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**THE PHENOMENON OF SHORT VIDEO:  
CULTURAL AND SOCIAL VALUE**

Master's Thesis

ABSTRACT

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## ABSTRACT

Using online educational resources, journals, articles, textbooks, and other relevant supporting references for "Searching for the phenomenon of short videos: cultural and social value."

Fragmentation, performance and interactivity can be said to be the three major characteristics of short videos. With the development of network technology, short video social software continues to emerge, which is favored by the public for its convenience, speed, and rich and diverse content. The video content of the software relies on the network for dissemination, which is free from the constraints of time, region and other conditions, and can meet the needs of people of different ages and occupations. One of the most popular software in the past two years is Tik Tok. This article takes this software as an example. Analyze its pros and cons and development trends.

The prosperity and growth of short video platforms will have a profound impact on society. Short videos expand the channels and methods of social mainstream values dissemination, and promote the dissemination of social mainstream values, which is unmatched by traditional reporting and publicity methods. Short video is a product of the new era, and it also has social responsibility. Major short video platforms should adhere to a serious and responsible work attitude, continuously create high-quality video content, meet the various needs of the public, and create a good social atmosphere for the dissemination of mainstream values.

*Keywords: communication; video; media; users; audience; Internet; TIK-TOK.*