

# Research of the Development Path of Short Video News in the Era of Artificial Intelligence

Lu Wei

Xi'an Peihua University, Xi'an, Shaanxi 710125, China

**Keywords:** artificial intelligence; media industry; short video news; development path

**Abstract:** With the rapid development of artificial intelligence technology, it has brought tremendous changes to the media industry. Artificial intelligence has generated strong chemical reactions with various aspects of media production and communication, and has innovated the form of news dissemination. Short video news has gained more room for development. Artificial intelligence has a profound impact on short videos. This paper first describes the current development of video news, and diagnoses the problems of short video news, analyzes the impact of artificial intelligence on the development of video news, and analyzes the necessity and importance of video news innovation and reform and development in the era of artificial intelligence. Finally, the paper tries to explore the development path of video news in the era of artificial intelligence.

## 1. Introduction

Short video news has achieved rapid development, and research on the development of short video news has increased dramatically in the era of the Internet. Dai Wei (2018) pointed out that with the rapid development of the Internet, the public's enthusiasm for the creation of mobile short video news content is high, but a lot of rough content is also flooding; and with the explosive growth of information, a lot of cumbersome and fragmented Information squeezes the user's receiving channels, increasing the demand for high-quality, professional content.

Ge Ding (2018) pointed out that all kinds of artificial intelligence and black technology have completely invaded all corners of our lives. The media has also broken the boundary and developed towards the direction of intelligence. A new ecological pattern has emerged. We have entered the era of intellectual media. The network video in the era of intelligent media has been reconstructed in all aspects of production, distribution, marketing and operation, presenting a new model.

Xiaolin Long, Shasha Wei (2018) pointed out that with the rapid development of mobile Internet technology, online video live broadcasts. The major media constantly optimized the content and experience of new media reports, focusing on artificial intelligence, big data, AR, short video, and streaming media, and achieved further upgrades in new media reporting technologies and methods.

Through the existing literature, we can find that artificial intelligence technology has brought new ways to the development of short video news. It needs to comply with the requirements of the times and actively apply artificial intelligence technology to develop short video news.

## 2. The status quo of short video news development

With the popularity of mobile intelligent terminals and the rapid development of 4G mobile Internet technologies, the new video format, which is calculated in seconds and can be shared in real time on social platforms, is a short video, and has become an important way for the public to obtain information and entertainment? . Short video news is a new type of video news product that presents news reports in the form of short videos. Compared with the traditional single text, picture and other forms of reporting, short video news integrates visual and auditory, and caters to the era of mobile Internet with its characteristics of diversity, immediacy, simplification, mobility and sociality, ingratiating the habit of fragmenting content consumption by the audience.

Short videos have shown a spurt of development since 2016. According to data from

authoritative organizations, the number of mobile short video users in China has exceeded 240 million in 2017, and the number of users is expected to reach 353 million in 2018. Major domestic news media and journalists are actively exploring the development space of short video news. Many news media have launched short video news sections on the client side, such as Our Video of the Beijing News, the short video of the People's Daily's current affairs, etc. Some media also launched a special video news client, such as Xinhua News Erancy. 15 Seconds Xinhua News can be seen that the use of short video for news reporting has increasingly become the focus of media and journalists.

### **3. Problems of short video news**

Short video news has some problems in the Internet era: Although entering a new era, making short video news is still a traditional TV news thinking, unable to effectively dig the essence of video news, resulting in short video news cannot present valuable in a short time. The information, the professionalism and value of the news is not enough to accurately convey the news information to the audience, and cannot meet the demand point of the audience news information, so it cannot attract the attention and attention of the audience.

Most media do not have in-depth analysis and understanding of social platforms and news aggregation platforms, and cannot personalize and distribute their short video news products according to the characteristics of each platform. In addition, some short video news publishers only pay attention to multi-platform distribution during the distribution process, but ignore the in-depth analysis and precise positioning of target groups and user preferences of different platforms. There is no targeted distribution, and it cannot be accurate for users. Pushing the appropriate short video news, it is easy for the audience to have visual fatigue, but also cannot establish long-term contact and deep interaction with the user, the interaction rate with the user is low, ignoring the user experience.

### **4. The impact of artificial intelligence on the development of short video news**

With the continuous maturity of artificial intelligence technology, both domestic and foreign have begun to apply it to all aspects of news production, and the news "robots" of major media have come online in recent years. The use of artificial intelligence technology in journalism has subverted the traditional mode of news production, affecting the news communication paradigm and audience perception. Artificial intelligence has an impact on the production and innovation of news content. Artificial intelligence promotes the emergence of new communication channels, promotes the process of introducing new paths in media practice and media form, and integrates the idea of media integration into the production process and relies on big data. The intelligent process reconstruction of news production, artificial intelligence has a profound impact on the development of video news. The combination of artificial intelligence and video technologies such as VR and 3D modeling can also bring new visualization reading experience and interaction to users.

It can be seen that the development of artificial intelligence, VR/AR and other technologies has had a profound impact on the development of short video news, and has brought about a huge change in the media landscape.

### **5. The necessity and importance of short video news innovation and reform in the era of artificial intelligence**

The media will have an intelligent trend in the era of artificial intelligence. It has the characteristics of everything, media, human and symbiosis, and self-evolution. Artificial intelligence has brought new speed of communication, new reading experience and new distribution mechanism to the journalism industry. With the development of artificial intelligence, the future journalism industry is likely to achieve highly intelligent service and distribution.

News distribution is more decentralized and personalized, and new requirements are placed on

the way news is output in the era of artificial intelligence. The production and organization of news must also be carried out at any time. The news media industry needs to constantly find and fix new ways to express news under the world view. There are many problems in the development of short video news, which affects its effectiveness. Therefore, in the era of artificial intelligence, short video news needs to keep pace with the times, strengthen innovation and reform, and provide more news works to meet the needs of the audience to adapt to the development needs of the times.

## **6. The development paths of short video news in the era of artificial intelligence**

This paper combines the status quo of video news development, the change from the production mode of video news content, enhances the quality of news professional content producers, and introduces new technologies such as artificial intelligence into the video to better develop video news.

### **6.1 To change short video news content production mode**

Short video news must spread rich information for a limited period of time in the era of artificial intelligence. Short video news must select a unique reporting angle, accurately grasp the core information related to the theme, and use a more compact, simpler and more refined way, presenting news content. Short video news does not require lengthy paving and rendering in the early era. It is necessary to get straight to the point and point straight to the theme, and fully reflect the "5W" elements of the news. We must also make full use of various forms of expressions such as text, audio, and video to reflect news events more comprehensively, more realistically, more concretely, and more vividly. At the same time, short video news should also learn to effectively aggregate the content on various platforms. In the fragmented information flood, rely on a keen sense of smell, mine valuable short videos, and then re-edit and process them for their own use. And play a greater value.

### **6.2 To enhance the quality of news professional content producers**

With the continuous expansion of short video users, the short video news platform should gradually tap the strategic shift of individual user value and increase user stickiness on the basis of refining production content and refining content distribution channels. After completing the initial scale expansion, the next step for the short video news platform is to establish good interaction and long-term links with existing users. The short video news platform can analyze the user's preferences according to the user's likes, comments, sharing and other data, select the topics that the user is interested in, and carry out the content refinement and customized distribution and recommendation, and establish a benign interactive relationship with the user. Therefore, it is very important to enhance the quality of news professional content producers, and to enhance the content innovation of short video news by improving the quality of news professional content producers.

### **6.3 To introduce new technologies such as artificial intelligence into short video news**

The development of new artificial intelligence technology, artificial intelligence technology can be introduced in the development of short video news. The network short video platform should adopt new technical means, such as user portrait, face recognition, fingerprint recognition, etc., through artificial intelligence technology, enhance the process of communication. The user's virtual and realistic experience enhances the user experience and increases user viscosity. In the short video news, the introduction of new technologies such as VR and AR to create more interactive news products, so that the communication subject and the communication audience form a benign interaction to truly enhance the short-video's ideological guiding ability and influence.

## **7. Conclusion**

All in all, communication technology and media technology have been vigorously reformed, and the media industry has ushered in a new development pattern in the era of artificial intelligence,.

Video news needs more artificial intelligence technology to provide more immersive and interactive computer simulation environment for the audience. Let the audience reach a better experience and promote the reform of the news media. In order to stand out in the field of short video news, we must identify our own positioning, segment content distribution channels, and cooperate with diversified content distribution platforms to deeply explore the value of individual users, optimize user experience, and increase Users' viscosity, thus creating their own brand in the era of Internet and continuously improving their core competitiveness in the era of artificial intelligence. At the same time, journalists should also understand the characteristics of short video transmission and the attributes of each platform, adjust the communication strategy of short video news, and achieve efficient communication effects.

## References

- [1] Yixuan Liu. The Panoramic Communication and Fusion Application of VR News in the Era of Artificial Intelligence [J]. China Media Technology, 2018, 306 (09): 108-109+119.
- [2] Hongzhong Zhang, Wenqi Jiang, Lei Ding. Path Exploration of Creating New Mainstream Media in the Era of Artificial Intelligence--Front News Research Report [J]. Chinese Journalist, 2018(9):33-36.
- [3] Lai Xu, Wei Huang. "What is News"--The Evolution of News Mode in the Era of Artificial Intelligence and the Thinking of Journalism Education[J]. Global Media Journal, 2017:25-30
- [4] Huiyuan He, Junhao He. The Era of artificial intelligence, how the media innovates and transforms--Summary of the seminar on "Artificial Intelligence and Media Future"[J]. China Media Technology, 2016(12): 5-12
- [5] Linrong Li. The Structured Communication Environment and the Formation of New Communication Path in the Era of Artificial Intelligence[J]. Publishing and Research, 2018, No.320(07): 49-53.
- [6] Wei Dai. How to Do Mobile Short Video News in the New Media Era [J]. Journalism Research Guide, 2018, v.9; No.140 (08): 34+189.
- [7] Changchun Lu, Yingying Liu. News Production in the Era of Artificial Intelligence: Change, Innovation and Reconstruction [J]. News Communication, 2018, 340(19): 27-30.
- [8] Xiangqian Pei, Qingjun Wang, Dejun Zhou. Interpretation of Related News Reports of VARs Video Assistant Referee in the Context of Artificial Intelligence [J]. Journalism Research Guide, 2018, v.9; No.144(12): 104+195.
- [9] Ge Ding. The New Model of Network Video Development in the Era of Intelligence Media [J]. Journalism Research Guide, 2018, v.9; No.145 (13): 107-108.