Information Sciences Letters
An International Journal

Vlog News Dissemination on Social Media Platforms: An Investigation of Audience Mental Health and Educational Behaviour

Jing fan He, Siti A. H. M. Razi* and Akmar H. A. Ghazali

Department of Communication, Faculty of Modern Language and Communication, University of Putra Malaysia, Kuala Lumpur, Malaysia

Abstract: This study aims to investigate the mental health and educational behaviors of Vlog news audiences from the perspective of audience needs and satisfaction using the questionnaire method. The questionnaire results were analyzed using Questionnaire Star intelligent software, Microsoft Office Excel, and SPSS 25.0 as the window for data statistics. The results show that the current popular Vlog news can trigger the resonance of the communicators and the audience and satisfy their aesthetic and psychological needs. The diverse forms of interaction also provide a sense of companionship for the audience watching Vlog news, which indicates that the dissemination of Vlog news on social media platforms has an important impact on the mental health and educational behaviour of the audience and provides material for the future development of Vlog news. At the same time, in the future stage of development, Vlog news needs to improve the first-class nature of the content material in content manufacturing to satisfy the viewing needs of users.

Keywords: educational behavior; mental health; Vlog; audience; social media.

1 Introduction

Vlog is also known as "video blog," which translates to "video blog" and "video log," and refers to a short public video in which the filmmaker uses a first-person narrative to share his or her life story using a DSLR, cell phone, etc. [1]. Fast-paced life, high-intensity work, and small living space make the originally abundant time become messy and broken, and even only when waiting for a bus, sitting in a car, or walking will they find their own time positioning, time fragmentation turns the appreciation of culture into a fast-food demand [2-5]. "Vlog" has a variety of themes and a rich content, and the important feature is that the creator himself appears directly in front of the camera and communicates with the audience, which caters to the audience's viewing conditions and inner potential needs [6-8]. While China's short video industry is maturing, it has gradually exposed the problems of too much content homogenization and lack of diversity and the overall phenomenon of ugliness, vulgarity and dirtiness, which has caused aesthetic fatigue among audiences [9]. It's an emerging form of video, Vlog has taken a different and differentiated route from short video, and its simple, real, personalized, high style of content just makes up for the shortcomings of short video.

The survey on the mental health and educational behavior of Vlog audiences, based on audience analysis, will solve the communication development problems of Vlogs and guide Vlogs to deconstruct the "ugly" viewing of short videos with "quality" content production, which will be beneficial to the young generation in absorbing quality information content, cultivating good interests and improving cultural aesthetics [10].

2 Literature Review

2.1. Vlog Development Study

Foreign Vlogs have a more mature realization model, and many research scholars pay more attention to the application of Vlogs in brand communication and advertising [11]. Lee and Watkins [12] studied how Vlogs influence consumers' perceptions of luxury brands, and they found that Vlog users compare the PSI (psychological experience) of Vloggers and hold the same positive brand evaluation as Vloggers and that Vlogs can promote repeat purchases of luxury fashion items by consumers over time [13-15].

---

*Corresponding author e-mail: siti.aishah@upm.edu.my

Vlogs have not appeared in China for a long time around 2016, some people among Chinese international students started to make some Vlogs about their study abroad life and spread them to China [16-18]. From the division of disciplines, Vlog research is mainly concentrated in the field of journalism, communication, theater, film, and other disciplines such as telecommunication technology, computer information technology, sociology and psychology are also involved, but the number is small, and the content is scattered [19-22].

2.2. Research on the Characteristics of Vlogs and Audience Mental Health

According to Bu [23], the emergence of Vlogs not only satisfies the audience's demand for daily life-sharing content but also satisfies the audience's aesthetic demand, and thus has the characteristics of both "daily" and "aesthetic." Wei, Zhu and Zhang [24] find that the popularity of Vlogs in youth culture proves their "individuality" and "artistic" appeal [25-26]. Xia Yucheng and Zheng Yang [27-29] analyze the psychology of Vlog users and believe that Vlog users watch because of the generation of aesthetic compartments, the drive of body consumption and the satisfaction of voyeurism. In addition, Ge suppose that Vlogging brings traditional media closer to young audiences, and Vlogging news is reported from a personal perspective, which strengthens "presence" and "authenticity" and realizes "physical presence" and "psychological presence [30]. The Vlog news is reported from a personal perspective, strengthening "presence" and "authenticity", and realizing the integration of "physical presence" and "psychological presence". Hu and Xia believe that Vlog news combines the authority of mainstream media with the convenience of new media, which enhances audience interaction and is more popular among the "net generation" [31]. Yang's viewpoint is from a sociological perspective and believes that the process of watching videos is the process of examining "me in the mirror" [32].

2.3. Educational Research in Journalism Communication

Li [33] points out in "Exploring Innovative College Students' Ideological and Political Education in Web 2.0 Era - Social Media as a Research Perspective" that in order to strengthen the mainstream social values advocated by China's ideological and political education in the midst of the multiple values abounding in social media [34-36], college ideological and political educators should take the initiative to occupy new positions in education and give full play to the communication advantages of social media. Improve the media literacy of college students, become responsible judges and expressers, improve the subjectivity of college students in the process of ideological and political education, and enhance the attractiveness of ideological and political education contents. Li pointed out that social media have weakened the authoritative identification with mainstream ideology, changed the public opinion communication environment, and increased the space and scope of ideological struggle; and proposed countermeasures: implementing online moral education, firming the political stance of college students, timely public opinion guidance, and dividing professionals responsible for maintaining the official platform [37-38].

3 Methodology

3.1. Formulate Hypothesis

Katz, Grivich, and others grouped people's needs for using media into five major categories: cognitive needs, emotional needs, personal integration needs, social integration needs, and stress relief needs. Also, the degree of satisfaction of people's needs during use varies from person to person. Based on this, four hypotheses related to this are proposed in Figure 1.
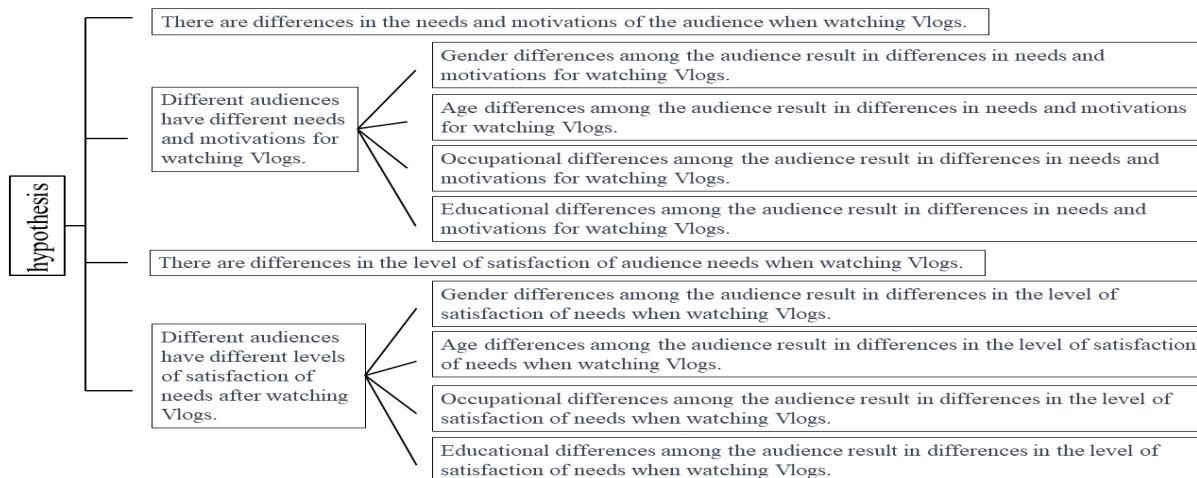

Fig. 1: Tree diagram of the four major hypotheses

3.2. Questionnaire Design

The survey on the mental health and educational behavior of the Vlog audience was conducted by distributing online questionnaires. A total of 1159 questionnaires were distributed through the questionnaire platform by WeChat, QQ and in person, and 1159 questionnaires were collected. To ensure the validity of the data, the first question was, "Have you watched Vlog" and if the respondents answered no, the survey would be closed directly. There were 406 respondents who had not seen the Vlog in this questionnaire, so they were directly filtered out from the total number of analyses. At present, Vlogs are nonetheless in the system of wild development, and there is an awful lot of room for enhancement in each the determination of content material and the fantastic of the makers. China's records and culture, with its good-sized territory, present wealthy substances for the introduction of Vlogs. In phrases of future development, Vlogs need to enhance the first-class of content material in content material manufacturing to higher meet the wishes of users.

The questionnaire results were analyzed by using questionnaire star intelligent software, Microsoft office excel, and SPSS 25.0 for Windows to compile the data.

4 Results and Discussion

4.1. Population Composition Distribution

Table 1: Descriptive statistical table

Variables	Options	Frequency	Percentage (%)	Cumulative percentage (%)
Gender	Male	267	40.52	40.52
	Female	392	59.48	100.00
Age	1-12 years old	17	2.58	2.58
	13-17 years old	5	0.76	3.34
	18-24 years old	429	65.10	68.44
	25-30 years old	187	28.38	96.81
	31-40 years old	12	1.82	98.63
	Over 40 years old	9	1.37	100.00
Work Location	Capital city	344	52.20	52.20
	Municipal city	239	36.27	88.47
	County-level city	57	8.65	97.12
	Towns and villages	19	2.88	100.00
occupation	Student	331	50.23	50.23
	Government agency/institution/state-owned enterprise worker	90	13.66	63.88
	Jointly-owned public-private enterprise/private enterprise worker	139	21.09	84.98
	Individual business owner	32	4.86	89.83
	Freelancer	40	6.07	95.90
	Farmer	3	0.46	96.36
	Retired personnel	1	0.15	96.51
	Unemployed (homemaker, unemployed, laid off, during resignation)	5	0.76	97.27
	Others	18	2.73	100.00
Monthly Income	Below 4500 yuan	430	65.25	65.25
	4500-8000 yuan	142	21.55	86.80
	Above 8000 yuan to 15000 yuan	42	6.37	93.17
	Above 15000 yuan	15	2.28	95.45
Highest Level of Education	Junior high school and below	30	4.55	100.00
	Junior high school and below	34	5.16	5.16
	High school/vocational school	170	25.80	30.96
	College diploma	381	57.81	88.77
	Bachelor's degree	74	11.23	100.00

From Table 1, it can be viewed that the share of male and woman audiences of Vlog is 40.52% and 59.48% respectively, with greater lady audiences than male audiences. From the evaluation of the target audience age, the best proportion of the target market is between 18 and 24 years old, accounting for 65.1%. These audiences are the "post-95"

adolescence group, with excessive acceptance of new things. The subsequent is the target market aged between 25 and 30, accounting for 28.38%. In terms of income distribution, low-income people are the main audience group of Vlogs. Specifically, 65.25% of Vlog audiences earn less than 4,500 RMB, more than half of the overall number. This is consistent with the fact that most of the Vlog audiences are students who generally have no source of income.

In summary, the female audience of vlogs is more likely to be the "post-95" young group aged 18-24. Most of them are highly educated but do not have a high income.
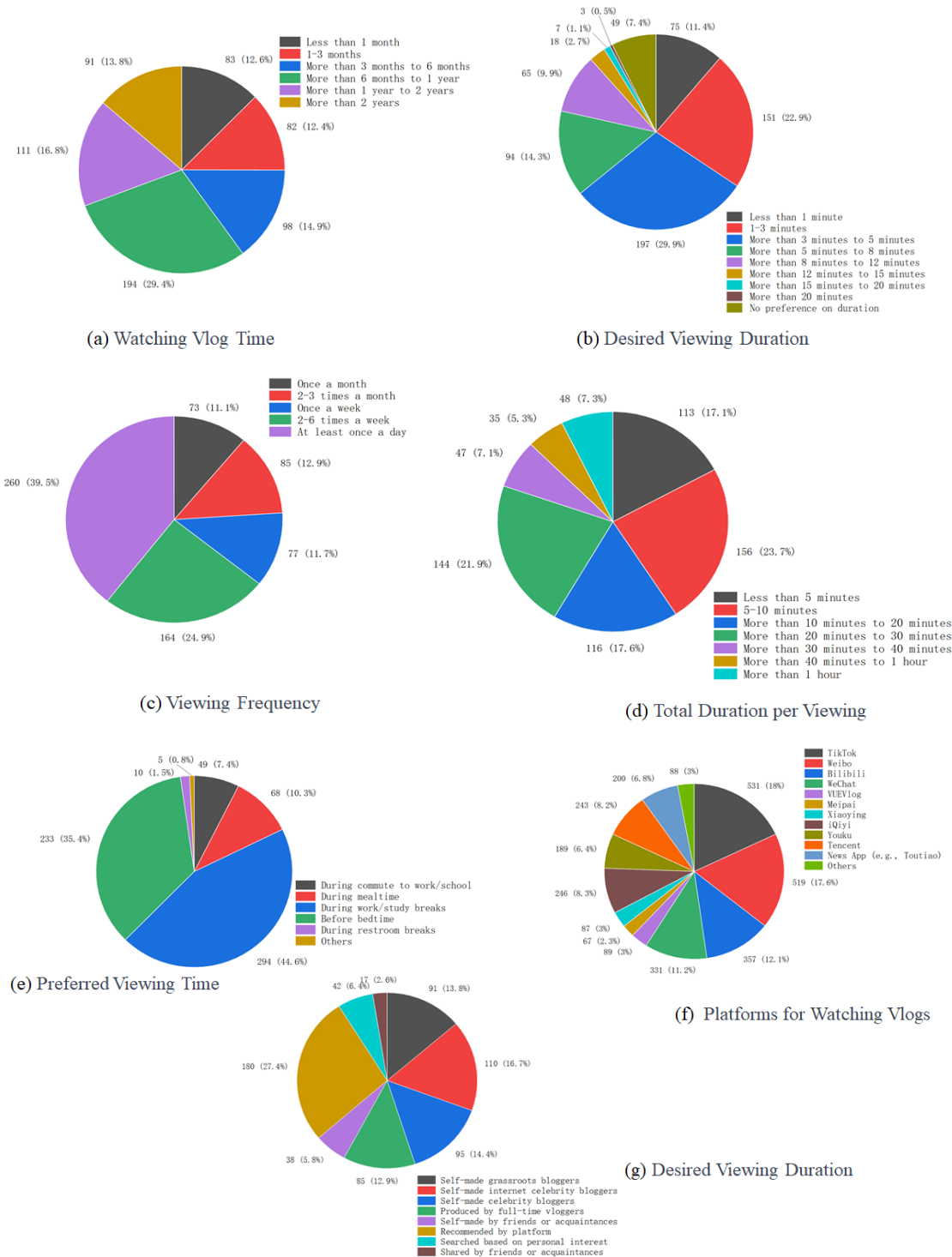
4.2. Viewing and Usage Habits

Fig. 2: Map of basic viewing and usage habits

From Figure 2, it can be seen that the most time audiences know and watch Vlogs is from 6 months to 1 year, accounting for 26.7%. Vlog audiences basically show the trend that the higher the frequency of viewing, the more people watch. Among them, 35.28% are watched every day, reflecting that some people have become the loyal audience of Vlog. A total of 72.59% watch it once a week or more, indicating that some people are slowly developing the media habit of watching Vlogs.

In summary, the audience's Vlog use behavior and viewing preferences are: more than 70% of the audience watches Vlogs once a week or more, which indicates that people are gradually cultivating the media habit of watching Vlogs. Most people use the fragmented time before rest or sleep to watch Vlogs on platforms such as Jieyin, Weibo and B Station, and control the total viewing time to less than half an hour so that they will not fall into the dilemma of obsessive viewing.

4.3. Viewing and Usage Requirements Analysis

In the questionnaire, the different intensity of audience needs for Vlog viewing and use were determined by scoring in a range of 1-5. For the data of each primary variable, the average value of the secondary variables was calculated, and the higher the average value, the higher the degree of viewing and using demand.

Table 2: Descriptive analysis of viewing and usage needs

Dependent variable	Options	Number of cases	Standard deviation	Mean	Weighted mean
Cognitive needs	Watching Vlogs to "Follow Interesting Content"	659	1.060	3.72	3.435
	Watching Vlogs to "Broaden Horizons and See the World with Bloggers"	659	1.147	3.56	
	Watching Vlogs to "Learn Various Skills and Knowledge"	659	1.261	3.53	
	Watching Vlogs to "Enhance Personal Aesthetics and Taste"	659	1.086	3.41	
	Watching Vlogs to "Understand Beauty and Fashion, Keep Up with Trends"	659	1.331	3.22	
	Watching Vlogs to "Understand the Lives of Celebrities, Internet Celebrities, etc."	659	1.279	3.08	
	Watching Vlogs to "Discover New Things and Bring Freshness"	659	1.131	3.51	
Emotional needs	Watching Vlogs to "Pass Time and Entertain Mind and Body"	659	1.072	3.48	3.397
	Watching Vlogs to "Boost Confidence and Enthusiasm, Live Each Day Seriously"	659	1.272	3.46	
	Watching Vlogs to "Satisfy My Curiosity and Voyeuristic Psychology"	659	1.294	3.31	
	Watching Vlogs to "Have a Sense of Accompaniment and Eliminate Loneliness"	659	1.343	3.13	
Personal integration needs	Watching Vlogs to "Understand Various Information, Gather Topics"	659	1.217	3.46	3.46
Social integration needs	Watching Vlogs to "Find Interested Fields, Gain a Sense of Belonging"	659	1.134	3.48	3.415
	Watching Vlogs to "Establish a Sense of Ritual in Life, Live Better"	659	1.119	3.38	
Stress relief needs	Watching Vlogs to "Regulate Self-Emotions, Relieve Life Stress"	659	1.223	3.59	3.59

As shown in Table 2, with sufficient sample size, the mean value of each secondary variable is in the range of 3-4, indicating that the audience has a relatively strong demand for the use and viewing of Vlogs. Among the audience's overall viewing and usage needs, "stress relief needs" are the strongest. It can be concluded that the main needs of audiences watching and using Vlogs are: to pay attention to what they are interested in through Vlogs, to collect useful information and talk about, to broaden their horizons, to discover new things, and to achieve self-satisfaction and stress relief at the same time of leisure and entertainment.

4.4. Analysis of the Degree of Satisfaction of Viewing and Usage Needs

The evaluation of the audience's delight with looking at and the usage of Vlogs used to be additionally performed the usage of a two-level variable, with pride stages of "barely satisfied," "generally satisfied," "more satisfied," "satisfied," and "very satisfied," "Satisfied" and "Very satisfied," with a scoring vary of 1-5, in growing order. For the information of each stage 1 variable, it is done with the aid of calculating the common price for the degree two variables. The higher the average value, the higher the degree of satisfaction of viewing and usage needs.

Table 3: Descriptive segmentation of the degree of satisfaction with viewing and usage needs

Dependent variable	Options	Number of cases	Standard deviation	Mean	Weighted mean
Cognitive needs fulfilled	Broaden your horizons, follow vloggers to see the world	659	1.268	3.62	3.445
	Learn various skills and knowledge	659	1.152	3.45	
	Improve personal aesthetics and interests	659	1.238	3.39	
	Understand fashion and beauty trends, keep up with the times	659	1.120	3.37	
	Understand the lives of celebrities, influencers, and others	659	1.290	3.28	
	Pass the time, entertain oneself	659	1.368	3.14	
	Discover new things, bring freshness	659	1.119	3.57	
Emotional needs fulfilled	Enhance life confidence and enthusiasm, live every day seriously	659	1.174	3.58	3.397
	Satisfy curiosity and inquisitiveness	659	1.205	3.43	
	Have a sense of companionship, eliminate feelings of loneliness	659	1.284	3.20	
	Understand various information, collect talk capital	659	1.191	3.13	
Personal integration needs fulfilled	Find areas of interest, gain a sense of belonging	659	1.147	3.51	3.51
Social integration needs to be fulfilled	Establish a sense of life ritual, live a better life with friends and family	659	1.098	3.47	3.44
	Regulate self-emotion, relieve life stress	659	1.218	3.43	
Stress relief needs fulfilled	Broaden your horizons, follow vloggers to see the world	659	1.161	3.62	3.62
	Number of valid cases	659			

From Table 3, it can be seen that the audience's overall use and satisfaction of Vlogs is at a medium level, with all scores above 3, i.e., "more satisfied," and the audience's "stress relief needs" are satisfied to the highest degree, The bloggers' positive attitude towards life, rich daily life, elegant music and aesthetic images make the audience relax, and the audience can empathize with the content conveyed by the bloggers and gain a certain sense of pleasure, thus playing a role in relieving stress.

In general, Vlogs meet the "stress relief needs" and "personal integration needs" to a high degree, but in terms of "social integration needs," "emotional needs," "social integration needs" and "emotional needs," however, it is relatively weaker in satisfying "social integration needs," "emotional needs" and "cognitive needs," and does not better satisfy the audiences' needs of "understanding beauty fashion and keeping up with the trend of the times" and "understanding celebrities and net stars."

4.5. Differentiated Analysis of Population Distribution and Usage Demand

4.5.1 Gender

An independent sample t-test on gender revealed that the differences in "stress relief needs" and "cognitive needs" are larger, with a difference of 0.4 or more between the mean values of male and female needs.

Table 4: Group statistics

Table source: SPSS calculation generated					
Dependent Variable	Gender	Cases	Mean	Standard Deviation	Mean Standard Error
Cognitive Needs	Male	267	3.140	1.036	0.056

	Female	392	3.542	0.717	0.030
Emotional Needs	Male	267	3.276	1.129	0.057
	Female	392	3.470	0.701	0.027
Personal Integration Needs	Male	267	3.323	1.283	0.073
	Female	392	3.608	1.052	0.046
Social Integration Needs	Male	267	3.331	1.158	0.063
	Female	392	3.534	0.882	0.040
Stress Relief Needs	Male	267	3.324	1.337	0.071
	Female	392	3.704	1.038	0.051

Table 5: Independent samples t-test

Table source: SPSS calculation generated						
Dependent Variable	Hypothesis	Levene's test for equality of variances		t	Levene's test for equality of variances	
		F	Significance		Degrees of freedom	Significance level (two-tailed)
Cognitive Needs	Assuming Equal Variance	40.85	0	-6.55	657.43	0
	Not Assuming Equal Variance			-6.17	472.20	0
Emotional Needs	Assuming Equal Variance	41.32	0	-2.80	657.43	0.01
	Not Assuming Equal Variance			-2.73	468.86	0.01
Personal Integration Needs	Assuming Equal Variance	19.68	0	-4.38	657.43	0
	Not Assuming Equal Variance			-4.20	524.09	0
Social Integration Needs	Assuming Equal Variance	28.96	0	-3.82	657.43	0
	Not Assuming Equal Variance			-3.65	496.17	0
Stress Relief Needs	Assuming Equal Variance	13.46	0	-5.12	657.43	0
	Not Assuming Equal Variance			-5.02	538.29	0

4.5.2 Age

From Table 6, it can be seen that there are significant differences in the demand for watching and using Vlogs among audiences of different age groups, as follows: the average demand of audiences aged 1~12 is much lower than that of other age groups, and their average demand is below 2, while the average demand of the rest of the age groups is above 3, except for some individual demands. 13~17-year-olds are mainly junior and senior high school students, and their strongest demand for watching and using Vlogs is "stress relief." "For those aged 40 and above, the strongest demand for viewing and using vlogs is "personal integration," followed by "social integration." "Social integration needs.

Table 6: Statistical table of mean values variables

Dependent Variable	Age Group	Mean	Cases	Standard Deviation
Cognitive Needs	1-12 years	1.59	17	0.92
	13-17 years	3.43	5	0.70
	18-24 years	3.48	429	0.74
	25-30 years	3.58	187	0.73
	31-40 years	3.17	12	0.96
	40+ years	3.10	9	0.79

	1-12 years	1.67	17	1.07
	13-17 years	3.51	5	0.79
Emotional Needs	18-24 years	3.50	429	0.82
	25-30 years	3.67	187	0.73
	31-40 years	3.25	12	0.84
	40+ years	3.24	9	0.86
	1-12 years	1.69	17	1.04
	13-17 years	3.41	5	0.92
Personal Integration Needs	18-24 years	3.52	429	0.86
	25-30 years	3.69	187	1.03
	31-40 years	3.37	12	1.06
	40+ years	3.77	9	1.31
	1-12 years	1.68	17	1.37
	13-17 years	3.61	5	1.10
Social Integration Needs	18-24 years	3.74	429	1.07
	25-30 years	3.63	187	0.88
	31-40 years	3.35	12	0.97
	40+ years	3.36	9	0.83
	1-12 years	1.63	17	1.40
	13-17 years	3.59	5	1.12
Stress Relief Needs	18-24 years	3.68	429	1.02
	25-30 years	3.64	187	1.00
	31-40 years	3.35	12	1.17
	40+ years	2.93	9	1.50

4.6. Differential Analysis of Population Distribution and Demand Satisfaction

4.6.1 Gender

From Table 7, it can be seen that female audiences have higher mean satisfaction levels than male audiences in five areas, including cognitive needs, emotional needs and personal integration needs, i.e., female audiences have higher satisfaction levels than male audiences in watching and using Vlogs.

Table 7: Group statistics

Dependent Variable	Gender	Cases	Mean	Standard Deviation	Mean Standard Error
Cognitive Needs fulfilled	Male	267	3.17	1.013	0.061
	Female	392	3.50	0.718	0.050
Emotional Needs fulfilled	Male	267	3.28	1.106	0.043
	Female	392	3.47	0.677	0.008
Personal Integration Needs fulfilled	Male	267	3.36	1.287	0.064
	Female	392	3.58	1.040	0.046
Social Integration Needs fulfilled	Male	267	3.33	1.179	0.059
	Female	392	3.54	0.891	0.037
Stress Relief Needs fulfilled	Male	267	3.28	1.359	0.068
	Female	392	3.70	1.037	0.063

Table 8: Independent samples t-test

Dependent Variable	Hypothesis	Levene's test for equality of variances		t		Levene's test for equality of variances
		F	Significance		Degrees of freedom	Significance level (two-tailed)
Cognitive Needs fulfilled	Assuming Equal Variance	33.82	0	-6.56	657.42	0
	Not Assuming Equal Variance			-6.16	472.23	0
Emotional Needs fulfilled	Assuming Equal Variance	41.29	0	-2.80	657.39	0
	Not Assuming			-2.72	468.85	0

	Equal Variance					
Personal Integration Needs fulfilled	Assuming Equal Variance	11.69	0.001	-4.38	657.38	0
	Not Assuming Equal Variance			-4.21	524.13	0
Social Integration Needs fulfilled	Assuming Equal Variance	25.96	0	-3.80	657.42	0
	Not Assuming Equal Variance			-3.64	496.20	0
Stress Relief Needs fulfilled	Assuming Equal Variance	23.50	0	-5.14	657.43	0
	Not Assuming Equal Variance			-5.02	538.30	0

4.6.2 Age

As shown in Table 9, audiences of different ages have different levels of satisfaction in watching and using Vlogs. 1-12-year-old audiences have a lower demand for watching and using Vlogs, and their level of satisfaction is much lower than other age groups. The mean value of "emotional needs" satisfaction among audiences aged 25-30 is more than twice that of audiences aged 1-12.

Table 9: Statistical table of mean values

Dependent Variable	Age Group	Mean	Cases	Standard Deviation
Cognitive Needs fulfilled	1-12 years	1.61	17	0.89
	13-17 years	3.53	5	0.72
	18-24 years	3.49	429	0.76
	25-30 years	3.68	187	0.74
	31-40 years	3.19	12	0.95
	40+ years	3.12	9	0.78
Emotional Needs fulfilled	1-12 years	1.75	17	1.10
	13-17 years	3.52	5	0.79
	18-24 years	3.58	429	0.85
	25-30 years	3.72	187	0.74
	31-40 years	3.30	12	0.81
	40+ years	3.28	9	0.89
Personal Integration Needs fulfilled	1-12 years	1.76	17	1.07
	13-17 years	3.41	5	0.94
	18-24 years	3.60	429	0.87
	25-30 years	3.74	187	1.01
	31-40 years	3.42	12	1.04
	40+ years	3.85	9	1.32
Social Integration Needs fulfilled	1-12 years	1.78	17	1.33
	13-17 years	3.66	5	1.07
	18-24 years	3.78	429	1.11
	25-30 years	3.72	187	0.90
	31-40 years	3.41	12	0.95
	40+ years	3.45	9	0.83
Stress Relief Needs fulfilled	1-12 years	1.69	17	1.43
	13-17 years	3.67	5	1.15
	18-24 years	3.68	429	1.06
	25-30 years	3.70	187	1.05
	31-40 years	3.40	12	1.18
	40+ years	2.96	9	1.49

4.7. Disadvantage Analysis

The purpose of comparing Vlogs and short videos in the questionnaire is to try to understand the disadvantages and shortcomings of current Vlogs from the audience's point of view and to provide original data materials for proposing

problems and optimization strategies for the development of Vlog communication. The results are shown in Figure 3:
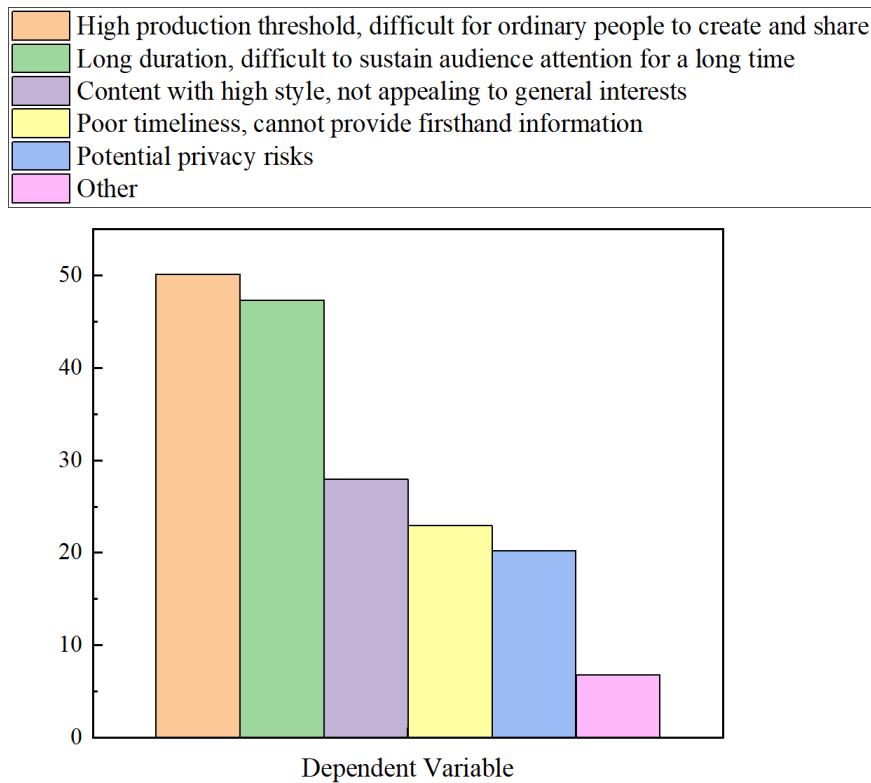

Legend:
- High production threshold, difficult for ordinary people to create and share
- Long duration, difficult to sustain audience attention for a long time
- Content with high style, not appealing to general interests
- Poor timeliness, cannot provide firsthand information
- Potential privacy risks
- Other

Dependent Variable

Fig. 3: Comparison of Vlog and Short Video - Disadvantage Analysis

From the table, we can see the disadvantages of Vlog compared to short videos; first of all, "more material requirements, the low update rate of bloggers" Short video can be achieved with shooting and bloggers' update speed, but Vlog requires bloggers to use a long time to collect material and post-production, it is difficult to achieve the daily update, often weekly or It is often updated weekly or irregularly. In the age of attention, if Vlog bloggers do not update their videos in time, audiences may choose other forms of media, such as short videos, to meet their needs, resulting in the loss of Vlog audiences. Secondly, "the production threshold is high, and it is difficult for ordinary people to make and share," the emergence of short video makes video recordings civilianized, and the introduction of Vlog into the country is to attract audiences with high style and high aesthetics, which to a certain extent makes up for the shortcomings of a short video.

5 Conclusion

5.1. The Positive Impact of Vlog on Audience Psychology

5.1.1 Resonate with values and meet emotional needs.

Vlogs with special cultural traits focal point on sharing existence and greater diverse and customized expressions. Vlog creators' archives of day-by-day lifestyles no longer solely raise the creator's very own experience of ritual, however. Additionally, the conversation of Vlogs primarily based on the blogger's private lifestyles is a change and collision of values between the blogger and the audience.

5.1.2 Vlogger identity equality, "alternative feelings" to meet the audience's curiosity.

Nowadays, people gradually observe other people's lives to satisfy their curiosity and, at the same time, resonate with the part of other people's lives that is the same as their own, thus generating the purpose of self-identification, thus forming a projection, and then reflecting on themselves, completing the construction of self again and again. Driven by such a process, bloggers and viewers are closely connected and interact, and this interaction also creates a "celebrity effect" and "de-deification" of idols.

5.2. Problems in The Current Development of Vlog

5.2.1 The conflict between personal life display and privacy protection

In the "2022 Vlog Industry Development Report" released by Ai Media Consulting; a survey was conducted on the reasons why audiences do not choose to share Vlog videos. Vlogs highly display self-life, exposing privacy, and the lack of professional filming equipment and editing technology are also the reasons why Vlogs are difficult to be shared by audiences, reflecting sideways that the production threshold of Vlogs is indeed high and the display of personal life for It is difficult to control the boundaries of personal life. In the survey questionnaire, the frequency of "want to become a Vlogger" and "will share Vlogs with others" is low.
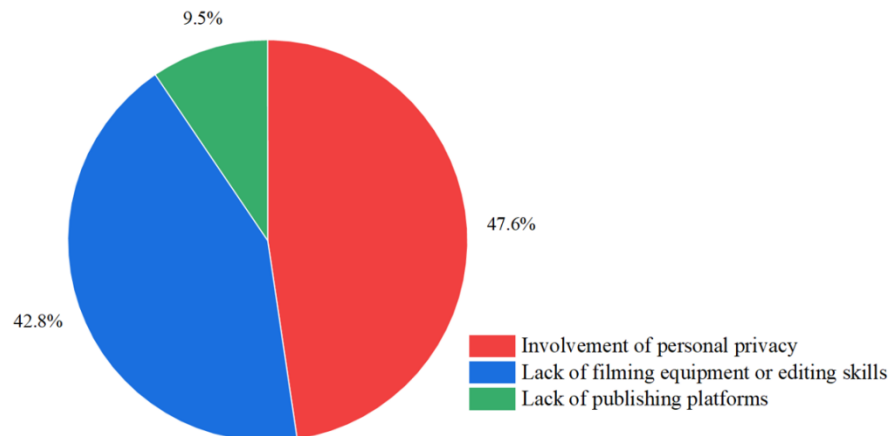
Fig. 4: Results of the survey on the reasons why Chinese vloggers do not choose to share videos in 2022

The rapid development of Vlog has injected fresh blood into the video industry and also let the desire to show and express find a new form of self-expression, but how to grasp the degree of privacy display and privacy protection is an important issue in the current development of Vlog.

5.2.2 Excessive marketing encroaches on users' information space

The number and frequency of brand implantation is increasing in the field of Vlogs, which makes more and more Vlogs intermingle with advertisements. Vlogs with too many ads will inevitably cause a rebellious mentality among fans. Vlogs themselves are content-based, and after attracting traffic through content, they start to reduce the quality of content to cash in on the traffic, which is a common problem for many bloggers. In the long run, the conflict between fan stickiness and cash will only intensify.

5.2.3 Content theme homogenization, vulgarization

The imbalance between continuous quality creation and mass production of videos is the main reason for the serious homogenization of Vlogs at present. With the emergence of video blogs and the popularity of head vloggers, many audiences have developed the idea of becoming creators themselves, and everyone can make vlogs, but not everyone can create vlogs with clear shooting, smooth editing, and rich and detailed content. This has a negative impact on the audience's mental health and educational behavior. When more users start to try to shoot Vlogs, the difficulty of how to shoot, edit and produce makes most novices overwhelmed, so users will shoot and produce by imitating excellent and widely spread Vlogs, including the choice of themes, imitation of editing techniques, sub-screen design, etc. The consequence of imitation is a large number of Vlogs.

6 Recommendations

6.1. Promote excellent traditional culture and focus on educational significance.

Li ZiQi's personal influence has spread to many overseas countries, and there are even a number of Vloggers abroad who imitate Li ZiQi. She shows a peaceful and tranquil rural life with beautiful scenery and special food. She uses food and beautiful scenery as a carrier to show the rich traditional customs and folk culture of China, such as filial respect for the elderly, diligence and frugality. Her works do not have magnificent scenes; they are all pictures of daily life in the countryside. However, her good use of camera language, coupled with her superb post-editing skills, keeps her work at a high standard. Li Ziqi's works can be said to be the most successful case of combining the expression of Vlogs with Chinese culture, and she uses her works to show domestic Vloggers that the combination of Vlogs and Chinese culture can produce unlimited possibilities. The popularity of "Li ZiQi" is not a coincidence, but her practical action tells us

that based on traditional culture, integrating modern communication methods with local culture, and filming more "grounded" works that meet the appetite of Chinese people, she can gain recognition. Her video works can have emotional resonance with the audience, increase user stickiness and goodwill, and have good educational significance for the audience.

6.2. Meet the needs of users and maintain the mental health of the audience.

The economy and society are constantly developing, the cost of living is too high for young people nowadays, work is too stressful, and education and retirement are problems that cannot be avoided and need time to be solved slowly for young people. People need to use appropriate ways to relieve the pressure in their work life, which is one of the background reasons why the entertainment industry is becoming more and more developed today. Contemporary young people do not have time to watch two hours of variety shows, so the fragmented communication of short videos is more sought after by young people. There are two sides to everything, fragmented communication has the advantages of being short, flat and fast, but it can also cause low-quality information, too much focus on entertainment and other problems, but this kind of communication has advantages and disadvantages peer, and Vlog appears between the long video and short video, well compatible with the advantages of both. It is a relatively calm film, and television narrative is different from the noise of short videos and can relieve the user's sense of pressure living in the modern city. Therefore, Vlog bloggers should try to cater to the audience's need to relieve stress and create fresh, soothing and comfortable Vlogs.

Conflict of interest

The authors declare that there is no conflict regarding the publication of this paper.

References

[1] Surdiasis, F., & Eriyanto, E. (2018). Narrative of politics in the era of social media: a multimodal analysis of President Joko Widodo's video blog. In E3S Web of Conferences (Vol. 74, p. 10012). EDP Sciences.

[2] Luo Junwen. (2019).VLOG "promotional video": "identity" creates double video value - a case study based on blogger Inoue and his VLOG video. Today Media(08),75-77.

[3] Rahmi, Y., Sekarasih, L., & Sjabadhyni, B. (2017). The influence of beauty vlog on perceived source credibility and purchase intention. Makara Human Behavior Studies in Asia, 21(1), 13-23.

[4] Miranda, S. M., & Saunders, C. S. (2003). The social construction of meaning: An alternative perspective on information sharing. Information systems research, 14(1), 87-106.

[5] Kou Qian. (2019). A study on the use and satisfaction of Vlog users in the communication science perspective. Western Radio and Television(12),5+15.

[6] Gregg, P. B. (2021). Social responses to and motivation involving knitting vlog viewing. Convergence, 27(2), 508-523.

[7] Wang, Shuo & Zhang, Zhiyong. (2019). Content Analysis of Slow Life Vlog Communication--Example of Vlogger Li Ziqi's Work on Weibo Platform. New Media Research(19),18-20.

[8] Lee, J. E., & Watkins, B. (2016). YouTube Vloggers' Influence on consumer luxury brand perceptions and Intentions. Journal of Business Research, 69(12), 5753-5760.

[9] Hale, B. J., Gonzales, A. L., & Richardson, M. (2018). Vlogging cancer: Predictors of social support in YouTube cancer vlogs. Cyberpsychology, Behavior, and Social Networking, 21(9), 575-581.

[10] Xu Min. (2019). Interpreting the profitability of vlog publishers from the perspective of attention economy-taking Bilibili pop-up website as an example. Southeast Communication(02),76-78.

[11] Freimuth, V. S., & Quinn, S. C. (2004). The contributions of health communication to eliminating health disparities. American Journal of public health, 94(12), 2053-2055.

[12] Salovey, P., & Williams-Piehota, P. (2004). Field experiments in social psychology: Message framing and the promotion of health-protective behaviors. American Behavioral Scientist, 47(5), 488-505.

[13] Werner, E. A. (2012). Rants, reactions, and other rhetorics: Genres of the YouTube vlog (Doctoral dissertation, The University of North Carolina at Chapel Hill).

[14] Chevalier, J. A., & Mayzlin, D. (2006). The effect of word of mouth on sales: Online book reviews. Journal of

marketing research, 43(3), 345-354.

[15] Tang, Miao & Zhang, Yidan. (2021). A study on the characteristics and influence of journalists' Vlogs during the epidemic-An example of journalists' Vlogs in mainstream media. News Knowledge (02), 62-65.

[16] Cheung, C. M., Lee, M. K., & Rabjohn, N. (2008). The impact of electronic word‐of‐mouth: The adoption of online opinions in online customer communities. Internet research, 18(3), 229-247.

[17] Munnukka, J., Maity, D., Reinikainen, H., & Luoma-aho, V. (2019). "Thanks for watching." The effectiveness of YouTube vlog endorsements. Computers in human behavior, 93, 226-234.

[18] Jackson, L. D. (1992). Information complexity and medical communication: The effects of technical language and amount of information in a medical message. Health communication, 4(3), 197-210.

[19] Liu, Na & Liang, Xiao. (2019). New thinking on behavioral presentation and social interaction of Vlogs in the context of media environment science. Modern Communication (Journal of Communication University of China)(11),47-54.

[20] Davis, F. D. (1993). User acceptance of information technology: system characteristics, user perceptions and behavioral impacts. International journal of man-machine studies, 38(3), 475-487.

[21] Deutsch, M., & Gerard, H. B. (1955). A study of normative and informational social influences upon individual judgment. The Journal of Abnormal and social psychology, 51(3), 629.

[22] Hu, C. G. & Xia, M. D.. (2020). Exploring the impact of "Vlog+News" on news reporting in the 5G era. Publishing Wide Angle(04),40-42.

[23] Schuman, D. L., Lawrence, K. A., & Pope, N. (2019). Broadcasting war trauma: An exploratory ethnography of veterans' youtube vlogs. Qualitative health research, 29(3), 357-370.

[24] Snelson, C. (2015). Vlogging about school on YouTube: An exploratory study. New Media & Society, 17(3), 321-339.

[25] Kim, D. (2017). Vlog as a branding tool: How to build a brand with a video blog in social media.

[26] Griffith, M., & Papacharissi, Z. (2010). Looking for you: An analysis of video blogs. First Monday.

[27] Liu, L. S., Huh, J., Neogi, T., Inkpen, K., & Pratt, W. (2013, April). Health vlogger-viewer interaction in chronic illness management. In Proceedings of the SIGCHI conference on Human factors in computing systems (pp. 49-58).

[28] Gao Yang. (2021). Online exhibition of quasi-social relationships in the post-reality TV era: A psychological perspective and psychological application prospect of Vlog transmitters and receivers. Audiovisual (02), 141-142.

[29] Sussman, S. W., & Siegal, W. S. (2003). Informational influence in organizations: An integrated approach to knowledge adoption. Information systems research, 14(1), 47-65.

[30] Li, S. G., Zhang, Y. Q., Yu, Z. X., & Liu, F. (2021). Economical user-generated content (UGC) marketing for online stores based on a fine-grained joint model of the consumer purchase decision process. Electronic Commerce Research, 21, 1083-1112.

[31] Hussain, S., Ahmed, W., Jafar, R. M. S., Rabnawaz, A., & Jianzhou, Y. (2017). eWOM source credibility, perceived risk and food product customer's information adoption. Computers in Human Behavior, 66, 96-102.

[32] Choi, W., & Lee, Y. (2019). Effects of fashion vlogger attributes on product attitude and content sharing. Fashion and Textiles, 6(1), 1-18.

[33] Youn, J. Y., Yoo, J. Y., & Lee, J. S. (2020). The effect of motivation and user characteristics on user satisfaction and continuous use intention in YouTube Vlog. The Journal of the Korea Contents Association, 20(4), 189-201.

[34] Sakib, M. N., Zolfagharian, M., & Yazdanparast, A. (2020). Does parasocial interaction with weight loss vloggers affect compliance? The role of vlogger characteristics, consumer readiness, and health consciousness. Journal of Retailing and Consumer Services, 52, 101733.

[35] Liu, M. T., Liu, Y., & Zhang, L. L. (2019). Vlog and brand evaluations: the influence of parasocial interaction. Asia Pacific Journal of Marketing and Logistics.

[36] Frobenius, M. (2014). Audience design in monologues: How vloggers involve their viewers. Journal of Pragmatics, 72, 59-72.

[37] De Jans, S., Cauberghe, V., & Hudders, L. (2018). How an advertising disclosure alerts young adolescents to sponsored vlogs: The moderating role of a peer-based advertising literacy intervention through an informational vlog. Journal of Advertising, 47(4), 309-325.

[38] Combe, C., & Codreanu, T. (2016). Vlogging: A New Channel for Language Learning and Intercultural Exchanges. Research-publishing. net.