

Research on the Development Path of Social Media Platforms from the Perspective of User Experience -- Taking the Development of Short Video as an Example

Kai Zhang^{1,a,*}

*¹School of Art & Design, Shaanxi University of Science & Technology, Xi'an, Shaanxi, China
a. 202210080234@sust.edu.cn*

**corresponding author*

Abstract: In today's digital era, social media platforms affect all aspects of people's lives. This study focuses on this and takes a short video as a typical case to explore its development context from the perspective of user experience. At present, people are living in a fast-paced, high-pressure modern society and have an urgent desire for social and psychological satisfaction. The short video just flourishes with many characteristics. It fits in with the fragmented time, and people can watch it at any time during odd periods. Its content is diversified and concise, and the threshold of creation and profit is low. This study comprehensively analyzes the driving factors of audience demand and the advantages of the platform, and then puts forward strategies from the dimensions of adapting to the pace of life, such as accurately pushing content, controlling experience results, improving feedback mechanism, optimizing content ecology, supporting high-quality content, improving technical performance, enhancing audio-visual enjoyment, expanding social scenes, and developing interactive functions, to help the sustainable development of social media platform and build a healthy digital social ecology.

Keywords: Short Video, Social Media Platform, User Experience

1. Introduction

In the fast-paced and high-pressure environment of modern society, the public is facing pressure from many aspects, and interpersonal communication is complex. People are eager to get attention while protecting privacy. Effective media are urgently needed to release pressure and meet demand. At this time, short video social media platforms came into being. With the popularity of the 4G network and the increase in mobile traffic speed, short video meets the needs of users with its time-saving, efficient, and rich content characteristics. By 2023, the number of users of short video platforms such as buffering and fast hand is huge, and the average daily use time of users is considerable. This shows that short video has significant advantages, and studying its development process helps to gain insight into trends, guide social media platforms to plan content reasonably, and make it conform to the values of the times.

From the perspective of user experience, this study explores the reasons for the rise of short video platforms, analyzes the psychological and material needs of the public, and then provides constructive suggestions and prospects for the future development of social media platforms. Specifically, by

studying how the short video platform can meet the needs of users' diversified and simplified content, the pursuit of the economic interests of creators, and users' desire to express and adapt to the characteristics of public attention, this paper reveals its success factors. At the same time, it analyzes the development route that social media platforms should follow in terms of user experience, such as adapting to the pace of public life, paying attention to the results of user experience, and so on, to provide theoretical support and practical guidance for their sustainable development.

2. Reasons for the Rise of Short Video Mode

2.1. The Role of Audience Demand in Promoting the Rise of Short Video

2.1.1. The Public's Pursuit of Diversified and Simplified Content

Information explosion in modern society, people have limited time and energy, and tend to obtain concise and diverse information. The content of the short video platform covers many fields, such as fun, food, tourism, etc. Users can browse a variety of exciting content in a short time to satisfy curiosity and curiosity. For example, in the interval between work, people can quickly watch short videos with different themes, understand the wonders of the world, learn life skills, or enjoy music performances. This efficient way of information acquisition is in line with the consumption habits of a fast-paced life.

The accelerated pace of life and the massive growth of information have led to a smaller span of attention. Traditional long videos or long texts are difficult to attract users' continuous attention, while short videos are short, which can quickly catch users' attention and convey core information. Its fragmented time consumption mode is suitable for modern users to browse entertainment at scattered times. For example, users can easily watch short videos during fragmented times such as public transport and queuing, and the platform algorithm recommendation can accurately push content that meets users' tastes, improving users' attention and participation.

2.1.2. Short Video Driven by Economic Benefits

The threshold of short video creation is low, and ordinary individuals can produce eye-catching content with mobile phones and creativity. Once the video gets high attention and traffic, the creator can realize it in a variety of ways, such as advertising implantation, brand cooperation, live delivery, and platform rewards. For example, well-known online celebrities get rich advertising revenue through brand cooperation, and e-commerce practitioners use live broadcasts to achieve sales growth, which attracts many people to participate in short video creation and promotes the development of the platform.

The short video platform attracts advertisers with large user groups and high traffic. Through the advertising strategy of accurately matching users' interests, improve the advertising effect and conversion rate, and obtain considerable revenue. At the same time, the platform also makes profits through value-added services. For example, the membership system provides privileges to attract users to pay. In the live interaction, the audience buys virtual gifts, and the platform draws shares. These profit models make the platform's business potential huge and promote its development and growth.

2.1.3. Enhancement of Users' Personal Expression Desire

Social development has prompted people to awaken their self-consciousness and desire to express their views and display their personality. The short video platform provides users with a convenient and open space for self-expression. Users can share emotions and insights through short videos to

show their lifestyles, hobbies, talents, and skills, and gain recognition and attention from others. For example, music lovers show their singing talents, travel experts share their travel experience, and craft lovers exchange the production process, which not only enhances users' confidence and sense of belonging but also promotes social interaction and cultural exchange.

2.2. Advantages of Short Video Platform in User Experience

2.2.1. Advantages of Convenience and Instantaneity

The short video platform is easy to operate. Users can easily complete shooting, editing, and uploading with their mobile phones, reducing the threshold of creation and making it possible for all people to create. For example, tourism enthusiasts can shoot and share the scenery in real-time during the journey, without complex post-production. In case of emergencies or hot topics, users can publish content for the first time, quickly spread information, and trigger discussions. For example, spectators at sports events can instantly share wonderful moments, which enhances users' sense of participation and achievement, and reflects the interactive characteristics of social media [1].

2.2.2. Role of Personalized Recommendation Algorithm

Short video platform uses big data and artificial intelligence to build personalized recommendation algorithms. By analyzing the user behavior data, accurately grasp the user's interest preferences, behavior habits, and consumption tendencies, and push the content that meets the user's taste. For example, users often watch food videos, and the platform will push more food-related content. This not only improves the efficiency of users' finding interesting content, and reduces search costs, but also provides accurate audience positioning for creators, promotes benign interaction between users and creators, and improves the ecological quality of platform content.

2.2.3. Promotion of Social Interaction Function

The short video platform provides a variety of social interaction functions, which effectively promote the connection and communication between users. The like function expresses users' love, gives creators incentives, and attracts more attention. The comment function builds a communication platform where users can share views, discuss issues, and promote knowledge sharing. The focus function is convenient for users to track interested objects and form a personalized social network. The forwarding function uses the fission effect of social networks to expand the scope of video transmission and enhance its influence. These functions enhance users' sense of participation and value and promote the connection and communication between users.

3. Recommendations

3.1. Impact of Public Life Rhythm on Platform Development Route

3.1.1. Utilization of Fragmented Time

The pace of public life is accelerated and time is fragmented. The social media platform needs to optimize the interface design, simplify the operation process, and ensure that users can quickly find interesting content. For example, the short video platform should be simple and easy to use, and the content should be updated in time to meet the needs of users' fragmented time for timeliness and diversity of information. At the same time, develop functions suitable for fragmented time, such as short video editing tools and quick sharing functions, to facilitate user creation and sharing, and improve participation and stickiness [2].

3.1.2. Immediacy and Convenience of Information Acquisition

Users' requirements for the instantaneity and convenience of information acquisition are improved. Social media platforms should strengthen technology research and development to improve the speed and efficiency of information dissemination. For example, advanced video coding technology and content distribution networks are adopted to ensure fast loading and playing of short videos and reduce waiting time. Optimize search and recommendation algorithms, accurately push the information users need, and integrate with other applications to provide a one-stop service experience to meet users' multi-functional social needs.

3.2. Impact of Platform Use Experience on User Motivation

Users' experience results on the platform directly affect their motivation. Good experiences, such as seeing interesting content, pleasant interaction, and recognition, will promote users' continuous use and active participation [3]. On the contrary, bad experiences, such as vulgar content, network violence, function failure, etc., will lead users to reduce their use or give up the platform. Therefore, the platform should strictly control the user experience from many aspects, including content review, user interaction management, and technical maintenance. Establish a strict content review mechanism to filter bad information; Strengthen interactive management and create a good social atmosphere; Regularly upgrade the technology to ensure the stability and smoothness of the platform. At the same time, through the improvement and optimization of the user feedback mechanism, it can improve the user experience and enhance user loyalty [4].

3.3. Optimize Content Ecology

Social media platforms should be committed to building a diversified and high-quality content ecosystem to meet the diverse needs of different user groups [5]. On the one hand, encourage and support all kinds of high-quality content creators, including professional media institutions, media professionals, industry experts, and ordinary users. For example, the platform can set up a creator support plan to provide potential creators with financial support, technical training, flow promotion, and other resources to help them improve their creative ability and influence and create more professional, in-depth, and innovative content. Like some creators of short popular science videos, with the support of the platform, they can use their professional knowledge to produce interesting popular science videos, answer the doubts of the public in the fields of science, technology, and culture, and meet the needs of users for knowledge learning and exploration.

On the other hand, it should strengthen the audit and management of content, establish a sound content audit mechanism, strictly filter vulgar, false, infringement, and other bad information, and ensure the legitimacy, health, and authenticity of platform content [6]. Through the combination of algorithm optimization and manual audit, the efficiency and accuracy of content audits are improved. For example, in the algorithm review, the keywords filtering, image recognition, and other technical means are set to preliminarily screen the contents of obvious violations, and then the manual review team conducts an in-depth review and judgment on the suspected violations or controversial contents, to ensure that high-quality content is preferentially recommended and displayed, create a clear, positive and beneficial content browsing environment for users, and improve users' trust and satisfaction with the quality of platform content [7].

3.4. Improving Technical Performance

Technical performance is one of the key factors affecting user experience. Social media platforms need to constantly improve their technical level to cope with the growing user needs and complex

network environment [8]. In terms of video loading speed, it will continue to optimize video transmission technology, adopt advanced technical means such as content distribution network (CDN) and edge computing, cache video content to the server node nearest to the user, reduce data transmission distance and delay, and ensure that users can quickly load and play after clicking video, and can smoothly watch short videos even when the network signal is weak [9]. For example, in peak hours or network congestion areas, users can still quickly open short videos to avoid the irritability caused by waiting for a long time to load and improve the consistency and comfort of users' watching videos [10]. In addition, it should strengthen the stability and security construction of the platform, establish a perfect server architecture and backup mechanism, and ensure that the platform can operate stably under the condition of high concurrent access without technical failures such as jams and crashes. At the same time, pay attention to user data security protection Prevent users' data from being leaked, stolen, or tampered with, provide users with a safe and reliable social environment, and enhance users' trust and loyalty to the platform.

3.5. Expand Social Scenes

To further improve the user experience, social media platforms should actively expand social scenes, break the limitations of traditional social models, and build a more diversified social ecology close to users' lives. Develop location-based social functions based on users' geographic location information To enhance social interaction with surrounding people in real life, extend online social relations to offline, and enrich the dimension and depth of social experience. Combine emerging technologies such as virtual reality (VR) and augmented reality (AR) to create an immersive social scene. The integration of this emerging technology and social scenes not only brings users a new social experience but also opens up a new track for the social media platform in the future competition in the social field, attracting more users to participate and expanding user groups and market share [11].

In addition, the social media platform can also carry out cross-border cooperation with other industries to expand the boundaries of social scenes. For example, it cooperates with the e-commerce platform to launch the social e-commerce function. Users can share shopping experiences, recommend high-quality goods, and complete purchase transactions directly on the platform Cooperate with educational institutions to carry out online course learning and social interaction. Students can communicate and discuss with teachers and students, form learning groups, and realize the organic integration of learning and social interaction while learning the course.

4. Conclusion

In today's digital era, social media platforms represented by short videos have achieved remarkable results in user experience with their unique advantages. Its convenience, personalized recommendation algorithm, and social interaction function greatly meet users' social, entertainment, and self-expression needs in a fast-paced life. However, with the increasingly fierce market competition and the changing needs of users, social media platforms still face many challenges and opportunities. Through the implementation of development strategies such as optimizing content ecology, improving technical performance, and expanding social scenes, social media platforms can better adapt to the development trend of the times, improve the quality of user experience, and achieve sustainable development. In the future, social media platforms should continue to adhere to the user-centered development concept, continue to innovate and explore, actively spread positive energy while meeting the diversified needs of users, and contribute to the construction of a more harmonious, rich and convenient digital social ecology, become an integral part of people's lives, and provide beneficial reference and demonstration for the healthy development of the entire social media industry.

From the perspective of user experience, an in-depth study of the development path of social media platforms, especially the development of short videos, is of great significance for insight into the current social situation, grasp the psychological needs of users, and promote the innovation and development of social media platforms. Only by continuously focusing on user experience, continuously optimizing platform functions and services, and actively responding to various internal and external challenges, can social media platforms remain invincible in the fierce market competition, create greater value for users, and inject continuous power into the digital transformation and development of society.

References

- [1] Zeng, J. (2018). *From the Perspective of User Experience, the Music Social Culture of Netease Cloud Music. Research on Communication Power*, (17), 21-23.
- [2] Wang, D. (2024). *How Does Mainstream Value Lead the Development of Short Video in the Context of Media Convergence? Editing*, (7), 163-165.
- [3] Huang, Q. (2024). *Research on the Development Strategy of Mainstream Media Convergence Short Video in the Context of Media Convergence. Media Research*, (5), 9-11.
- [4] Wang, R., Yang, Y. (2024). *Content Construction and Mainstream Development of Short Video in the Context of Platform Governance. China Editor*, (3), 85-90.
- [5] Wu, E. (2024). *Analysis of the Development Path of Short Video to Help Mainstream Media in the Context of New Media. Today Media*, (11), 43-47.
- [6] Zhai, H. (2024). *Reflections on the Development of Short Video in the Era of Integrated Media. Journal of Hebei University of Economics and Trade (Comprehensive Edition)*, (2), 78-81.
- [7] Lyu, T. (2018). *Research on the Use Motivation and Behavior of Mobile Short Video Users -- Taking the Fast Hand Short Video APP as An Example. Shenzhen University*.
- [8] Wan, X. (2024). *Korea Analysis on the Development Trend of Short Video Industry. Media Forum*, (2), 32-34.
- [9] Yang, S., Zhao, Y., & Ma, Y. (2019). *Analysis of the Reasons and Development of Short Video Application-Taking Tik Tok as An Example. In Proceedings of the 2019 9th International Conference on Information and Social Science (ICISS 2019), Manila, Philippines*, 12-14.
- [10] Yaqi, Z., Lee, J. Y., & Liu, S. (2021). *Research on the Uses and Gratifications of TikTok (Douyin Short Video). International Journal of Contents*, 17(1), 37-53.
- [11] Taskiran, M. N. (Ed.). (2021). *Multidisciplinary Approaches to Ethics in the Digital Era. IGI Global*.