The impact of Love Relationship Short videos in social media on the subcultural phenomenon of singles

Hanwen Deng[1*], Zihao Li[2]
[1]School of journalism and communication, Beijing institute of Graphic and Communication, China
[2*]Corresponding author E-mail:denghanwen9702@163.com

Abstract: Love Relationship short videos refer to the types of short videos in which individual video bloggers share personal love-related content through the "we media" platform. Single subculture refers to an attitude cognition of "celibacy" which is different from the mainstream concept of marriage and love. With the increasing number and audience of Love Relationship short videos, the phenomenon of single subculture also has a certain impact. Through content analysis, this paper studies the influence of Love Relationship short videos on single subculture based on the theory of cultivated theory, and concludes that Love Relationship short videos can stimulate the desire of single groups to establish intimate relationships and provide certain references for romantic relationships, thus having a certain dissolving effect on the emergence and growth of single subculture.

Keywords: Single subculture, cultivated theory, short video

1 Introduction

With the development of mobile networks, short videos have become an important part of the content in social media. According to the Short Video Development Report 2020, as of June 2020, the scale of short video users in China has reached 817.86 million, with a usage rate of 87%, and watching short videos has become the primary choice of entertainment for internet users. In addition to the development of network technology, the development of short videos has also broken the dominance of traditional media for content production mode, users are also able to create all kinds of content creation to support the rich development of short video content, creating content rarely seen in the traditional media era, these contents cover the interpretation of newborn phenomenon news, but also include education, food, science and other social all kinds of content types, which love to short video Unlike traditional relationship-oriented content, relationship-oriented short videos feature bloggers' own experiences and put their lives in the foreground, including content showcasing couples' daily routines, relationship experiences and emotional analysis. Similarly, according to the " 2021 China Singles Consumption Behaviour Survey and Singles Economic Trend Analysis Report" released by Ai Media Consulting, as many as 45.9% of the single population actively choose to enjoy their single life/not in a hurry to fall in love, which has become the main reason for being single, followed by 43.6% and 39.3% of passive reasons for being single, such as small social circle and busy work respectively. By studying the impact of relationship videos on the singles subculture, the study aims to find out whether the singles subculture phenomenon is affected by relationship videos and whether it is likely to slow down, as well as to explore the reasons for the impact of relationship videos on the singles subculture phenomenon, and to suggest measures

and recommendations to alleviate the singles subculture phenomenon.

2 Literature Review

Subculture refers to the cultural content, minority and marginal, which is different from the mainstream culture and has its own unique beliefs and values. Single subculture is also a category of subculture culture. This subculture refers to the cultural way that young people choose to maintain a single attitude and idea of marriage and love, which is different from the mainstream view of marriage and love.The types of staying single subculture can be roughly divided into: " unable to fall in love type, single type, perfect personality type, celebrity fan sister type, divorced and widowed type" , one of the important reasons is that individuals remain single due to the deviation in cognition and values. In the research on the impact of social media on the single subculture, the research on the impact of love -related remarks on the single subculture points out that negative love remarks have certain negative effects on the single subculture. In the consumption process of other love-related content, for example, in love-related virtual games, the virtual lovers in the game have a positive effect on players, and at the same time bring a kind of emotional connection to players. Remain single and identify with single subculture. Many of the major hospitalizations are due to the absence of a subjective attitude level, which leads to assive choice of single status. Short video plays a positive role in promoting the virtuous circle of social information and meeting the social needs of groups. In addition, short videos will also have an impact on audience's " aesthetic anticipation, perceptual analysis and recessive memory integration" in a subtle way.

Although short videos have a positive impact on the audience, they may also increase the tendency and risk of depression.In addition to having an impact on the audience, short videos also strengthen their viewpoint effect and cause the audience to form a different understanding, thus affecting the subject's initiative in practice. From this aspect, it will also have a negative impact on popular culture.Short love video is a kind of video content classified as short video content. Different from traditional love movies and TV dramas and scripted love variety shows, such video content is usually operated and produced by individuals, and the content also shows the daily life and interaction of lovers. Compared with the content of movies, TV shows and variety shows, it can bring the audience a sense of closeness and deeper touch.Through the study of TV violence, the theory of inclusion claims that the TV world is a violent and benevolent world, which conveys more violent and dangerous information to the audience than the show world.Therefore, watching a lot of TV may think that the real life terrorist events are also common. Although the inclusion theory is carried out in the era of traditional media, with the development of new media, the inclusion theory has changed from the unidirectional linear integral model of the era of traditional media to the dynamic model of multiple differentiation, which is still applicable in the era of new media. In the new media environment, audiences are not only more likely to access the content they are interested in, but the application and development of algorithm technology in social platforms also make audiences more likely to be influenced by short video content imperceptibles. Therefore, the inclusion theory in the environment has a more far-reaching and lasting influence on audiences.

3 The expression of the influence of Love Relationship short videos on single subculture

3.1 Stimulate the desire for love and suppress the single subculture phenomenon

The most basic appeal and reason for watching short love videos is to relax oneself physically and mentally in spare time. Although watching other kinds of short videos can also achieve the purpose of relaxation,Love Relationship short videos can bring psychological closeness to a greater extent and satisfy one's imagination of love to a certain extent. Including the appearance of the ideal type of the appearance of the external characteristics and internal characteristics of the imagination, as well as the process of personal love imagination. At the same time, the video content presented by Love Relationship short videos can help to improve the external and internal influences of the audience, such as the style of dress, the way of communication and the topic of chat, and enhance the sense of festival ceremony. In addition, they can also have a clearer understanding of the way of love they want to have, and reflect on the previous love failure experience. And the need to re-enter a new relationship.At the same time, the content of the creators and communicators in short love videos is closer to the real life and state, so it has a great influence on stimulating the demand and desire for love. The audience watching Love Relationship short videos also has a stronger enthusiasm for love, which can have a certain inhibition and digestion effect on the single subculture.

3.2 Experience the process of love, yearning for love life

The biggest difference between Love Relationship short videos and other short love videos is that they can provide certain personal references for the audience to a certain extent. At the same time, when some important atmosphere and scenes are put in the foreground, the audience can better generate empathy and participation, which can make the audience have the feeling of personal experience.Because there is a certain "performance" in the content of Love Relationship short videos, the sense of ceremony created by them, the problem solving and the mode of getting along with each other can make the audience have more real experience and fantasy. It may also make the audience have a kind of attachment towards the emotional way of video bloggers, which is different from the personality worship of celebrities, and give new spiritual power to the feelings of the bloggers. Taking virtual feelings as a reference to seek and hope to have a similar love relationship provides a new form for the elimination of single subculture phenomenon.

3.3 Familiarize with the love relationships and reduce the desire to be single

Many Love Relationship short videos producers will add a lot of current hot topics in the creation of short video content, such as "the first cup of milk tea in autumn" and "three pieces necessary for winter". These hot topics will be introduced by short video content of science and news, and some merchants will also make use of such hot topics for certain commercial marketing. However, there is still no denying that short love videos can have a certain impact on the single group's understanding of relevant hot content. Although they may produce emotions combining love with consumerism or behavior, they will have some imagination and expectation for the information and behavior in the single situation, so they want to end their single life. Being in a relationship allows you to experience what's happening right now. In addition, many short love videos or

creators will generate certain hot topics and discussions, and even hot searches. In addition to positive love sharing, there will also be situations in which personal emotions such as brokenhearted breakup will be put on the stage. Although it will lead to single groups' fear and worry about love, it will promote the aggravation of single subculture phenomenon to a certain extent. But it will also promote the audience to have a familiar and aware process of love, and then have a clear understanding of their future love life, and full of longing and yearning for love.

4 Reasons for the influence of Love Relationship short videos on the single subculture phenomenon

The emergence and development of Love Relationship short videos not only enrich the variety and content of short love videos, but also have a certain impact on the single subculture. On the one hand, it will strengthen their yearning and desire for love, but on the other hand, it will also solidify their desire to stay single. The reasons for these influences are also subtly influenced by the content creators of short videos, the creative content and the conditions and channels created, as well as the love concept of the audience.

4.1 Love Relationship short video creators enrich relationship content

Love Relationship short videos usually focus on the love content, experience and feelings recorded and shared by the creators. In addition to showing common love activities, such as eating and shopping, the creators of short love videos will also specially plan and produce some unique activity topics to enrich the video content and effect. On the one hand, this content topic can enhance the audience's viewing entertainment and leisure, on the other hand, it can also provide certain reference and reference significance for the audience to enrich their daily social interaction and future love life.Therefore, from this perspective, the content produced by short love video creators is also enriching the lives of other single groups and their daily love life in the future, adding some yearning and demand for love for single groups and ending their single state.

4.2 The content of Love Relationship short videos affects the concept of love

Love Relationship short videos usually include the expression and catharsis of personal emotional concepts in addition to the presentation of daily love contents. The output of such emotions and values not only contains the expression and display of positive concepts, but also subtly influences the formation and shaping of audiences' love concepts. However, sometimes there are some negative emotions in the video content, which will also affect the audience's concept of love. At the same time, although the content of short love videos will show the content in the course of love, the content of short love videos has a certain "performance" nature, so the video content will be different from the real situation to some extent. At the same time, many Love Relationship short videos creators show and appear negative situations such as quarrels and breakups, and the love routine and content vary from person to person. Therefore, although Love Relationship short videos can enhance the audience's yearning and desire for love, they may also cause fear after watching the negative content in short love videos. Both positive and negative content can affect the audience's love feelings and concepts, and thus have an impact on the single subculture.

4.3 Receive Love Relationship short videos from multiple channels and provide a channel for love

Love Relationship short videos have been found and watched in various mainstream social media. On the one hand, these platforms have become the channels for audiences to get short love videos, which can make them relax physically and mentally,meanwhile receiving love content at a high frequency can also stimulate the audience's desire for love. On the other hand, they also provide channels and ways for single groups to socialize. Some Love Relationship short video bloggers will take the initiative to launch content information related to dating posts or set up group chats for fans to communicate and interact with each other. The audience will also launch a public search for netizens with the same social needs through the comments section of the platform, and it is easier for these audiences to achieve the goal of being single due to their common interests. Love Relationship short videos can not only affect the audience's love concept and way, but also provide a social channel and conditions for the audience to get rid of the single identity, and play an important role in the elimination of single subculture.

4.4 Love Relationship short videos may stimulate single people's desire for love

The majority of single subjects who watch Love Relationship short videos will maintain a sense of identity and intimacy with the relationship process and video content presented in the video content after watching the content of the Love Relationship short videos, watching will also create a yearning for the form of love in the videos, there will also be audiences who improve and perfect themselves and their abilities based on the content shown in the Love Relationship short videos, audiences will also in a subtle process based on the content seen in the videos and The audience will also pay more attention to rituals and lifestyle changes based on the content they see in the videos, so they will be more eager for love and more eager to build an intimate relationship with someone who shows the same content as in the Love Relationship short videos. The biggest impact of Love Relationship short videos on the audience is to stimulate the single audience's desire to fall in love; the more single people watch them, the more likely they are to aspire to fall in love, and the more likely they are to be influenced by the content shown in the relationship videos.

5 Measures and conclusions

Love Relationship short videos make single people more yearning for love, but the performance content and the uncertainty in love also make some audiences fear love. This suggests that short video creators should show more positive content through short video and make correct and effective channels for negative emotions. At the same time, audiences should improve their own media literacy by rationally treating the content presented in the video and establishing a correct view of love, so that they can better find their own intimate relationship.The society should also conduct education and guidance on the correct concept of marriage and love. Only from these three aspects can we better dissolve the single subculture phenomenon.

The emergence of Love Relationship short videos has enriched the content forms of short videos, provided new entertainment channels for single groups, and to some extent provided channels and other help for them to expand and know other audiences in terms of interpersonal relationship, information acquisition and personal reference. The more Love Relationship short videos the audience watches, the more likely they will be

to have the opportunity and possibility of falling in love. Meanwhile, watching the content of short videos can also provide reference and reference for the single group to further improve and improve their own understanding and connotation. Despite the existence of reshaping or giving new forms to the single subculture, it still has the effect of dispelling the single subculture phenomenon to a greater extent.

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