

Analysis of the Characteristics and Strategies of Two Types of Painting Bloggers on the Internet

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ABSTRACT

In the realm of the Internet, art painting bloggers remain sparse, yet pivotal. This paper delves into the domain, focusing on the evolution of Internet self-media from textual to video platforms and the emerging prominence of art painting bloggers. Notably, painting facilitates visually intense content creation, offering a competitive edge over text-based mediums. However, amidst escalating competition, stylistic variations significantly influence account value, demanding a delicate balance between creativity and quality. Through iterative experimentation and data analysis, optimal competitive advantages can be harnessed. The study concludes by emphasizing the importance of strategic adaptation within this dynamic landscape. This work sheds light on the nuanced characteristics and effective strategies employed by two distinct types of painting bloggers, offering valuable insights for practitioners in the field.

KEYWORDS

New Media Art; Artistic Influence; Innovation; Popular Style.

1. BACKGROUND AND SIGNIFICANCE OF THE STUDY

1.1. Research Background and Significance

The development of the Internet industry has entered a critical period of change. "Online platforms have become the main means of information dissemination, and short video platforms and graphic platforms have flourished with specialized vertical accounts." At present, with the rapid development of information technology, the popularization of mobile devices, the accelerated pace of public life, and the diversification of audience needs, people have less disposable time and more fragmented time, and more and more people choose to use social media to kill time. In order to meet the needs of the audience, a variety of blogger hosts have been created on the short video platform to meet the needs of the audience[1]. Painting bloggers are one of the indispensable roles in many types of bloggers, but many painting bloggers on the Internet have a common problem, their works are full of a lot of similar and similar content, and they are featureless. At the same time, the aesthetic shock in the painting works is not enough, the sense of personal existence is not strong, there are many similar aesthetics, and the improvement of real specialization and marketization is necessary. Because the context of new media is changing rapidly, bloggers are also coming and going[2].

1.2. Research Implications

With the development of Internet technology, the creative boundaries of bloggers are constantly expanding, from simple life records to learning and education, fitness sports, food and health, healing

pets and other aspects of life, although the form of content is different, but with the emergence of more and more bloggers, the problem of content homogeneity is gradually highlighted, and the "formulaic" content composition begins to make users have aesthetic fatigue. In the blogger's video, the audience can see different types and styles of content, but those homogeneous, distorted, and commercialized video content gradually lose their appeal, and the audience is becoming more and more familiar with the assembly-line content production process, its aesthetics are constantly changing, and the points of interest are also shifting. Therefore, starting from the field of similarities and differences between bloggers, this report analyzes the communication activities caused by "life painting bloggers and painting teaching bloggers", mainly focuses on feature analysis and impact research, pays attention to various social phenomena caused by the similarities and differences of different painting bloggers and their communication effects, and puts forward appropriate and feasible suggestions.

At the same time, studying the similarities and differences between art painting bloggers is not only conducive to clarifying the corresponding groups, but also combining personal IP to create unique attributes, and promoting the iterative upgrading and innovation of the art painting self-media industry.

2. DEFINITION OF THE CONCEPT

Painting bloggers are a very creative and talented profession that have gained a large number of fans and followers on modern social media platforms through their drawings and sharing experiences. They use their own unique style and story to bring visual and spiritual pleasure to the audience.

Bloggers attract people's attention with their drawing skills and creative attitudes, whether it is traditional painting, digital painting, or illustration, etc., painting bloggers show their talents and unique personalities to the world through their works. Their works are of different styles, some of them interpret joy and joy with fresh and bright colors and vibrant images; Some use black, white and gray tones and mysterious elements to express inner emotions and thoughts; Others use the power of painting to record social events and reflect current events, conveying profound views and insights.

For painting bloggers, social media is a platform for them to showcase their work and interact. They have established a close connection with the audience by posting paintings, process videos and creative sharing on Weibo, Douyin and other platforms.

"Life art bloggers" refer to the way of recording life, bringing scenes to the mirror, real people into the mirror, recording the daily life of painting, and conveying art and life aesthetics. In the video, the painting process is generally filmed, and the environment and the author themselves have higher requirements for aesthetics and personal charm, this type of blogger video needs to create an overall sense of atmosphere, and the audience is healing and enjoying watching her paint.

"Teaching art bloggers" refer to those who have a solid foundation in painting and have a certain degree of professionalism in a certain style or field, and they can send videos with explanations in the way of teaching, and the altruism of free teaching is easy to attract fans. Research the drawing materials and share, there are many evaluation sharing notes that have a better ability to consult information and learn to share.

Through their works, the audience can feel the emotions and stories conveyed in them. Painting bloggers use the form of painting to record their own lives, thoughts and feelings, transforming complex emotions into simple and direct images. They are not just painters, they are artists who can resonate and touch their hearts, and bloggers help others who are interested in painting to improve their painting skills by sharing their own drawing experience and skills. They share the creative process, materials and techniques used, providing valuable guidance and inspiration for other painting enthusiasts. They spread the power of art and encourage more people to participate in the creation.

3. RESEARCH CONTENT AND METHOD DESIGN

This paper focuses on typical cases, focusing on the unique characteristics, content and style differences of "life painting bloggers and painting teaching bloggers", and discusses the future development direction of art painting bloggers and the countermeasures that can be improved.

This paper analyzes the most typical communication cases and contents of the most artistic painting bloggers with cases, summarizes the different communication characteristics of "life painting bloggers and painting teaching bloggers", and analyzes the different communication content types of "life painting bloggers and painting teaching bloggers", as well as the significance of differentiated account operation.

3.1. Research Methods and Design

This study mainly uses the literature research method, case analysis method and survey research method to analyze the differentiated positioning of "life painting bloggers and painting teaching bloggers" from multiple angles and levels.

Literature Research Method. In the part of concept definition, this paper uses the literature research method to sort out the research results of "art bloggers and painting bloggers", differentiated positioning and communication content, and refers to the interpretation of the term "art painting blogger" in semantics, combined with the current development status to explore the differentiation of the two positions and the significance of communication.

Case study method. The most representative, typical and important cases are selected for analysis, and the characteristics of IP content dissemination differentiation of "art and painting bloggers" on the Xiaohongshu platform are summarized. At the same time, this paper analyzes and discusses the challenges brought by the rise of AI painting bloggers to painting bloggers.

3.2. Research Findings and Recommendations

We-media refers to the media form in which individuals or teams disseminate information in various forms such as text, pictures, audio, and video through the Internet. These media outlets typically operate on platforms such as social media, blogs, video-sharing sites, etc. The biggest feature of self-media is its openness and equality, anyone can become the creator and operator of self-media, and spread their own views and share their knowledge and experience through self-media. The operators of self-media are often referred to as self-media people. The rise of self-media has broken the information dissemination mode of traditional media, making the dissemination of information more democratic, and the voice of individuals can be heard by more people. At the same time, self-media has also become an important business model, and many self-media bloggers have made profits through advertising cooperation, content payment, and e-commerce conversion.

In recent years, the competition of self-media platforms has intensified, from the beginning of the competition of more and more self-media practitioners, to the coverage of more and more extensive content, to the more and more differentiated positioning in the same field. The same is true in the field of art and painting, where kinship communication is a way for bloggers to rely on the trust of their fans to recommend the broadcaster to the people around them, so as to expand the popularity of the blogger [3].

Compared with traditional TV commercials, bloggers' personalities focus on bringing intimacy to the masses and accurate audience positioning. Today, it's important for bloggers to find their differentiation. Because on this social media platform, the competition is fierce, and bloggers need to have their own characteristics and value propositions to stand out from the crowd. On the Xiaohongshu platform, the video works of the teaching blogger "Draw for a Long Time" are mainly shared with the skills of painting and the content of painting. Although the video is not long, the

content is concise and clear, and it is very targeted, such as only explaining a certain problem, comparing the right approach with the wrong practice, etc., which more intuitively shows the blogger's illustration skills, and also meets the current public's demand for fragmented time consumption. In addition to the need for bloggers to dig deep into their target audience, understand their needs and interests, and then develop their own content strategy based on those needs and interests. It is also very necessary to keep up with the hot spots, and in the teaching video of the teaching blogger 'Draw for a long time', try to combine the current hot topics, such as: Valentine's Day avatar painting tutorial, Christmas tree painting, Mid-Autumn Festival wallpaper painting, etc., combined with the theme of popular festivals, to better help the video promotion. The content of the blogger's "Little Apricot of Drawing" is mainly based on a series of themes, such as the 100-day illustration check-in tutorial, mainly for the zero-based Xiaobai who wants to learn illustration, step by step with a small theme and several videos to practice, such as pen control/grasping type/color, so that novice Xiaobai can also follow the blogger step by step. At the beginning of the video, a mind map will be placed at the beginning of the video, which can allow the target group to immediately identify what the blogger can learn, and at the same time let the zero-based beginner have an overall framework idea for learning illustration. This skill-based theme series has a clear personality, it is easy to attract fans, and the stickiness of fans will be higher.

As a blogger "Chen Fenwan" who combines life and painting, her picture style is innocent, and she integrates art and life

3.3. Suggestions & Comments

Blog critic Chris Cholette notes: "Bloggers represent different voices and they show how people actually are, often in the opposite direction of what the industry dictates. [2] Find the right positioning, get twice the result with half the effort. In order to stand out in a highly competitive market, it is necessary to adopt a differentiated positioning strategy. Therefore, we can consider the following five points:

- (1) The principle of verticality. An account only focuses on one subdivision, splitting the user group, vertically and focusing, rather than facing a broad group to make content. The more you want to cater to all users and make all kinds of content, the more you will find that users will not like you or even abandon you.
- (2) Value Principle. In terms of language content, simple and friendly chats and daily sharing have become the main communication methods adopted by bloggers. For example, colloquial and highly inflammatory words such as "buy it!" and "absolutely!" create a strong viewing emotion and arouse strong emotional value resonance among the audience[4], and for users, they will only watch valuable content and pay attention to valuable accounts. Value can be divided into many kinds, visual enjoyment value, entertainment enjoyment value, knowledge acquisition value, and so on. Good-looking, fun, interesting and practical are all very good, and they are the value direction that users prefer.
- (3) The principle of depth. Depth refers to positioning a direction, maintaining the in-depth development of this direction, and finding deeper and more valuable content to provide to users, rather than just thinking of some superficial, low-level interesting, and creative things.
- (4) The Principle of Difference. The survey results show that in the context of platform diversification, bloggers can adjust their sales methods in a timely manner according to the needs of consumers, and instill consumption concepts to different audiences in different ways on different platforms, so as to achieve complementary roles between platforms [5]. Nowadays, people's ideological development tends to be diverse, especially the characteristics of being young and highly receptive to new things, which promotes them to become the main group of Internet users [6]. The differences can be reflected and differentiated from many aspects such as content field, IP or character characteristics, content structure, expression methods, performance scenes, shooting methods, visual effects, etc. Big

differences can be hard to do, so start with small ones. For example, the account of "Finishing Master Tongtong" is to position itself as a family space planner, and the content of the account is mostly based on dry articles such as "Whole House Finishing Collection" and "Hundred Boxes Evaluation", the content is practical and effective, the positioning is niche and novel, and the differentiation is very obvious.

(5) Principle of Continuity. Continuity is the last and most important principle. No matter how good you do in the above aspects, if you can't update continuously and stably, then according to the rules and algorithm mechanism of the platform, the weight of the account will decrease, the number of platform recommendations will be lower, and the users who have already followed will be easy to lose.

4. SUMMARY

4.1. Challenges for Drawing Bloggers with AI

AI painting, which has recently exploded, only needs to enter some keywords to express what bloggers need more quickly.

Many bloggers fear being replaced by AI. It has to be said that the efficiency and advantages of this new technology are beyond doubt, significantly shortening the work steps and saving a lot of valuable manpower and time. But each artist has a unique style and personality that makes their work unique. In contrast, AI painting is often unable to express an individual's style and uniqueness, and even if it is very limited. AI paintings often lack an understanding of the painting process, and they are often based on pixel-level data manipulation rather than an understanding of the basic principles of art such as shape, light and shadow, and proportion. Artistic creation is a fun and fulfilling process in which artists express their thoughts and emotions through actual painting and experimentation. AI paintings can't really experience and enjoy the process because they just generate images based on algorithms. AI lacks human authenticity, so they are unable to capture the deep meanings and cultural symbols associated with the work, resulting in a work that lacks the richness and complexity similar to that of a human artist's work.

4.2. Advice Faced by Current Painting Bloggers

At present, Internet painting bloggers have a common problem, the aesthetic shock is not enough, and the sense of personal existence is not strong. There are many similar aesthetics. Therefore, it is necessary to do a good job in the following dimensions:

(1) Increase the intensity of review of short videos. The platform should first supervise and homogeneously identify the short video content. Warn about plagiarism or suspected plagiarism that is too similar. (2) Encourage innovative short video content. Painting bloggers can adjust their sales methods in a timely manner according to the needs of consumers, and show different levels of new creative ideas to different audiences in different ways on different platforms, so as to achieve the complementary role of the platforms[7]. Officials can specify a certain type of theme on a regular basis, for example, designating the theme of the video as "New Year's Painting" at a certain time, encouraging users to create more short videos related to painting. During this period, high-quality, innovative videos that fit the theme will be recommended first, increasing their weight and making them more likely to be valued by users. (3) Establish a short video copyright management mechanism. In the face of the problem of homogenization of short video content, relevant platforms should strengthen the construction of copyright management mechanisms, instill corresponding legal awareness in users, and protect original content. For example, when creating a short video, users are required to indicate the source and original author if they want to remake or reprint the relevant genre,

which is not only a respect for the original author, but also a protection of the legitimate rights and interests of the original author, and to a certain extent, protects the author's creative enthusiasm.

In order to ensure the healthy development of video content on the platform, it is necessary to pay enough attention to the dissemination of content, content management and social impact, and give corresponding countermeasures to the existing homogenization problem, so that users can create more original, high-quality and in-depth videos. Only by creating a healthy and positive environment for video content creation, avoiding the homogenization of short video content and improving the quality of video, can short video of painting burst out with vitality and realize its own value.

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