Spread Development of Short Video App Analyzed by Fast Hand

Xing Hua[1, a], Ke Li[1, b*], Zong-Yuan Tan[2, c] and Jian Zhou[2, d]

[1]College of Journalism and Communication, Northwest Minzu University, Lanzhou, China

[2]College of Electrical Engineering, Northwest Minzu University, Lanzhou, China

[a]1317338803@qq.com, [b]13679440348 @126.com,

[c] tanzongyuansmile@163.com, [d]zhoujianfrank@126.com

*The Corresponding author

Keyword: Short video; Transmissibility; User experience; Universal media

Abstract. With the rapid development of social media, people began to be dissatisfied with the way of transmission of text pictures. The short video app came into being and opened a new way for users to socialize. As the short video app with advanced users, the fast hand has experienced the development of stage style. This new social approach has further promoted the spread of information. The mass media gradually developed to the peak. This paper will analyze the spread development of short video app with a quick hand.

The Environment Created the Crazy Application and Information Dissemination of Video App

Spread and development of the information has been a constant theme of human development and interaction, from body language communication must be face to face to oral transmission, spread from the text to the vivid picture, from the telephone communication to network video communication, people gradually across time and space, through the communication way of communication [1]. However, with the rapid development of information communication, video has stopped in its own unique advantages. Short video social form came into being in 2014, 15 years short video class app is concentrated, people in the text graphic communication does not meet the case, a short video with a unique advantage to move into new media [2].

In such circumstances to release in a series of short video app for communication, limited number of seconds to publish short video, through a simple video processing and editorial published on the app, and can choose according to the willingness to share platform [3-4]. While describing your video, you can respond to other people's comments about video, and you can pay attention, share and interact with other people's works，you can also share your concerns with others. It is not hard to find that some news reports and entertainment explanations have introduced this pattern, and its roots are mostly due to the short video on these apps [5]. In a sense, this kind of app is a communication platform that amplifies the short video function, which has formed a certain scale and market, and has been spread crazy.

Figure 1 AC index to analysis the probability noded

A Brief Analysis on the Development of "Fast Hands"

With the rapid development of short video app, "fast hand" app has a very important position. The "fast hand" app can be said to be fully occupied [7-8]. The original "fast hand" was born in 2011, known as the "GIF". Although some development but there has been no substantive breakthrough, in November 2012, the application of it from a purely for a short video community tools transformation, although the transformation brought a lot of negative effects, but never to give up its development, in October 2013 is completely out of tools, in November 2014, the circumstances of rapid development in a short video app changed its name to "quickly", after it has won many of the advantages of its own breakthrough.

The above content is discussed from the standpoint of developers and analysts. From the user's point of view, the development of "fast hands" has gone through three stages: the first stage is its birth and initial development, from V1.0 to V2.3. In this stage, the use of its market is relatively narrow, there is always a bug for some models, the user experience is relatively ruled out part of the crowd, received a lot of efforts to nature [9]. The second stage is the continuous improvement in its transformation from V2.4 to V3.95. At this stage the user's evaluation can be said to have experienced a big wave. "Quickly" transition changed the original narrow market, greatly improve the user experience, obtained the use of large quantities, at the same time, the transformation of the incommensurate also makes the most of the users are forced to give up, namely v3.4 version released [10]. "Quickly" in the face of such situation, summed up the shortcomings, after the transformation from the perspective of the user experience, to change the UI, accelerate the upload, reduced cost flow, this adaptation has been disappearing as old retired, users began gradually stable and sustained development [10-11]. The third stage is the second growth of "fast hands", from V4.01 to V5.5 now. In this process, the user's autonomy makes the spontaneous content more and more, the content also goes to the development of the vulgar direction, and the user experience is reduced again. The "fast hand" has made a quick response to the strategy of setting up the monitoring platform and reporting function, which has saved many users.

Figure 2 User rating data

The Explosion of the App and the Remarkable Propagation Force

Firstly, the threshold of "fast hand" app is low, and the user group is a huge rural population. All the time, the rural network resource flows are relatively scarce, the population is not centralized, the network transmission is weak, the information dissemination environment is relatively backward. Quickly opens the door to the user's no threshold, making a large number of rural population got excellent user experience, users are selected based on the background of rural shooting video, casting a net into the user's full, open a new market, it is conceivable that with the rapid development of mobile Internet between urban and rural areas, the development of mobile video

will only become more and more quickly. The "fast hand" would be a platform to satisfy the unsaturated market.

Secondly, the biggest guarantee of user autonomy makes the "fast hands" have remarkable propagation force. In the use of "quickly", do not interfere with the user, also not to label the user, it is one of the most ordinary people face food life sharing, support is any individual, no big V guidance, relying too much on to other resources, it can be said that everyone is enjoyed the biggest voice, and is supported by the platform. In under the protection of autonomy interactive nature were developed under the condition of the release information of people allowed to comment, you can comment on what you see, for you can reply to others, can also with other reviewers comment on the discussion, a few lines of communication platform for all users here.

Furthermore, with the opening up of the autonomy, the relative surface "ugliness and psychological" aesthetic psychological also satisfied, although "quickly" report has set up a monitoring platform and mechanism, but the general application platform, obviously can't fully control bad information, still have "the net", which satisfies people's "psychological" ugliness. Curiosity originates from the instinct of human prying, and the urge of curiosity will lead some users to pay attention to "ugly" and "ugly", which insiders will call "boring economy".

Then, cannot ignore the net red benefit. Some people at the bottom of the society are unable to get enough attention, which can arouse the attention of viewers by recording short video or live broadcast, thus satisfying the realization of self-identity in imagination. Of course, behind this is their clear interest, which is to cash in the attention they receive through the way of reward.

Finally, the interaction of information facilitates the information dissemination. From the point of transmission power, it is not difficult to find some news, entertainment to watch now from our short video platform, the content of the "quickly" is relatively more, the propagation force of it covers a large area of the new media. On the macro level, in the context of Internet +, the emergence of "fast hands" on the Internet can be regarded as the network of street art. Will show piece fragments on the platform in real life, also won't because of the display content is too rich audience antipathy, can say to the art of street leading to a whole new network platform.

People who crave attention in their lives, or those who have a star dream, are also somewhat satisfied. "Quickly" in the popular column is the concentrated reflection of this item, the attention is on demand quantity highest works will appear in this column for people to watch, attention, reviews, and interact. It has achieved the perfection of the universal media, and its advantages such as strong subjectivity, strong interactivity and easy operation have been continuously developed. And universal medium environment provides a platform for eruption of these works, like a mediation point, first learn to adopt, integration and fusion, development and progress, to promote universal media environment. In some sense of the cultural, the focus of culture is the lifestyle and the behavior rules in social network of individual. Therefore, in the space of Internet, individual code of conduct and the rules of lifestyle are all changed by the Internet itself. From this perspective, it is not difficult to understand that individuals online and offline present a different communication form. And social trust evaluation, the use of variables in the media to predict the evaluation of trust over medium dependent variables predictive power of trust evaluation; and for the evaluation of political trust, media dependent variables predictive power of trust in the media far more than the use of evaluation. In this study, we will build a model of cultural information transmission and make data analysis, it can help us conduct a thorough research on this phenomenon, and then promote the effective dissemination of cultural information.

Figure 3 User scale DAU year-on-year growth rate.

Conclusion

By analyzing the data, we found that short video app can spread widely accepted and used by people, in addition to people in social multimode desire, also depends on the media environment, the trend of the universal media. And "quickly" can in a short video app unique also stems from its continuous innovation in the development of the continuous improvement ideas, improvement of one-upmanship technology, put yourself in the improve user experience, open the interactive way without a threshold. Therefore, the rapid development of the "fast hand" has been promoted by the thought of the universal media, which has made an indelible contribution to the media environment.

Acknowledgements

References

[1] D. Wang, Z. Zhang and J. Yuan: Int. J. Control Automat. Syst., Vol. 15 (2017) No. 2, pp. 698-705.

[2] N. Cai, M. He, Q. Wu and M. J. Khan: J. Syst. Sci. Complexity, DOI: 10.1007/s11424-017-6273-7.

[3] J. Zhang and F. Zhu: Int. J. Control Automat. Syst., Vol. 15 (2017) No. 2, pp. 575-584.

[4] T. C. Russo and J. Koreten: Communication Education, Vol. 54 (2005) No. 3, pp. 254-261.

[5] J.-X. Xi, M. He, H. Liu and J.-F. Zheng: Journal of the Franklin Institute-Engineering and Applied Mathematics, Vol. 353 (2016) No. 16, pp. 4074-4090.

[6] H.-W. Ma and A.-P. Zeng: Bioinformatics, Vol. 19 (2003) No. 11, pp. 1423-1430.

[7] N. Cai, C. Diao and M. J. Khan: Complexity, 2017, 4978613.

[8] S. A. Park and J. Kim: Studies in Communication Sciences, Vol. 13 (2013) No. 1, pp. 50-57.

[9] N. Cai and M. J. Khan: Physica A, Vol. 436 (2015), pp. 637-645.

[10] J. Park, Y. M. Baek and M.-Y. Cha: Journal of Communication, Vol. 64 (2014) No. 2, pp. 333-354.

[11] N. Cai and M. J. Khan: Int. J. Control Automat. Syst., vol. 15 (2017) No. 1, pp. 169-177.