

# Analysis on the Creation of Popular Videos in The New Era

-- Take the Well-known Digital Blogger "Hello Teacher, My Name Is Student He" and His "5G" Video as an Example

Yucheng Lin<sup>1, a</sup>

<sup>1</sup>School of Economics and Trade, Huashang College, Guangdong University of Finance and Economics, Guangzhou 510000, Guangdong, China

<sup>a</sup>Author's e-mail: rickylin2001@gmail.com

---

**Abstract:** The content of videos in the current new media environment varies greatly. Analyzing the creation concept of the well-known blogger of Bilibili 'Hi teacher, my name is Student He' is beneficial to the creation and research of popular video content in the new era. This article takes the popular video as the research object, and analyzes the 5G video of "Hello teacher, my name is Student He" as a case study, and analyzes the reasons for Student He's success and the creative ideas of his video. In today's media environment, how can video producers meet the needs of the audience for high-quality content and create qualified hit works is an topic that worth discussing.

**Keywords:** Short video, Content creation, 5G, New media.

---

## 1. Introduction

In the era of new media, under the background of the rapid development of network technology, the increasingly sophisticated use of equipment, and the increasingly diversified development of various application software, the way of human information communication presents a diversified trend, and all sorts of videos have become the main feature of current information dissemination[1]. Video is the main tool for people's daily entertainment, social interaction and information acquisition, and is deeply loved by users. In recent years, the number of short video users has continued to grow. According to the 49th Statistical Report on the Development of Internet in China released by China Internet Network Information Center (CNNIC), as of December 2021, the number of short video users was 934 million, with a usage rate of 90.5%. It is expected that by December 2022, the number of short video users will reach 985 million, and the usage rate will reach 92.4%. In this context, the video content is mixed, and the phenomenon of only data theory and flow theory for attracting attention is also emerging all the time. The overall quality and depth of the video are not high. How to improve the overall quality of the video and stand out in the new era of streaming media has become a topic worthy of our discussion. The well-known digital blogger of Bilibili 'Hello teacher, my name is Student He' makes professional high-quality digital video and conveys popular science content to the audience. His work is intensively cultivated and he has made good use of hot topics, among which his video titled 'How fast 5G will be' is the most distinctive and prominent. He went viral overnight because of this video which also makes him become a successful representative of popular science video promotion. Student He's success is valuable for the creation and dissemination of creative videos in the new era.

## 2. Analysis on the Reasons for The Success of Student He's 5G Video

### 2.1. A high-quality work spawned by "the right time and place"

It was not accidental that Student He's 5G video has become so popular. It was the result of the combination of subjective and objective factors. The influence of this work at that time could be said to be unprecedented. CCTV News, People's Daily and other official media have forwarded this work successively. The fan of Student He has also increased exponentially overnight. As of August 7, 2022, the video has been played 29.403 million times. The reason for his success can be simply summarized as: favorable timing, right place and great human resource conditions. "Favorable timing" means that 2019 was the first year of commercial use of 5G. 5G was in its infancy at that time, and the public interest in it was super high. Everyone was full of curiosity about the real speed and experience of 5G. However, at that time, 5G was mostly theoretical. True experience video for 5G was rare. He adopted a hot-spot evaluation method. Under the "agenda setting" of the society, based on the doubts about the speed and efficiency of 5G, he produced such a creative style of video, and finally gained huge social attention. "Right place and great human resource" are attributed to his identity as a student of Beijing University of Posts and Telecommunications. Since he majored in telecommunications engineering and management and Beijing University of Posts and Telecommunications happened to be one of the open test sites for 5G at that time. This identity gave him the priority to experience 5G than most people at that time. In addition, He's counselors have been his top supporter and helped him answer professional questions in the field of communication. These unique advantages have further contributed to the successful output of this video.

## 2.2. Student He's innovative video creation ideas

In this video of Mr.He, he talked about the application experience of 5G in daily life, and gave speculative insights from the perspective of an everyday consumer. Instead of haranguing some professional knowledge related to 5G, he chose to be close to the audience and achieved a dimensionality-reduced interpretation which made it easier for the audiences to understand. He transformed abstraction into concretization, and shared his unique insights in a popular and humorous narrative method through visual lens language. The climax of the video was the plot of Student He experiencing downloading a series of software and songs at real 5G speed. The speed of 5G was vividly presented under the strong visual impact and rhythmic background music. The clip was a well-deserved "famous scene". However, the essence of this video was actually at the end. He did not end with a stereotyped discussion about what changes 5G would bring to our lives in the future, but shared his insights into 5G in a unique way of thinking. From his point of view about 5G, he believes that "speed is the most boring application of 5G". Rather than talking about the benefits and functions of 5G in general, such reflective insights further aroused the audience's thinking about its future. The incisive statement sublimates the theme of the entire video.

## 3. Inspiration from the Success of Student He to The Creation of Popular Videos in The Future

### 3.1. The "Four Attributes" gave the video the potential to be known outside fixed circle

In today's era of explosive growth in short videos, it is not easy to make a work notable in the flood of information, or to become a so-called "popular work". But it does not mean that it is completely impossible. By watching some of the viral videos on platforms such as Bilibili and Tiktok in recent years, we can summarize the underlying laws that exist in common among them, that is, they basically include the four attributes of 'HKRR', or take one of the properties to the extreme. H stands for Happiness, the attribute of happiness, works that can bring happiness to people tend to be spread easily; K stands for Knowledge, the attribute of knowledge, which can let the audience learn new things, and it can naturally leave a deep impression on people. The first R stands for a sense of rhythm. While visualizing a video, it can bring an immersive experience to the audience by matching some appropriate background music; the second R stands for a sense of resonance. In short, emotional communication with the audience is a common characteristic of a good work. A qualified work must satisfy at least one of these four attributes, and when a work has those attributes at the same time, it will have a high probability to become a recognized work or so-called "famous work" or even "fire work". After summarizing this theory, and looking back at He's 5G video, it can be found that the whole video was totally in line with the mentioned attributes: The happy and humorous attributes were reflected in the fact that he used five "Qiao" characters to lead the audience to the topic gradually in a progressive way[2]; the knowledge attribute was reflected in the fact that He enabled the audiences to have a further understanding of 5G in a first-person communication way; the sense of rhythm is that while He emphasizing the visual image, he made the good use of

the sound medium. A piece of super tense background music was selected to highlight the climax of the entire video, bringing the audience an excellent audio-visual experience. The sense of resonance was that his reflective insights on 5G also aroused the audience's thinking and expectations towards the future of 5G. In the era of streaming media, if a video can use these four attributes as the creative framework in the early stage, it will indeed improve the success rate of this work to a certain extent.

### 3.2. "Content is king, technology empowers, the winner takes all."

High-quality content is the core competitiveness of the sustainable development of short videos. Under the predominance of UGC (user-generated content), Zhang Fu, vice president and editor-in-chief of Beijing ByteDance Technology Company, said frankly that there have been issues such as vulgar content, stereotyped topic, public order and good customs, and the protection of minors in the development of the industry. The miscellaneous content has caused undesirable social impact[3]. This is a reality and it must be paid attention to. Only by deeply cultivating high-quality content, guided by the correct values, carefully arranging the copy content, promoting positive energy, carrying the correct value with fresh content, and enhancing the overall connotation and depth of the video, can it be approved by people and win a long-term future. In addition, the development and emergence of new technologies will bring more opportunities as well as more challenges. Compared with 4G, 5G certainly will promote the flourishing of the video industry in a higher dimension, but it will not only bring more opportunities to visual communication while providing a broader space for development, it also raises the technical threshold of short video visual creation. If you want your work to emerge as focal points among all kinds of videos, you must follow the optimization of the shooting function of intelligent mobile terminals and the continuous improvement of editing technology. Every creator needs to keep making infinite progress via diligent study[4]. Taking innovation as the creative concept, empowered by technology, and carrying the correct value with fresh content can push a video to more audiences to a large extent. It is also a key factor whether short video creators can continue to innovate and win a long-term future.

## 4. Conclusion

Although the current media environment can bring viewers a multi-channel short video experience, in fact, users are far from being satisfied with high-quality and in-demand content services. Student He's success cannot be replicated, but his accomplishment provides a reference for the creation and form of short video content in the future. Video is an art that spans time and space. This art comes from life and is higher than life. A good grasp of daily topics and polishing video quality and content creativity are essential for future video creators to win audiences in this communication environment where information is abundant and videos are mixed.

## References

- [1] Han Di & Wang Xueyan.(2021). Analysis of Popular Science Video Communication Strategy at Station B——Take the UP

- host " Hello teacher,my name is Student He " as an example. Today Media (04), 55-58.
- [2] Liu Yuqi. (2019). Artistic expression of the short video " Hello teacher,my name is Student He ". New Media Research (23), 117-119. doi: 10.16604/j.cnki.issn2096-0360.2019. 23.043.
- [3] Lu Rui. (2019). Seven Laws of Short Video Development—A Summary of the 2019 National Short Video Creative Summit. News Lover (06), 40-43. doi: 10.16017/j.cnki.xwzhz.2019.06.010.
- [4] Wang Longbo. (2021). An Analysis of the Visual Communication Strategy of Digital Short Videos of Science and Technology—Take "Hello teacher,my name is Student He" as an example. Science and Technology Communication (19), 146-148. doi:10.16607/j.cnki .1674-6708.2021.19.043.