



Analyzing the Influence of Short Videos on the Behavior and Thinking of Adolescents

Jiang Xudong*

Doctor of Philosophy in Media and Communication Studies, School of Media and Communication , Faculty of Social Sciences and Leisure Management, Taylor's University, Malaysia.

Corresponding Author Jiang Xudong

Doctor of Philosophy in Media and Communication Studies, School of Media and Communication , Faculty of Social Sciences and Leisure Management, Taylor's University, Malaysia.

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Abstract: In recent years, with the rapid development and application of Internet technology, short videos have emerged in our lives. According to the 49th China Internet Development Status Report, there are 934 million short video users, and the adolescent group accounts for over 16%, reaching 150 million users. Adolescents are now surrounded by short videos, and therefore, the impact of short videos on adolescents is undoubtedly multifaceted (Zhang, 2022). While short videos have gradually become an important way for adolescents to access information and socialize, they have also brought hidden concerns regarding their usage. Factors such as the simplicity of accessing and operating short videos, the commercialization of short video content production, and the generally low media literacy among adolescents have exacerbated the lack of meaningful engagement with short videos. Excessive consumption of short videos by adolescents can lead to internet addiction, weakened critical thinking abilities, imitation of undesirable behaviors influenced by videos, increased sense of disparity with real life, and falling into the trap of consumerism. Therefore, in the era of short videos, it is necessary for all parties involved to formulate measures to provide appropriate value guidance and rational supervision of adolescents' viewing behavior of short videos.

Keywords: Short videos, Adolescents, Behavior, Thinking.

INTRODUCTION

Adolescents are the future of our country, and their thoughts, behaviors, ideals, beliefs, and values determine the trends and direction of society, thus receiving widespread attention from society. Values are not only the core elements of culture but also important content that governs individual behavior. They serve as the standards and criteria for adolescents to judge right from wrong, beauty from ugliness, and good from evil. At the same time, values also govern the thinking patterns, behavior modes, and life pursuits of adolescents, playing a crucial role in their behavioral practices.

Building upon the existing research and leveraging data mining and analysis of short videos, this study aims to analyze the browsing habits of adolescent groups regarding short videos. By combining the current characteristics of adolescent behavior, the study will organize, analyze, and summarize the findings to fully understand the influence of short videos on adolescents. Subsequently, solutions to address the impact of short videos on adolescents will be proposed, incorporating both big data cases and in-depth research and analysis of typical individual cases. The study will ensure accuracy and applicability, providing reliable research outcomes for studies focused on adolescents.

1. Reasons for the Popularity of Short Videos among Adolescents

1.1 Short videos provide brief entertainment and relaxation for busy adolescents

Short videos are typically videos with a short duration, usually a few minutes long. Adolescents are often under a lot of academic

pressure, and their schedules are tightly packed. Due to their short duration, short videos offer a chance for adolescents to have brief moments of entertainment and relaxation during their breaks. Moreover, short video platforms like Douyin cover a wide range of content, including humorous anecdotes, current hot topics, skill learning, and live streaming from sellers. Adolescents often lack resistance to these types of content. Surveys have shown that many adolescents watch short videos, such as Douyin, primarily for relaxation and stress relief. They prefer to watch content that is funny or related to movies and TV shows, while a smaller proportion of them use short videos for skill learning (Pang, 2021).

1.2 Short videos provide a space and platform for adolescents to express their true selves

Short video platforms are highly favored by adolescent users, and one significant reason is that they provide a space and platform for adolescents to express their true selves. Due to various real-life constraints, adolescent students are unable to fully exhibit their authentic selves. However, they have a strong desire to express themselves. The virtual nature of the internet allows adolescent students to use a virtual identity to express their true emotions without worrying about being questioned or misunderstood by others. It provides an outlet for them to release their emotions and thoughts. Additionally, short video platforms enable everyone to become a video creator or protagonist. They are inclusive and offer freedom for each individual to create their own content, appreciate the works of others, and experience joy when their own creations are praised by others.

2. Development Characteristics of Short Videos and the Current Usage Among Adolescents

Short videos, as a new form of media application, possess many advantages and characteristics. Firstly, short videos incorporate elements of both images and music, presenting a diverse range of formats that provide viewers with more lively and entertaining audiovisual experiences. Secondly, short videos can be browsed and viewed anytime and anywhere, breaking the constraints of time and space. Users can enjoy short video content at any time and any location. Additionally, with the continuous advancement of technology, the process of creating and publishing short videos has become more convenient. Users can shoot and share their own video works anytime and anywhere, resulting in more innovative and diverse content. Short videos have the ability to enhance user engagement, allowing them to immerse themselves in the content and enjoy the pleasure and excitement it brings.

Furthermore, short videos have permeated various aspects of people's lives, ushering in an era of sharing. It provides more possibilities for online communication and information dissemination. Currently, according to relevant companies and data statistics, the monthly active users of short videos in China have exceeded 900 million, with adolescents accounting for a surprising proportion of over 10% (Cheng & Jiang, 2022). Short videos have become the primary means for adolescents to access information and gradually become their main socializing method. However, this has also led to the serious social phenomenon of adolescents becoming addicted to binge-watching short videos. Adolescents are increasingly engrossed in short videos. On one hand, it provides them with leisure and entertainment, satisfying their curiosity and desire for exploration. On the other hand, it also brings forth many negative influences, such as negative values, worldviews, life perspectives, aesthetic perspectives, and consumer perspectives. These adverse effects have an undeniable impact on the physical and mental health, as well as the growth and development of adolescents.

Therefore, we need to recognize the important role and influence of short videos in the lives of adolescents and take corresponding measures to guide and regulate their usage. Adolescents should learn to use short videos rationally, fully understanding the positive and negative impacts they can have, cultivating healthy values and aesthetic perspectives, and avoiding the trap of video addiction. At the same time, families, schools, and society should make joint efforts to provide proper guidance and education, create a healthy environment for growth, help adolescents establish correct values, and foster a positive outlook on life, while enhancing their cultural literacy and overall qualities. Only in this way can short videos play a positive role and become beneficial partners in the process of adolescent growth.

3. The Influence of Douyin on Adolescent Values

Technology is the driving force behind the development of new media, and mobile internet technology has propelled the rapid growth of platforms like Douyin (Luo & Li). The development of new media technology has accelerated the speed of information dissemination and transformed the ways in which information is communicated, allowing adolescents to receive information from various channels, forms, and types without leaving their homes. This information, to some extent, alters the cognitive processes and values of adolescents, subtly influencing their value systems.

3.1 Positive Influence of Short Videos on Adolescent Values

3.1.1 Social Values: Expanding Adolescent Social Circles

As a new form of social media, short videos significantly impact adolescents' social values. Humans are social beings and cannot exist independently of society. Social interactions are the foundation of human society. Behind the social communication of short videos, there is emotional expression and the fulfillment of needs between senders and receivers. Senders express their self-worth through filming and publishing videos, while receivers experience emotional pleasure by watching the videos. Essentially, this is a process that satisfies social psychological needs (Lai, 2018). Short video platforms broaden the space for online socialization, meeting the social psychological needs of adolescents, which are inseparable from their unique psychological and behavioral responses during adolescence.

Adolescents possess a distinct mental world compared to adults. Although everyone has experienced adolescence, the role of adulthood prevents them from returning to the mental world of that period. In adult society, adults hold absolute social power, making it difficult for adolescents to compete with them on equal terms, and their rights to social participation and expression of thoughts are often overlooked. However, the participatory nature of short video platforms breaks this phenomenon. On this platform of mass participation and interaction, adolescents have the opportunity to compete and express themselves on an equal footing with adults. By participating in short video creation, they can receive more likes and attention than adults. Therefore, short video platforms influence social relationships to some extent.

On the other hand, according to Maslow's hierarchy of needs theory, individuals have five basic needs: physiological needs, safety needs, social needs, esteem needs, and self-actualization needs. Through short video platforms, adolescents can establish connections with other users, maintain harmonious interpersonal relationships, and fulfill their social needs. By sharing their lives, adolescents can receive likes, comments, and followers from others, thus experiencing a sense of satisfaction and recognition in their psychological well-being, fulfilling their need for esteem. Furthermore, adolescents often gain more followers by continuously updating their videos, expanding their social circle and gradually forming a social network that suits them.

3.1.2 Life Values: Facilitating the Realization of Adolescent Self-Worth

Life values involve questions about why people exist, how they should live, and what kind of life is valuable. It addresses how one should spend their life and how to achieve self-worth in society (Liu, 2007). Life values are the integration of societal values and individual self-worth, and the realization of self-worth requires recognition and affirmation from society. The recognition and acceptance of others are among the important pathways to achieving self-worth (Li & Yu & Zhang, 2015). Additionally, academic performance and family socioeconomic status are significant factors supporting the realization of self-worth. However, in reality, due to factors such as individual personality and family background, some adolescents are unable to fully realize their self-worth. The emergence of short videos has alleviated this situation to some extent.

Firstly, the de-elitization of short video platforms places adolescents on an equal starting line, where everyone has the opportunity to be an expresser and recorder of life. On this platform, personal expression and participation are unrelated to academic performance and family socioeconomic status. Adolescents can showcase their talents, create creative content, and make engaging comments, thereby gaining support in the form of likes, followers, and fans. Secondly, with the advent of the new media era, internet traffic can be monetized in various ways, converting traffic into money. Prominent users and influencers on short video platforms possess a large fan base, and the popularity and traffic they accumulate are significant. This traffic can be converted into earnings through live streaming rewards, product endorsements, and sponsored advertisements. Once adolescents establish a loyal fan base on short video platforms, they can monetize their traffic, obtain certain material income, improve their family's economic situation, and gain recognition and appreciation from others, thereby realizing their self-worth. Lastly, as an entertaining social tool, short videos provide adolescents with a broad platform to express themselves, showcase their talents, and help them realize their self-worth.

3.1.3 Life Values: A Vital Tool for Adolescents to Record Beautiful Lives

Life forms the basis for the formation of values, and a beautiful life is both a way of living and a value (Zhang, 2021). As a tool for recording beautiful lives, short video platforms aim to allow everyone to see and connect with a broader world, encouraging expression, communication, and documentation, stimulating creativity, enriching people's inner worlds, and making real-life more beautiful.

As a social media platform, short videos provide convenience for adolescents to document their growth journey, share life experiences, and express their emotions. It has become an important tool for adolescents to record life. Adolescents can witness the joyful moments and interesting stories of other users' lives through watching their short videos or live streams. Through the interaction of documenting and witnessing life, adolescents' way of life undergoes a transformation, deepening their desire for a beautiful life. People record beautiful lives on short video platforms and engage in interactions such as likes, shares, and comments, collectively creating contemporary aesthetics of life. The platform offers new tools and spaces for people to share and co-create aesthetics of life. In conclusion, with its entertainment, creativity, and youthfulness, short video platforms have attracted numerous adolescents, guiding them to collectively witness the beauty of life, co-create aesthetics of life, and become an important tool for them to record beautiful lives.

3.1.4 Moral Values: Facilitating the Development of Adolescents' Good Character

The prosperity of a nation depends on morality, and personal development is inseparable from morality. General Secretary Xi Jinping has always attached great importance to cultivating socialist builders and successors, emphasizing the fundamental task of cultivating moral character and making it the core of education. The moral qualities of adolescents are not only related to their own future development but also crucial for social progress. Therefore, it is necessary to actively guide them in forming the correct moral values. Moral values generally refer to the basic values, attitudes, and orientations held when facing various contradictions and

conflicts in social life. The emergence of short video platforms continuously changes people's ways of perception, behavior, thinking, and values, inevitably influencing the formation and development of adolescents' moral values.

Currently, the influence of short video platforms on the moral values of adolescents can be seen in the following aspects: by setting public topics, exploring social hotspots, and providing a platform for expression, these platforms ensure that adolescents have the right to understand public issues, guide them to think about social hot topics, and offer a platform for them to express their opinions. At the same time, by exposing uncivilized behaviors in society, schools and teachers can guide adolescents to abide by social ethics and develop the correct moral values. In the era of self-media, everyone has become a news publisher, challenging the monopoly of traditional and official media in terms of discourse power, and creating a social public opinion space where everyone can participate and supervise. People can expose social phenomena in their lives through short video platforms, attracting public attention and generating discussions. For example, a certain social event sparked extensive attention and intense discussions on a short video platform, with the related video ranking first on the platform. Official media and well-known bloggers forwarded and discussed the video, leading to significant social controversy. Amidst the clamor of numerous voices, two distinctly different viewpoints emerged: condemnation of the female passenger who did not comply with public order and demands for safeguarding citizens' basic rights. Unlike traditional indoctrination and moral clarification models, short video platforms create moral cognitive conflicts and disagreements among adolescents by exploring social hot events, stimulating their desire for active thinking. At the same time, with the authority and credibility of official media, adolescents gain further understanding of social ethics, helping them form the correct sense of right and wrong, goodness and evil, and moral values, cultivating good character.

3.1.5 Aesthetic Values: Enhancing Adolescents' Aesthetic Taste

Aesthetic values refer to people's grasp of the aesthetic value of objective things and phenomena, involving judgments, evaluations, and behavioral tendencies from an aesthetic perspective. It relates to people's preferences and dislikes and represents their fundamental viewpoints on beauty and ugliness.

On one hand, short video platforms satisfy adolescents' desires for an idealized self-image. Aesthetic values have permeating and generalizing effects, naturally influencing individuals' recognition and evaluation of their own physical beauty. From a philosophical perspective, the body holds aesthetic significance and is one of the topics in aesthetics. The aesthetics of the body includes its form, appearance, temperament, and demeanor. The pursuit of physical beauty is innate in humans, and humans have been concerned about their physical appearance since they possess aesthetic consciousness, regardless of age. However, the idealized self-image is illusory and cannot be transformed into reality through ideals. Nevertheless, features such as beauty filters, face slimming, big eyes, and long legs available on short video platforms fulfill adolescents' pursuit of an idealized self-image to some extent through virtual means, satisfying their aesthetic needs regarding physical beauty.

On the other hand, art has infinite charm in shaping individuals' aesthetic values and leads to a meaningful life. Taking Douyin

short video platform as an example, according to official data from the platform, as of December 2020, artistic short videos accumulated over 21 trillion views and received more than 66 billion likes. In the second half of 2020, 25,000 artistic creators conducted 1.7 million live broadcasts to share their art (Yuan, 2022). Numerous artistic creators and art-related videos on short video platforms collectively construct a rich artistic world. The visual and imagery nature of short videos allows adolescents to participate in aesthetic activities more easily, enabling them to derive spiritual enjoyment and emotional pleasure from artistic aesthetics, thereby continuously improving their aesthetic taste and appreciation. Today, due to technological advancements, the gap between art and the general public is no longer insurmountable. Short video platforms have gradually become a second classroom for adolescent art education, playing an indispensable role in enhancing their aesthetic taste, appreciation, and the formation of correct aesthetic values.

3.2 Negative Impacts of Short Videos on the Values of Adolescents

Short videos have emerged as a prominent form of media among various new media platforms, thanks to their unique technological advantages and refined content production. However, along with the benefits brought about by technological advancements, short video platforms also have some negative impacts on the values of adolescents.

3.2.1 Knowledge Values: Fragmented Knowledge Acquisition

With the rapid development of the new generation of information technology, data has permeated various industries and become a crucial production factor. In the era of big data, the convenience of new media, the dispersion of massive information, and the casual reading habits of learners have led to fragmented knowledge acquisition (Wang & Li & Zhao, 2015). For instance, on the Douyin short video platform, one of its significant features is the 15-second short videos, which typically contain unrelated and scattered knowledge content. The background of the big data era and the knowledge presentation style of short video platforms determine the fragmented nature of knowledge acquisition among adolescents.

On the one hand, the knowledge on short video platforms is vast in volume, diverse in sources, scattered in content, and incomplete in elements. This presents many challenges for adolescents in understanding and constructing meaningful knowledge. The knowledge adolescents acquire after filtering through a massive amount of information is often fragmented, lacking a cohesive structure, and inefficient, or even ineffective. These fragments of knowledge stay in adolescents' knowledge system for a short period, and may even disappear in an instant.

On the other hand, short video platforms employ special recommendation algorithms that provide precise video recommendations based on adolescents' interests and preferences. In other words, adolescents often encounter knowledge that has been systematically filtered, refined, and even carefully designed. Prolonged exposure to readily available knowledge and conclusions can gradually erode adolescents' ability to think independently, summarize on their own, and construct knowledge systems. They may even blindly accept this knowledge. This undoubtedly presents a significant challenge to the construction of

adolescents' knowledge systems and the formation of correct knowledge values.

3.2.2 Historical Values: Fluctuating Waves of Historical Nihilism

One of the important reasons for the intermittent presence of historical nihilism on short video platforms is the entertainment-oriented nature of short videos. Under the trend of entertainment-oriented content, people no longer approach culture with a sense of reverence and admiration but indulge in a mixed style of compromise and symbolic fusion, finding satisfaction in the superficial enjoyment of culture (You & Wang & Guo, 2021). Entertainment is the intrinsic attribute of short videos and a significant reason why adolescent users become immersed in them. Through short videos, adolescents can alleviate stress, vent their emotions, and temporarily forget their worries through entertainment. However, excessive entertainment leads to the emergence of entertainment-oriented content, causing the erosion of public reverence and respect for history. Historical nihilism is then spread on short video platforms through humorous videos, adapted songs, internet memes, historical figure reaction images, satirical comments, and other forms.

For example, some creators of historical videos attract attention by portraying Kong Rong (originally a symbol of respect for the elderly and care for the young) as a matricide. Short videos with warlord themes also gained popularity for a period of time, resulting in young men and women developing a fascination with warlords and the lifestyles of warlord wives during the Republic of China era. These examples illustrate how historical nihilism has seriously eroded the values of adolescents.

In the era of integrated media, ordinary people can directly participate in the creation and evaluation of historical knowledge, gaining the power of discourse and making the dissemination of scientifically based historical knowledge difficult to control. In the noisy space of short videos, disseminators of historical knowledge often appear without professional qualifications. Driven by personal interests and political agendas, proponents of historical nihilism on short video platforms engage in secondary processing of historical facts (such as denying modern Chinese history, denigrating revolutionary martyrs and national heroes, distorting historical facts), and then spread these distorted narratives.

Adolescents are in a critical period of forming their values, and their ability to make self-judgments and distinguish right from wrong is relatively weak. Moreover, the fragmented nature of knowledge acquisition exposes them to ready-made knowledge and conclusions for an extended period, making them passive recipients. Therefore, adolescents are susceptible to the influence of historical nihilism, as mainstream values are continuously undermined, posing a significant challenge to the formation of correct historical values.

3.2.3 Life Values: Leading to the Rise of Hedonism among Adolescents

Hedonism regards the pursuit of physical pleasure as inherent to human nature and believes that the meaning of life lies in seeking good food, entertainment, and clothing to fulfill personal desires (Liu, 2007). On various short video platforms, many users aim to gain popularity by satisfying the public's curiosity, attracting attention, and increasing their fame through sharing content depicting a luxurious lifestyle. They showcase their life status,

such as staying at high-end hotels, driving luxury cars, living in mansions, riding luxurious yachts, eating expensive food, and using limited edition luxury items, attracting other users' attention through flaunting their wealth. For example, a food blogger on a short video platform with nearly 30 million followers showcases experiences of exploring luxurious lifestyles by staying in a presidential suite in Macau costing 120,000 yuan per night, tasting chocolates worth 5,000 yuan per piece, and spending 10,000 yuan on a haircut. This promotion of extravagant living significantly deviates from mainstream values and has received criticism from the media.

Adolescents who are exposed to this pursuit of hedonism in short videos for a long time inevitably get influenced. Firstly, material wealth is the foundation of hedonism, which indirectly reflects the vast inequality and wealth gap in society. The stark contrast between the glamorous lives displayed by others in short videos and the mundane reality of adolescents easily triggers feelings of inferiority and resentment towards the wealthy, and even generates a hostile attitude towards society. Secondly, faced with the allure of hedonism, adolescents are prone to becoming immersed in it, losing themselves in the pursuit of material and sensory pleasures, fostering materialism, and gradually losing life goals and ideal beliefs. Furthermore, the prevalence of hedonism on short video platforms presents significant challenges for adolescents to develop a healthy consumption perspective, leading them to engage in excessive and premature consumption behaviors. For instance, adolescents secretly give large amounts of money to streamers on short video platforms, ranging from thousands to tens or even hundreds of thousands of yuan, just to experience the fleeting pleasure of squandering wealth. Additionally, in the absence of a source of income, adolescents resort to borrowing money and other means to engage in premature consumption in response to live-streamed product endorsements and product recommendations on short videos. The atmosphere of indulgence and flaunting wealth in short videos leads to the prevalence of hedonism among adolescents, gradually eroding their vibrant spirit and noble ideals, and even contradicting the core socialist values.

3.2.4 Life Values: Leading to the Lack of Crisis Awareness among Adolescents

The meaning of human existence lies in playing a more significant role in the series of life values and creating beneficial and enjoyable things to the extent of freely controlling useful things. Life forms the foundation for all social practices, and without life, no discussions can take place. With the development of society and advancements in technology, an increasing number of people have started to overlook the significance of life. Guiding adolescents to cherish life, respect life, enhance the quality of life, and realize the value of life has become a central theme in school education. Currently, a significant reason for the frequent occurrence of accidents jeopardizing adolescent lives is the lack of crisis awareness, primarily manifested as a lack of vigilance towards life-threatening situations and weak crisis prevention awareness. The presence of high-risk action videos on short video platforms to some extent contributes to the lack of crisis awareness among adolescents (Hou & He, 2016).

As a short video platform with a vast amount of visual data, short videos can easily lead to aesthetic fatigue among adolescents immersed in them. To capture the curiosity and interests of adolescents, and satisfy their desire for exploration, it is necessary

to continually stimulate their visual and auditory senses and reach their threshold of enjoyment. Therefore, an increasing number of users choose to film high-risk action videos with high difficulty and danger levels to attract attention. Imitation is a human instinct and nature, and adolescents have a strong ability to imitate during their adolescence. As non-professionals, some adolescents take on the roles in high-risk action videos without realizing the risks and crises hidden behind these actions, and they imitate these actions to initiate so-called challenges. The results are predictable, as numerous news stories about accidents and dangers occurring when adolescents imitate high-difficulty actions from short videos frequently appear in major media outlets, bringing forth a series of problems and disasters for the families and society of adolescents. The lack of alertness towards life-threatening situations contributes to the absence of crisis awareness, posing a significant threat to the safety of adolescent lives and presenting significant challenges to educating adolescents about life values.

3.2.5 Aesthetic Values: Triggering the Development of Distorted Aesthetics among Adolescents

Nurturing adolescents' ability to perceive beauty, appreciate beauty, and create beauty, as well as providing them with aesthetic education, is an indispensable part of their comprehensive development. However, in the world of short videos, the entertainment-oriented nature of these videos has led to a temporary prevalence of exaggerated and flamboyant images, and an unchecked tendency towards uglification has started to emerge, negatively influencing the aesthetic orientation of adolescents. Professional women, middle and high school students, and university students are the primary audience for these flamboyant stars. Currently, some internet celebrities cater to the aesthetic needs of adolescents and enthusiastically adopt flamboyant images to capture the attention of fans. Given the influence these stars naturally possess, the market and capital chase the flamboyant culture for commercial purposes, seeking to gain commercial benefits. In reality, this rapid rise of subculture continuously distorts the mainstream values of adolescents. Coupled with the lack of aesthetic education, adolescents are unable to achieve freedom through critical thinking and instead are confined by the commodification and capitalization of popular culture, blindly following flamboyant stars (Tian & Kang, 2019).

Furthermore, the unchecked tendency towards uglification emerges among adolescent users. Unlike the spiritual enjoyment and emotional pleasure brought about by beauty, ugliness evokes negative emotions such as disgust, repulsion, pain, and even fear (Hu, 2015). However, in today's rapidly developing productive forces, traditional aesthetic activities have struggled to alleviate the spiritual emptiness and fatigue experienced by people. Those marginalized, ugly, strange, and even repulsive things have a greater ability to stimulate the brain and evoke excitement, thus becoming an important component of popular psychological consumption. As a result, many users and hosts appear in the public eye in exaggerated, ugly, vulgar images through the use of special effects, props, makeup, and mockery, blurring the boundaries between beauty and ugliness and challenging the limits of public aesthetics.

Due to insufficient aesthetic capabilities and a lack of rational judgment among adolescents, in the midst of the aforementioned chaos, they are easily lost and develop distorted aesthetics, forming unhealthy aesthetic values.

4. Guiding Strategies for Adolescents' Rational Viewing of Short Videos

4.1 Optimizing Short Video Content Production

With the help of short videos, visual elements can be incorporated to go beyond the limited communication of text and images in traditional forms of media. Short videos have created a more innovative way of information transmission for society, bringing content producers and audiences closer in a more immersive social atmosphere. However, if users' underlying purpose in creating short video content is solely to seek attention and generate traffic, with the content having a certain level of commercialization, then the significance of short videos in terms of information transmission, self-expression, and enriching the spiritual world would largely be lost. Short video content production should focus on innovatively delivering content, optimizing content quality, and taking on the social responsibility of promoting the healthy growth of adolescent groups while satisfying the basic entertainment attributes. By providing high-quality short video content, a conducive environment for the healthy development of adolescents can be established, enhancing their critical thinking abilities. Short video creators should also fully consider the psychological characteristics of adolescents, leveraging the advantages of fragmented and fast-paced information dissemination in short videos to increase adolescents' sense of social identity, foster a sense of unity among adolescent groups, and attract them to watch more and higher-quality content on the platform.

4.2 Reasonable Supervision by Platform Providers

Short video platform providers should implement relevant measures for reasonable review and guidance. For example, they can conduct facial recognition verification for adolescent users and control their viewing time of short videos appropriately. By utilizing algorithmic technology, they can reduce the recommendation of videos that are excessively oriented towards entertainment, adult content, violence, and so on, for adolescents. Supervision of the behavioral trajectory of adolescent users should be enforced, prohibiting online monetary transactions by adolescents on the platform and preventing them from falling victim to scams and other illegal activities.

4.3 Enhancing Adolescents' Cultural Aesthetics and Promoting Their Participation in Cultural Creation

As a cultural phenomenon, the mass production and dissemination of short videos have led to changes in people's modes of expression in both online and daily life. Most individuals prefer using short videos as a means to express their subjective thoughts, gradually altering the spiritual temperament of modern society. The abundance of visual culture in short videos is continuously shaping the aesthetic perceptions of Chinese adolescents. However, it is worth noting that the presentation of this visual content not only includes mainstream culture that aligns with the socialist core values and meets the demands of the general public, but also encompasses niche cultures, grassroots cultures, and foreign cultures that adolescents may not encounter in their daily lives. It serves as a space where multiple cultures converge and coexist harmoniously, while also being disseminated externally. This harmonious coexistence of cultures strengthens adolescents' ability to accept various phenomena and greatly stimulates their unique aesthetic experiences and perspectives in contemporary society. Measures need to be taken to enhance adolescents' active cultural

participation and unleash their subjective initiative. The presentation of short video content should not solely rely on commercial and mass forces but should also heavily rely on the power of adolescents within society, transforming them from viewers and participants of short videos into creators of positive cultural content.

4.4 Measures for Reasonable Guidance by Parents and Schools

When it comes to adolescents watching short videos, many parents and schools hold extreme attitudes, either strictly forbidding adolescents from watching short videos or indulging them without restrictions. However, neither approach is the correct way to handle the situation. Parents, schools, and other relevant parties should adopt proper guidance measures. For example, they should reasonably control the duration of watching short videos while also encouraging adolescents to engage in positive content creation. This helps them develop their ability to discern the quality of short video content and understand the significance and essence of the birth and development of short videos. Parents, schools, and adolescents as a collective should work together to create a healthy online environment for internet usage.

5. Conclusion

Short videos have fully integrated into our daily lives, work, and studies. As the backbone of achieving the great rejuvenation of the Chinese nation, adolescents will undoubtedly be greatly influenced by them. Adolescents' values are still in the process of formation and are highly malleable and variable. This is something we must face and be vigilant about. Therefore, schools and families should fully leverage the positive aspects of short videos while being mindful of the risks. They should provide values education to adolescents based on the characteristics of their values and the dissemination of short videos, helping them develop correct values and promoting their healthy growth.

From the perspective of research findings, the study of the rapid impact of short videos on adolescents in the new era is still in its early stages. It is essentially a pioneering phase, and the results are not yet abundant enough to fully support the important task of researching adolescent education in the new era. The future development of short videos will continue, and their proportion among adolescent internet users will only grow larger. This is inevitable, and we cannot change the influence of short videos on adolescents. Therefore, it is important to have a clear understanding of the pros and cons of the impact of short videos on adolescents and to seek reliable and effective solutions for adolescent education.

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