

Exploratory Analysis of Gourmet We Media from the Perspective of Media Psychology

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Abstract: With the development of the Internet and the popularity of mobile smart phones, the self-media industry began to move from graphic form to short video form. Short video can be broadcast live, immersive scenes are favored by communicators and audiences. Mobile Internet can break through the limitation of regional space of information, making the food that was regarded as an information island become the focus of attention, and the food culture with prominent local characteristics is an important content of the focus. This paper selects the popular food short video we media on the social network platform, and deeply explains the reasons behind the explosion of food short video from the important value of food we media, the analysis of audience characteristics, we media producers and content production tendency. Through the entry of industry norms and high-quality short videos, gourmet we media is of positive significance in business promotion and industrial revitalization.

Keywords: food we media, short video type, media analysis

1. Introduction

According to the 44th statistical report on *China's Internet development* by China Internet Information Center (CNNIC), the number of short video users in China has reached 648 million, and the utilization rate of short video software users has raised 75.8%. Short video has become a new way for users to obtain information, entertainment consumption and Internet social networking. Meanwhile, since the strategic plan for the revitalization and development of food was put forward in 2018, the development of food we media has attracted more and more attention of the public. For the creators, many young gourmet people also saw the economic benefits and opportunities behind the hot phenomenon of short video, and began their own gourmet self-Media creation road. ^[1]They presented their gourmet life through simple short video shooting, and also obtained a certain amount of creative income. However, in the current food short video creation, there are still some problems, such as shallow content, uneven quality and single way. These issues are of research value, and have guiding significance for food we media to further play a role in food revitalization strategy.

2. Definition of gourmet We Media

In the current literature, the concept of short video has not been clearly defined. The 2016 special research report on the short video market released by analysis think tank defines short video as "a general term for video clips with a video length of no more than 20 minutes, which are shot, edited, uploaded, played, shared and interactive through the short video platform, and the video form covers documentary clips, DV clips, video clips, micro movies, advertising clips, etc.". Fang Fang defines short video as "video shot with software based on smart mobile phone within 10 seconds (the duration is 60 seconds or 5 minutes in the updates of later applications), edited and beautified directly, and then shared with social applications". ^[2]

Li Xiaotong's definition of short video is a new video form whose length is counted in seconds (the longest video length does not exceed 20 minutes), which mainly relies on mobile intelligent terminals to realize rapid shooting and beautification editing, and can be shared in real time and seamlessly on social media platforms. Through the research of the above literature, based on the previous research results, this paper defines short video as a new video form based on mobile intelligent terminal, taking social network platform as the communication channel, combining images, text and audio, which has the characteristics of time length, real-time sharing and fast communication speed. Food short video is a new video that focuses on broad and simple food, shares and disseminates food characteristic cultural customs, food production, natural scenery and agricultural production on various social network platforms through images, words, audio and other media.

3. Important value of gourmet We Media

First, the spread of food culture. Food culture communication refers to the communication behavior and communication activities with the main purpose of spreading Chinese traditional food culture. Its core is to spread and inherit Chinese traditional food culture. Some scholars tried to explore what Kwai Chung people in the short video media are, who are the disseminators of the local culture, how to display the local culture in short videos, what contents are specific, what groups the audience is, what influences the masses and the culture have produced, and so on. So as to provide reference for the development and dissemination of local culture in the new media environment. It is of great practical significance and far-reaching historical significance to let

the food culture return and provide a continuous driving force for the revitalization of food.^[3] Some scholars combined with the development status of food short video and specific food we media cases, pointed out that attracting the attention of target user groups and vigorously enhancing user stickiness are the real trend of short video in the future.^[4] The new video form developed by food short video relying on mobile Internet still has considerable market value and development prospects in the future.^[5]

Second, the promotion of food tourism. Under the background of new media, it is necessary to combine the publicity and promotion of new media and food tourism by using the advantages of new media, which is conducive to promoting the development of food tourism. Some scholars also discussed the necessity of applying new media to food tourism and the promotion channels of food tourism under the background of new media, so as to provide some useful enlightenment for the current promotion of food tourism.^[6] However, in this development process, the collision between the traditional food tourism model and the we media network in the information age has some problems, such as insufficient potential for tourism development, inadequate information technology, and narrow marketing channels and so on. According to the actual situation of food tourism in a certain region, some scholars investigated its tourism product operators and tourism consumers in the form of interview transcription. After analyzing the data, they put forward their views and suggestions on the problems revealed in the current situation.^[7]

Third, the promotion of food revitalization strategy. Some scholars studied the relationship between the national food revitalization strategy and China's "three rural" we media, and analyzed the favorable conditions for the development of "three rural" we media from four aspects: policy support, capital support, technology boost and emotional identity. This paper mainly studies the operation and development strategy of "agriculture, rural areas and farmers" we media such as "food Xiaoqiao", "Li Ziqi" and "Qiaofu 9mei". Under the background of the implementation of the food revitalization strategy, the "agriculture, rural areas and farmers" we media are playing a role in activating the vitality of food culture, attracting talents and driving the economy, but at the same time, they are also faced with limited development ability the alienation of creators' values and the difficulty of sustainable development. Based on the existing problems and difficulties, this paper puts forward strategic countermeasures for the future development and operation of the "three rural" we media. Under the condition of new technology empowerment, the "three rural" we media should adhere to the correct creative orientation, give full play to regional advantages, deeply tap the valuable rural local resources and intangible cultural resources, and further drive the regional economic development, provide a new path for the implementation of the food revitalization strategy.^[8]

4. Analysis of audience characteristics of gourmet We Media

The female audience is in the majority. It is speculated that women pay more attention to life and have richer emotions than men. Taking TV series as an example, the audience is mostly women. This also shows that women pay more attention to the natural life of delicious food than men, and most of the short videos of delicious food from the media are about the production of delicious food or the daily life. Therefore, compared with the male audience, the short videos of delicious food and raw words from the media are more attractive to the female audience. In addition, there are many urban audiences and student audiences, indicating that in terms of food pursuit, since we media advocates healthy and delicious diet, white-collar workers and students with more leisure time in the city are the main audiences.

In terms of specific viewing behavior, it mainly presents three characteristics: first, the viewing frequency is not fixed and fragmented distribution. The audience mostly watch the food we media in a random discovery and browsing way. The food we media can meet the audience's fragmented viewing needs and watch at any time. Second, the purpose of watching is more for relaxation and recreation. With its rich content and natural advantages, gourmet we media is more helpful to help busy life groups decompress and relax, rapid economic development and fruitful information construction. Gourmet we media has become the emotional sustenance of living groups outside. Third, the viewing content focuses on food production, food working life and food culture.

The attraction of gourmet food exists in many cases. Gourmet food has exquisite production, rich styles, and easy access to materials and close to life. In addition, the harmonious atmosphere of gourmet family is easy to infect the audience. While pursuing material life, people also pay more attention to spiritual civilization. The daily work of gourmet food and local cultural customs can meet the needs of the audience to understand gourmet life and culture, Gourmet we media stimulate the interest of the audience and attract the attention of a large number of audiences.

5. Producer analysis of gourmet We Media

Gourmet we media producers refer to users who shoot videos of various types and styles with the help of tablet, mobile phone and other communication tools and some video editing functions in the APP. Take the initiative to Tiktok regularly on the APP, share and upload videos that are captured by people who are involved in everyday life, and their roles as actors, communicators and builders. Tiktok APP is regarded as the main medium. Tiktok is a short video sharing platform designed to help users express themselves and record their beautiful life. This positioning concept is consistent with the mass media performance of today's information dissemination group, and a large number of users are registered with the voice accounts, and the video production is produced by shooting and releasing their own production. With the commercial value of short video being constantly excavated, many users are involved in short video Tiktok.

Taking the jitter as an important channel to increase revenue is no longer just a short video platform for recording life.

First, record daily life. Tiktok combines with pictures, words and background music, and is more lively and vivid. The APP of the voice recorder is a combination of the later stage of shooting and editing. It makes shooting easier and more convenient. With the popularity of Internet and mobile terminals, the threshold of short video is reduced, more and more users use short video media as a channel to record life.

Second, expand interpersonal communication to meet social needs. The Tiktok platform's powerful social functions are also important factors to attract users. Social needs are also called emotional and belonging needs, including friendship, love and other emotions. In interpersonal communication, people are eager for love. The Tiktok platform provides users with many creative and expression platforms for the users to establish different social ways in real life. Some users even regard the platform as a WeChat circle, hoping to recognize more friends and expand their social scope. The producers try to break the narrow circle of people in real life, hoping to get more communication on the Tiktok short video platform, expand their social circle, satisfy their interpersonal needs, and enrich their daily life.

Third, tap commercial value to obtain economic benefits. Whether producers or people who record life or expand their interpersonal relationships, they will tap the commercial value of the Tiktok short video platform to gain certain economic benefits for the purpose of shooting. The daily life landscape of producers will become commodities. At the beginning, some users often establish the label of their subjective identity through self-display. After the virtual status of producers is improved, that is, they have more fans and players, and guide the audience to consume online and obtain the flow of users, so as to achieve economic benefits. The ultimate goal of producers shooting short videos is Tiktok short video realization. The main channel for cash flow is to bring goods and third party advertisements.

The business realization report of short video creators in 2019, points out that in the first half of 2019, the consumption time and quantity of short video increased steadily, and the consumption momentum of short video content is just right. It is expected that the short video market revenue will reach 211.03 billion yuan in 2020.

6. Producer's production tendency

First, the content production is mainly based on the preferences of the audience. This study found that how to attract users' attention to the greatest extent has become a problem that content producers have to care about. They keep close contact with the audience, understand the preferences of audience groups and fans, take the preferences and needs of the audience as an important standard for the production of short video content, try to meet the public's viewing desire and make their content more attractive. In the new media era, users are important resources, and with the existence of a large number of

active users, producers will no longer struggle for commercial realization. The video content seen by the audience is actually the result of the producer's estimation of the viewer's preferences. The producer caters to the preferences and needs and meets the viewer's desire to watch, so as to analyze and adjust his works, produce works more in line with the viewer's desire to "see" and increase his fans and work traffic.

Therefore, food short video producers have gradually explored their own experience and formed their own production mode in combination with practical application and deep understanding of user preferences: they have a clear user group and know what content users prefer, what expression methods they prefer, which video themes and dissemination are more convenient, and which videos help them grow and realize as soon as possible. Or constantly try to change the shooting theme, and finally take the praise and playback of the video as the standard to judge whether the video is good or bad.

Second, keep close contact with fans. Producers in Tiktok, who caters for the audience's preferences and caters for the needs of the audience, will keep in touch with fans or make comments between the short videos, or add WeChat friends through the shaking platform to create a fan base.

7. Conclusion

Based on the support of the broad audience, gourmet we media works will have a stable and wide market; Thanks to the support of relevant national policies and the progress of modern information technology, the development process of food we media will be smoother with the support of strong forces. With the support of technology, the production of food we media works will be more convenient, which will attract more creators to join and further expand the creative team. At this stage, food we media works have various disadvantages due to interest driven, insufficient level of creators, negligence of platform management and other factors. However, under the implementation of relevant national policy requirements, creator training and promotion, strict platform management and other measures, food we media will continue to develop and truly become a good culture in national life, Make the gourmet we media serve the people's demand for "yearning for a better life" in the new era, approach the people's spiritual construction planning, and benefit the people.

First, from the perspective of the audience group of food we media, the audience of food we media is composed of several keywords: young groups, women, students and urban residents. Based on keywords, this feature group often follows the development of the information age and has a better understanding of mobile phone software and short video platform. At the same time, its available time is wider and more time is invested in food we media short video. Therefore, the browsing volume and attention of short video are increased and developed. Combined with the characteristics of the times, most of the audience are under social pressures such as study, work and life. Various pressures make the audience

prefer short food videos with relaxed atmosphere and vivid content, and seek emotional sustenance in short food videos, which is also an important reason for the development of food we media.

Second, from the perspective of the producers of gourmet we media, the story behind the explosion of gourmet we media includes the careful creation of short videos by these producers, their own "native" rural background and real and simple gourmet resources, as well as their sincere treatment to fans and friends, maintaining close contact and interaction, Understand the audience's preferences carefully.

Third, from the perspective of the development conditions of food we media, the story behind the explosion of food we media also includes policy factors: the food revitalization strategy promotes food we media to become a new means of poverty alleviation; And social environment: the plain narration of food constructs the emotional identity of the public and promotes the social identity of food we media; There is also media technology: if the bottom group is given the right to speak, the convenience of mobile media and the richness of food life content make the content produced by food we media have a strong influence and attraction.

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