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The Status Quo, Characteristics and Strategies of the Development of Shaoxing Government Douyin

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Abstract: *The development of government short videos is the product of the application of new media technology and the change of government information concept. This topic takes the content production of Shaoxing government Douyin accounts as the research object, explores the characteristics of its contents through content analysis method, case analysis method and other research methods, and finds out the problems it faces in content production, thus putting forward corresponding optimization strategies.*

Keywords: *Shaoxing; Government Douyin; Content production*

Introduction

Government short video is a new growth point in the development of government new media. The development of short video applications has promoted the transformation of the matrix of government new media from "two micros and one terminal" (micro blog, WeChat and news client) to "two micros and one Dou"(micro blog, WeChat and Douyin). At present, domestic government short videos are mainly registered on three platforms, Kuaishou, Douyin and Weishi, among which Douyin, as a "national" short video platform, has become an important platform for content creation. We focus on the analysis of Shaoxing government Douyin short videos. At the same time of summarizing the development status quo, it analyzes the existing problems and development characteristics, and puts forward three countermeasures and suggestions.

Review of the Research on Government Douyin

The domestic research on government short video started from the rise of "mobile short video social application" in 2014. At that time, government micro blog, as the main communication channel and platform, mainly focused on information push, which severely restricted the interactive circle dissemination of government short videos on social media. Since 2015, independent apps for short videos have risen rapidly, among which Douyin, which was officially launched in September 2016, quickly occupied the market with its product positioning for young people's preferences. In March 2018, the official websites of the Central Committee of the Communist Youth League and the Central Committee of Political and Legal Affairs were launched on the platform, attracting other government agencies to join in due to its good effects, and gradually forming several short video groups for government affairs. This year has been called "the first year of short videos in government affairs". At the same time, since the second half of 2018, the number of

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domestic research literature on government short videos, especially government Douyin, has grown rapidly.

Domestic researches on government Douyin short mainly focus on the following three aspects. First, the research on the status quo and development strategy of government Douyin. Researchers analyzed the advantages of government Douyin accounts through cases such as "China Fire Protection" (Guo, 2019), "Siping Police" (Yang, 2020) and "Mr. Police" (Gu, 2021), and put forward an optimization path to further strengthen the interaction between the government and the public. Second, basic research on government Douyin based on communication theory, including 5W communication mode (Du, 2019), government images construction (Tan, 2019), mode of discourse (Wang, 2018), personification communication (Lang, 2020), deep integration (Lu, 2021), etc. Third, empirical research on government Douyin short videos based on big data covers issues such as communication power (Wu, 2019), communication characteristics (Zhong, 2019), diffusion factors (Liu, 2019), user information behavior (Zhao, 2019), and influencing factors of public participation (Chen, 2019).

The findings above has multi-dimensionally analyzed the status quo of the development of government short videos and optimizing countermeasures, but it only generally analyzed the operation mode based on the research of production mode and existing problems, without doing enough researches on government short video content production, especially the in-depth research on the vertical content production from the perspective of content producers.

The Status Quo of the Development of Shaoxing Government Douyin

Government short video is a new growth point in the development of government new media. The year 2018 is called "the first year of short video on government affairs". In the same year, Shaoxing government short video accounts also began to be created, which is an early pioneer among prefecture-level cities. A large number of Shaoxing government short video accounts began to enter the platform in 2019 and 2020, but a considerable number of government departments have yet not to open accounts.

Judging from the number of government Douyin, Shaoxing's government Douyin short video development is at the upper and middle level in Zhejiang Province. In terms of the operation of Douyin, the number of short videos released, followers, likes and other data of Shaoxing government short videos are in the middle level of Zhejiang Province, and there is still a big gap compared with other cities in Zhejiang. The figure below takes the representative official traffic management bureau accounts of prefecture-level cities as an example (data up to April 7, 2021).

Table 1. Official traffic management bureau accounts of prefecture-level cities

Douyin accounts	Likes (ten thousand)	Number of fans (ten thousand)	Number of Works (PCS)	Starting time
Wenzhou traffic police	12000.0	638.7	2769	/
Zhoushan traffic police	590.8	40.5	294	2019.07.04

Jinhua traffic police	292.1	26.0	154	2019.02.21
Jiaxing traffic police	383.9	11.9	93	2020.01.22
Ningbo traffic police	235.7	11.4	146	2020.07.15
Shaoxing traffic police	181.4	7.3	66	2020.02.28
Lishui traffic police	207.7	7.3	124	2019.01.22
Taizhou traffic police	87.8	7.2	173	2019.04.30
Lake city traffic police	9.9	3.4	48	2018.07.24
Hangzhou traffic police	15.3	2.1	291	2018.06.20
Quzhou traffic police	29.3	0.98	22	2020.05.20

As can be seen from the chart, the creation time of Shaoxing Traffic Police Douyin account is relatively late, and the accumulation time of works, clicks and fans is relatively short. Compared with Taizhou, which has the advantage of population, the development level of Shaoxing traffic police's Douyin account is slightly superior. However, compared with Jiaxing, which has less population, economical and other resources, the development of Shaoxing traffic police's Douyin account is slightly lagging behind.

In fact, the amount of local government short videos broadcast has nothing to do with the traditional resource factors such as economic, financial and technical capabilities, and it mainly depends on the attention and ability level of the operators of government short videos. Douyin short videos are recommended to users based on artificial intelligence and personalized algorithm, and there is little room for human intervention on communication effects. Therefore, the innovativeness and interestingness of the video itself , which determines its attention, and is not positively correlated with the level of regional economic development and population. Wenzhou Traffic Police, Wenzhou Special Police, Jinhua Public Security, Taizhou Public Security, Jiaxing Police, Yiwu Police and Dongyang Police ranked top 20 in China, according to the ranking list jointly released by China Police Network and Douyin for public security affairs in April and May. Among them, Wenzhou Traffic Police ranked the third in April. The resource of these cities in Zhejiang Province is far less than that of Shanghai, Hangzhou and other central cities, but they pay attention to innovation and fun in the production of government short videos, constantly optimize the form of communication, improve the communication ability, so that their short video influence ranks the top.

Problems Existing in the Development of Shaoxing Government Douyin

The main problem in the development of Shaoxing government Douyin short videos is that the development of short video of various departments is unbalanced and inadequate.The main performance is that the traffic of government short videos is concentrated in specific government departments, and the other part of the government short videos lack market attention. The main reason is that the prefecture-level cities at the grassroots level do not have the advantages of national ministries and commissions in terms of funds and personnel when developing government new media. It is manifested in three aspects.

First, the market competitiveness of government short videos of some people's livelihood departments is insufficient. As a new media, short video has its own advantages in communication and consumption, which

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is more in line with the needs of the commercial market. The information service function of government affairs short videos on people's livelihood will be replaced by commercial short videos in the field of people's livelihood consumption. As a result, some short videos on people's livelihood departments lack appeal among the general public. The most typical one is the videos issued by the state cultural tourism department, with its function to serve the local cultural tourism consumption market, which is also initiatively explored by a lot of businesses, actively cooperate with business short video. With media companies' unique advantages in technology and the the team, the state cultural tourism department's short video has enhanced the brand image and market competitiveness. On the contrary, the content production of Douyin short videos by relevant government departments is naturally not suitable for the commercialization of short videos. For example, the Shaoxing Culture Radio and Television Tourism Bureau's Douyin account, "Meet Shaoxing", has posted only five videos since it opened two months ago and has fewer than 10,000 followers. By contrast, a one-year-old personal account called "Dahua Shaoxing", which mainly promotes Shaoxing tourism and food, has published 37 works and attracted 152,000 followers.

Second, the flow of government Douyin short videos is mainly concentrated in specific areas of social governance and services. Police accounts are the most popular among short video government accounts, according to a report released by the Onion think tank and CASS Data. Statistics from Douyin show that political and legal accounts account for 70 percent of the government accounts on its platform, making them the most active and popular new government media for releasing short videos. The Douyin short video account of Shaoxing government also has such characteristics. "Blue Star of Shaoxing Public Security Group" and "Shaoxing Internet Police" belonging to the political and legal system are the government accounts with the largest number of followers and reposts in Shaoxing. The function of government Douyin in the political and legal system is mainly to actively guide public opinion and improve the social governance ability in the Internet era. This is not related to the communication field of commercial short videos. Therefore, the exploration of new models of social governance has become the main front for the development of government short videos.

Third, the new media communication ability of government departments restricts the development level of government short video. If department leaders do not pay attention to the construction of new media platforms, the construction of operation and maintenance personnel will inevitably fall behind, and the social influence of government short videos will inevitably be greatly reduced. Some short videos of government affairs, such as the "Shaoxing Internet Police" of Shaoxing Public Security Bureau Internet Police Detachal, even appear "Zombie" phenomenon on Douyin, which has not been updated since October 22, 2019. On the contrary, if department leaders attach great importance to the construction of new media of government affairs and strengthen the construction of operation and maintenance personnel, it is easy to create "hot style" of short video of government affairs. For example, "Fire Shaoxing", the Douyin account of Shaoxing fire rescue team, its content is given priority to original sitcoms and adaptation video news, pays attention to the civilian Angle of view and the emotion. With the theme of fire control safety, home protecting, it is so popular with users. Since uploading the first video on April 18, 2019, it already has 619,000 fans and 15.758 million likes, ranking the first among shaoxing municipal government Douyin accounts.

The Characteristics of the Development of Shaoxing Government Douyin

The unbalanced and inadequate development of Shaoxing government Douyin short video is a common problem in the construction of new media in prefecture-level cities at the grass-roots level nationwide. However, Shaoxing has formed its own characteristics in the process of trying to solve the unbalanced and inadequate development of government new media.

First, the integration of urban marketing. Since April 2019, Douyin has launched the annual IP "Dou in City, Better Life Festival" in Hangzhou, Sichuan, Tianjin, Xi 'an, Harbin and other cities, creating a series of Dou in cities. This activity play a huge social value in the dissemination of the image of the city and excellent traditional culture. On December 27th of the same year, the opening ceremony activity of "Dou in Shaoxing" was held in Shaoxing Hotel. Different from the majority of "Dou in City" which adopts the operation mode of new media enterprises, "Dou in Shaoxing" has been verified as the official account of Shaoxing Municipal Network and Information Office on the Douyin short video platform. This shows that Shaoxing Municipal Network and Information Office is responsible for and participates in the production process of short video content, and turns it into the city's publicity card. The integrated operation mode of "government short video + city commercial marketing" is a unique exploration and attempt both in Zhejiang Province and in China.

Second, we should pay attention to the youth group. The main function of government short videos is to promote public opinion propaganda. We must first face up to the fact that "young people basically do not watch mainstream media and most of their information is obtained from the Internet", and actively strengthen the construction of new media platform. Short video features such as fragmentation, interactivity, richness and embeddedness well cater to young users, and young people gradually become the main user group of short video. "Dou in City" is a brand activity to gather public praise. Shaoxing Municipal Network and Information Office has made good use of this brand to actively attract local teenagers. It has opened columns under the Douyin account, such as "More Reading, More Enjoying—Little Book Ambassadors" and "City Memory", to enhance its communication ability among teenagers. In addition, "shaoxing youth", the Douyin account of the communist youth league of the shaoxing municipal party committee is one of the most influential communist youth league account in Zhejiang province, it has released a total of 396 videos since September 25, 2018, attracted 52,000 fans, and its single video won more than 110,000 likes at most, which shows the hero image of an auxiliary police—Li An, who sacrificed in the typhoon rescue in Xin Chang County.

Third, promote the propaganda of tourism. The county and district Culture Radio and Television Tourism Bureau of cities in zhejiang province opened their Douyin accounts, which are not so popular, the main reason is that the traveling company and individual guide’s business accounts are more in line with the practical demand of the market, due to their short videos, which can provide more quality differential and accurate tourism culture information, and pay attention to the tourism experience to share with strategy. However, the "poetic Xinchang", the Douyin account of Xinchang County Culture Radio and Television Tourism Bureau is a rare "superior product" in the province. The main content of the short video of "Poetic Xinchang" account is to show the scenic and cultural tourism route of "Tang Poetry Road in Eastern Zhejiang". Meanwhile, it invites web celebrity guides such as "Hangzhou Little Black Zhuming" with more than 3.6 million followers

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to shoot short videos and spread the brand image of Xinchang tourism by the flow of web celebrity. Since March 19, 2019, it has released 155 videos and attracted 32,000 followers, far surpassing the influence of government Douyin accounts like "Hangzhou Cultural Travel", "Wenzhou Cultural Travel Information" and "Huzhou Cultural Travel".

Suggestions on the Development of Shaoxing Government Douyin

The above-mentioned features of the development of Shaoxing government affairs Douyin short videos are mainly distributed in scattered spots and play a role in some departments and fields without forming a systematic layout. Shaoxing government Douyin short video should be further improved and optimized in full combination with the needs of local economic and social development.

First, strengthen the short video thinking to tell good stroies of the city. The development of short video has promoted the mobility and visualization of information, which helps to strengthen the communication between the government and the public. Therefore, the government should learn to "tell stories" through the visual communication form of short video. First of all, the government short video should design a good narrative framework according to the theme and purpose of government affairs information, and determine "what story to tell". The story content of the short videos on government affairs of national ministries and commissions mainly revolves around the guidance of public opinion and the dissemination of core values, while the story content of the short videos on government affairs of Shaoxing is mainly to show the image of the city and local culture. In practice, the content of Shaoxing government short videos often cannot keep up with the pace of urban development, which is not conducive to promoting the development of local economy and society. For example, the recent supportive "night economy" and actively creative concept "Capital of East Asian Culture" and other featured content are not included in the short video material. The next step is to design the narrative strategy and determine "how to tell the story." Algorithmic thinking, identification, interaction and creativity are the three basic elements of short video narrative, which are also the basis of government short video production. For example, since the establishment of the Douyin account of Shaoxing Cultural Center, the main content of the account is to promote local intangible cultural heritage in Shaoxing. 251 works have been published, but the number of followers is less than 7,000. The short video content of this account is of great value, but the reason why it does not attract enough attention is that it adopts the form of explanatory documentary, forcing users to accept the content with the "voice of God" and omniscient viewpoint, which is often limited by the length of the short video and fails to achieve the effect. In fact, short video documentaries are more suitable for story-based narration, promoting the audience's psychological acceptance process with the plot and emotion.

Second, construct the short video matrix of city government affairs. The communication matrix of government short video is that the government departments can achieve mutual flow of content between various accounts on the short video platform, and finally draw users to pay attention to the content production of the government departments themselves through the short video. The construction mode of short video matrix of urban government affairs can take two forms. The first is to build a communication matrix in which multiple content production subjects settle in a single short video government account, and to produce high-

quality short videos by broadening content production channels. Government short video has high structural requirements on human resources, which is extremely dependent on the creativity and quality of new media operators. The matrix construction of single platform of government short video helps to supplement the demand for professional personnel in operation. By inviting people who are good at making short videos with local culture to join the government Douyin account, the people in the training matrix are encouraged and guided to create positive works around the theme of government affairs, and a number of government accounts "web celebrity" with Shaoxing characteristics are cultivated. For example, local Douyin masters, such as "Fang Tian Night Talk", "Yuezhou Xiao Niang", "Shaoxing Jianjian" and "Shaoxing Probe", are involved in short video themes closely related to Shaoxing urban culture, which can be included in the "Dou in Shaoxing" communication matrix to help improve the communication level of government short video. The second is to build a cross-departmental government short video matrix to expand the effectiveness of urban culture and urban image communication. For example, in practice, Shaoxing, as a famous cultural city, often has some cultural events, which are made into news short videos and released on the government account of the Information Office of the Municipal Government, but they are not made into short videos and released on the government account of the Municipal Culture and Tourism Bureau or the Municipal Cultural Center. This reduces the spread scope of relevant cultural events and weakens the influence and transmission power of cultural events.

Third, deepen professional cooperation and urban communication. Due to the lack of mature experience and professional team in the commercial operation of media groups, government new media actively choose to cooperate with mature new media enterprises. Similar mode is not uncommon in China. The more successful cases include the "Dynamic Inner Mongolia", a Douyin account of the Cyberspace Administration of Inner Mongolia Autonomous Region and the "Ministry of Environmental Protection Release", a Douyin account of the Ministry of Environmental Protection. These Douyin accounts have entered the "Beijing Kankaomou Video Information Technology Co., Ltd." to cooperatively build a government short video platform. Unlike commercial short videos, government short videos have no demand for profit and a weak concept of copyright, so it is easy for the content of government short videos to be used or even tampered with by commercial companies. The property of government affairs is the first property of government affairs short video, so the development of government affairs short video should avoid catering to the audience excessively in order to pursue the flow, and make serious government affairs content "entertainment". The key to the cooperation between government short video and commercial short video is to achieve a balance and unity between propaganda attributes and entertainment attributes, so as to achieve the dissemination effect of edutainment. At present, the development of Shaoxing government short video is that the government affairs property is too strong, while the commercial property is slightly insufficient, which is not conducive to the content creation of government short video based on user preferences, and can not form differentiated advantages and personalized characteristics. At the same time, based on the current urban development strategy of Shaoxing, the orientation of its government short video is first to serve the local residents, and at the same time, it should focus on urban communication and expand its service objects to the vast areas outside Shaoxing. Therefore, Shaoxing government short video should further carry out deep strategic cooperation with well-known short video enterprises, to improve the professional production level of government short video, ensure the quality of content, and improve the communication effect of Shaoxing government short video in the province and even the whole country.

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Conclusion

Since videos contain more cultural elements besides text, image and sound, short videos, in particular, present complete stories in a compressed form, which reflects the plasticity of culture. Different from traditional media, government short videos spread not only serious political information, but more interesting information with culture as the carrier. As a famous historical and cultural city in China, Shaoxing has a large number of cultural resources to be developed in the era of new media. It can provide a large number of symbols and images for government information and make the boring content of government affairs more vivid, especially favored by young people. How to transform government information into the acceptable form that users like to see is an opportunity for government new media, as well as an unprecedented challenge.

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