., to reduce user costs and enhance user experience, so as to achieve the upper limit of satisfaction from the user experience level [14-15].

(3) Application of

Artificial intelligence technology can be widely used in mobile short video APP. For example, outdoor shooting can quickly locate, adaptively match appropriate music, and intelligently beautify videos. In addition, the recommendation algorithm of AI technology can continuously optimize users' content recommendation and reduce the time and cost for users to find content.

In a word, the new model of social behavior development under the frequent spread of mobile shortsightedness in the future is still in a brand-new stage of exploration and change. Through the planning of user acquisition, the diversification of social scenes and the application of AI technology, the mobile short video APP platform can better meet the needs of users and improve the user experience, and further consolidate.

3. An Experiment on The Influencing Factors of Social Behavior Under Mobile Short-Sighted Frequent Broadcasting.

The purpose of this experiment is to explore the factors that affect social behavior under mobile short-sighted frequent broadcasting, and carry out the experimental process from three steps: sample selection, data collection and data analysis. The specific contents are as follows:

3.1. Sample selection

In order to ensure the reliability, effectiveness and representativeness of the research, this research adopts the convenient sampling method, and selects 100 students aged between 18 and 25 from a university in northern China who hold smart phones and often use mobile short videos to watch and

share. According to the different characteristics of the samples, this study divides the samples into two groups: men and women and professional direction.

3.2. Data collection

Data are collected by issuing questionnaires, which include the following aspects: interviewee's personal information, mobile short video viewing habits, video content quality, social influence and advertising interference. Among them, some questions use a five-stage scoring system, with corresponding explanations, so that respondents can understand and answer. At the same time, some rhetorical questions are set in the questionnaire to ensure the quality of the questionnaire and the accuracy of the respondents.

3.3. Third, data analysis

The collected questionnaire data are imported into SPSS software for processing, and the final results are obtained by using relevant statistical methods and data analysis techniques. Among them, this research mainly focuses on the factors that affect social behavior under the frequent spread of mobile short-sightedness, and through the analysis of four factors that affect social behavior, it is shown in Table 1:

Table 1. Influencing factors of social behavior sown by mobile short-sighted frequency transmission

Serial Number	Influence Factors	Average Score	Standard Deviation
one	Video Quality	4.25	0. 68
2	Viewing Habits	3.96	0.75
three	Social Influence.	3.83	0. 56
four	Advertising Interference	2.74	0. 89

As can be seen from Table 1, there are four kinds of serial numbers of social behavior influencing factors under mobile shortsightedness.

No.1 in video quality, the average score is 4.25, the standard deviation is 0.68, No.2 in viewing habits, the average score is 3.96, the standard deviation is 0.75, No.3 in social influence, the average score is 3.83, the standard deviation is 0.75, No.4 in advertising interference, the average score is 2.74, and the standard deviation is 0.89, but generally speaking, the influencing factors of the four serial numbers,

3.4. Summary

To sum up, starting from three steps: sample selection, data collection and data analysis, this paper makes an experimental study on the influencing factors of social behavior under mobile shortsightedness, and presents the research results through Table 1, which provides meaningful research data and analysis methods for related disciplines.

4. The research results and discussion on the influencing factors of social behavior under mobile short-sighted frequent broadcasting.

4.1. Introduction

As a new form of social media, mobile short video has attracted more and more attention in recent years. The scale of users of mobile short video platform is constantly expanding, and the relationship between users' social behavior and short video communication effect has also attracted much attention. Therefore, the purpose of this study is to explore the influencing factors of social behavior under the frequent spread of mobile myopia.

4.2. Analysis and Results

In the exploration, we used the methods of questionnaire survey and data analysis to investigate and study the users on the mobile short video platform. The results show that the main factors affecting the spread effect of short videos are users' sharing behavior, commenting behavior, praising behavior and paying attention to behavior. Among them, sharing behavior contributes the most to the short video communication effect, followed by attention behavior, praise behavior and comment behavior. In order to show the comparison of influencing factors more intuitively, as shown in Figure 3.

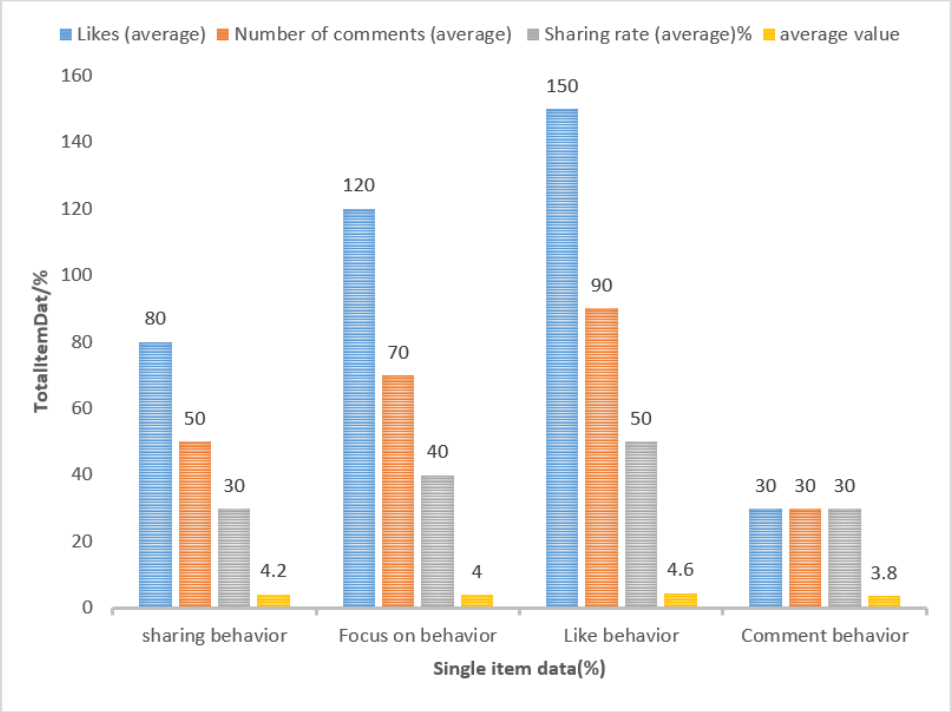


Figure 3. Comparison of influencing factors of short video communication effect

As can be seen from Figure 3 above, users' sharing behavior, attention behavior, praise behavior and comment behavior, among which the lowest average number of likes accounts for 30, the highest number accounts for 150, the lowest average number of comments accounts for 30, the highest number accounts for 70, while the lowest average sharing rate accounts for 30%, the highest number accounts for 50%, and the lowest average final score is 3.8, and the highest average score is 4.6, which shows that mobile short video is a new type.

4.3. strategy

In view of the above inquiry analysis and results, we have the following strategies:

1. Encourage users to share. Because sharing is the behavior that has the greatest influence on the communication effect of short video, the mobile short video platform should take measures to encourage users to share.

2. Guide users to pay attention. In addition to sharing behavior, users' attention behavior also has a great influence on the short video communication effect. Therefore, the platform should guide users to pay attention and let users better integrate into social networks.

3. Strengthen the guidance of users' likes and comments. Although likes and comments are less influential than sharing and attention to the spread effect of short videos, they also play a certain role. Therefore, the platform should strengthen the guidance of users' likes and comments, so that users can express more approval and opinions on their favorite content.

In short, the mobile short video platform should strengthen the guidance of users' social behavior, improve the communication effect of short videos, let more people share, pay attention to, like and comment, and the content will be spread more widely.

5. Conclusion

The purpose of this paper is to explore the influencing factors of social behavior under the frequent broadcast of mobile myopia. Through questionnaire survey and data analysis, it is found that users' sharing, attention, praise and comment behaviors are the main factors affecting the communication effect of short videos, among which sharing behavior contributes the most to the communication effect of short videos. Therefore, the mobile short video platform should strengthen the guidance of users' social behavior and improve the communication effect of short videos. In the future, with the continuous expansion of mobile short video users, the role of users' social behavior will be more obvious. The mobile short video platform can further stimulate users' social behavior and enhance the communication effect of short videos by improving user experience and strengthening social interaction. The shortcoming is that some platforms over-emphasize users' behaviors such as sharing and attention, which leads to the mechanization of users' behaviors and the loss of subjectivity and authenticity, which may have an adverse impact on the long-term development of mobile short videos. Through the comprehensive use of various technical means and social strategies, the platform continuously increases the participation, creativity and feedback of users' social behaviors, further bringing better social experience and value to users, and achieving better user stickiness and platform growth. In the future, it is necessary to balance the contradiction between user experience and sustainable development of the platform while strengthening social behavior, so as to ensure a better balance and long-term development of the platform between users and industries.

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