

# Research on the Operation Effect and Optimisation Path of Publishers' Short Videos in the Context of Media Convergences

Mingyue Xie

School of Literature, Anhui University of Finance and Economics, China

**Abstract:** Short video has not only reshaped the ecological pattern of media communication, but also profoundly affected the marketing method of publishing houses, and the combination of “publishing + short video” has become the standard of many publishing houses, showing strong market potential and innovative vitality. In this context, from the perspective of network science, we analyse the short video operation initiatives of publishers, focusing on the core aspects of account operation, content operation and user operation. By exploring the effects and strategies of short video operation of publishing houses, it is proposed that by enhancing the density and intensity of connections in the relational network, the social influence and dissemination effect of short video accounts of publishing houses can be effectively enhanced, the integrated development of publishing can be promoted, and new vitality and kinetic energy can be injected into the publishing industry.

**Keywords:** Publishing house, Short video operation, Media convergence.

## 1. Introduction

Along with the booming development of mobile Internet, short video has become a powerful tool for traffic conversion, information dissemination and brand building. The content of short videos has changed from entertainment and recreation to entertainment and recreation and knowledge dissemination, information transmission and public education [1]. For book fusion publishing, the short video platform is not a tool, but a mediated fusion path for knowledge production and dissemination [2]. This is both an opportunity and a challenge for the publishing industry, which carries important functions such as knowledge service and popular education.

After an in-depth study of the data of the Jitterbit short video platform captured by the crawler, it is observed that the overall performance of the publisher in short video operation is relatively sloppy. Specifically, the problem of content homogenisation is particularly prominent, and there is a lack of precise operation strategies for user groups, which to a certain extent affects the dissemination effect and user stickiness of its short video content. The purpose of this paper is to analyse the current situation of publisher's short video operation, to assess the operation effect of its short video field with the help of network science perspective, and then to explore the publisher's innovative strategy in short video operation, in order to provide useful reference and inspiration for its development, and help the development of deep integration of publishing in the environment of new media technology.

## 2. Organization of the Text

### 2.1. The Current Situation of Short Video Operation of Publishers

In the era of new media, a variety of emerging communication channels have emerged one after another, bringing unprecedented opportunities and challenges to the publishing industry, and the integration of traditional publishing and the Internet has been a general trend. With the

increasing infrastructure of short video platforms, China's publishing houses focus on this emerging media to develop digital marketing channels, and Jitterbug, Shutterbug, Station B, and WeChat video numbers have become an important position for publishers to gather traffic. The 2023 Shakeology E-commerce Book Consumption Data Report shows that Shakeology E-commerce delivered 400 million orders of books to readers in the current year, and Shakeology Mall boosted book sales by 127% year-on-year [3].

In recent years, a series of innovative attempts have emerged in the field of book short video operation, which not only strengthened the connection density and intensity of short video accounts in the relationship network, but also significantly enhanced the dissemination effect. The innovation promoters include both publishers, writers and readers. Although quantitatively, only a few publishers have achieved significant results in their innovative exploration, the innovative practices of these subjects have undoubtedly provided valuable experience and inspiration for more publishers:

#### 2.1.1. Account Operation: Account Matrixing, Multi-Subject Linkage Operation

In terms of account operation, publishers no longer rely solely on a single short video account for content promotion, but rather build a matrix system containing multiple sub-accounts. These sub-accounts may be divided according to factors such as content type, target audience or geography, thus forming an interrelated and complementary account network. Through the construction of a multi-level account system and the linkage of multi-dimensional operating entities, the overall influence and communication effect of publishing houses in the short video field is enhanced. Publishers such as People's Daily Publishing House, Yilin Publishing House, and Peking University Press have committed to the strategic layout of account matrixing, not only opening official accounts on mainstream platforms such as Jittery, Shutterfly, and BeiliBeili, but also actively exploring a new model of setting up multiple accounts in subdivided fields on the same platform, in order to realise a

more accurate and efficient dissemination of content and reach of users. Matrix operation has increased the number of connections and the communication effect is remarkable.

In addition, some publishers focus on linking up with external partners to form a cross-platform matrix of short video accounts. They cooperate with external organisations such as video platforms and social media to open joint accounts or share content. This kind of cooperation not only expands the publisher's short video distribution channels, but also increases the exposure and attention of the account matrix through interaction and diversion with other platforms.

### **2.1.2. Content Operation: Scenario-based Experience Sharing to Deepen Emotional Connection**

At the content operation level, the innovative exploration in the field of book short videos mainly focuses on sharing reading experiences with emotional colours through the presentation of figurative scenes, thus deepening the connection intensity with the target audience and further enhancing the social influence and market appeal of the account.

Scene is the core element of constructing authenticity, and scene-based short video content can create a sense of realism and proximity, thus effectively bringing the psychological distance closer [4]. Take the short video about the book "The Book of the Mountain and the Moon" by Du Liang, a famous book blogger in Joyo, for example, the blogger cleverly takes the golden sentence "Half believing that I am a piece of beautiful jade, and refusing to be in the company of rubble in mediocrity" as the entry point, and shares his reading feelings with deep emotion. The content of the video is not only fascinating in terms of scene setting, but also expresses emotions to the fullest extent, successfully attracting a large number of viewers' resonance and attention. This carefully crafted book video has been viewed more than a million times and received a total of 151,000 likes. This immersive experience can deepen users' understanding and memory of the content, while enhancing their sense of identity and emotional connection to the publisher's brand [5].

### **2.1.3. User Operation: Personification of Communication Subjects and Intimacy of Interaction**

Personality communication refers to the communication strategy of highlighting the "human" factor in communication, giving the subject of communication, communication symbols and the spiritual content carried on the symbols personality qualities, "helping users perceive the media through distinctive personalities, full of emotions and figurative 'people'", so as to build up users "good feelings and trust" in the media. The communication strategy is to help users perceive the media through distinctive personality, full of emotion and figurative 'people', so as to build up users "good feeling and trust" towards the media.

In the short video, the publisher is no longer a cold image of the institution, but shows a warm and emotional side through specific characters and vivid language. This kind of personality-based expression makes it easier for users to resonate and establish an emotional connection with the publishing house. In the case of Yilin Publishing House, for example, its official Jieyin account has attracted the attention of more than 350,000 fans thanks to its excellent operation and content planning. Employees of Yilin Publishing House personally go out and promote various kinds of high-quality books to netizens and share the stories behind the books through vivid introductions and sharing, which enables users to have a deeper understanding of their work and dedication,

thus increasing their trust and goodwill towards the publishing house.

## **2.2. The Short Video Marketing of Book Publishers Is Currently Deficient**

### **2.2.1. Account Operation: Highlighting the Brand Image, the Degree of Matrix Is Low**

Publishing houses actively highlight their brand image in short video operation, which is mainly reflected in the following aspects: firstly, through careful planning and production of short video content, the publisher's professionalism and unique perspective are demonstrated, so as to establish the authority and credibility of the brand; secondly, focusing on the visual presentation of the short video and the sound effect, to enhance the brand's recognizability and memory; thirdly, interacting with the readers through the short video platform and conveying the third is to interact with readers through the short video platform to convey the publisher's values and cultural concepts and enhance the brand's emotional connection and sense of identity. However, although publishers have achieved certain results in short video operation, there are deficiencies in the degree of matrixisation. On the one hand, publishers do not have an in-depth understanding of matrixed operation and lack relevant operation strategies and experience; on the other hand, due to resource and manpower constraints, publishers may find it difficult to carry out short video operation on multiple platforms at the same time. In addition, the differences in content and user characteristics between different platforms may also make matrixed operation more complicated and difficult.

### **2.2.2. Content Operation: Significant Knowledge, Category Concentration, Unstable Update**

In the short video, the publisher provides a large amount of knowledge popularisation, character introduction and general knowledge explanation around the content of the book. These intellectual contents not only enrich the viewers' horizons, but also reflect the publisher's professionalism and authority in knowledge dissemination. In addition, as publishing houses focus on a particular field or topic, their short video content also tends to concentrate on these fields or topics. This category-focused feature makes the short videos of publishing houses have a high degree of professionalism and depth in a certain field or topic, attracting a large number of viewers interested in that field or topic.

However, unstable updating has become a problem in the operation of publishers' short video content. Due to the possible limitations of publishers in terms of resources, manpower and time in the production and release of short videos, the frequency of updating of short videos is unstable, and sometimes there are even long periods of broken updates [6]. Such erratic updating not only affects the viewing experience of viewers, but may also lead to viewer attrition and a decline in brand influence. Erratic updates may also bring negative comments to publishers, affecting their reputation and image.

### **2.2.3. User Operation: User Conversion Is Good, Low Fan Volume, Less Interaction**

Publishing house short video operations excel in user conversion. This is mainly due to the high quality and precise positioning of publishers' short video content. However, despite the good user conversion, the number of fans of publishers' short videos is low. Firstly, the publisher's

promotion efforts on the short video platform are insufficient, resulting in low visibility; secondly, the update frequency and interactivity of the publisher's short videos are insufficient, making it difficult to attract more users' attention and retention; thirdly, the fun and attractiveness of the publisher's short videos may be lacking compared to other popular short video contents, making it difficult to stand out in the competitive market. In addition, there are fewer interactions in publisher short videos. Interaction is an important means to enhance user stickiness and loyalty, but publishers have apparently not done enough in this regard. When fans leave messages or ask questions in the comment section, publishers' responses are not timely or in-depth enough, causing users to feel ignored or unable to get satisfactory answers. At the same time, publishers also lack the initiative to initiate topic discussions and organise interactive activities to guide users to participate and interact, making the interactivity of short videos greatly reduced.

### **2.3. Enhancement Strategies for Publishers' Short Video Operations**

In response to the challenges of emerging media forms and communication modes, publishers should analyse the current operation situation in depth, actively incorporate innovative ideas and measures, and innovate operation strategies in multiple dimensions, such as account operation, content operation and user operation, in order to enhance the density and strength of connections in the relationship network to further optimise dissemination [7].

#### **2.3.1. Account Operation Strategy: Three-Dimensional Layout to Increase Connection Density, Vertical Positioning To Improve Connection Intensity**

In view of the prevailing sloppy management problems of the current account operation, publishers should focus on the reasonableness of the account layout and the accuracy of the account positioning, and accordingly formulate targeted innovation strategies to promote the account operation in the direction of more refined and professional development.

Three-dimensional layout increases connection density. For one thing, publishers should make full use of major short-video platforms, such as Jitterbug, Shutterbug, B Station, etc., to achieve a three-dimensional layout by releasing content on multiple platforms. This can not only cover a wider range of user groups, but also increase the connection density with potential readers. Secondly, in addition to regular content such as book recommendations and author interviews, short videos related to books can be produced, such as stories behind books, sharing of reading methods, and analyses of industry trends. Diversified content can meet the needs of different users and increase their attention and stickiness. Thirdly, interaction with users is strengthened by initiating topic discussions, soliciting readers' opinions and organising online activities. This can not only increase user participation, but also help publishers better understand user needs and provide data support for subsequent operation strategies.

Verticalised positioning improves connection strength. According to the types and characteristics of the publisher's books, the target user groups can be precisely positioned. For example, for literary books, it can be positioned to groups such as literary youth and students; for professional books, it can be positioned to groups such as industry practitioners and scholars. Through precise positioning, the needs of target users can be better met and the connection strength can be improved. In response to the needs and interests of target

users, the value of book content can be deeply explored. For example, short videos can be used to show the highlights of the book, interpret the author's thoughts and views, and share cases of the book in practical application. This allows users to understand the value of the book more deeply and increase the willingness to buy.

#### **2.3.2. Content Operation Strategy: Content Innovation to Establish New Connections, Scenario-Based Content to Enhance Connection Intensity**

At the level of content operation, publishers should take the initiative to improve the innovation ability of short video content, promote the development of content in the direction of scenario and refinement, and thus increase the number of user connections and strengthen the strength of the connection with users.

Data analysis empowers content innovation and establishes new user connections. Through the data analysis tools provided by short video platforms, we can gain an in-depth understanding of users' viewing habits, interactive behaviours and preferences. In-depth analysis of user behaviour can provide insight into the real needs of users and provide strong support for content innovation. Regular data analysis of short videos published, including indicators such as the number of views, likes and comments. By comparing the effects of different content types, identify popular content elements and topics to further optimise content planning and innovation. Actively collect users' feedback, and learn about users' views and suggestions on short video content through questionnaires and comment interactions. Incorporate user feedback into the consideration of content innovation to continuously improve the quality of content and user experience.

Scenario-based content enhances connection strength. Integrate book content into daily life scenes, such as reading sharing, reading tips, life applications, etc.. Scenario-based content makes it easier for users to empathise with books and feel the close connection between books and life, thus enhancing connection strength. Tap into the emotional elements in books, and show the emotions of characters and stories through short videos to trigger users' emotional resonance. Emotional resonance is the key to establishing a deep connection, and through the content of emotional resonance scenes, it can further bring users closer and enhance the connection strength.

#### **2.3.3. User Operation Strategy: Quasi-social Relationships Enhance Connection Strength, Community Operation Enhances Connection Density**

In the new media environment, publishers should take into account both individuals and groups in user operation, actively innovate user operation strategies, actively adapt to and lead the new trend of media change, so as to achieve effective integration and efficient use of user resources.

Establishing quasi-social relationship and enhancing connection strength. In short video operation, publishers should establish a trust relationship with users through sincere and professional content display. By sharing the story behind the book and the author's journey, users can feel the publisher's intention and professionalism, thus enhancing the emotional connection. In response to the personalised needs of users, publishers should provide customised content recommendations and interactions. For example, according to the user's reading preferences, recommend short videos of related books; send blessings and care during special holidays

or the user's birthday, so that the user feels valued and cared for. Through the short video content, disseminate the publisher's cultural concepts and values, so that users have a sense of empathy and identity. At the same time, users are encouraged to share their reading experience and feelings in the comment section, forming a common topic and discussion atmosphere, further enhancing the connection strength.

Focus on user community operation to improve connection density. Establish clear community rules to ensure order and harmony within the community. At the same time, establish diversified interactive mechanisms, such as regularly organising online activities, topic discussions, book sharing sessions, etc., to stimulate users' enthusiasm for participation and sense of belonging. Encourage users to share their reading experience, book list recommendation, etc. within the community to form a good atmosphere for users to generate content on their own. This not only enriches the content of the community, but also improves user participation and stickiness. Link short video accounts with communities on other social media platforms to achieve resource sharing and interoperability. Through cross-platform publicity and promotion, it attracts more users to join the community and improves the connection density of the community.

### 3. Conclusion

Under the background of media integration, publishers are facing the challenges and opportunities of the era of integrated development. As an emerging media form, book short video can not only innovate the publishing and dissemination methods and enhance the operation and promotion effects, but also inject new vitality and possibilities into the integrated development of publishing. With the widespread popularity of 5G technology and the continuous progress of virtual reality technology, the short video field

will usher in a broader development space and profound changes, and the strategic innovation of publishing house book short video operation will also become an important topic of continuous attention and discussion.

### Acknowledgements

Anhui University of Finance and Economics Undergraduate Research and Innovation Fund Project (XSKY24244).

### References

- [1] Kui, Jingqiu, Lu, Wenwen, Fan, Binbin: Publishing organisations' short video operation: knowledge service, brand dissemination and traffic conversion, *Publishing in China*, (2021) No.24, p.3-9.
- [2] Chen Yinhua: Exploring the Operation Path of Book Short Video under the Convergent Publishing Perspective, *Journal of Editing*, (2024) No.2, p.43-49.
- [3] Information on: <https://trendinsight.oceanengine.com/arithmetic-report/detail/1046?source=undefined>
- [4] Wang, Yaqian: 'New mimetic environment': a study of short-video bloggers' personality expression and its impact on users, *China Youth Studies*, (2020) No.1, p.68-75.
- [5] Shi Chen: Research on Personification Communication Strategy in Social Media Context, *New Media Research*, Vol. 5 (2019) No. 6, p.20-22.
- [6] Zhang Xueding: Research on the Problems and Countermeasures of Social Media Content Construction in College Libraries (MS., Xiangtan University, China 2021).
- [7] Zhang Bingqing, Li Lin: Research on Innovative Strategies of Short Video Operation for Publishing House Books, *China Publishing*, (2022) NO.16, p.51-54.