Edge Path: The Popular Logic of Cross-dressing Contrast Short Video

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Abstract: At present, short video has become the normal carrier of national information reception in the era of data, and cross-dressing video has become one of the most popular types of video by virtue of its strong sense of contrast to the pressure of the audience's instinctive desire. Starting from the ELM model, this paper studies that in the era of short video socialization, behind the explosion of video in the vertical field of cross-dressing video is the edge path of the audience initiated, and the pressure on the audience's instinctive desire stimulates the interest in watching, including the pressure of music on comfort desire, the pressure of high appearance on lust desire, the pressure of high contrast on voyeurism,and the pressure of cheap Internet technology on the desire for expression. To provide planning ideas for the operation of similar short videos.

Keywords: ELM model, edge path, cross-dressing video, contrast video

1 Introduction

At present, China has become the "era of short video socialization". According to the 49th Statistical Report on the Development of Internet in China released by China Internet Information Center in February this year, as of December 2021, the number of short video application users was 934 million, and the utilization rate was 90.5%.Short video has become the normal carrier of national information reception in the era of data. In the rich short video category, cross-dressing video is a kind of video that attracts users'attention in recent years. Cross-dressing video integrates fashion, trend, music, cosmetics, fast-paced and other elements, so it has the characteristics of strong contrast, and has always maintained a high popularity on short video plaorms such as Tik Tok and Kwai. Among the more popular ones are Chu Qi's "Head Change" series, Bottom hot kid's "How to Become an International Supermodel" series, and Dao Xiaodao's "Head Shaking and Cross-dressing". The common feature of their video content is that they appear without makeup at the beginning, with the climax of the music drums, the camera cuts, and the ugly people before suddenly become delicate and modern handsome men and beautiful women. These cross-dressing videos with strong sensory stimulation are very popular for a time, and they are loved and sought after by young people.Tik Tok takes advantage

of the heat to create a topic challenge list, which stimulates a large number of users to follow the same template for imitation shooting, forming a second dissemination fission of cross-dressing videos, further expanding the influence of cross-dressing videos, and earning enough traffic for the plaorm.

2 Literature review

ELM model is a model of information processing proposed by famous American psychologists Richard E. Beatty and John T. Cachobaugh in the 1980s from the perspective of cognitive psychology, or called elaborate processing model or detailed possibility model. In the face of advertising, consumers will have two different attitudes to deal with information, one is the core path, the other is the edge path. The core path means that the interpersonal recipients of information will take the information seriously, and the processing of information will be more efficient and careful. Such customers tend to have a higher level of knowledge and are better at processing information logically. In the face of sales promotion, they will rationally analyze whether the goods are really worth buying. On the contrary, consumers in the edge path will make judgments based on perceptual non-content information, such as music, pictures, colors, etc., and often consume impulsively. The switches that trigger the two paths are the three conditions of persuasion propagation (AMO three factors), namely, ability, motivation and opportunity. Ability refers to whether the recipient of information has the corresponding knowledge reserve, that is, the ability to understand the content of communication. Motivation refers to whether you are interested in the content. Opportunity refers to the situational factors when people process information, usually referring to mood. When the three conditions of knowledge reserve, interest and emotional stability are met at the same time, the information receiver will trigger the core path. When any one of the above three conditions is not meet, people will turn to the edge path. Wang Bin, a professor at Minzu University of China, further summarized the ELM model in his paper on brainwashing advertising. He believes that the key to maintain the edge path in advertising lies in the coexistence of "pressure" and "decompression". Pressurization refers to continuous repetition, which is divided into content repetition and frequency repetition. Stress reduction refers to adding an affinity factor to the content. Because cross-dressing videos and brainwashing advertisements are both oriented to mass communication and have the effect of viral transmission, they are the same in marketing ideas, so the author takes "pressure" and "decompression" as the classification criteria to stimulate the desire to watch short videos.

Enter the two keywords "ELM" and "short video" in HowNet, and only 17 related works are searched. These 17 research contents can be roughly divided into three categories, one is the analysis of the effect of government short videos, the second is the health category, such as fitness, infectious disease propaganda, etc. Such works do not have much reference significance for this article, so they are not listed and analyzed. Second, short video marketing effect analysis.

Most of the research methods are based on the ELM model combined with other theories to establish a combination model, and questionnaires are issued to collect data for analysis. Cheng Lin, Gao Mengru and Yan Xiaoyu all studied the sharing of consumer purchase intention by content marketing on the SOR-ELM hybrid model, and they all concluded that functional, entertaining and emotional content would have a positive impact on customer purchase intention. Luo Weiwen and He Wenxia study the mechanism and causes of short video popularity from the perspective of information processing theory. From the perspective of four factors of information ecology theory, Liu Yuzhen studied the influencing factors of user adoption of special short video embedded advertisements. After consulting the relevant literature, it can be concluded that the short video category specializing in cross-dressing video in the current field is basically zero, which is generally based on the brief involvement of short videos and short videos of cosmetics. The significance of this study lies in the mechanism of video explosion in the vertical field of cross-dressing video, which can provide planning ideas for the operation of short videos of the same purpose.

3 Method

3.1 The pressure of cross-dressing music on the audience's desire for comfort

In the introduction to Time for Music, Keisler Briley notes that music is not the order of the universe, but the order of the spirit. Music is subjective time, replacing people's experience of time and space with people's subjectively arranged time. In short videos, music can help people quickly screen and view information by predicting video content in advance and promoting the rapid replacement of content. This is like pressing the button to play the video at double speed, giving people a spiritual immersive experience of time and space, which is in line with the modern people's pursuit of high efficiency, so it is widely loved.

In the introduction of ELM model, it is mentioned that such intuitive audition elements as "music, picture and color" can easily start the edge path. In order to better attract the attention of the audience, cross-dressing bloggers deliberately create themselves as Smooth hair, skin like congealed fat, red lips and white teeth, and well-dressed beauty in video creation. It is to create rich visual senses in the picture and color. In addition, although pure music can not convey richer information like pictures and texts, the dissemination of music does not need to rely on carriers like pictures and videos, which also makes its dissemination more unimpeded and forms a more long-term marketing effect. For example, in 2018, cases like Modern Brothers' "Tell the Truth", Exhibition and Luo Luo's "Camel in the Desert" and Zhang Chi's "Take You to Travel" are still familiar after several years. When the video background uses this kind of popular music, the audience can naturally feel intimate.

However, the above is only the most superficial use of background music to attract the audience. More importantly, popular music is often strongly bound to a certain kind of content

direction, which promotes the homogenization and matrix dissemination of relevant content. The homogenization of cross-dressing videos can be said to have reached its peak, Except for the different people who appear in the video, Music, split mirror, moving mirror, special effect and so on are often the same, and form a fixed "meme" in the hearts of the audience through viral transmission (Dawkins, 1976). For example, when the beat of "Do it" appears, people can subconsciously react that this is the drag video of "How to Become an International Supermodel" or similar remakes. "P. I. M. P" shows that it is a hair-shaking cross-dressing video of the same style as Dao Xiaodao. In just a few seconds, music can quickly convey the style and content of the video to the audience from point to area. The music gongs and drums of the cross-dressing video show the shining debut of a beautiful woman. The audience, with the curiosity of "how beautiful it can be" or the desire to peep, stayed and watched how the cross-dressing bloggers pushed aside the mysterious curtain layer by layer.

3.2 The strategy of cross-dressing puts pressure on the audience's lust

According to the degree of plain face before cross dressing, there are three types of bloggers: light makeup, plain face, and ugly. Although they can cause network traffic carnival, the final mechanism is different. The definition of Goffman's mimetic theory is that people in the society are regarded as actors performing on the stage, using various props-symbols, pre- design or display their own image for performance, and strive to achieve good results. People awake performance by symbols in order to win the recognition of the audience. Although cross dressing bloggers use different cross dressing strategies, like using plain face or pajamas and other props to design their own ugliness in advance, and then using makeup, lighting, photoshop and other atmospheres to create their own beauty. But the essence is still to use strong visual contrast.

When we pay attention to watch short videos of some cross-dressing bloggers with idol burden, we can find that cross-dressing bloggers also wear light make-up, not the cognitive appearance of bare-faced. Although wearing pajamas, t-shirts, slippers and other home collocations before changing, trying to enhance their daily simple side, but the overall look is clean and fresh, like a sweet girl. After changing clothes, they will choose more bright colors to enhance the contrast between before and after changing, such as wearing sexy miniskirts, crop tops to increase skin exposure, make pale skin with black cloth, cascading curls, bright Eyes and delicate red lips form a strong contrast of color, creating the atmosphere of a sexy beauty. The representatives of this kind of bloggers are Yi Mengling, Knife Knife Sama, Lin Jie Shi Ying, Liu Siyao Nice and so on. This kind of cross-dressing videos is following the great beauty beauty route all along. The video shows exquisite beauty, before and after the cross-dressing is just a clash of different styles. It should be warned that some cross-dressing video- es to further stimulate the viewer's desire to choose soft porn, and it calls the platform censorship and government regulation.

3.3 The strategy of cross-dressing increases the pressure on the audience's voyeuristic desires

In addition to this, there are also bloggers who choose to appear on camera without makeup or even make up their ugliness. The biggest focus of this kind of bloggers is to stimulate the audience's discussion about the true face of the blogger, and to stimulate the audience's desire for voyeurism. For example, the blogger Imtp Magic Girl posted an video dressed as a "123 wooden man" in 2021, she looks fat and has a double chin in a rustic nightgown, while her skin is dark and her features are dull, it has nothing to do with beauty of chinese traditional type. However, she changed into a typical internet celebrity beauty with a slim white figure, a small and delicate oval face, and bright facial features. She looks like she's lost 40 kilograms instantly, as if it had transformed to another person, which attracted many netizens' exclamations. "This.. This can't be happening," says one high-praise comment. The audience is, as the Aristotle put it, "Amazed", which leads to a discussion that further arouses the audience's curiosity about why there has been such a big change, and what does she really look like.

The blogger who plays voyeurism to the best is Hot Bottom Boy .He has released a photo of the twins ,actually the two people are both himself before and after changing, hinting female fans that the handsome man they are looking for is real. The blogger seems to have built a maze in the virtual social world, inviting the audience to engage in immersive interactions and experience the thrill of being a detective, as one fan commented, "Since I met you, I've become Sherlock Holmes". According to Gofman's theory of dramatization, there are two main types of acting: front stage and back stage. If the audience enters the back stage, the back stage becomes the front desk of a different performance. The Hot Bottom Boy uses the audience's voyeurism to lead the audience to back stage, and completes the back stage performance in the interaction with the audiences. This allowed him to make more internet flues with just one video, to extend his context beyond the video, to perform, to get more flowers and applause than the actors of front stage.

3.4 The cross-dressing strategy puts pressure on the audience to express their desire

The spread of 5G mobile communications, big data, cloud computing, and mobile terminal, creating a fictional world in the cyberspace. Everyone has an equal voice, the barriers between the class has been eliminated in this place. In the short videos, we can see millionaires as well as peasants. The grass-roots youth at the bottom were once abandoned outside the mainstream world, which squeezed their spiritual space. They have complex and contradictory feelings towards traditional civilization: on the one hand, they hope to get a place in the society, and to get identity recognition and value recognition; On the one hand, they are dissatisfied with attacks and disdains from the elite culture, so they even solidify or exaggerate their self-image to rebel. The Internet has become the best place for them to express their desire for expression.

The representative of such earthy cross-dressing videos is Xiao Jiu Uncle. Unlike other cross-dressing bloggers contrast beauty with ugliness, he contrasts ugliness with beauty by flashbacks. Xiao Jiu uncle was a handsome man with thick eyebrows and big eyes from the perspective of public aesthetics before he changed his looks. However, after the cross-dressing, the wearing of shamate haircut, black lipsticks, tight leather clothes, social unrest, microphone control and old-fashioned background, makes Xiao Jiu Uncle a rural metal boy. When the audience expects a young boy to appear on the stage, the audience is surprised by a set of earthy cross-dressing, which lets the funny clown become the lead actor. His video -s convey the grassroots youth's deconstruction of the elite culture, their struggle for the voice of the common people, and their bold rebellion against the traditional culture. This kind of unexpected and unusual performance effect, dispels the seriousness of traditional culture,and blazing a trail in the increasingly serious homogeneity of cross-dressing video, attracting the attention of the audience by bright impact. Driven by aesthetic fatigue and freshness, the public also quickly joined the carnival of the rebellious to the mainstream, forming a mutual cultural snooping between the elite and the grass roots. While the earthy cross-dressing video gain the Internet flow bonus, they also caused the society thinking about the ugliness appreciation culture.

4. Conclusion

As can be concluded from the above, behind the popularity of cross-dressing video is the start of the audience's edge path, and then pressurize the audience's instinctive desire to stimulate the interest of watching. Such as the pressure of music on comfort, the pressure of good looks on lust, the pressure of high contrast on voyeurism, and the pressure of low-cost Internet technology on performance. It can be seen that, although on the surface of the short video social era, the public to the media increased independent choice, in fact, the audience is used by the invisible hand manipulation, becoming a slave to internet traffic. At the same time, we should also be alert to the impact of cross-dressing video on people's values, and be alert to the appearance of vulgar, soft porn or even illegal content, as well as the young people under the drive of vanity to become an internet celebrity and abandon their studies. Traditional cross-dressing also can not meet the growing aesthetic fatigue of the audience, and call for new requirements of the changing of cross-dressing bloggers style and improving the content.

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