

Influencing Factors and Enhancement Strategies of Political Short Video Content Communication Power in Prefecture-level Municipalities

--Take "Bengbu Daily" as an Example

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ABSTRACT

At present, political short video has become one of the important ways of information dissemination and city image shaping in prefecture-level cities. "Bengbu Daily" is an important political communication platform in Bengbu City, and this paper takes this account as an example to explore in depth the factors affecting its content dissemination power, and through empirical analysis, it is found that the fusion of political information and hot topics, the use of celebrity effect, and the matching of popular music and labels have a facilitating effect on the dissemination effect. Meanwhile, it is further found that the account has problems such as officialization of style, lack of original content, and lack of operation skills. Accordingly, this paper describes the strategies to improve the communication power of Bengbu Daily's political short video content from three aspects: breaking the officialized expression, creating high-quality original content to explore local characteristics, and upgrading the use of skills.

KEYWORDS

Jitterbug; Short political videos; Communication power; Influencing factors

1. INTRODUCTION

With the rise of government short video, the communication mode between the government and the public has been reconstructed, and has become an important carrier for local governments to shape the image of the city. In the context of culture and tourism integration, from the 2023 "Zibo barbecue" on the jittery voice short video, to the "8D" science fiction city of Chongqing, to the hot scene of Harbin tourism⁰, these cities have gained a very high degree of attention on short video platforms, and a large number of tourists from all over the country have been attracted to these cities. high attention, and a large number of tourists from all over the country are attracted to these cities. Some studies have shown that there is a certain relationship between the communication effect of political short videos and the administrative level of the account subject, and many prefectural and municipal accounts tend to show the contradiction between occasional bursts of popularity and persistent weakness because of resource constraints, but studies on the communication effect of prefectural municipalities as an administrative level are still lacking[2]. The number of fans and likes of Bengbu City's Shake account is among the highest in Anhui Province, and the cultural and tourism promotional video created in 2023 with the hit drama Long Moon Ashes Bright has a good effect, but the subsequent operation also suffers from the problems of low interaction rate and homogenization of content, which reveals that the local government is still in a state of flux. However, the subsequent

operation also has low interaction rate, homogenization of content and other problems, which exposes some of the problems of local government affairs communication. This paper takes "Bengbu Daily" Shake video account as an example to explore the factors affecting the communication effect of political short videos, and puts forward targeted suggestions for the findings, so as to put forward feasible suggestions for the optimization of the content of political new media in prefecture-level cities.

2. RESEARCH PROCESS

2.1. Sample Selection

"Bengbu Daily" has released 13,000 works, including 14 compilations, with 2,758,000 followers and 100 million likes as of 2025, since it entered the Jieyin platform. In order to more accurately study the influencing factors of the dissemination effect of political short videos, this paper collects all the videos released by "Bengbu Daily" from January 1, 2024 to May 31, 2024 according to the data of the third-party platform, with a total of 892 videos, and a total of 853 videos after eliminating duplicated and low-quality content video data. In view of the amount of data and my actual situation, I chose to carry out stratified sampling of 872 videos, with a weekly cycle, at a ratio of 0.15, and finally obtained 131 videos as the sample of this study.

2.2. Research Design

2.2.1. Dependent variable indicators

The dependent variable in this paper is the dissemination effect of "Bengbu Daily" political short videos on the ShakeEn platform, and assessing the dissemination effect of short videos involves a number of factors. For the Jieyin platform, the more commonly used influence indicators are the right column of the interface when users browse the video, including the number of likes, comments, retweets and favorites. Meanwhile, this paper combines the existing research literature and will use the number of likes, comments, retweets, and favorites as an important indicator for evaluating the communication effect of short videos in the four dimensions of communication breadth, communication participation, communication depth, and communication identity[3]. However, although each item can be used to evaluate the communication effect of short videos, there are significant differences in the impact of different user behaviors on the communication effect.

2.2.2. Indicators of independent variables

Political short video communication is essentially a persuasive process in which the audience's attitude changes after receiving the information, a process in which the Fine Processing Likelihood Model can help us to analyze the audience's processing of persuasive appeal information, such as political short videos. In this theoretical model, the process of audience processing information can be divided into two paths, i.e., center path and edge path[4][4]. The so-called central path is more focused on the information content itself, and the audience will mobilize their existing experience to think deeply and analyze the content conveyed by short political affairs videos. This paper interprets the central path of the communication process of political short videos as video content theme, character type, video category, line, and duration. The edge path, on the other hand, focuses on environmental factors and representational cues, where the audience processes the information of political short videos not based on a deep understanding of the content, but influenced by external factors such as video music, topic labels, title sentences, and release time.

A. Center Path

Video content theme: Based on the repeated viewing and summarization of 131 sample videos, combined with the existing research basis, this paper divides the content theme of Bengbu Daily's

political short videos into seven categories, including "political news", such as meeting reports, policy release; "social hotspots", focusing on international, domestic and local hot events that people are concerned about; "positive energy", displaying social warmth and positive energy; "national achievements", showing the country's economic and social development. "National Achievements" shows the country's achievements in economy, science and technology, and culture. It also includes "Movie & TV Leisure & Entertainment", "Cultural & Sports Activities Promotion" and "Knowledge & Science Popularization".

Character types: These can be broadly categorized into three types. One is "ordinary people", the second is "celebrities", and the third is "no characters". Among them, short videos with celebrities naturally have hot attributes and can attract more attention. Videos without characters will highlight the core of the message.

Video category: The video category is divided into "original" and "secondary editing". The account's original videos are mostly media interviews or close-ups of people, while the secondary editing is mostly processed based on existing material information.

Line subtitles: the same can be categorized into three types, of which "simultaneous voice" is only the original sound of the video material, the voice of the characters on the scene; "voice-over dubbing" is the dubbing of the video clips; "no lines" is the subtitle of the video with only specific information content.

Duration: divided into four intervals: less than 15 seconds in duration, 16-30 seconds, 31-60 seconds, and more than 60 seconds. A study found that most of the explosive political short videos are less than 30 seconds long.

B. Edge paths

Background music: The background music can be divided into three categories. "Hot music" refers to the big hit songs in Jieyin, which are known or used by most people; "other music" is generally less well-known and serves to increase the atmosphere; "no music" is generally used to avoid interfering with the dialog of the characters in the video. "No music" is to avoid interfering with the dialog of the characters in the video.

With or without topic hashtag: short political videos are posted with the topic hashtag # to increase exposure opportunities.

Headline style: "declarative sentence" directly shows the core content of the video; "exclamatory sentence" and "question" type of title with a certain mood.

Publishing time: generally divided into the morning, i.e., before 12:00; noon, i.e., 12:00-18:00 interval; evening, i.e., 18:00-24:00 interval.

2.2.3. Descriptive results

The 131 videos were categorized and coded after repeated viewing and 10% samples were randomly selected, i.e., 13 sample videos, which were pre-coded by two coders, and the coding consistency test Kappa values of the pre-coding were greater than 0.80, which indicated that the coding had good consistency, and coding was started, and the statistical analysis was completed.

Among the "content themes", "social hotspots", "government news" and "positive energy from role models" accounted for 51.1%, 16.8% and 13.0% respectively, while the remaining categories were lower. 51.1%, 16.8% and 13.0% respectively, while the rest of the categories are lower; among the "character types", "no character", celebrities and "general public" accounted for 45.8%, 31.3% and 22.9% respectively, 31.3% and 22.9% respectively; "original" and "second editing" accounted for 30.5% and 69.5% respectively, while "original video" was less; "Within 15 seconds" accounted for 73.3%, "31-60 seconds" and "more than 60 seconds" each accounted for 8.4%, short and small videos are still the mainstream; The proportion of "no lines", "simultaneous voice" and "voice-over" is 74.8%,

20.6% and 4.6% respectively, and the proportion of "no lines" is too high. "The proportion of "popular music" is only 6.4%, while the proportion of "other music" is 91.6%, so the proportion of "popular music" is too low; The proportion of "with topics" is 38.2%; the proportion of "with Internet terms" is 7.6%; "declarative sentences", "exclamatory sentences", "interrogative sentences", "interrogative sentences", "interrogative sentences", and so on. "declarative sentences", "exclamatory sentences" and "interrogative sentences" accounted for 85.5%, 10.7% and 3.8% respectively, with "declarative sentences" accounting for the highest proportion; the time of publication was "morning", "morning", "afternoon" and "evening" accounted for 33.6%, 31.3% and 35.1% respectively, with no significant difference.

3. CONCLUDING ANALYSIS

3.1. Political Information and Hot Topics Get More Attention

In the process of data analysis, it was found that the average value of political information and content related to hot social topics, compared to other types of information, is higher than that of videos with other contents, whether in terms of the number of likes, comments, or the number of forwards and favorites, and this data shows that, as a short video on political affairs, information involving political information and social hotspots is more likely to attract attention, including policy interpretation and hot news on society and people's livelihoods, etc., because these contents are closely related to the immediate interest of the audience.

3.2. Celebrity Effect

Celebrities appear in about 1/3 of the study population, and these videos generally have a higher breadth, depth, and engagement. On the one hand, this is because celebrities have wider visibility and receive more attention than the general public in a specific domain, and audiences are more willing to discuss and crowd-source this type of content. On the other hand, the platform's algorithmic mechanism also plays a helping role in the dissemination process, preferring to increase the exposure of celebrity content.

3.3. Popular Music and Labels Have a Significant Impact

Through analysis, the number of likes of videos using popular music is higher than that of videos using other music and no music, because popular music brings its own traffic and topic degree, and the music that causes heated debates has certain social attributes in network communication, conveying personal emotions and attitudes, and videos with popular music are more likely to be viewed and liked by the audience. At the same time, according to the video content reasonably add popular tags, can accurately locate the audience, improve the exposure rate of information.

3.4. Time of Publication Has No Significant Effect on Dissemination Effectiveness

By analyzing the variability in the dissemination effect indicators of videos released at different times, the results show that the release time has no significant effect on the dissemination effect. People's access to information is becoming more and more fragmented, on the way to work in the morning, resting at noon, and leaving work at night, users may browse information on the Internet. In addition, the platform algorithm recommendation is not purely dependent on the release time, as long as it is in line with the audience's interests and preferences of the content may be recommended, which makes it difficult to highlight the influence of the release time on the dissemination effect, but also makes the video quality and the video content and the audience's interest in matching the degree of the video is more important.

4. OPTIMIZATION STRATEGY

4.1. Breaking Down The Officialized Expression and Enhancing The Sense of Net

The copy and overall atmosphere of "Bengbu Daily" shaking voice number is too official, resulting in a lack of affinity between the content and the audience, and too serious content expression will make the audience feel a sense of distance when browsing the video, limiting the emotional resonance and interaction between the account and the audience, which is not conducive to the dissemination of the content. "Bengbu Daily" should change this status quo, in the content creation with more living, grounded language style, to achieve both fun and professionalism. In content creation, we should keep up with the network hot topics and cultural phenomena, and skillfully integrate the network hotspots and hot stems into the short political video, so as to bring the relationship with the audience closer. In addition, formal innovations can be made, such as creating sitcoms, micro skits, AI creative videos, etc[5], to make the content and form more diversified and interesting.

4.2. Creating Quality Originals and Tapping Into Local Flavor

"At present, Bengbu Daily has less original content, most of which is secondary editing of news and lacks its own characteristics. This low-quality content production is difficult to meet the audience's demand for differentiated information, but also makes the account lack of recognition among the government short video accounts across the country. Only with distinctive style characteristics, the audience will have a good impression of the account, which will motivate the audience to pay attention to it all the time, thus enhancing the dissemination and influence of the video content. Bengbu City has a rich history and culture, local customs, food and scenery and other special resources, as an important local publicity platform, should be deeply excavated Bengbu local characteristics, as an important source of original content. For example, we can create a series of original content, planning "explore the city's old streets and lanes", "Bengbu food card", "taste the city's old" and other series of topics to provide audiences with a comprehensive, in-depth look at the local Bengbu. Comprehensive and in-depth experience of Bengbu's local cultural characteristics to enhance the professionalism and attractiveness of the account.

4.3. Use of Skills Upgrade, Clever Use of Tags, Music

"Bengbu Daily has a high degree of repetition and a lack of diversity in its background music, and also uses labels less frequently than other political short video accounts. This single style of music selection does not meet the audience's needs for various types of video content and style, and it is easy for the audience to produce aesthetic fatigue, which reduces the dissemination effect of the video content. More attention should be paid to the use of music in content creation, and appropriate soundtracks should be selected according to the theme and atmosphere of the video. It is more important to pay attention to the popular music of Jieyin and use the influence of popular music to improve the exposure and attractiveness of the video. In addition, exclusive music can be created separately for the account to enhance the recognition of the account, for example, the melody of the Bengbu Flower Drum Opera[6] can be integrated into the account so that it becomes the signature element of the account and shapes the brand image.

5. CONCLUDING REMARKS

In the flourishing development of new media, government information dissemination has ushered in new opportunities and challenges. This paper takes "Bengbu Daily" as the research object, deeply analyzes the influencing factors of its content dissemination power and proposes optimization strategies, which are of great practical significance for improving the dissemination effect of prefecture-level municipal governmental information. The implementation of these optimization

strategies will help to improve the content dissemination power of "Bengbu Daily", enhance its influence and attractiveness in the dissemination of government information, and better serve the local development and the needs of citizens. At the same time, this study also provides a certain reference for other prefecture-level cities to improve the communication power of political short video accounts. In the future, with the continuous development of new media technology and the diversification of audience needs, the production of political short video content also needs to be continuously innovated to adapt to the new communication environment and challenges.

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