Analysis and Improvement Strategies of Gansu Youth League Official Short Video Content from the Perspective of Recognition

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Abstract: How to enhance the recognition of new media Official Short Videos among users? This paper selects the Douyin account of the Youth League of Gansu Province for analysis. Based on the literature on evaluating the effectiveness of communication of short videos, this article has developed a model for measuring video identity, and provided content analysis for the 9% of Gansu Youth League members with the highest degree of identity using this model. In the research, this article found that video materials tend to be official and original videos, and tends to focus on comprehensive organization, local content, and positive emotions. High quality video content in the form of video, plus the popular sound effect of only music, and videos with tags to participate in topics or Douyin challenges that last between 1 and 15 seconds, have the greatest chance of gaining user recognition. At the same time, official video sources, original videos, and videos from local sources have the highest correlation with recognition. Therefore, this article believes that in order to gain recognition for future Official Short Videos, more efforts should be made in these three aspects.

Keywords: Short Videos; Gansu Youth League; Douyin; Identity Theory; Content Analysis

1. Introduction

The media is an important force in promoting deep integration of social development. In recent years, in order to meet the needs of the public and local governance, central and local governments, as well as other government agencies, have successively opened new media platforms for government affairs. Among them, short video that government new media has emerged as a powerful assistant in assisting local governance and spreading local culture. Based on this, it is necessary to effectively evaluate the current situation of local video that government new media and provide suggestions for its development.

As an important window for the Youth League to lead ideology and spread culture in the local area, the Gansu Youth League has been continuously connecting with emerging media in recent years, and actively standing at the forefront of media work in Gansu Province. On August 21, 2018, the Gansu Youth League released the first short video on the Douyin platform, and began to spread information and work on the short video platform. As of December 1, 2023, the Gansu Youth League Douyin has 166,000 fans, 2.564 million likes and 2,205 published works. In terms of fan base and likes, compared with national platforms such as the Central Committee of the Youth League, this account has 10.555 million fans and 300 million likes. There is still a lot of room for improvement. But its research can serve as a channel for observing local Official Short Videos and searching for provincial Official Short Video development strategies. Meanwhile, this article chooses to establish an evaluation method and model for Official Short Videos through research on the Gansu Youth League, in order to promote it to other Official Short Video evaluations.

2. Literature Review

2.1 Evaluation of New Official Media

The communication effects evaluation of new government media is mostly led by the government, and some also cooperate with third-party organizations such as network technology companies and investigation departments to conduct quantitative research [1]. The evaluation of government new media in foreign countries adopts the same method as in China, only basic data

statistics are conducted on indicators such as the number of followers, posts, visits, likes, and interaction frequency of social media accounts of government agencies and departments. This effects evaluation, while ensuring the breadth of sample collection, can only play a role in ensuring account operation and leaving a preliminary impression on government accounts. It is necessary to develop more detailed evaluation indicators from other perspectives.

The research on the evaluation of government new media in the Chinese academic community mainly focuses on Weibo, WeChat, and the client. The keywords derived from these researches mainly include "emotion", "interaction", and "participation". For example, Yan etc. proposed to establish an evaluation system for government affairs microblog from the perspective of users and from the dimensions of user cognition, emotional attitude, user behavior, social impact, and the government affairs WeChat official account platform itself [2]. Song etc. used the Delphi method to fix the primary indicators of government Weibo evaluation in indicators such as information dissemination, online public opinion guidance, public communication and interaction, social service management, government image building, and Weibo operation and management [3]. Partially compensating for the details overlooked by official data statistics. The development of short video that government new media is rapid, but its evaluation and guidance lag behind other channels of government new media.

2.2 Identity Theory and Short Video Evaluation

The term "identification" first appeared in 1897, when Freud proposed the concept of identification in his book "*Group Psychology and Self Analysis*"[4]. He defined identification as a psychological process that involves individuals gradually converging with others or groups, including psychological and behavioral aspects. Afterwards, the concept of "identification" was widely applied in social science research. Scholar Acrison further expanded the concept of "identity" on the basis of Freud, proposing "self-identity", which specifically refers to the continuity, maturity,

and sense of unity in personality development. It is an answer to "who I am", "what kind of status I should have in society", and "what kind of person I plan to become in the future" [5]. In 1978, social psychologist Henri Tajfel first explicitly proposed the theory of social identity, stating that identity is an individual's recognition of the specific social group they belong to and the emotional and value significance they carry as a member of that group. Giddens pointed out in his book "Modernity and Self Identity" that "self-identity is not a trait or a combination of traits possessed by individuals. It is the self formed by individuals based on their personal experiences as a reflective understanding." [6]

Wu and Sun believe that emotional identity takes emotions as the starting point. By finding the balance point between the emotional order and value order of social members, it promotes resonance in the mutual blending, infiltration, and complementarity of emotions, thus gathering, refining, and integrating the diverse and divergent ideas of social members into a consistent ideological understanding [7]. In the rapid development of short videos today, the information transmission mode of visual carriers has also increased the efficiency of symbol penetration and made it easier for information receivers to capture the meaning behind symbols. "Symbols and conventions constitute the core of any cultural experience... Only through shared symbols can we feel and express that we are a part of culture... Only when members of society can participate in culture through the communication of symbols can culture truly become a living organism.

The current research in communication studies, which introduces identity theory into the field of communication effectiveness, mostly adopts ethnographic or qualitative methods. Such methods can deeply explore the audience's emotions, attitudes, behaviors, etc. towards media content, but there are also problems that only focus on a single case or a certain vertical field. This article uses quantitative or qualitative methods to introduce identity theory into media effect research, which can effectively supplement research in this field. Some scholars have introduced the theory of identity into media effect research, such as Zhang & Li [8] and Chen et al. [9], who decompose identity into coding symbols for content analysis to evaluate the dissemination

effect of media content.

According to the field of American social psychology, using the identity theories of Stark and Burke as two representative approaches to identity research, it can be found that they both believe that identity is related to understanding the self and social relationships. Most identity theories also recognize that identity is formed through continuous symbolic interaction with society and the self [10].At present, research that takes the identity theory as a starting point is more focused on coding within the framework of traditional content analysis, which may overlook the differences between short videos, an emerging media, and other media content. Overall, although factors such as duration and theme can partially reflect the meaning behind the representation of media content, they cannot provide more complete details. It is necessary to return to the theory of symbolic interaction and analyze specific symbols in short videos and feedback in order to better complete the encoding operation of media effect evaluation.

3. Research Models and Methods

There have been many articles examining the communication effects from the perspective of identity. Most studies tend to view "ding, commenting, and liking's the indicator of audience recognition, so many studies use traffic data such as these indicators as the dependent variable, and consider video content, video duration, video style, etc. as the dependent variables to examine which variables will produce better data. However, these studies did not answer two questions. Firstly, the data on ratings can partially represent the audience's level of identification with the video. However, these data should not be at the same level, they should be correlated with the level of identification for a more accurate evaluation; Secondly, the evaluation of whether a video has gained recognition should also come from the audience's own expectations. Only when the audience believes in their hearts that the video meets this expectation, can the video be more easily recognized.

Based on this, the research design of this article mainly comes from two aspects. Firstly, based on data such as forwarding, commenting, and liking, videos are classified into different levels to filter out videos with relatively high traffic; Secondly, the audience was surveyed through questionnaire surveys and interviews, and the grounded theory was applied to establish content presentation characteristics that they believe Official Short Videos have gained their recognition. Finally, based on interviews with experts and scholars, encode and analyze the content of these highly recognized videos. In summary, presenting this account in this way meets the expectations of audiences and experts for videos, and consciously improves the level of future video production based on summarizing excellent videos.

3.1 Data Filtering and Selection

All data comes from all videos of the Youth League in Gansu Province from January 2022 to January 2023. After removing duplicates, lack of interaction, and deleted videos, the best performing 9% of the remaining videos were selected for analysis (according to statistical data, the top 9% of videos have significant differences in various indicators compared to other videos), with a total sample of 92 videos. These video evaluations are guided by the theory of identity and follow the following formula:

$$I_n = \ln\left[0.5L_n + 0.3T_n + 0.1R_n + 0.1S_n\right] \quad (1)$$

Among them, I represent the degree of recognition in communication, L represents the number of likes, T represents the number of shares, R represents the number of comments, and S represents the number of favorites. The basis here is that identification mainly consists of three levels, namely cognition, emotion, and behavior. That is to say, the degree of identification is closely related to explicit behavior. Methods such as likes and shares not only express the audience's level of liking, but also show a great desire to share. The degree of identification is relatively high, followed by comments that are less obvious in terms of visibility, and there may be positive and negative comments, which cannot represent complete identification; The final collection volume is mainly reflected in a pragmatism, which is mainly reflected in the audience's perception of the usefulness of the video and the weakest relationship with identification.

3.2 Encoding and Model Construction of Content Analysis

There are few articles analyzing the content of

Official Short Videos, among which the team led by Wang and Ma from Renmin University has done a good job in recent years.[11] They analyzed 100 popular Official Short Videos nationwide to find ways to improve and optimize them. Based on their proposal of 14 content analysis codes and models, this article optimizes the reality of the Gansu Youth League. Here, this article conducted random questionnaires and interviews with some fans of the Gansu Youth League, analyzed them through grounded theory, and also conducted interviews with relevant experts and scholars to improve the model proposed by the team. Finally, three dimensions and 8 indicators were determined, as shown in Table 1.

Table 1. Content Analysis and Encoding Table

Dimension	Index	Category
Material	Source	1- Official; 2- Personal.
	Process	1- Original; 2- Reposted.
Content	Type	1- Scenarios; 2- Video explanation; 3-The first scenario; 4- Meeting minutes; 5- Notification; 6- Comprehensive organization.
	Regional bias	1- world; 2- Nationwide; 3- Local.
Form	Presentation form	1- Traditional graphics and text; 2- Animation and emoticons; 3- Video only.
	Sound	1- Simultaneous sound; 2- Narrator; 3- Pure music
	Duration	1- 1~15s; 2- 16~30s; 3- 31~60s; 4- more than 61s.
	Music	1- Popular music; 2- Ordinary music; 3- No music

4. Research Findings

Since the first video was released on May 31, 2018 by the Douyin account of the Gansu Youth League, it has steadily developed in China, a young and highly digital social media platform. The existence of this digital platform not only expands the communication bridge between the Youth League and the younger generation, but also enhances the innovation of youth culture dissemination in Gansu Province. Up to now, the Douyin account of the Gansu Youth League has 167,000 fans, which is still growing, demonstrating the attraction and influence of its content. On the basis of content analysis, this article evaluates the recognition effect of the Gansu Youth League from two aspects: statistical data and correlation analysis, and presents the advantages and disadvantages of operating this account in a relatively straightforward manner.

4.1 Material: The Proportion of Official Sources is Insufficient, and the Proportion of Original Content Needs to be Improved

In the column of Materials, this study set up two encodings, namely video source and process. The video sources can be divided into official and personal sources, and the two are easily distinguishable in most cases, but it is difficult to distinguish them in emotional news. This article focuses on where the video comes from, rather than the narrative perspective is personal or official. For example, some people send Congee and corn to express their condolences, which are shot by accompanying journalists, are official sources; if taken by an individual and posted on self media and reposted by an official account, it belongs to personal sources.

Firstly, as shown in Table 2, official and personal sources account for almost half of the most widely recognized video sources by the Gansu Youth League, which is not ideal for government media accounts. The biggest difference between official accounts and personal accounts is their possession of official information and channels. Existing research suggests that using official video sources more frequently in government new media can effectively improve recognition rates. The video materials from personal sources do not match the positioning of official short videos, as personal sources represent significant uncertainty. If there is a news reversal in the future, it may bring a credibility crisis to government accounts.

Table 2. The Proportion of Sources for High Identification Official Short Videos of the Gansu Youth League (GYL)

Source	Number	Proportion
Official	45	49%
Personal	47	51%

Meanwhile, matching with the video source, a large number of videos from personal sources result in a large proportion of replicated video processing. Table 3 clearly shows the

proportion of original and transmitted videos by the Gansu Youth League, with original videos accounting for only 21% of all videos, and the proportion is not high.

Table 3. The Proportion of Video Process in Official Short Videos Highly Recognized by the GYL

Process	Number	Proportion
Original	19	21%
Reposted	73	79%

Although many reposted videos have achieved relatively high recognition rates, this article found a significant correlation (i.e. significance level of 0.01, lower than 0.05) between the reposted video and the original video during recognition correlation analysis, and a negative correlation (i.e. B is -0.924) between the two (see Table 4). This indicates that the recognition of reposted videos is lower than that of original videos, and the Gansu Youth League should increase the proportion of original videos and official video sources.

Table 4. Correlation Analysis between Video Process and Identification of the GYL

Mode		Unstandardized coefficient		Standardized coefficient	t	Significance level
		B	Standard error	Beta		
1	(constan)	7.715	.242		31.864	.000
	Original	-.924	.272	-.337	-3.400	.001
	Reposted	0				

4.2 Content: Local Videos are Insufficient, and the Advantages of On-site Videos are Obvious

In the video content, this study established two encodings, namely: content type and regional bias. The first point is about content types, mainly analyzing which types of video content are composed of. Through literature review and in-depth interviews with scholars and audiences, this study classifies content types into six categories: comprehensive organization, on-site videos, video explanation, notification, scenarios, monitoring records.

Among them, Scenarios mainly include continuous role-playing by actors and backstage stories played by team members themselves; Video explanation is mainly used to explain the video, such as popularizing cultural knowledge through video editing; On-site videos is a video shot from the first perspective, with a focus on a particular event and often using simultaneous sound. It usually refers to major disasters or crises that have occurred; Notification starts with the date of the month, month, and day to inform a certain unit of the upcoming arrangements and agenda. Generally speaking, it is more formed in the form of graphics and text, with precise wording and clear indicative nature; Comprehensive organization involves the rebreaking and reassembling of various online and existing materials, such as using the opening of popular anime and movies, cross editing the content one wants to spread, and so on; The last Monitoring records refers to a third perspective video selected from road monitoring and home monitoring.

The proportion of content types in high recognition Official Short Videos of the Gansu Youth League is shown in Table 5. Among them, On-site videos that occur in Gansu and can obtain a piece of information have the highest recognition. Taking one of the top three videos of the Youth League of Gansu, "I heard that Zibo Barbecue is on fire, and Gansu Barbecue is also coming to fight!" as an example, they not only kept up with the hot spots of Zibo Barbecue, but also independently created video explanation videos for Gansu Barbecue, which achieved good recognition and communication effects.

Table 5. The Proportion of Video Type in Official Short Videos Highly Recognized by the GYL

Type	Number	Proportion
Comprehensive organization	20	22%
On-site videos	39	42%
Video explanation	18	20%
Notification	1	1%
Scenarios	1	1%
Monitoring records	13	14%

At the same time, local and national videos are often more popular in terms of content. From Table 6, it can be seen that in the highly recognized Official Short Videos by the Gansu Youth League, local areas account for 22%, the whole country accounts for 80%, and world news and information accounts for 2%. Meanwhile, from the results in Table 7, it can be seen that when we consider local videos as a constant, the national content significance is

less than 0.05, and the level of significance between it and identity is significant. Both local and national videos have good recognizability, while the B-value of global content is often -0.811, which means that its recognition is not high compared to local and national content. Therefore, it can be concluded that the closer the video content is to the local and national levels, the better its recognition effect. Therefore, the next operational direction of the Gansu Youth

League should continue to increase the number of on-site videos and increase the production of local content.

Table 6. The Proportion of Regional Bias in Official Short Videos Highly Recognized by the GYL

Regional bias	Number	proportion
Local	20	22%
National	70	76%
World	2	2%

Table 7. Correlation Analysis between Video Process and Identification of the GYL

Mode		Unstandardized coefficient		Standardized coefficient	t	Significance level
		B	Standard error	Beta		
1	(constan)	6.771	.123		55.157	.000
	National	1.048	.260	.390	4.026	.000
	World	-.811	.737	-.107	-1.101	.274
	Local	0				

4.3 Form: Short Duration Videos with Music are the Most Popular

In terms of Form, the main focus is on examining some techniques used in producing Official Short Videos, including the form of Presentation form, Sound, Time and Music. The following will be discussed separately. In terms of video techniques, during the correlation test in this article, no significant relationship was found between a certain type of indicator and identification. That is to say, although techniques are important, the main factors that trigger identification psychology still lie in two aspects: the source of the video and the content of the video. So, this article mainly uses statistical data from the Gansu Youth League to illustrate what characteristics video techniques with high recognition may have.

Firstly, the Presentation form has three encodings, namely: Traditional graphics and text, Animation and emoticons, Video only. Among them, only videos occupy the main category of Official Short Video production, as shown in Table 8. From this table, it can be seen that video content is the most important form of presentation, and whether to add emojis or animations has no significant impact on fan recognition of the content. It is worth noting that this actually indicates that current fans have increasingly high demands for videos, and the image quality, special effects, and copywriting of videos have become areas of concern for fans. They have much higher requirements for Official Short Videos than

regular short video accounts. In their view, Official Short Videos represent the local image, and unclear image quality or insufficient content can make them feel awkward. Of course, there are also many Official Short Video accounts that go against the trend and intentionally use some unorthodox video forms, but this can only be seen as "occasional creation". Overall, the tone of the account video must still match the official identity.

Table 8. The Proportion of Presentation Form in Official Short Videos Highly Recognized by the GYL

Presentation form	Number	Proportion
Video only	86	94%
Traditional graphics and text	3	3%
Animation and emoticons	3	3%

Secondly, in terms of the categories of sound, see Table 9. Most videos with high recognition are mainly based on music, accounting for 50%. They use music as an atmosphere creator, coordinating with visuals and copy to maximize audience emotions and create a sense of identification with the content. However, the "simultaneous sound" second only to music cannot be ignored. It matches the content type of the "on-site ", and many highly recognized works come from it. When the public sees the tearful mother and helpless children in the video, they will sincerely praise the current work of various government departments and generate recognition from the bottom of their hearts.

When we analyze the categories of these music, we will find that the subjective impression that popular music may be more likely to evoke user empathy is not accurate. As can be seen from Table 10, ordinary music that is more in line with videos and visuals is more impressive in the operation of the Gansu Youth League. At the same time, we can also see that videos without background music and mainly featuring voiceovers have a lower probability of achieving high recognition. The production of this type of video requires more caution or a more solid content. In summary, music is very important for short videos, and music that matches the content and visuals is more important than popular music.

Table 9. The Proportion of Sound Form in Official Short Videos Highly Recognized by the GYL

Sound	Number	proportion
Pure music	46	50%
Simultaneous	39	42%
Narrator	7	8%

Table 10. The Proportion of Music in Official Short Videos Highly Recognized by the GYL

Music	Number	proportion
Popular music	34	37%
Ordinary music	54	59%
No music	4	4%

Finally, among highly recognized Official Short Videos, the length of the video is not long, with 46% of the videos being between 1-15 seconds, and 74% being between 1-30 seconds (see Table 11). In other words, For the pursuit of short and smooth content, the procrastinated and lengthy narrative techniques are rejected. During the investigation period, the three videos with the highest recognition from the Gansu Youth League were "The Chinese Football Association Cup Blows Cold! Amateur teams in Jingchuan County, Gansu Defeat the Old and Strong Team Beijing Guoan!" "Men riding bicycles in reverse without helmets are investigated, resisting law enforcement, and being subdued after beating traffic police officers" and "I heard that Zibo barbecue is on fire, and Gansu barbecue is also coming to fight!" The content of the three videos is short and straightforward, and the entire news content can be summarized by the title. The content is only supplementary to the title, highlighting a certain moment emphasized in the title.

Table 11. The Proportion of Duration in Official Short Videos Highly Recognized by the GYL

Duration	Number	proportion
1-15s	42	46%
16-30s	26	28%
31-60s	14	15%
More than 61s	10	11%

5. Conclusions

Overall, the short video accounts of the Gansu Youth League are operating well and have influence throughout the country. However, it is also quite obvious that this account may have some shortcomings in short video operation. This reason is multifaceted, including insufficient attention from short video operators to short video operations, and insufficient awareness of short video operations by editors themselves. This study uses content analysis to analyze the videos with the highest recognition of the year in GanSu Youth League. We have found that video materials are often official original videos; Video content often focuses on on-site videos and local content; Video form tends to focus on high-quality video content, coupled with popular music effects and short government videos between 1 and 15 seconds, which have the greatest chance of gaining user recognition. At the same time, in terms of improving the video operation status of the Gansu Youth League, increasing the official sources of videos, localizing videos, and producing more videos with local characteristics have a higher correlation and stronger significance with recognition.

Finally, the recognition and monitoring of short videos of the Gansu Youth League government in this article is only based on the analysis of the text. Although reliable answers have been obtained to the questions raised in this study, in order to comprehensively evaluate the operation of short videos by the Gansu Youth League government, it is necessary to include internal observations of major Official Short Video operators, such as examining these institutions through ethnography and field observations, and conducting comprehensive evaluations through user questionnaires and other methods. These are all directions that can be further studied in

the next step. In summary, this study provides a basic description and analysis of the current situation of short videos by the Gansu Youth League government, and looks forward to more and more research in this field, which can provide important references for the operation of short videos by governments such as the Gansu Youth League.

Acknowledgments

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