

Teenagers' Video Social Behavior: A Case Study of Bilibili

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Abstract: This paper will analyze the development of video social media, popular video social behavior of teenagers and the popular video social examples, which will help to better understand the video social behavior of teenagers and the causes behind it, as well as the distinct characteristics of their social behavior. At the same time, through the investigation and research of this paper, we also hope to explore the future development trend of video social networking. And improve the social rules and correct orientation of teenagers' video social interaction.

Keywords: Teenagers, Video social, Subculture socialization.

1. Introduction

At present, video social networking has become an indispensable part of the way teenagers socialize, and Bilibili, as the most popular APP of "Generation Z", contains rich sub-cultural atmosphere and community atmosphere, which provides a good cultural consumption environment and video social environment for teenagers. By now, many domestic studies focus on adults, while there may be few studies on adolescents due to the limitation of juvenile mode. However, in fact, there is a large number of video socializing among adolescents, so it is necessary to carry out research.

2. Research on Video Social Behavior of Adolescent

2.1. The vigorous development of video social networking in China

Video social networking is a new way of social networking in the era of rapid development of the Internet. It is different from the traditional social networking means which only use text and pictures as the carrier. The carrier of video social networking is network video, which uses the communication in the network community as the means of expression. So far, according to the 48th Statistical Report on China's Internet Development issued by China Internet Information Center in 2021 [1], the number of short video users in China has reached 880 million, equivalent to 87.8% of the total number of Chinese Internet users. There is no doubt that video social networking has become the most popular way of information dissemination and social interaction nowadays.

The vigorous development of video social platform comes from the enhancement of communication technology and mobile device shooting function at the technical level. Since the launch of 4G network services, the communication speed of mobile devices has been significantly improved, and high-speed network services have brought mobile users the possibility of watching videos online. At the same time, the shooting function of smart phones is constantly improving. Compared with professional photography and video equipment, the shooting function of smart phones is simpler, more people can record videos anytime and anywhere, the

threshold of video production is greatly reduced, as long as they have a smart phone, everyone has the opportunity to become a video producer.

The development of video social platforms is also largely attributed to the changes in the way people socialize today. The emergence and development of short video social platform at the user level, video mobile, fragmented, social characteristics, so that every Internet user can easily access and participate in it. Short videos are short in time, concentrated in content and strong in expressive force. It is very suitable for the viewing habits of users in the era of mobile Internet, so it can quickly infiltrate into the daily life of the public [2].

2.2. Teenagers become the main group of video social interaction.

According to the National Research Report on Internet Use by Minors in 2020 issued by China Internet Network Information Center [3], the Internet penetration rate of minors in China has reached 94.4%, and the time for minors to use the Internet is getting longer and longer. And the time spent using video social software accounted for a higher proportion of the total time spent using the Internet than in previous years. According to the user data released by Bilibili, the number of young users under the age of 24 has accounted for 84% of the total user group. People who born after 2000 have become heavy users and participants of video social networking. Most of the people who actively socialize on the short video platform are teenagers.

3. Questionnaire Survey and Questionnaire Analysis

3.1. Questionnaire survey

The questionnaire survey collected 50 Bilibili teenage users aged 10-19 from 10 provinces across the country; the final total was obtained 50 valid responses.

3.2. Questionnaire analysis

3.2.1. Video social preference analysis

In the survey of teenagers' personal preferences for video social interaction, 62.5% of the respondents were willing to publish their own moments of life in Bilibili, 50% of the

respondents were willing to publish funny and entertainment-oriented short videos, and 41.67% of them were willing to publish their opinions and thoughts on events and objects. In the first part of video social networking (video publishing), Teenagers are very energetic. Among the video types released, life moments, personal opinions and funny entertainment are the more common mainstream and popular video types. An analysis of the data collected in terms of preferences for social initiative shows that, Eighty percent of the teenagers surveyed will take the initiative to make social requests because they have the same interest direction and content. Some of the starting points that can make teenagers willing to take the initiative to socialize often depend on whether the core content expressed by the video can achieve the resonance of thinking and whether it can bring entertainment value. When choosing social preferences, teenagers pay more attention to the core content expressed by videos.

3.2.2. Analysis of video social initiative

In terms of video production initiative, 44% of the teenagers surveyed occasionally publish content about their lives, talents, specialties and thoughts, while 82% simply watch videos in the process of video social participation. Generally speaking, the social willingness of teenagers is relatively sufficient in terms of their initiative in video social interaction. But he is more introverted in making videos to express himself. When there is a video carrier, it is simpler for teenagers to comment on an existing content, theme, bullet screen and other ways of expression through words. More teenagers only participate in dialogue and discussion around video content in video social interaction, but for the specific purpose of making friends, which requires more active personality factors, more teenagers still lack initiative.

3.2.3. Analysis of Expression in Video Social Communication

Through the analysis of the short answer results of the respondents' attitudes and acceptance of comments and messages in video social interaction, more teenagers will not choose to take the initiative to take the first step (active message, comment, send bullet screen), but generally hold an acceptable and positive attitude towards other people's analysis of views and active initiation of social interaction. Instead of expressing yourself, they will be more eager for other people's opinions and expressions. According to the analysis of the survey data on language style, 56% of the teenagers surveyed will choose introverted and simple expressions. Generally speaking, teenagers are more introverted in the way of video social expression, and more language styles depend on their personality. But they are more interested in the input of the content expressed by others than in expressing their own opinions.

3.2.4. The impact of social skills

Through the analysis of the data on the number of friends made and the ability to deal with interpersonal relationships, more than half of the teenagers surveyed did not recognize new friends in Bilibili video social interaction, but made more simple comments and exchanges. 80% of the friends made in video social networking have not met in reality, and more are just chatting on the Internet. Fifty-eight percent of the teenagers surveyed believed that video social networking had brought some changes to their interpersonal skills in reality. Generally speaking, it is more important for teenagers to cultivate and embody their social skills in real interpersonal communication. As a more indirect way of social interaction,

video social interaction lacks more factors of real social environment. The direct improvement of teenagers' social ability is not obvious only through the communication of words, pictures and videos. However, in terms of the impact of teenagers' social skills, video social networking gives teenagers a more diversified and rich understanding of others and friends. In order to communicate with each other and understand each other's meaning more comprehensively and skillfully in real interpersonal communication.

4. Analysis of Popular Cases: Personal Blind Date Video

Recently, among the popular videos in Bilibili, there is a kind of "blind date video" about introducing oneself. Video content generally revolves around the problem of not finding a boyfriend/girlfriend in reality, with humorous language, a kind of loveliness that dares to express, to introduce their interests, hobbies, friends and love needs through video. Such videos have appeared in large numbers in the past year, and have received tens of millions of views and tens of thousands of comments, which has also brought tens of thousands of fans to the up owners who publish such videos.

The popularity of this kind of video also stems from teenagers' curiosity and concern about the opposite sex and emotional problems. Because of the introverted and shy factors, they dare not express their needs in this respect in reality. The content of the video gives teenagers a more real opportunity to understand the thinking and hobbies of the opposite sex. Perhaps the final video social effect of this kind of video is not from the original starting point of "blind date", which is also a way to encourage teenagers to express their needs, thinking and attitudes through the video social platform.

By summarizing and analyzing the interview results of the 50 adolescents interviewed, the adolescents interviewed generally hold a positive attitude towards such videos. A large number of respondents said that although such videos are still entertainment-oriented, they do not feel that such videos are sensationalist and low-quality creation; on the contrary, they do not think so. The emergence of such videos can well convey the views and thoughts of peers, and can also learn more about the diverse personality characteristics and hobbies of teenagers. Teenagers surveyed generally believe that such videos can create a good video social opportunity, but when the choice is put into practice on themselves, they will be able to do so. Most of the teenagers surveyed would not choose to post such videos because they still feel a little shy and lack the courage to express themselves in front of the camera.

To sum up, the starting demand of teenagers in video social interaction also comes from the desire for the opposite sex, emotional content and knowledge, and most of the video producers who take the initiative to throw out the olive branch of video social interaction to them hold a positive attitude, which may arouse teenagers' stronger social desire in this case. But if it comes down to the question of whether they can take the initiative, most teenagers will still choose to shake their heads and refuse. At present, it seems that teenagers' demand for video social interaction is strong, and their mood is high, but it is limited to the emergence of the active party. Teenagers need more courage to take the first step out of video social networking with confidence.

5. Conclusion

5.1. Adolescent Socialization and Adolescent Mental Health

Video social behavior can effectively expand the way teenagers socialize, so that teenagers have a variety of social opportunities. Expressing their thoughts and communicating with others in video social networking can not only broaden their horizons, but also exercise their interpersonal skills. Video social behavior can also meet the needs of teenagers in three aspects of socialization: promoting personality development, transmitting social culture and cultivating social roles. But at the same time, if teenagers 'social interaction is in the virtual society in the network for a long time, it is easy to produce cognitive deviation to the real society, leading to the conflict of social concepts. Or a series of thoughts or actions that are derailed from reality. If teenagers have an imbalance in grasping the "degree" of video social interaction and real interpersonal communication, the process of their social growth will deviate from a good and healthy track. Video social interaction can effectively make up for the lack of interpersonal communication in reality due to the shyness of some teenagers. Video social interaction can break through the limitation of time and place under the condition of actively providing communication content, and its characteristics of face-to-face communication can well alleviate the social fear of some teenagers. At the same time, Nowadays, video social platforms have not yet graded the video content watched by users according to their age. Insulting words, false advertisements, false news, vulgar culture and other dregs in video social platforms will also have a vicious psychological impact on the ideas of immature teenagers.

5.2. Video social Platform

In the future, video social platforms should supervise and classify video content, create a set of reasonable and optimized content supervision standards for young users, classify video levels, and provide green and healthy video content for young users. Video social platform should also design a green social space for adolescent users, which integrates healthy entertainment, real consultation, moderate social interaction, real knowledge and good culture, and provide a safe social place conducive to the psychological growth and social growth of adolescents. Correctly guide teenagers from using and participating in video social interaction to their own learning and social exercise.

Video social platforms should advocate the diversity and tolerance of video content in video social networking, respect the cultural customs of different regions, advocate the communication and exchange of video social networking under the mentality of respecting diversity, and prevent confrontation. Violent network social environment; set up a green and healthy value orientation for teenagers. In the social and interactive links, for example, comments, bullet

screens, private letters and other supervision, the emergence of network violence, verbal violence and other acts to stop in a timely manner, fully protect the personal rights and interests of young users. In terms of privacy protection, video social platforms should give multiple and repeated reminders to the environment involving personal privacy, so as to effectively prevent illegal elements from infringing on the privacy of adolescents. Finally, video social platforms should pay attention to the restrictive provisions of national laws. They must comply with laws and industry norms to provide positive and valuable content for young people. Black and gray areas should not be allowed, otherwise they will be regarded as violations and must be punished.

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