Analysis of the Spread and Influence of Video Clip Accounts in Region—Taking "Guizhou Village Super League" Account as an Example

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Abstract: A sampling survey was carried out to analyze the "Guizhou Village Super League" TikTok account's operation in the three categories of fundamental attributes —video clips, content presentation, and presentation form. Additionally, the primary goals of the survey were to comprehend and evaluate the account's operation as well as its role in spreading throughout the region.

May 2023 saw the "Guizhou Village Super League" in full swing, with intense competition and a lively, happy spirit permeating the entire village sports event. In Rongjiang County, where the tournament was held, this significantly aided in the integration and mutual growth of sports, unique culture, rural tourism, sales of agricultural products, and county economics. "Guizhou Village Super League" bursts out, enlivening rural resources, boosting farmers' revenue, and improving people's spiritual lives in addition to substantially boosting the county's reputation. In the age of constant communication, "Village Super League" has access to new avenues for communication through self and new media, which increases the league's visibility and allows more people to discover the distinctive sports culture of "Village Super League." "Village Super League" hot empowerment, and "Super League" distinct sports culture and devotion. Consequently, it is impossible to isolate "Village Super League" from the enormous dissemination potential of new and self-media. Based on data, every township in Rongjiang has a live service center, every village has a live point, and there is support from "live people" in each village. This means that "everyone is 'Village Super League' voice, from professional players to villagers worldwide, from professional teams to individual netizens, everyone is 'Village Super League' voice." Everyone is the League's spokesperson. According to the relevant Rongjiang County official, the "10,000 people village anchor team" and the local new media matrix are what drive the "Village Super League" to succeed outside its boundaries. Rongjiang County took advantage of the spike in Internet traffic by cultivating over 2,200 local webcast marketing teams and 12,000 new media accounts.[1] Rongjiang County uses this Internet traffic to integrate sporting events with the digital economy, which further propels regional growth.

Users have increased quickly as a result of the video clips platform's quick development. With a 95.2% user utilization rate, there were 1.026 billion video clip viewers as of June 2023.[2] Video

clips are an emerging cultural industry that is growing quickly under the new economic structure and is becoming a major source of growth for the Internet culture industry. It powers 10 key industries, including the traditional broadcasting sector, the e-commerce sector, the digital new retail, poverty alleviation, health, and knowledge. It also plays a pivotal role in the rapidly emerging new industrial chain. New media is crucial to the spread of new cultural brands, and industry agreement now dictates that pop-ups should be driven by IP and that dispersion should occur through new media traffic.

1. Sample Samplings and Category Constructions

Sample Samplings

The text's sample selection procedure is as follows: use the TikTok to search for "Guizhou Village Super League," then sort the account's main page chronologically. Then, start data sampling on the day of the sample, using the account's homepage with the video posting time of April 2024 and the four hundred most recent videos to classify the research sample. The study samples consisted of 400 videos with the most recent time.

It is essential to correctly set up the categories in the content analysis process. Research on the metric problem is done via content-coding, which allows for quantification and statistical and analytical analysis of the resultant data. Scholars have come to a consensus on the category construction concept of content analysis research, which states that the principles of exhaustion, mutual exclusion, and independence should all be followed during coding. In other words, every piece of content must be included in the categorization and cannot be left out. The entries of the categories that are being created cannot intersect, each piece of content can only have one unique code assigned to it, and it is ensured that no category will have an impact on any other category. There are many different approaches to creating categories, and the majority of earlier research has been on the text of news websites, newspapers, and other sources; content analysis of the video category is not as frequently employed. To create the proper categories for the object under study, this work integrates previous and current research using the combination approach. The "Guizhou Village Super League" video clips are divided into three categories in this paper: basic attributes, content presentation, and presentation form.

Table 1: Table of duration codes for video clips

Category	Code	Instruction
Video length	1	<30s
	2	30-60s
	3	60s-5min
	4	>5min

Video length: The 15-second TikTok period came to an end in 2019 when the platform allowed users to create one-minute-long short videos due to the growth of short videos and the shifting needs of its customers. TikTok's ptroduction duration is now more flexible, users can obtain permission to create 15-minute video clips as long as they have a sufficient number of followers and creations. As shown in the table 1, the video time code in this paper is divided into four groups: less than thirty seconds, thirty to sixty seconds, sixty to five minutes, and more than five minutes or more.

Table 2: Video Presentation Encoding Table

Category	Code	Instruction
Video presentation	1	Horizontal screen
	2	Vertical screen

Video presentation: As shown in the table 2, there are two categories for TikTok videos: vertical and horizontal screens. The vertical screen is better suited for close-ups and close-up pictures of characters because it highlights the characters' gestures, facial expressions, and clothing details. Viewers will concentrate more intently on videos with vertical screens because of this. While vertical screens on TikTok display more black-and-white space above and below, horizontal video uploads have a lower compression ratio, better visual clarity, and the ability to capture more details.

Table 3: Theme encoding table for video clips

Category	Code	Instruction
Video theme	1	Media Coverages
	2	Match Broadcasts
	3	Surrounding Activities
	4	Fans and Cheerleaders Image Displays
	5	On and Off the Field Talent Shows
	6	Game Highlights
	7	Others

Video clips theme: As shown in the table 3, this paper will be short video theme is divided into generalization, a total of seven themes. They are media coverages, game broadcasts, surrounding activities, fans and cheerleaders image displays, on and off the field talent shows, game highlights and others.

Table 4: Crowd recognition coding table for video clips

Category	Code	Instruction
Crowd recognition	1	Single
	2	Multiple

Crowd identification of video clips: As shown in the table 4, in this paper, 400 videos in the video clips account of "Guizhou Village Super League" are identified as single and multi-person videos.

Table 5: Gender recognition coding table for video clips

Category	Code	Instruction
Gender recognition	1	Male
	2	Female
	3	Both

Crowd recognition: As shown in the table 5, in this paper, the crowd recognition of video clips is categorized into three categories: male, female and both. Crowd recognition can intuitively identify the gender proportion of the participants of the event.

Table 6: Character identification code table for video clips

Category	Code	Instruction
Character recognition	1	Athletes
	2	Spectators
	3	Cheerleaders
	4	Villagers
	5	Anchors/Hosts
	6	Officials/Celebrities
	7	Others

Character identification: As shown in the table 6, based on the primary content of the video operation, the character identities of the video clips in this paper are divided into seven categories: athletes, spectators, cheerleaders, villagers, anchors/hosts, officials/celebrities, and others. Depending on which main character identity appears in each video, a variety of videos showcase distinct main character identities that are grouped.

Table 7: Category identification code table for video clips

Category	Code	Instruction
Category identification	1	Talent
	2	Fun
	3	Fashion
	4	Ethnic
	5	Knowledge
	6	Vegetarian
	7	Race

Category identification: Video clip categories are related to the content presented in each short video, and the main types of videos are summarized according to the main content presented in each video. As shown in the table 7, this paper organizes the seven main categories of films that the account presents: talent, fun, fashion, ethnic, knowledge, vegetarian, and race. It also summarizes the primary elements that are offered in many videos of the account.

Table 8: Scene landscape classification coding table for video clips

Category	Code	Instruction
Scene landscape	1	Inside the stadium
	2	Outside the stadium
	3	Rural landscape
	4	Others

Scene landscape: Different activities are carried out in different scene landscapes. As shown in the table 8, this paper summarizes four scene landscapes based on the main shooting scenes of the account video, which are inside the stadium, outside the stadium, rural landscape, and others.

Table 9: Character clothing classification code table for video clips

Category	Code	Instruction
Character clothing	1	Sportswear
	2	Daily Wear
	3	Ethnic Wear
	4	Formal wear

Character clothing: Character clothing helps set characters apart from one another, and it is presented differently for various events and activities. As shown in the table 9, the clothing used by the characters in the "Guizhou Village Super League" is categorized into four groups in this research based on statistical analysis: sportswear, daily wear, ethnic dress, and formal wear.

Table 10: Sports behavior classification coding table for video clips

Category	Code	Instruction
Sports behavior	1	Official competition
	2	Game highlights
	3	Enjoyable activities
	4	Daily training

Sports behavior: Programs and activities centered around competitions are the primary focus of the "Guizhou Village Super League" account. As shown in the table 10, this paper divides the sports behaviors depicted in the films into four categories: official competitions, game highlights, enjoyable activities, and daily training. Diverse sports behaviors express diverse themes.

Table 11: Classification and encoding table for video clips dissemination content

Category	Code	Instruction
Dissemination content	1	Song and dance performances
	2	Character shows
	3	Watch games
	4	Advertisement sponsors
	5	Sightseeing excursions

Dissemination content: The "Guizhou Village Super League" account produces a lot of content related to the Village Super League games, which aids in the development of an extensive, varied, and rich village super league promotion window for the short video account. As shown in the table 11, this study divides the communication content operated within the account into five primary categories: character shows, song and dance performances, watching games, advertisement sponsors, and sightseeing excursions.

Table 12: Character spirit classification coding chart for video clips

Category	Code	Instruction
Character spirit	1	Good moral
	2	Talented
	3	Warm and hospitable
	4	Passionate about life

Character spirit: To demonstrate and promote the character spirit of each group of participants in the Village Super League, the "Guizhou Village Super League" video clips account was created. As shown in the table 12, four categories can be used to summarize them: good moral, talented, warm and hospitality, and passionate about life.

Table 13: Sports idea categorization coding chart for video clips

Category	Code	Instruction
Sports idea	1	Pursuit of excellence
	2	Spirit of friendship
	3	Collectivism

Sports idea: The "Guizhou Village Super League" organization shows how sports can have a positive impact on society by using new media platforms to operate and by highlighting the strong emotional and mental ties that exist between the joyful soccer culture and the modern world. As shown in the table 13, three categories—the pursuit for excellence, the spirit of friendship, and collectivism—are used in this study to describe the sports themes depicted in the movie.

2. Basic Attribute Analysis of the "Guizhou Village Super League" Video Clips
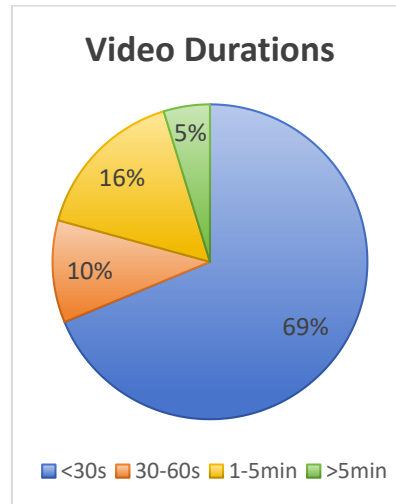
2.1 Video Durations Analysis

Figure 1: Video duration frequency statistics

Video clips: A video image's playing duration is referred to as a video clip. They are high-frequency pushed videos that can be seen in a leisure or mobile state and are played on a variety of new media platforms.

To promote the event and draw attention from users of video clip platforms, the official "Guizhou Village Super League" TikTok account uses video clips, which are footage of matches, activities, and other highlights. This helps to increase the league's appeal. Users of video clip platforms are paying more attention to "Village Super League" and find it more appealing as a result.

This paper divides the duration of video clips into four categories (Fig. 1) according to variations in TikTok video clip duration. Based on the frequency description statistics, out of the 400 videos uploaded by the "Guizhou Village Super League", 275 of the videos, or 69% of the total, are in the 30-second range. Forty-two videos, or 10% of the total, are in the 30–60 second range. Out of all the videos, 16% include 64 that last between one and five minutes. Of the total, 19 videos (or 5% of the total) had a duration longer than five minutes. The 30-second range contains the greatest percentage of these recordings, while the smallest percentage is in the 5-minute range.

The data indicates that the "Guizhou Village Super League" videos' average length mostly ranges between 30 and 60 seconds. The Village Super League video is an attention-grabbing clip that grabs people's attention and satisfies the audience's curiosity and worries by mixing thrilling images, catchy music, and memorable text.
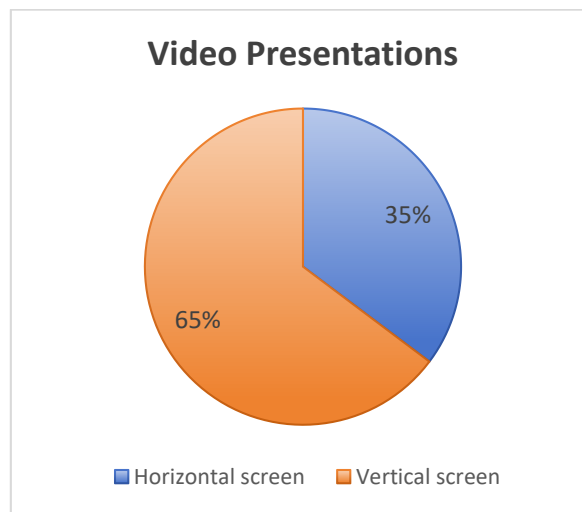
2.2 Video Presentations Analysis

Figure 2: Video presentation statistics

Video presentation: The video clips on TikTok are displayed on screens that are both vertical and horizontal. Before the advent of video clips, most videos on TV, computers, and other devices had a horizontal screen. However, with time, these films began to take on a vertical screen format. The rise of the vertical screen can be attributed to both mobile network technology and user habits. Its rapid development during the "no social media" period of mobile networks is based on its advantages of good interactive experiences and individualism. In addition to meeting the platform requirements of the cell phone network, it also satisfies the expectations of users in the network media era about mobility, socializing, and scene. Although vertical screens are a result of technological advancement, people's psychological requirements are mostly responsible for their widespread use. Vertical screens have affected several areas of shooting, such as composition, editing concepts, audio-visual language syntax, and aesthetic standards. Characters, "short and quick" narratives, and social interaction traits have become more prominent in vertical screen photography. [3] Among the data statistics in figure 2 , there are 259 vertical screens out of 400 movies, or 65% of the total, and 141 horizontal screens, or 35% of the whole. Comparing the data, the vertical screen accounts for the majority of the videos, which is in line with the communication characteristics of TikTok's video clips.
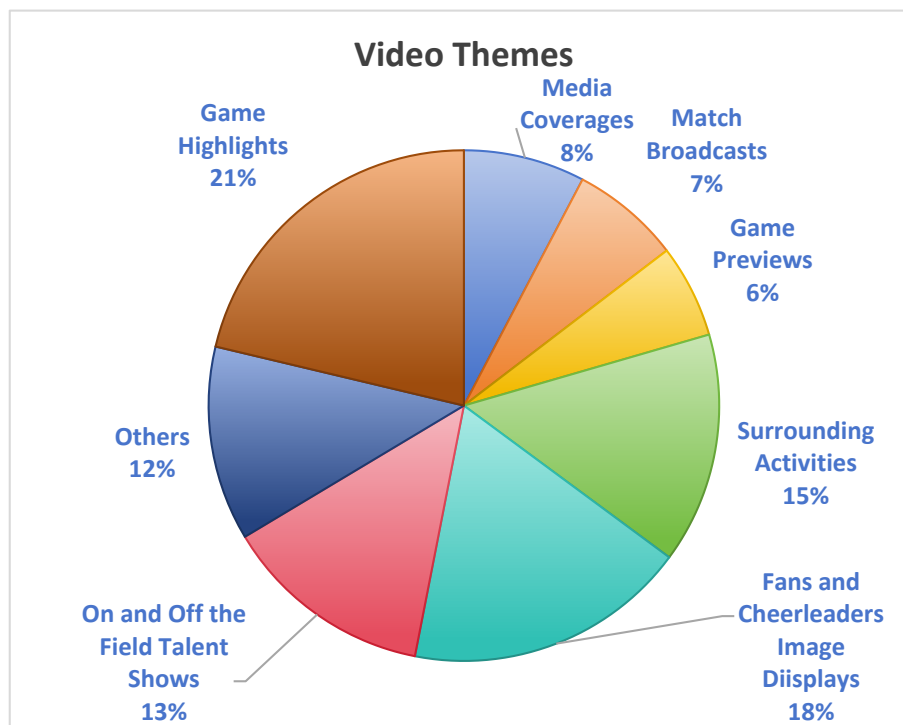
2.3 Video Themes Analysis

Figure 3: Video theme statistics

Video themes: A video clip theme for an account serves as a visual depiction of the sort of account as a whole. The primary goal of the soccer tournament is to disseminate the tournament information, with the athletes' on-field performances serving as the primary source of content. Many media outlets will be involved in the match broadcast because of the great prominence of the media coverage or the media coverage of the account's highlights, which will also be intercepted to display. Simultaneously, the popularity of "Guizhou Village Super League" stems not only from the competition itself but also from its beneficial effects, which include enhancing people's quality of life and providing a platform and window for the display of ethnic culture, which has become the main theme of the video.

As shown in the figure 3, 83 of the 400 videos analyzed for this paper—or 21% of the total—are about match highlights. The game's highlights have the power to quickly capture viewers' interest and pique their curiosity about exploring "Village Super League"'s entire material. The image display of fans and cheerleaders comes next, with a total of 70 videos, or 18% of the total; peripheral activities come next, with 57 videos, or 15%; the on-and-off-field talent show comes next, with 52 videos, or 13%; other content comes next, with 48 videos, or 12%; media coverage comes next, with 30 videos, or 8%; game broadcast comes next, with 27 videos, or 7%; and the game schedule preview comes next, with 23 videos, or 6%. The game highlights accounted for the most videos and the game schedule previews accounted for the least.

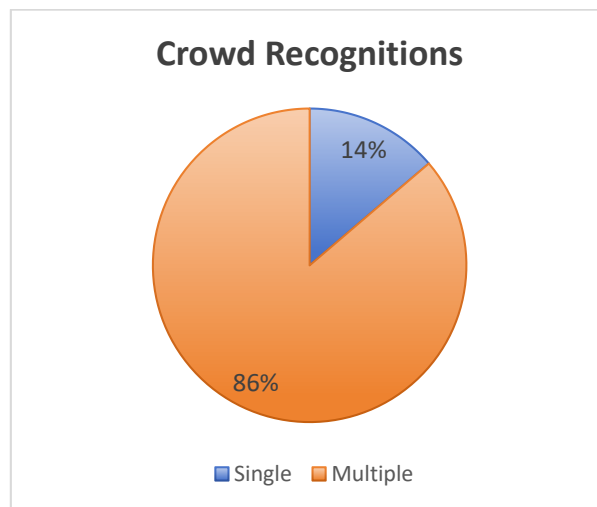## 2.4 Crowd Recognitions Analysis

Figure 4: Crowd Recognition Statistics

The figure 4 illustrates that, out of 400 movies including character crowd recognition as a subject, 345 feature numerous people, making up 86% of the total, while 55 feature a single person, making up 14%. This is in line with the "Guizhou Village Super League" video account's actuality. Because they are group activities, most people in the videos are multiple, and it is uncommon for a single person to be the sole subject of the video.

2.5 Gender Recognitions Analysis
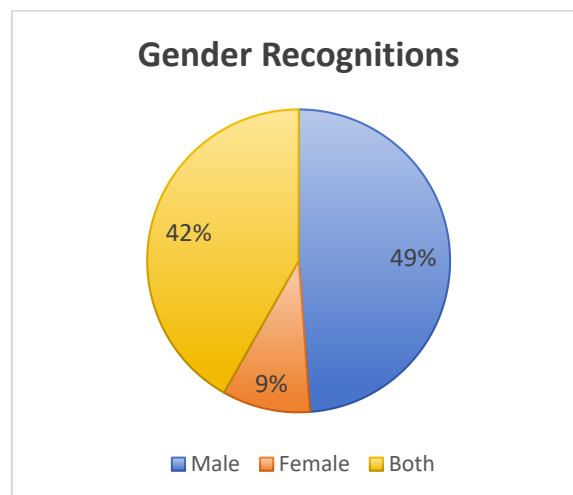
Figure 5: Gender Recognition Statistics

As depicted in the figure 5, out of 400 videos, 202 (49%) male characters, had 39 (9%) characters that were female, and 173 (42%) characters that were both. The number of videos with a female lead appearance is the fewest, making up only 9% of all videos. The difference between the number of videos with both leads is not statistically significant. The predominant male gender of the characters in the "Guizhou Village Super League" and the substance of their video clip accounts are directly linked to this.
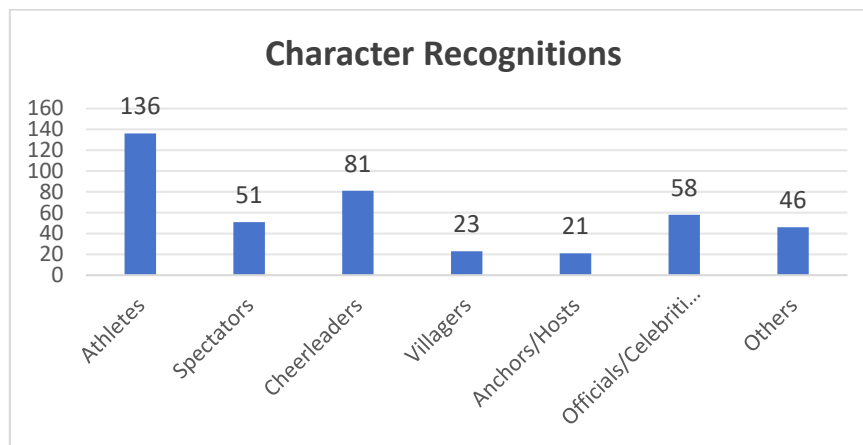
2.6 Character Recognitions Analysis

Figure 6: Character Recognitions statistics

This study categorizes the identities of the key video characters into seven groups, as the figure 6 illustrates. The athletes are the primary focus of the event presentation. The spectator's response can illustrate the scene's atmosphere; the cheerleaders' performance enhances the watch ability of the film; the villagers' response and condition can demonstrate the impact the event has had on the area; and the anchor or host can deliver a portion of the game's expert interpretation, making it simpler for viewers to watch and comprehend soccer and spark interest. Officials and celebrities arriving will draw more attention to the match event.

After the 400 films were identified, it was discovered that there were the most videos featuring athletes as the primary characters (136 total). This finding is in line with the notion that the game is the primary focus of "Village Super League." With 81 videos featuring cheerleaders, they were the second most common type of content to surface. The soccer matches in the "Village Super League" serve as a platform for showcasing Guizhou's ethnic culture. The majority of the videos include cheerleaders showcasing their unique ethnic outfits. The anchor/host group appears the fewest times—only 21 occasions. It is evident that the "Guizhou Village Super League" video clips account performs primarily by showcasing the athletes during the match and the upbeat atmosphere throughout.
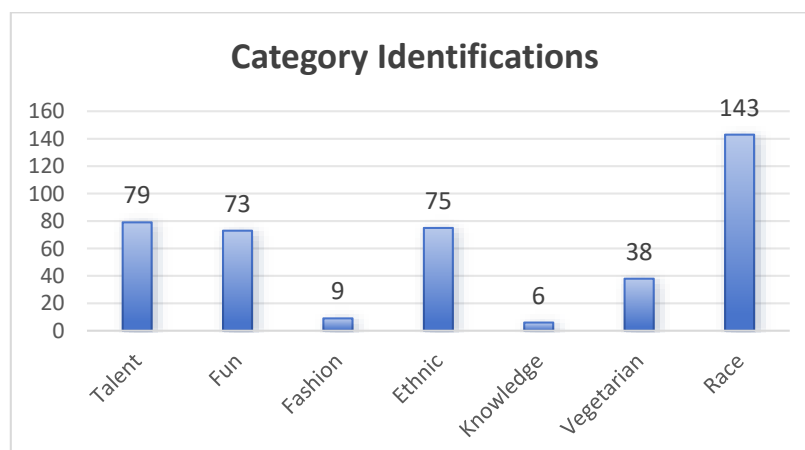
2.7 Category Identifications Analysis

Figure 7: Category identifications statistics

The category identification of video clips helps to visualize the creative intent of the video. Diverse varieties offer distinct viewing experiences and draw in diverse audiences. The talent type can show the artistic content integrated into the event, showing the versatility of the local people; the fun type can improve the fun of the video, and increase the laughs; the fashion type to make the village super more aesthetically interesting; and the ethnic type to show the local national characteristics is even more in the through the scene landscape is different from the video to convey the theme of the content has a direct relationship with the video to be constructed is an important characterization of the production of short video content. The scene can often give the content more information, but also can enhance the sense of identity of community members and, to a certain extent, can replace the language for expression, to enhance the emotional interoperability.

After identifying 400 videos for this paper, the figure 7 show that 143 were tournament-type videos. The "Guizhou Village Super League" account is one of the "Village Super League" highlights of the publicity window, and its primary function is to promote the soccer tournament. Football matches continue to be the account's primary source of publicity material. The multi-talented Guizhou people are showcased in 79 talent videos, featuring folkloric performances and enthusiastic activities such as children's gymnastics, Doyle Dance, Pendulum King Wooden Drums, folk dances, and the opening and halftime of Dong ethnic songs. There are seventy-five ethnic videos; the ethnic polymorphism and culture of the area make "Village Super League" a platform to showcase ethnic culture and flavor; cheerleaders wearing ethnic costumes are shoulder-picking regional specialties, impressing the crowd and bringing folk culture into the public eye. There are 73 fascinating films, and there are a ton of fascinating activities at "Village Super League" halftime that enhance the locals' free time, add intrigue to the game, and provide them access to even more fantastic cultural and sporting opportunities.
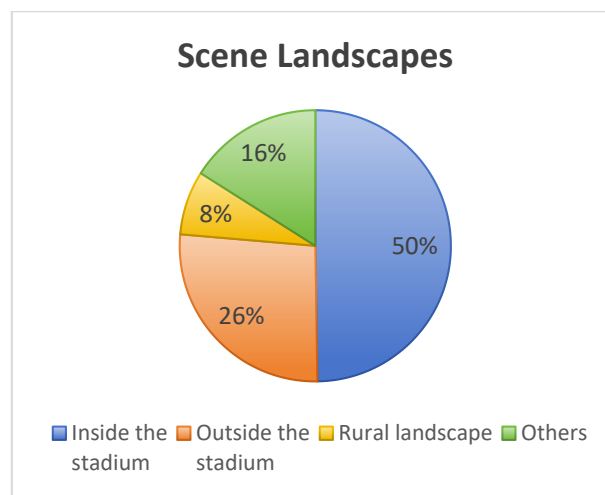
2.8 Scene Landscapes Analysis

Figure 8: Scene Landscape Statistics

Scene construction is a key aspect of producing video clips, and the variation in the scene landscape has a direct bearing on the thematic material that the video will be expressing. Scenes can frequently provide more details to the material, strengthen community members' feeling of identity, and, in certain cases, take the place of words in expression to improve the emotional interoperability of the work.

As illustrated in the figure 8, this study divides the scene landscape into four categories. Of the 400 videos, the stadium's landscape makes up the greatest percentage (202 movies, or 50% of the

total) and is shot inside the stadium. The highlights of the "Village Super League" competition are the primary focus of the films created by the account, and the picturesque setting of the competition is within the stadium, so it fits in wonderfully. The second sort of film is the scene scenery outside the stadium; there are 108 of them or 26% of all movies, and the primary substance of these recordings is celebrations, entertainment scenes, cheerleading performances, and other events that occur outside the stadium. The account's video content not only shows the game but also shows the entertainment after the "Village Super League" game. Other landscapes had 65 videos, or 16%. The village view has 31 videos, or 8%. Other scenes and rural landscapes are relatively small and are not the main content of the account's promotion.
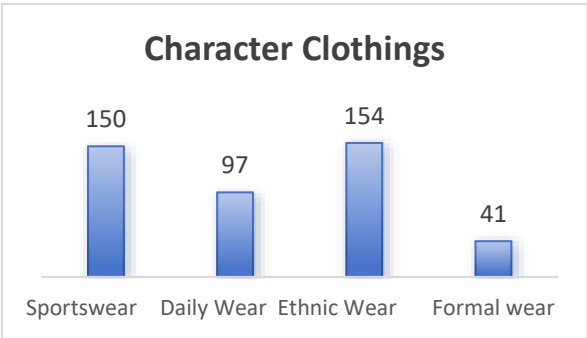
2.9 Character Clothings Analysis

Figure 9: Character clothing statistics

The analysis of the characters' clothing has an auxiliary role in the delivery of the video content. It also helps the viewer to receive more intuitively the identity of the main character of the video.

Four categories are used in this study to categorize the character clothing that appears in the account's videos. As shown in the figure 9, 400 movies included ethnic costumes in 154 of them, serving as a potent cultural symbol that not only showcases ethnic diversity but also serves to promote and market the "Colorful Guizhou." 150 films included sportswear, which is consistent with the theme of the account's primary videos. In ninety-seven videos featuring characters other than athletes and performers, everyday attire could be seen. There were 41 videos with more formal attire that mostly featured speeches or performances and showcased significant topics.

2.10 Sports Behaviors Analysis

Figure 10: Sports Behavior Statistics

The purpose of video communication varies depending on the sport's behavior. For instance, the purpose of an "official game" is to show the audience how professional the Village Super League players are; "game highlights" heighten the tension and enhance the audience's interest; "fun game" improves viewing enjoyment; and "daily training" can demonstrate the athletes' professionalism and more sportsmanship.

As can be seen in the figure 10, out of the 400 videos, official sporting events made up the great majority of the videos (58%), which is consistent with other data gathered and tallied in this study. Match highlights come in second, making up 26% of the broadcast. These are shown in a way that is more likely to pique viewers' interest because they cannot be played on the official broadcast platform and are best suited for the TikTok platform. Fun matches come in second at 14% and daily training at 2%.

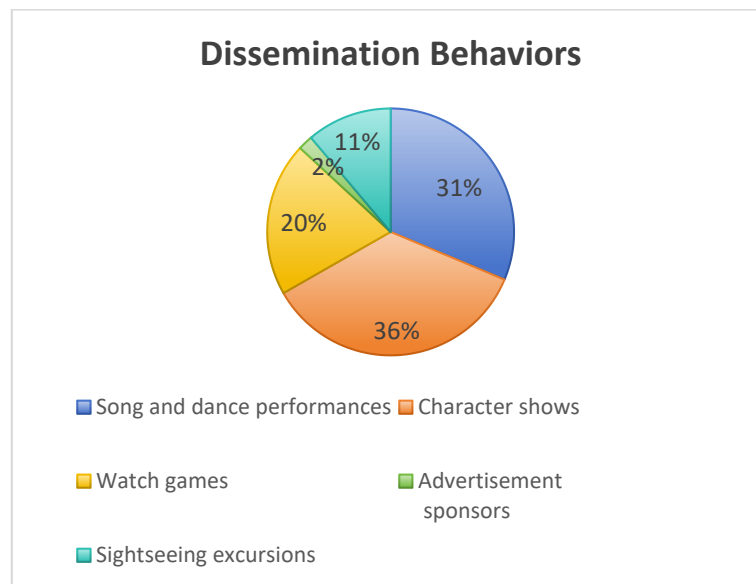## 2.11 Dissemination Behviors Analysis

Figure 11: Dissemination behaviors statistics

Dissemination behaviors are the processes by which individuals or organizations transmit information to other individuals or organizations through specific media and symbols. It is characterized by purpose, interaction, symbolism, and influence. Different dissemination behaviors convey different messages to viewers, and their diversity enhances the richness of video clips.

The dissemination behaviors are categorized into five areas in this paper. As shown in the figure 11, with character display accounting for the largest share at 36%. Individual displays are the main focus of video account operation, which includes personal displays of performers or competition clips featuring exceptional performances by athletes. At 31%, song and dance performances come next. Beyond the games, the "Village Super League" account showcases how enjoyable and wonderful life is for everyone, operating on a lower level. Watching the game accounted for 20%, to see the audience's reaction, the scene conditions can be reflected from the moving side of the village super attraction and the scene of the hot scene. Tourism accounted for 11%, "Guizhou Village Super League" has increased the popularity of the local community and brought a huge number of tourists to the local area, which also shows that the local publicity has brought benefits to the local economy. Advertising sponsorships accounted for 2%, which to a certain extent represents the social influence of "Village Super League" and the account.
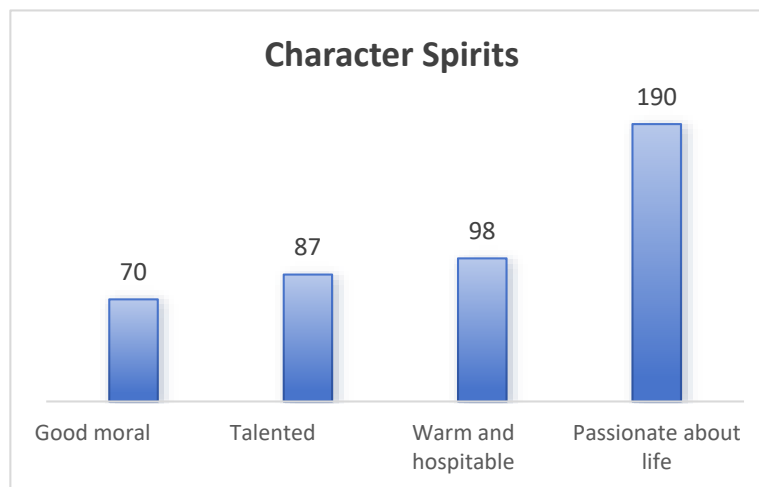
2.12 Character Spirits Analysis

Figure 12: Character spirits statistics

The character spirit display is divided into four categories in this essay. As shown in the figure 12, out of the 400 videos, 190 of them exhibited the character spirit of being passionate about life. This energy is evident in the cheerleaders, villages, spectators, and the suffering figures of the athletes. The "Guizhou Village Super League" instills in everyone a love for life. Next is friendly and hospitable, with 98 videos showcasing the enthusiasm of local tourists; talented, with 87 videos showcasing the rich talent of Guizhou locals through talent shows and cheerleading. Good moral with 70 videos showcasing the high moral standards of the locals can draw viewers in and improve the video's visibility.

2.13 Sport Ideas Analysis

Figure 13 Sports ideas statistics

An abstract compilation of people's ideological conceptions, spiritual desires, ideal pursuits, and philosophical beliefs developed through years of sports practice and logical thought, sports ideas are a philosophical concept at the level of spirit and consciousness. It is an outlook, a pursuit, and a more attentive, methodical, and logical understanding. It is, in essence, a theoretical, methodical, and all-encompassing explanation or philosophy of sports based on sporting values. Three categories are used in this paper to group sports ideas.

As can be seen in the figure 13, the 400 videos demonstrate the pursuit of excellence in 149 of them. The competitors showed a tremendous degree of positivity in their pursuit of excellence, even though the event was hosted in a village. This emphasized the love and significance of soccer in a

village. The idea of "friendship first, competition second"—where the competition's ultimate purpose is not simply to win but also to develop friendship and a better life—is expressed in 122 videos that capture the essence of friendship. In 109 videos, the collectivist spirit is demonstrated. Soccer is a team sport; each player must organize and cooperate to finish a ball into the net, and the competitive nature of the game reflects the players' collectivism.

3. Conclusion

Using a sample of accounts, the "Guizhou Village Super League" is a new rural cultural phenomenon that is examined. It is claimed that TikTok, as a self-media platform, is crucial in generating news "breaking points" and quickening the spread of information. The "Guizhou Village Super League" account essentially realized comprehensive and efficient dissemination effectiveness and high-coverage thematic content presentation in terms of the 400 videos coded and processed in this paper. This objectively facilitated the second appearance of the "Village Super League" phenomenon.

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