

Research on the Content of Short Videos of Science Popularization

-- Take the Video of "Hello Teacher, My Name Is He" As an Example

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Abstract: Nowadays, the Internet is highly developed and self-media has emerged. As one of the new communication channels, self-media is favored by internet users and enterprises because of its rapid transmission of information and high interactivity. With the continuous improvement of people's living standard, the demand for spiritual and cultural aspects is also increasing, and the traditional TV media can no longer meet the growing spiritual and cultural needs of the public nowadays. Therefore, the new era of television media has to seek changes. Here comes the most popular form of content, short video. Among them, beeping technology area up master "Hello teacher, my name is He" with super high quality video content, eye-catching circle hot research for a large number of young audiences favored. The author believes that the study of the content of this self-media can help provide some insights for the development of science popularization self-media and similar science popularization short video uploaders. In terms of content, the author adopted the content analysis method to study the 43 videos of "Hello teacher, my name is He" in the past five years. The author found that: "Teacher, my name is He" videos are mainly divided into several aspects, such as in-depth experience evaluation, hot science videos and fan feedback videos; the update frequency and release volume of He showed a relatively stable dissemination trend, and the videos are mostly 5-8 minutes short videos.

Keywords: Science communication, Short video, We-Media, Internet era.

1. Introduction

The Guidance of the State Council of China on Actively Promoting "Internet+" Action proposes: "Insist on openness and sharing. Create an open and inclusive development environment, use the Internet as an important platform for sharing the elements of production and life, maximize the optimization of resource allocation, and accelerate the formation of a new mode of economic and social operation characterized by openness and sharing." The advent of the Internet era has made the network an important channel for people to obtain information, and self-media came into being in this context. The author researches the content of science popularization short videos and puts forward improvement opinions on the dissemination content and strategies, such as enhancing the seriousness and authority of science popularization of scientific knowledge, maintaining a high and stable update frequency and other issues.

2. Personal Profile of "Hello Teacher, My Name is He"

Mr. He, whose real name is He Shijie, graduated from the Beijing University of Posts and Telecommunications. In 2019, he released a video titled "The Real Experience of 5G in Daily Use", which became a hit on Weibo and Bilibili.com and was well known to the public. Relying on this video, He was also featured in the lecture hall of Youth Great Learning, and was also named and praised by People's Daily, Xinhua News Agency, and even CCTV, calling him a model of youth in the new era. Currently, the video has been played more than 42 million times on Weibo. In February 2021, the 22-year-old "He" also interviewed Apple CEO Tim Cook as a representative of China's youth and a well-known digital up-

and-comer². In a short span of about five years, "He" has grown to become the head of digital technology content creators. Since I released my first Weibo post on May 11, 2018, I have accumulated 3.465 million followers and won the "Weibo 2020 Top 10 Influential Digital V" and "Weibo 2020 Top 100 Video Numbers of the Year". He has been awarded "Weibo 2020 Top 10 Influential Digital V" and "Weibo 2020 Top 100 Video Numbers". In addition, He has accumulated 10.3 million followers⁴ since he posted his videos on Bilibili.com, and has been awarded "Bilibili.com 2021 Top 100 UP owners, 2020 Best Work Award UP owner". "In addition to the two aforementioned videos, there are also several popular Weibo videos with more than 10 million views, such as "What can a computer do in the 80s? Apple Macintosh in-depth experience" (29.22 million times on Weibo), "I took a group photo of six million people..." (43.17 million times on Weibo), and "I took a group photo of six million people..." (43.17 million times on Weibo). (43.17 million times on Weibo), "Interview with Apple CEO Cook" (38.75 million times on Weibo), "[He students] will always be classmates" (45.44 million times on Weibo), and so on.

3. Distribution of Video Content of "Hello Teacher, My Name Is He"

3.1. In-depth experiential evaluation

The Bilibili.com up owner "Teacher, my name is He" is the top-uploader in the technology section of Bilibili.com in terms of the number of followers and plays, and among the 45 videos released during his 5 years in Bilibili.com, there are 21 reviews of technology products. He is a senior fruit fan and has 15 videos about Apple products in his technology product reviews, accounting for 71%. In his early videos, he tends to

review Apple's classic products, such as iPhone 4, iPhone 5C, iPhone 6, and iPod classic. He is different from other digital reviewers in that his videos are based on the same review routine, with good editing, funny and humorous commentary, and an equal observation comparing Apple products with similar products.

In his Apple product review videos, there are 10 videos with the word "in-depth experience". The main content of this video series is an objective and realistic evaluation and explanation of the product after Ho has personally experienced the main product in the video. In the titles of the videos of the in-depth experience evaluation series, all use questionable titles to make the audience curious and questioning and then click on the videos to find the answers.

For example, in his video "[He students] fragile beautiful folding screen phone in-depth experience", he mentioned from the real user experience, many other digital review up owners about the folding screen phone, deliberately avoid the problem - fragile soft screen, and iPad mini comparable weight, and The inconvenience of one-handed operation and so on, from their own experience to the folding screen knowledge and thinking. In the video, "The Apple Watch Series 4 in-depth experience" [8], the Apple Watch Series 4 is compared with the new main feature of the watch, "fall detection", in which the student also conducts a fall test. In the video, the new main feature of the watch, "fall detection," is tested by He, who first faked several falls, but hardly ever succeeded in triggering the feature; after a real fall, he successfully triggered the fall detection, verifying the credibility and practicability of this new feature ^[1].

3.2. Popular knowledge science video

In June 2019, He released a video about the experience of using 5G in daily life, which just meets the hot topic of the first year of 5G commercialization. In the video "How fast is 5G in daily use", he talked about his real experience of using 5G to download music, videos, and software on campus, and gave his unique reflective insights at the end of the video. With that video alone, He's followers in Bilibili.com.com increased from 290,000 to 1.49 million and Weibo followers from 200,000 to 800,000 in one month. What was the reason for such an amazing change? The answer is simple - because he saw the "5G era". The reason is as He said: "Because the videos I used to make were all about digital product reviews, which are rather a niche", but this 5G-related popular science video is just in time for the climax of the popular discussion about 5G. The value of the video was very positive, which laid the groundwork for the wide spread of the video.

The "three major central media in China "People's Daily" "Central Radio and Television" "Xinhua News Agency" and other media have forwarded and recommended its current video, which is mentioned in the OPPO cell phone vice president is in the microblogging comments to throw recruiting olive branch, a variety of secondary communication plus, the video is to a certain extent the 5G construction native propaganda film.

In He's video "[He's a student] take a look and understand! Using water to explain why 5G is faster", he explains the fluctuation of electronic waves through water waves, visualizing what is invisible to the naked eye and explaining profound knowledge to the audience with easy-to-understand water waves, which reduces the cognitive difficulty of the audience and improves the fun of the video, which is also conducive to the spread of 5G.

Five years ago, most of the articles did not predict that 4G had cultivated the mobile Internet, and could not imagine the profound changes in life due to 4G," said He. Today, we have the same reason to believe that the fertile soil of 5G can cultivate flowers beyond most people's imagination in the coming years." This is exactly what He expects from the future development of 5G technology.

3.3. Fan feedback video

Ho posted a video titled "[He students] I took a group photo of 6 million people..." on August 2, 2022, in a video. In this video, he created a group photo of himself and 6 million fans. He printed off all the IDs of 6 million fans, posted them on the wall at home, borrowed a camera worth 400,000, and took a 200 billion pixel group photo, on which each fan could find his or her name. Fans said in the comments: "Thank you for making this photo for the sake of one unknown screen name. I will also remember that there was someone who cared so much about me, even though it was as one in six million."

This video shocked the audience and fans not only with his talent but also his innovation and execution, which also brought fans full of emotion. His videos show the audience a new world of thinking, cognition, technological thinking, and aesthetics every time. Many netizens found their IDs in the photos and said they were "so moved that they will never change their account names in this life". He said in the video: "Once upon a time my world was pure black until everyone made it sparkle with stars", which made the audience say that He is a romantic "science guy". In his way, Mr. He sincerely gave back the attention and love of every fan, achieving a high degree of emotional interaction and common "presence" with his fans across time and space.

In the "new media trade-off demand theory" proposed by scholar Zhu Jianhua, he suggests that "when a person has a certain demand that cannot be satisfied by traditional media, he starts to seek new media to satisfy his demand, and develops trust and uses it for a long time." ^[2] He was able to satisfy the spiritual needs of his fans, and in this field of technology and digital, he was able to maintain the number of fans and attract them better, which also allowed most of his videos to go viral.

This fan feedback video contains elaboration and reflection on the relationship between technology and people, making it easier for the audience to find resonance.

4. Conclusion

He's excellent video creation has attracted a large number of audiences, but at the same time, there are problems such as low update efficiency, irregular updates, and difficulty in ensuring professionalism. In view of the problems in He's videos, the author puts forward improvement opinions on the content and strategy of science popularization short video self-publishing.

The perspective of He's video is too single, and there are often some questions about the shortcomings and limitations of the explanation of some science and technology knowledge in the video[3]. It is possible to introduce the relevant professional knowledge through the explanation of professional authorities, instead of using the phrase "actually I don't understand it either". It is suggested that similar science and technology science mediaup owners should improve their science and technology knowledge, and the copy and editing of the video should be used as the icing on the cake, rather than putting the cart before the horse to

dissipate the seriousness and authority of science knowledge popularization.

The problem of low and irregular update frequency of He's video is not conducive to attracting viewers who want to popularize scientific knowledge fixed from the video, and it will also affect the dissemination and promotion of He's account and video[4]. The author suggests that science popularization self-media up owners should regularly and regularly release new videos, which can make viewers develop the habit of watching videos regularly to draw nutrients, and is conducive to the formation of fan groups.

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