Research on the Internet Communication Mechanism of Micro-movies

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Abstract

As the birth product of the network communication era, Micro-movies inherit most of the genetic genes of network communication, and their communication mechanism has the foundation of traditional social communication, and it also has a new characteristic interpretation of the network communication era. Starting from the characteristics of the masses in network communication, this article analyzes the network communication mechanism of Micro-movies based on communication theories such as use and satisfaction theory, agenda setting theory, social influence theory, and viral communication theory.

Keywords

Micro-movie; Internet Communication; Public.

1. Introduction

Micro-movies have the characteristics of miniaturization of communication content, diversified communication channels, open communication behaviors, interaction of communication modes, and immediacy. These unique communication characteristics of Micro-movies are inseparable from their network communication mechanisms.

The German communication scholar Malezke pointed out in his book "Psychology of Mass Communication" that social communication is an extremely complex process. It is impossible to simply draw conclusions when evaluating any kind of communication activity or explaining any kind of communication process. As a more complex communication process, network communication is also developed on the basis of traditional social communication. It is inextricably linked with traditional social communication, but it is also far beyond the scope of traditional social communication methods. New developments and breakthroughs have been made in traditional social communication methods, which have had an extremely profound impact on the transformation of the traditional communication structure process, and have a profound significance for the development of future communication.

Network communication is a carnival for the whole people, and the "mass" in the sense of communication is indispensable; for network communication, the characteristics of the mass itself are of great significance to network communication. The masses in Internet communication have the following characteristics:

The hugeness of the scale exceeds any other social group or group in number; the dispersion and heterogeneity are widely distributed in all classes of society; the anonymity, the network society does not have a clear "identity" business card, and members do not face each other Consciousness is an object that is difficult to grasp for social elites who are trying to operate by the masses; mobility, the scope of the masses is a temporary, short-term, and current combination, which changes from time to time according to the problem of the object, and its members are mobile; unorganized Sexuality, the masses in online communication have invisible and intangible unorganized organizational power, because a "trivial matter" such as a

micro-film or a hot event on the Internet gathers the masses, mainly relying on the stimulation and mobilization of external forces The formation of mass behavior; homogeneity, although mass members have different social attributes, they have the same behavior tendency, so they have homogeneity and are susceptible to manipulation and influence by external forces.

As the birth product of the era of network communication, Micro-movies inherit most of the genetic genes of network communication. Therefore, its communication mechanism has the foundation of traditional social communication, and it also has a new characteristic interpretation of the network communication era. We can grasp it from the following aspects.

2. Use and Satisfaction Theory

The theory of use and satisfaction believes that audiences are individuals with specific needs, and regard their media contact activities as a process of "using" media based on specific needs motives, so that these needs are "satisfied". 1 The rapid development of Micro-movies is largely due to the fact that it meets the social and psychological needs of modern audiences. The pace of life is accelerating, the leisure and entertainment space of modern people is infinitely compressed, eating fast food, the enjoyment of spiritual food is even more "desire" is not available, the impoverishment of modern people's spiritual world has aroused strong attention and extensive discussion in the society, what they need most is not only material wealth, but also spiritual consumption. Micro-movies have been implanted in modern people's lives in their short and flat form, alleviating the pressure of people's daily life and work, and allowing people to relax and be happy when they are busy. Since it is impossible to have time to squeeze in front of the TV and watch soap operas with tears and noses, it is inevitable that there will be confusion during communication and no common topics. Micro-movies allow people to get rid of this kind of speechless communication dilemma. , A few minutes of a story and an impression, through the exchange of micro-film content, establish harmonious and harmonious interpersonal relationships, and through the empathy of the micro-film, arouse the audience's divergent thinking about the theme of the film, taste life, feel the surrounding social life conditions, and enrich the spirit Life is not busy all day but still feels empty and lonely, and can temporarily relieve the tension of life.

Denis McQuail et al conducted a survey and analysis on the popularity of TV programs in 1969, and concluded four common basic types of satisfaction provided by TV programs, namely, the utility of mood conversion, the utility of interpersonal relationships, and the self. Confirm the utility and environmental monitoring utility. From the perspective of reality, various media and communication forms reflect this situation more or less, but in different times, people have different requirements for the form to be satisfied, and the focus is different. Traditional media and communication forms can no longer keep up with the development of the times. Trends cannot meet people's specific needs, and the emergence of micro-film platforms cannot be said to have come into being.

3. Agenda Setting Theory

During the US presidential election in 1968, American communications scientists McComs and Shaw conducted a survey on the influence of news media reports on voters, and based on the results of the survey, they came up with an agenda setting theory. The theory believes that mass communication activities affect people's judgment of the importance of events by assigning different levels of importance to various "topics", which is the function of "the agenda setting of mass media".

As discussed earlier, network communication is rooted in mass communication and transcends the scope of mass communication. As a Micro-movie spread through the Internet, its form and content have new developments relative to traditional movies. However, the important

position of the theme as the soul of the movie has not changed much. The agenda setting of online communication has a great influence on the choice of the Micro-movie theme. Important influence, and the agenda setting influences the click-through rate and dissemination effect of the Micro-movie.

From the perspective of the themes of Micro-movies, those that can reflect the passage of time, the development and changes of the times, and the real feelings between people are likely to arouse the emotional resonance of the audience, and the easier it is to achieve success. In the process of dissemination of Micro-movies, through the mass media, people's attitudes can be influenced by arranging issues related to the event, although the specific feelings and opinions it brings to people are not known in advance.

In the youth nostalgic and inspirational micro-film "Old Boy", every post-80s generation can more or less see his own shadow, bringing back a memory of that year. When people are young, there will always be many dreams and dreams, but time goes by and years are ruthless. At the beginning, the group of teenagers ran for life, they were just inconspicuous existence in society, and the original dreams also collapsed in the cruel reality. The film more realistically shows the current life status of the post-80s generation, in the joys and sorrows, in the ups and downs, expressed the young generation's persistent pursuit of dreams, aroused great repercussions among young people, and at the same time aroused their enthusiasm for struggle. Such films, youthful, inspirational and a touch of melancholic nostalgia, naturally evoke the collective emotions of those born in the 80s and 90s. Through the setting of specific themes, a series of Micro-movies with a longer time span have produced more Long-term, comprehensive macro social effects.

4. Social Impact Theory

The theory of social influence is a very common psychosocial phenomenon. The group information pressure and convergence psychology produced by group norms make the behavior of individuals in social groups more or less change in one way or another. The appeals for social ethics, family virtues, professional ethics, and personal ethics in Micro-movies have reached the effect of agenda setting. External forces are always external forces. To cause personal transformation of the audience, more lies in the realization of symbolic interaction and self-interaction.

The initiator of the symbolic interaction theory was the American social psychologist GH Mead in the early 20th century. After the 1960s, American scholars such as Bloomer, Sibutani, Turner and other scholars further developed and perfected Mead's theory. This theory regards people as social animals with symbolic behavior, and regards human symbolism as a positive and creative process, which is a kind of vitality for humans to create a wide range of cultures. From the perspective of communication science, as a social interaction process, one of the important functions of network communication activities is to expand the space of meaning shared by both parties, so that the common understanding of both parties is continuously strengthened. And the common meaning space contains two meanings: they have a consensus on the symbolic communication used in communication activities; they have roughly the same or similar life experience and cultural background.

The audiences who actively choose to watch the same Micro-movie have similar social backgrounds in terms of education, age, and class. They have been exposed to the Internet since they were young or very early, and they have a common understanding of the symbolic language of the Internet, and they know how to use the Internet to spread Tools for self-catharsis and communication. Therefore, for the meaning expressed by Micro-movies, they conduct social interaction through self-understanding or communication with others. In this

process, the audience actively participates in information exchange and pays attention to the dissemination of information content, making good Micro movies stand out and spread widely.

Bloomer once put forward the view of "human self-interaction" in "Symbolic Interaction". He believes that man is a social existence that possesses himself. In addition to taking external things and others as the object of cognition, he also regards himself as the object of cognition. In the process of taking oneself as the object of cognition, one can know oneself and have one's own concept to communicate or spread with oneself. After people's social interaction and self-interaction, the issues in the agenda setting are transformed into social consciousness and overall consciousness, and its effect is finally realized. In October 2011, the Xiaoyueyue incident aroused widespread social attention. The "Event Planning Book" related to the micro-film "Let's Be Filled with Love" wrote: "Xiaoyueyue's death, indifference is exposed, the conscience of society However, I was gradually awakened by Xiao Yueyue's questions... After receiving higher education and rich in knowledge, are we also rich in ideological and moral quality? How many people are self-reflection?" Through self-interaction, self-education, Self-reflection, self-improvement, rejection of indifference, tearing down the wall in the heart, there is no doubt that this micro-film did it. Not only that, more and more Micro-movies are paying more and more attention on the road of public welfare by guiding the self-interaction of the audience and asking themselves to achieve the purpose of public welfare.

5. Viral Transmission

Viral marketing is a common method of network marketing. It uses the word-of-mouth communication principle of users to quickly, efficiently and cheaply spread the product exponentially like a virus to achieve commercial success. This kind of magical marketing method is applied to the field of communication, and it is called "viral transmission".

Viral transmission is a unique transmission method in the era of network transmission, which is separated from the traditional transmission method. The network dissemination of micro movies breaks the one-way transmission mode of "point-to-point" in traditional movies, and replaces it with a multi-point-to-multipoint transmission mode, which extends the breadth and depth of dissemination to the greatest extent.

Micro-movies may resonate with the audience with their humor, youth and inspiration, or with their sweet love and warm affection. The audience can't help but forward and share with the more attractive and affinity than traditional movies, and share them through sharing. The mechanism promotes and disseminates Micro-movies. Two major websites, BuzzFeed and StumbleUpon, recently discovered that the content that is rapidly spreading on the Internet is initially spread on a large scale after the sharing of small groups within a large audience.

At present, all Micro-movies with high click-through rates are indispensable for virality. The "Six Degrees of Division" theory believes that only six people are needed to establish a connection between any two people in the world. That is to say, through the uninterrupted sharing or forwarding of Micro-movies on online platforms such as Weibo and Qzone by the audience, the network audience that can eventually be covered is incalculable. In Lao Tzu's words, "One life is two, two is three, and everything is three." This kind of fission spread makes the values contained in Micro-movies spread rapidly throughout the society.

In the era of network communication, as a new type of media communication method and behavior, Micro-movies have vigorous vitality and broad development prospects. However, with the continuous advancement of network technology and digital new media technology, people's social lifestyle needs continue to change, and the advantages and disadvantages of microfilms will gradually become prominent and improved. How to maintain the subjectivity and purity of expression of microfilms in the wave of development, make full use of their

strengths, make use of their communication advantages, and achieve larger-scale industrial development requires further exploration and practice.

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