

Research on the Communication Strategy of China Youth Daily's Douyin Account

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Abstract. In the new media environment, information dissemination subjects are diversified, and competition in news communication has intensified. China Youth Daily's Douyin account focuses on the youth demographic, leveraging central media resources to actively disseminate news covering current affairs, social hotspots, and culture on the Douyin platform, promoting mainstream values. It has demonstrated strong traffic appeal and influence in major special reports, sparking widespread discussion. However, challenges such as content homogenization, insufficient algorithm matching accuracy, and an imbalance between depth and breadth have emerged. To address these, it is necessary to deepen content innovation through exclusive in-depth reporting, innovative presentation formats, and encouraging diverse narratives; optimize recommendation algorithms by enhancing platform collaboration and building an in-house data analysis system; and emphasize the integration of hot topics with depth, combining immediate reporting with in-depth interpretation. This will not only consolidate its own influence but also provide a reference for the short video transformation of other traditional media.

Keywords: China Youth Daily; Short Video; Communication Strategy.

1. Introduction

The proliferation of mobile internet and short video platforms has profoundly reshaped the landscape of news dissemination. Douyin, as a globally massive short video platform, plays a prominent role in information propagation. To adapt to this new ecosystem, traditional media outlets are actively exploring transformation and convergence. The establishment of China Youth Daily's official Douyin account is a representative attempt. Based on the theories of media convergence and audience segmentation, this research systematically analyzes the emergence background, developmental characteristics, and existing problems of China Youth Daily's Douyin account. It proposes optimization strategies aiming to provide references for its development and accumulate experience for the digital transformation of traditional media.

2. Research Background and Theory of Short Video News Dissemination on China Youth Daily's Douyin Account

2.1 Research Background

Media Convergence Trend: The digital society has profoundly altered the media ecology. Traditional media face pressures such as declining circulation and viewership ratings, while new media, with advantages like convenient interaction and flexible formats, have risen rapidly. Traditional media seek breakthroughs through transformation, exploring paths of integrated development. China Youth Daily's embrace of emerging platforms like Douyin to broaden communication channels exemplifies media convergence in practice.

Characteristics of Information Dissemination: Fragmentation and Immediacy: Short videos attract vast user bases with their intuitive and vivid characteristics. Platforms like Douyin, with massive user pools and complex recommendation mechanisms, are crucial arenas for the flow of hot information. Traditional one-way communication struggles to reach young audiences; China Youth Daily needs platforms like Douyin to achieve deep information penetration.

2.2 Research Theory

Media Convergence: Media convergence theory is a core concept in communication studies. It refers to the process of boundary dissolution and reorganization/integration at the levels of media forms, industries, content, terminals, and culture, driven by digital technology. Its essence lies in technologies (like the internet and mobile communication) breaking down media barriers, prompting cross-industry collaboration (e.g., cross-media groups), multi-channel content distribution and re-creation (e.g., transmedia storytelling), multifunctional terminal integration, and the shift of audiences from passive reception to active participation (participatory culture). This theory profoundly explains the structural transformation of the contemporary communication ecology and its resulting impacts on production models, consumption habits, and socio-cultural influences, indicating a tendency towards unification of different communication methods at the levels of technology, content, platform, and terminal. China Youth Daily's Douyin account combines traditional text and brand heritage with the platform's algorithms and distribution channels, blurring media boundaries and providing users with diverse and seamless information experiences.

Audience Segmentation Theory: This theory advocates dividing a vast audience into sub-groups with converging needs based on attribute characteristics. China Youth Daily's Douyin account explicitly targets youth as its core audience, planning content around their needs concerning education, employment, entrepreneurship, culture and entertainment, and social issues to enhance stickiness and interaction.

3. Overview of Short Video News Dissemination Development on China Youth Daily's Douyin Account

3.1 Development History

Need for Traditional Media Transformation: Facing challenges like fragmented attention, weakened discourse power, and shaken advertising models, China Youth Daily needed to expand channels to reach young readers and seek new growth points. Douyin became a crucial direction for its transformation, leveraging the platform's traffic and penetration to enhance brand influence and establish a youth information reach system.

Rise of Short Video Platforms: Mobile internet and short video technology fueled explosive user growth on platforms like Douyin. By Autumn 2024, Douyin boasted nearly 200 million monthly active users (MAU). Its characteristics of fragmentation, strong interactivity, intuitiveness, and efficiency align with the modern pace of life, making it a vital news dissemination channel. China Youth Daily recognized this trend and utilized Douyin to reach the youth.

Demand for News Immediacy: Audiences demand extremely high timeliness in news. Short video platforms enable near-synchronous collection, production, and release, satisfying the need for immediacy. China Youth Daily's Douyin account uses on-the-spot footage and rapid editing to keep young users instantly informed about events.

3.2 Media Positioning

Central-Level Mainstream Media: Leveraging the editorial strength and resources of China Youth Daily, it shoulders responsibilities for authoritative discourse, agenda-setting, and value transmission. Content emphasizes accuracy and credibility, particularly providing official interpretations on political and youth issues, offering reliable information sources, participating in public opinion guidance, and maintaining a healthy online ecosystem[1].

Audience Positioning: Youth as the Core: Focuses on the significant role of youth in social change. Content closely relates to areas of youth concern such as education, career, entrepreneurship, and subculture, adopting youthful expressions (fun visuals, concise language, internet symbols, creative editing) to build a knowledge service and interaction space, stimulating reflection and sharing.

3.3 Presentation of News Content Areas

Disseminating Positive Energy, Promoting the Main Theme: Actively discovers and reports on exemplary deeds of young role models like grassroots contributors, dedicated workers, and tech innovators, showcasing their positive image and sense of responsibility, and inspiring patriotism and hard work. During major emergencies, timely pushes content on rescue efforts and heartwarming stories, conveying hope and fostering social consensus.

Strong Performance in Major Special Reports: Demonstrates powerful content creation and dissemination capabilities during government agendas, international events, and major social incidents. For instance, the "Qingfengxia Bee" team efficiently responds to hot topics. In 2022, reporting on the return of the ninth batch of remains of Chinese volunteer soldiers from South Korea, it released over 10 on-site short videos. Among them, an exclusive video "Shenyang Taxis Display 'Welcome Home Heroes' Messages" became a hot topic, amassing nearly 100 million total views. This effectively conveyed mainstream values and evoked patriotic sentiments.

Strong Topic Creation and Influence: Keenly grasps hot topics, carefully designs titles and interactive elements to guide user discussion (e.g., trending items, employment/entrepreneurship issues). Down-to-earth discussions often spark multi-perspective debates, with some topics trending on hot searches, expanding reach, and establishing the account as an authoritative and trendsetting information source.

4. Problems in Short Video News Dissemination on China Youth Daily's Douyin Account

4.1 Content Homogenization

Topic selection tends to converge with other popular official accounts (e.g., large commemorative events, annual hotspots), lacking unique distinction. Some videos remain at the level of recording event snippets or stacking visuals, lacking deep analysis. In terms of presentation, some policy-related videos reuse similar editing templates and background music, causing visual and auditory fatigue, diminishing appeal, making it hard to stand out in fierce competition, and leading to user attrition[2].

4.2 Insufficient Algorithm Matching Accuracy

The current recommendation mechanism relies on basic metrics like browsing history and interaction heat, insufficiently matching the broad and diverse interest needs of the youth demographic. Youth passionate about tech innovation might repeatedly encounter generic lifestyle or cultural content, while the specialized information they need is deprioritized. Regional cultural background differences (urban-rural) leading to localized content preferences are not sufficiently addressed, causing niche content to fail to reach target users accurately, reducing targeting effectiveness.

4.3 Imbalance between Depth and Breadth

Lack of Depth: Content often stays at the level of superficial information presentation, lacking deep structural analysis and exploration of underlying motivations. For example, reporting on the "Xinyang North Lake Rescue" or "Bicycle Boy" incidents focused on stating facts, missing systematic discussion of the socio-cultural factors or value guidance significance behind the actions; reporting on live-streaming fraud emphasized facts and handling, lacking in-depth analysis of root causes (information security loopholes, lack of industry governance).

Lack of Breadth: While covering conventional areas like education, people's livelihood, and technology, there is insufficient coverage of niche art, micro-innovation research, and emerging specialized fields—topics that combine professionalism and interest. Original output in these areas is low, making it difficult to meet the needs of young communities with complex knowledge structures

and diverse interests, limiting the platform's reach and the construction of a high-quality content ecosystem.

5. Development Strategies for Short Video News Dissemination on China Youth Daily's Douyin Account

5.1 Deepen Content Innovation

Prioritize Exclusivity and Depth: Establish dedicated in-depth reporting teams. For major events (e.g., global conferences, policy changes), go deep into the field, gather information from multiple angles (perspectives of managers, residents, experts), integrate diverse viewpoints to form unique reporting angles, and analyze deep factors like industry models, shifts in consciousness, and real-world constraints [3].

Innovate Video Presentation Formats: Deeply explore platform-embedded tools (e.g., AR/VR). When reporting technological advancements, use AR to stereoscopically restore equipment operation trajectories or processes (e.g., new aircraft, robot operations), intuitively presenting complex mechanisms. For cultural/historical themes, use animation rendering and layer integration to dynamically recreate scenes or creative psychology, enhancing visual appeal and information absorption.

Encourage Diverse Narrative Styles: Enhance the narrative capabilities of reporters and editors. Sports event reports could focus on athletes' inner journeys, training hardships, and desire for victory. Reporting on social issues (e.g., urban renewal) could employ multi-thread narratives (resident life improvements, environmental updates, policy guidance), using clever editing to create suspense and showcase the results of multi-party efforts, strengthening memorability and distinction [4].

5.2 Optimize Recommendation Algorithms

Platform Collaboration and Data Provision: Deepen cooperation with Douyin, providing a more detailed news classification framework and youth demand data guidance. Clearly define content tags (e.g., "New Youth Entrepreneurship Policies," "University Student Innovation") and annotate audience dimensions like age (20-35), region (entrepreneurially active cities) to improve algorithm matching precision.

Build an In-house User Data Analysis System: Integrate Douyin data, official website/WeChat official account data (browsing/search/subscription/interaction/forwarding), and offline event records. Use big data analytics to create multi-dimensional user profiles. For example, analyze the correlation between follower growth (surpassing 30 million in December 2022, with nearly 800,000 loyal followers) and major event reporting (e.g., 20th Party Congress, pandemic response, return of volunteer soldiers' remains). Discovering that reporting a video on special forces members burned during sea training (25.7M+ likes, 520M plays) significantly boosted follower growth can guide content strategy.

5.3 Integrate Hotspots with Depth

Hot Topic Selection and Immediate Reporting: Establish an observation team using data tools to track social hotspots and issues directly affecting youth (e.g., education/exam reforms, influencer economy). For rapidly escalating hotspots (e.g., emerging influencer circles), respond swiftly: dispatch reporters to the scene or gather multi-dimensional evidence, integrate first-hand materials, and push immediate content via short videos.

Deep Follow-up and Comprehensive Interpretation: Following the initial exposure of a hotspot, organize subsequent in-depth reporting. Invite experts (e.g., sociologists to analyze cultural contexts and evolving employment concepts, economists to analyze supply-demand logic and profit models) and top industry practitioners to share experiences, forming deep analyses covering social psychology, economic dynamics, cultural trends, and industry developments. Package this content into a series of

short videos, releasing them sequentially within 48 hours of the event's outbreak, satisfying diverse information needs, and enhancing the image of professional authority and long-term influence.

6. Conclusion

China Youth Daily's Douyin account has become a short video news platform with extensive influence. Leveraging brand advantages and a professional team, it has adapted to Douyin's characteristics, achieved high attention among youth, and propelled media convergence. However, its development faces challenges like content homogenization, insufficient algorithm matching accuracy, and imbalance between depth and breadth. Future efforts must focus on continuous improvement in content innovation (enhanced planning, exclusive depth, format innovation, diverse narratives), algorithm optimization (deepening platform cooperation, precise tagging, building in-house user analysis), and integrating hotspots with depth (immediate reporting + deep interpretation). This will not only help enhance its brand influence and communication effectiveness, allowing it to stand out in competition, but also provide valuable insights for the short video transformation of other traditional media. As technology and demands evolve, China Youth Daily's Douyin account is poised to continue exerting significant influence, contributing to building a diverse and efficient news dissemination ecosystem.

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