

## **KNOWLEDGE DISSEMINATION OF SHORT- VIDEO, LIVE BROADCAST AND LIVE VIDEO CONFERENCING BASED ON UGC MODE IN CHINA**

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### **Abstract**

This study aims to explore the current status of knowledge dissemination in China's UGC short - videos, live broadcasts, and video conferencing. The research is carried out through a mixed - method approach combining qualitative and quantitative methods. On the one hand, through the observation of phenomena and case - by - case analysis of representative cases, experts and representatives of Internet platform operators are interviewed. Meanwhile, relevant content creators are selected for research based on the main types of knowledge content on representative Internet platforms. On the other hand, 50 Internet users are surveyed. The relevant samples are stratified demographically according to dimensions such as central cities, age, and job types. Through the analysis of relevant data, issues regarding the current situation of knowledge dissemination in China's UGC short - videos, live broadcasts, and video conferencing are obtained, including aspects such as weight, content types, and evaluations from main vertical users.

**Keywords:** Knowledge, Dissemination, UGC mode

### **Introduction**

In the digital age, the rapid development of Internet technology has profoundly transformed the landscape of knowledge dissemination. The UGC (User - Generated Content) mode, with its unique advantages, has empowered a vast number of users with the right to participate in knowledge production and dissemination, breaking the traditional dominance of professional institutions and a small number of elites in knowledge dissemination. Against this backdrop, countries around the world are paying more attention to the construction of knowledge resources and promoting the development of knowledge - based societies.

In China, the popularization of Internet technology and mobile intelligent communication has given rise to the development of short - videos, live broadcasts, and voice-connecting features, which have become new media for knowledge dissemination. As a major Internet - using country, China has a huge number of netizens. Relying on the advantage of its large population, the UGC mode has exerted a significant knowledge - information effect. Driven by the UGC mode, emerging media forms such as short - videos, live broadcasts, and video conferencing have sprung up like mushrooms after rain, becoming important channels for knowledge dissemination. These platforms have gathered a vast amount of information and attracted users of different ages, occupations, and regions to participate.

However, this large - scale knowledge production and the new dissemination phenomenon have brought about many research gaps. Currently, there is a lack of systematic organization and quality evaluation of the knowledge content on these platforms. On the other hand, the platform styles and user relationships also need to be examined and studied.

In view of this, it is of great necessity to conduct an in - depth study of the current situation of knowledge dissemination in China's short - videos, live broadcasts, and video conferencing under the UGC mode. This not only helps us comprehensively understand the actual situation of current knowledge dissemination, identify existing problems, and provide a basis for optimizing knowledge dissemination strategies, but also better meets the growing knowledge needs of users, promotes the wide spread and effective application of knowledge, and contributes to the overall improvement of the social knowledge level.

### **Research Objectives**

1. Summarize and study the current status of knowledge dissemination in China's UGC short videos, live broadcasts, and video conferencing.
2. Analyze the types and characteristics of knowledge dissemination in China's UGC short videos, live broadcasts, and video conferencing.
3. Put forward suggestions for the future development of China's UGC short videos, live broadcasts, and video conferencing, and contribute to improving the knowledge level of the Chinese people.

### **Scope of the Research**

#### 1. Overall Scope

**Geographical Scope:** The basic geographical area of this research project covers all provinces, municipalities directly under the Central Government, autonomous regions, special administrative regions of the People's Republic of China, as well as Hong Kong, Macao, and Taiwan regions.

**Platform Enterprises:** The regional scope refers to the Internet content platforms operated by enterprises that are officially registered and operate within the territory of China.

**Creators:** The dissemination scope refers to UGC users within the area covered by the traffic signals of representative content platforms.

**Audience:** The audience refers to the people who watch the content within the area covered by the signals of representative content platforms.

#### 2. Variable Scope

**Content Variables:** The types, characteristics, and main target audiences of the main content, also taking into account the specific platforms they are on.

**Communication - related Variables:** The content quality of short videos, live broadcasts, and video conferencing under China's UGC mode, the technical functions and services of platforms and applications, as well as account and social information services.

#### 3. Time Scope

**Time Span of the Research Object:** From the first online video conference in China in 2013 when the Internet began to be popularized in China to the end of this research project.

**Time Scope of the Research Work:** From June 2023 to March 2025.

### **Literature Review**

The preliminary literature research of this study closely focuses on the main elements of the research, mainly including the UGC mode, knowledge information dissemination, and mass communication theory.

#### **Main Preliminary Research Achievements**

Mass communication theory is the primary content of this study. The user - generated content in this study is characterized by a large number of amateur authors, serving as the source of knowledge information. At the same time, the recipients of knowledge dissemination

are the general public, still demonstrating the characteristics of mass communication. Short - videos, live broadcasts, and video conferencing have established a mechanism of mass - to - mass communication. The research of traditional mass communication theory includes the laws, characteristics, content, forms, effects, and social functions of mass communication, the characteristics and transformation processes of users and audiences, as well as its interrelationships with other communication media (Stanley J. Baran, 2004). Since the research object of this project focuses on the UGC mode, this content production and dissemination mode shows a mass - based foundation at the production end due to the large number of people participating in information production, and also presents a mass - based foundation at the receiving end due to the large number of audiences. Similarly, precisely because of the practical foundation and business opportunities of mass communication, the number of audiences has increased, thus promoting the continuous development of short - videos, live broadcasts, and video conferencing in China. At the same time, due to the differences in the cognitive structures of the mass group, it is inevitable that deviations will occur in the results of information organization due to differences in mass cognition and insufficient information organization capabilities. Due to the commercial factors of the mass base, there are also intentional misalignments in information organization. Of course, due to the deviation in the cognitive structures of the mass audience, there are also uncertain feedbacks in information reception.

The theoretical research on UGC mode emphasizes that the advantage of UGC lies in giving the audience more power in content creation, enabling each user to create content based on their own motivations and innovate in content forms. For China's more than one billion netizens, this is a huge force in knowledge content creation. The preliminary research of this project has discovered and recognized the transformation phenomenon from non - professional to professional and from non - professional capabilities to professional capabilities. The dissemination channel of UGC content is the online platform. User - generated content is a form of creative labor, and the resulting information products have value in terms of audience evaluation. Undeniably, some high - quality content has objectively promoted the rapid dissemination of knowledge, culture, and effective information.

Knowledge dissemination behavior is another core content of this study. The theory of knowledge dissemination emphasizes that the social application stance of knowledge information dissemination can draw on "Knowledge Communication Science" (Ni Yannian, 1999). Regarding the research on the driving forces of knowledge dissemination, apart from the perspective of commercial driving forces from a sociological viewpoint, there is also a research tendency based on psychology as the theoretical basis. In 1976, Deci's research on individual activities based on the division of internal and external motivations was regarded as the first study in this field. Osterloh and Frey (2000) proposed the two concepts of internal and external motivations, believing that internal motivation is conducive to the dissemination of explicit knowledge, while external motivation is more beneficial for the dissemination of tacit knowledge. After 2001, Lindenberg further divided internal motivation into normative motivation and hedonic motivation.

These theories will be very helpful for this study to improve the theoretical framework and guide the research on the motivation of UGC content generation.

#### Deficiencies in Research Content

Through the analysis of existing literature, it can be seen that although existing academic achievements generally have fundamental reference value, there are still many aspects where research is insufficient or even untouched. Given that the research topic of this study involves a new phenomenon in artistic communication, academic research in this area has just started. There is relatively more research on short - video dissemination, less research

on live - broadcast dissemination, and a gap in the research on voice - connecting. The research on knowledge dissemination from the perspective of short - video, live - broadcast, and voice - connecting dissemination lacks systematic research. There is a lack of research on how comments, multi - layer replies, and evaluations in the comment sections of short - videos, live - broadcasts, and video conferencing contribute to knowledge dissemination. These are the current and future research focuses of this study.

## **Research Methodology**

### **1. Research Methodology**

This research project mainly adopts a mixed - method approach combining qualitative and quantitative research. The project will focus on referring to theoretical literature and conduct reference and analysis based on specific cases. Interviews will be conducted with industry experts, scholars, and platform managers. Data will be collected through scale questionnaires and feedback from account creators, and the collected scales and questionnaires will be analyzed for data. At the same time, in - depth interviews will also be carried out with the survey respondents.

### **2. Research Steps**

Conduct literature research and interviews with experts. The literature mainly selects traditional and classic theoretical works related to the research topic for study. Sort out relevant theories, select theories that conform to the laws of the research phenomenon, form a preliminary theoretical framework, and summarize and draw on relevant laws.

Conduct in - depth observation and interviews: Conduct in - depth observation of cases and interview platform managers, government administrators, etc., to form a comprehensive conceptual understanding.

Based on the previous research, design questionnaire scales, distribute them to account authors and hosts, collect data, and conduct systematic analysis to form a data analysis report. Conduct in - depth interviews within the relevant scope. Organize researchers to conduct face - to - face interviews with netizen user groups to form a comprehensive analysis report.

### **3. Data Collection**

Selection of Interview Research Author Samples: Design questionnaires and invite 8 - 15 authors involved in knowledge organization and dissemination in China's short - videos, live broadcasts, and video conferencing for in - depth interviews. The aim is to obtain valuable research data such as their experiences and lessons in knowledge content organization, work creation, and account dissemination effects. The selection criteria for these author samples are the main types of official content representing the platform. They should have experience as user - generated content creators, including content organization capabilities and professional skills such as audio - visual program directing. Author positions include but are not limited to planners, screenwriters, lead actors, hosts, operators, and control center staff. The interviewees should have an independent and autonomous will and maintain a neutral stance towards the interview activities.

In - depth Interview Plan: This research project will select no less than 50 users for in - depth interviews. The samples need to be screened as users who frequently use short - videos, live broadcasts, and video conferencing. Approximately 50% of the total samples are from central cities, and about 50% are from other urban areas. Males and females each account for about 50%. In terms of age, teenagers account for 30%, young people account for 30%, middle - aged people account for 30%, and the other 10% are randomly selected. Relevant indicators such as occupation, education level, and income are randomly sampled. The interview researchers will adopt a one - to - one interview mode.

#### 4. Data Analysis

The quality of knowledge content in China's short - videos, live broadcasts, and video conferencing has a positive impact on the effect of knowledge dissemination.

The high - quality types and type characteristics of knowledge dissemination in China's short - videos, live broadcasts, and video conferencing.

The effect parameters of knowledge resource dissemination and the relationship with vertical audiences in China's short - videos, live broadcasts, and video conferencing.

### Research Results

Forming a huge total amount of knowledge resources

1. It is the combination of the UGC mode and China's large - scale Internet users that has formed a huge content - production group. At present, on major short - video, live - broadcast, and video - conferencing platforms in China, based on the UGC mode, the participation of a large number of content creators in content production and storage has led to the formation of important and massive knowledge resources. These resources have had a significant positive impact on aspects such as knowledge acquisition of the vast number of new media users, the construction of a knowledge - based society, and the provision of services for people's lives.

2. Rich type system along with a huge content volume in China's short - videos, live - broadcasts, and video - conferencing

The knowledge content of China's short - videos, live - broadcasts, and video - conferencing not only has a huge total amount but also has formed a rich type system. The relevant types are consistent with social and cultural types, corresponding to major fields of social life, culture, and technology. In particular, the content of cultural life highly matches the types. This further demonstrates that the knowledge dissemination of short - videos, live - broadcasts, and videos is the Internet - based transformation of social knowledge resources. Meanwhile, different Internet users will choose to pay attention to and learn the knowledge content that is useful to them.

3. The role of quality, service, and function in knowledge dissemination

Among the huge content volume and rich type system, some high - quality content has achieved better knowledge dissemination effects. Therefore, the quality, service, and function of short - videos, live - broadcasts, and video - conferencing play an important role. Differences in relevant dimensions will lead to different dissemination effects.

### Discussion

The large quantity and rich type system of short - videos, live - broadcasts, and video - conferencing in China have become important means to promote the construction of a knowledge - based society in China, which will contribute to the improvement of the social knowledge level of the Chinese people. Therefore, government departments should encourage major platforms to build knowledge content in the UGC mode. And major platforms should formulate better resource - organizing policies to encourage more high - quality knowledge content to enter the platforms and serve the people.

The dissemination of knowledge resources in China's short - videos, live - broadcasts, and video - conferencing should continue to strengthen content optimization and improve the quality of knowledge content. Through methods such as platform review, user stickiness, and screening of the total amount of knowledge, the scientific nature and true knowledge value of the knowledge content can be upgraded. At the same time, it is necessary to further improve the audio - visual aesthetic level of the knowledge content, so as to achieve a good unity of



content and form.

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