

Experience Kind of Short Video Attraction Point Research

-- Take the "Pool is Me" Blogger as an Example

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ABSTRACT

Encouraging individuals to repeatedly leave their jobs, even when faced with dissatisfaction, work continues to be an essential part of our lives. Consequently, the choice of career has become a trending topic, resonating deeply with many. The blogger pool decided to embark on an adventurous journey as a migrant worker, experiencing a wide range of occupations firsthand. Her primary objective: to bring to light the authentic working realities across various industries. Chi Zao's unique endeavor provides fresh insights and satisfies the curiosity of many, as she immerses herself in different work environments. Her videos meticulously document her industriousness across numerous professions, ranging from the hustle and bustle of office life to the gritty, dusty conditions of construction sites. These genuine experiences allow viewers to truly grasp the challenges and joys associated with various jobs, prompting them to contemplate the deeper meaning of life. Beyond merely showcasing her experiences, her videos also delve into the attitudes towards life itself. By employing case analysis, content criticism, and semiotics, this paper aims to inspire readers with novel perspectives. Analyzing Chi Zao's occupational ventures in depth, we gain a better understanding of the job market's landscape and the complexities involved in making career choices. This unique and insightful viewpoint fosters a new mindset, aiding individuals in making more rational and comprehensive career decisions.

KEYWORDS

Experience Different Professions; Case Analysis; Content and Comment Analysis; Semiotics.

1. WHAT IS AN EXPERIENCE-CLASS SHORT VIDEO

Experience video is a form of video that aims to provide an immersive experience by demonstrating specific experience processes and experiences. By showing the actual use process of the products or services, the audience can intuitively feel the characteristics and advantages of the products, so as to enhance the purchase intention. This video type usually contains rich content and detailed commentary, allowing the audience to get a more real and in-depth experience. For example, product evaluation video is a kind of experience video. Through the detailed evaluation of a certain product or service, it shows the function, performance and use experience of the product, and helps consumers to better understand the product, so as to make purchase decisions.

In addition, experience videos also cover tutorial videos and VLOGs. Tutorial videos focus on demonstrating the production process, sharing unique experiences, such as food, beauty and home decoration DIY, through the production process and skills, attracting the audience to learn and imitate. VLOGs (video blog) records the Youtuber's daily life and instant feelings in the form of video diary,

showing a more real and original life state, narrowing the distance with fans, and satisfying people's curiosity and desire for snooping.

In general, experience videos, through their unique form and content, provide the audience with a more intuitive and real experience, which not only enhances the experience of the brand, but also enables the audience to better understand the characteristics and value of the brand.

2. THE SIGNIFICANCE OF THE VLOG

Vlog is a new form of video. By taking himself as the protagonist of the narrative, the creators shoot various scenes in life with smart devices such as mobile phones and cameras, and edit them after shooting, and make a video program with a clear theme or similar running account. Compared with other types of video, Vlog pays more attention to visual effects and authenticity, which can bring the audience a more intuitive and real feeling of [1]. Popular Vlog videos usually revolve around daily life, and the content often fits with the needs of the youth subculture, so they are loved by the majority of young people for [2]. The popularity of Vlog not only brings huge traffic to head social networks and specialized video platforms, but also brings new challenges to content production. At present, the content production of Vlog is faced with problems such as too narrow user group, serious homogeneity of output content, and too vulgar style. These problems to some extent affect its market share and competitiveness to further improve [3]. Through the combing of relevant literature, it can be found that at present, the research on Vlog mainly focuses on content characteristics, development status, user psychological analysis, communication strategies, etc., while relatively few related analysis and research from the perspective of semiotics. From the perspective of semiotics, Vlog is not only a form of video recording, but also a medium for information transmission and emotional communication through visual, auditory and other symbols. In Vlog, the creators construct narrative Spaces with specific meanings and emotions through carefully selected scenes, music tracks and editing techniques.

First, the visual symbols in the Vlog are important components of its unique charm. By shooting their own life scenes, the creators show their real self in front of the audience. This sense of authenticity and affinity is difficult to replace by other video forms. At the same time, the creators will also create their own image through clothing, makeup, props and other visual symbols, and convey their own values and aesthetic taste.

Secondly, the auditory symbols also play a crucial role in the Vlog. Background music, environmental sound, human voice and other auditory elements are interwoven to create a unique atmosphere and emotion. For example, the light background music can make the audience feel the joy and vitality of the creator, while the soft melody can trigger the resonance and thinking of the audience.

In addition, the editing technique in Vlog is also an important symbolic expression. The creators organize the material, adjust the rhythm and strengthen the emotion through editing, making the whole video more smooth, interesting and engaging. The use of editing techniques not only shows the skills and creativity of the creators, but also deepens the audience's understanding and feeling of the video content.

Vlog is a video form integrating image and audio. The investor takes photos, clips and beautification, mainly recording and displaying the personal life of the creators on the video website or social platform, so that the audience can watch freely. Vlog originally emerged in YouTube websites abroad, known as the "father of Vlog" Casey Neistat (Kathy Nastat), once updated videos on YouTube for 600 days. He has gained a lot of fans, and this highly recognizable video and shooting style have begun to be imitated by many people.

B station, Weibo, watermelon video and other video social platforms are competing to lay out the Vlog industry, but Vlog still stays at a relatively niche level, which is a new media expression form that only belongs to the youth in the short video ecology[1]. As mentioned by some scholars, Vlog is

the performance of the transfer of short video from the mainstream mass culture to the minority youth subculture.[4] On the one hand, Vlog initially started from overseas students, through shooting Vlog record life for social and self-expression; on the other hand, in the domestic localization development, Vlog is not popularized to all groups or fields as short video, Vlog is committed to break away from the local taste, ugly and spoof, sharing the Vlog made by individuals is often regarded as a new way to express personality and aesthetic taste. Travel video is delicate, free life attitude, learning life video shows the quality of individual independence, unpacking the evaluation video is for personal consumption class, these all in catering to modern young people's cultural aesthetic taste and spiritual values, and those who do not have the characteristics of taste are isolated, so Vlog has certain resistance, its development and represent the mass culture flavor suction eyes short video.

Vlogger On the basis of clear narrative line, for their own experience for plain record and personalized editing, independent content production, after independent shooting and editing with personal video, in a limited time to show their life or experience of interest, etc., has the characteristics of personification, contains the photographer personal unique personality charm, also has a strong authenticity, the audience in the process of watching has a strong sense of substitution.

3. VLOG CHARACTERISTIC

Authenticity and affinity are the core charm of Vlog. What is recorded is the real life state of the creator, whose authenticity makes the audience feel as if they have become friends with the creator. For example, Ouyang Nana shares her daily life through Vlog. From makeup, dressing to work and travel, her image has changed from a distant star to a friend around the audience. This change has greatly narrowed the distance with the audience, enabling the audience to have a deeper understanding of her life and thoughts, and feel her joys and sorrows, thus having a strong resonance.

Strong interactivity is another big feature of Vlog. Vlog allows the audience to interact with the creator through the barrage, comments and other ways, which is incomparable to the traditional media. Audiwers can express their views and feelings while watching the video, and even ask questions or suggestions to the creators. This immediate feedback makes the audience feel valued and enhances the sense of engagement and satisfaction. Creators can also adjust the content through the audience's feedback, so that the Vlog is more close to the audience's needs and interests.

Content diversity is a significant advantage of the Vlog. The Vlog content can cover almost everything, from daily life to professional skills. For example, the mainstream media reports the news through the Vlog to record the real events from a first-person perspective, and this form not only increases the appeal of the news, but also allows the audience to have a deeper understanding of the story behind the news. In addition, the Vlog can also be based on various topics, such as food making, travel experience, learning and sharing, to meet the diverse needs of different audiences.

Brand marketing advantage is another bright spot of Vlog. Compared with pictures and short videos, Vlog has more brand marketing advantages. Its authenticity attracts the attention of the audience, who is willing to watch and resonate even when it is an advertisement. This real way of display, let the audience's mood to the advertising greatly reduced, but more accept and like the related products or services. The brand can display the use scene and effect of the product through Vlog, so that the audience can understand the product in a relaxed and happy atmosphere, so as to improve the awareness and reputation of the brand.

To sum up, Vlog's popularity is not only the result of technological progress, but also meets people's needs for reality, interaction and diversity. It provides a platform for people to see and understand different lives and careers, while also providing new and more effective ways for brand marketing. Vlog is becoming a new mode of transmission, affecting our life and consumption habits.

4. REVIEW OF THE CURRENT SITUATION OF VLOG RESEARCH AT HOME AND ABROAD

In the current review of the research status, we can divide the vlog field discussion into six main aspects, and analyze the various aspects of this field in detail. First of all, content creation and dissemination are at the core of research attention. The researchers explored in depth how vlog creators produce engaging content and detailed their communication strategies on social media platforms, including how to attract audiences, increase viewing rates and effectively spread through a variety of channels.

Secondly, the audience behavior and experience are the focus of the research. The researchers focused on how viewers interact with the vlog content, analyzing in depth their viewing habits, engagement, and emotional responses. For example, the degree of concentration, the frequency of interaction, and the emotional resonance of the content when watching the vlog.

Thirdly, the social influence and the cultural significance are the important contents of the research and analysis. Researchers try to understand the impact of vlog on society and culture, such as self-expression, identity construction, cultural inheritance and so on. As a new form of media, how to spread values in the society, shape cultural identity and promote cultural innovation is the focus of researchers.

Fourth, business model and marketing are the focus of research. The researchers explored how vlog works with business and how brands use vlog for marketing and promotion. For example, vlog applications in advertising, brand collaboration, and product promotion, and how to maximize commercial value through vlog.

Fifth, technology development and innovation is that with the continuous progress of technology, the research focuses on the application of new technologies in the production and dissemination of vlog. For example, the application of new technologies such as virtual reality and augmented reality in the production of vlog, and how these technologies can change the viewing experience and dissemination effect of vlog.

Finally, the comparative study is that the researchers compared the differences in the development of vlogs at home and abroad, and the preferences and responses of vlogs among audiences in different countries and regions. Through comparative analysis, the researchers tried to find out the characteristics and trends of vlog development in different cultural backgrounds, as well as the acceptance and feedback of vlog content from different audiences.

Overall, the evolving vlog research field spanning multiple aspects provides useful insights into a better understanding of the characteristics and impact of this emerging form of media. Through the content creation and communication, audience behavior and experience, social influence and cultural significance, business model and marketing, technology development and innovation and comparative research in-depth discussion, researchers can fully understand the status and role in modern society, to vlog creators, brands and related practitioners to provide valuable reference and guidance. This not only helps to promote the healthy development of the vlog industry, but also provides the audience with a richer and more diversified viewing experience.

5. SEMIOLOGY AND DECONSTRUCTION OF EXPERIENCE-CLASS VLOG TEXT

5.1. With the Double Labeling Sex

The so-called labeling sex, is a kind of "particularity", is an uncommon attribute. This concept was first developed in the field of linguistics, and was proposed in the 1930s by the founder of

phonemology (Nikolai Trubetzkoy). Subsequently, Jakobson (Roman Jakobson) and other scholars extended the concept of "marked sex" to the field of cultural research [5]. According to the relevant theory in semiotic culture research, less frequent elements are called "marked items" (the marked), while more frequently used elements are called "non-marked items" (the unmarked), also known as normal items. The popular experience class Vlogs are popular with specific user groups precisely because they carry double-label items.[6]

On the one hand, Vlog is more personified and authentic compared to other video types. Because the text narrative of Vlog generally starts from the perspective of Vlogger itself and extends the Vlogger. From the final presentation of the whole text, most of the first-person lens combination brings a strong sense of substitution and identity to the Vlog audience. The audience is no longer cold information points, but with unique personality, vivid "people". While other types of video, whether there is a clear theme positioning, or a clear logical clues, even most of the public scenes can be set in advance. Vlog is reflected in its uncertainty, non-performance and weak editing.

On the other hand, the common "thematic" Vlog can be roughly divided into the following types: tourism, beauty makeup, clothing, food, and life. As a branch of life Vlog, its "occupation" label is the labeling it carries, which can more meet the value needs of the group represented by migrant workers. Through this kind of Vlog shows the professional experience, allowing the audience to feel the story and emotions behind different professions, thus resonate.

5.2. Fusion and Common Interpretation Items

Pierce and Saussure are regarded as the founders of semiotics. The difference is that Saussure focuses on the structure and system of symbols, while Pierce regards the production and propagation of symbolic meaning as the central threshold of his semiotics theory. The core of Pierce's semiotics is the "ternary composition of symbols". He believes that any symbol has three terms of reproduction, object and interpretation. The reproduction body is the carrier of the symbol, namely, the symbol itself. Objects refer to the things represented by the symbols. An explanatory term is the meaning or thought that a sign produces in the mind of the interpreter. Among them, the concept of "interpretation term" makes the symbol no longer limited to the dilemma of structure. In addition, Pierce divided the interpretation items of the symbol propagation process into three categories: intention interpretation items, effectiveness interpretation items and common interpretation items.[7] The intention interpretation item is generated by the symbol to the sender, and sets the sender's mind. The effective interpretation term is produced by the symbol to the interpreter and determines the mind of the interpreter. The common interpretation term is the most meaningful in the symbol dissemination, which is the "consensus" reached by the sender and the interpreter in the whole process, which determines the "common" mind of the sender and the interpreter.

Starting from Pierce's three-way symbol model, through the interpretation and experience of occupational Vlog, it can be found that the "resonance" caused in a specific circle layer is the key to obtain the effectiveness of transmission. In the Vlog text, the representation is the "video" itself, including the language, text, music, color, and so on. Objects represent what these carriers point to. The explanatory term is the meaning and thought produced by a single symbol in the Vlog or the Vlog overall symbol in the mind of the symbol interpreter. The coincidence of the "mind" of the sender of Vlog and the viewer of Vlog, namely the common interpretation term, is the meaning of the communication and communication of symbol communication.

5.3. Make Good Use of the Accompanying Text

Zhao Yiheng, a scholar, believes that all symbolic texts are a combination of explicit text and accompanying text. Among them, the accompanying text refers to the additional information sent to the receiver along with the accompanying symbolic text, which can be divided into type text, side text and chain text. These components are accompanied by symbolic text, hidden behind, outside the

text, or at the edge of the text, and actively participate in and influence the formation and interpretation of the text meaning. Experience the high traffic dividend of class Vlog in Kuaishou, in addition to the role of explicit text, but also accompany the text to jointly construct the meaning and interpretation of symbols.

Finally, the "extended" chain text based on plain text assists the elaboration of Vlog. Chain text refers to other text that "links" some text actively or passively when the receiver explains a text, which can play the role of interpretation, extension and annotation. For example, when watching the experience professional class Vlog, viewers may interact with the video producer or other viewers by commenting, sharing or liking, thus forming a chain text. This chain text can not only enhance the communication effect of Vlog, but also provide more information and perspective for the audience, and further enrich the connotation and significance of Vlog.

6. EXPERIENCE THE CAREER VLOG ADVANTAGES

Taking a closer look at the comments of such videos, we can see that viewers often comment in the following ways:

First, the novelty of the topic is one of the focus of the audience. Bloggers choose a variety of occupations, for example, she used to work as a nanny, raising pigs in mountain villages, joining the elderly waist drum team, and even served as a delivery worker. These occupations are what the audience is looking forward to seeing, and the blogger was the first person to do this type of topic at that time, so her video content can always arouse the great interest and curiosity of the audience.

Second, the blogger's video style is funny and full of memes, which is also one of her major features. Her roaring narration is a sharp contrast to her sweet looks, which connects the audience and brings her closer to her fans. For example, her first video, "quitting to experience 100 professional pet shop assistants," directly surpassed 100,000 likes. The video is so well received largely because she is very good at playing memes in the video. In about 36 seconds of the video, she deliberately parodied the voice acting: " Watch out! The man is called Xiao Bai."For example, when she went to the script kill shop to interview DM, imitate Gao Qisheng walking appearance, this way of humor is really difficult to make the audience not laugh.

Third, the compactness of the video content is also an aspect that the audience talks about. A blogger's video usually has a burst point in three to five seconds, and each burst point is paused for at least one second. With exaggerated special effects and light and funny background music, it can not only increase the dramatic effect, but also enhance the audience. Her videos are very rhythmic, and every video has a reversal. Each video begins with her going out confidently, ending with some accidents and ending in embarrassment.

To sum up, experiencing the vlog of the different occupations also has the following meanings:

Broaden our horizons: By trying different professions, we can understand the work content, working environment and professional characteristics of various industries, so as to broaden our horizons and knowledge.

Discover ourselves: In the process of experiencing different professions, we can better understand our interests, strengths and weaknesses, and help us discover the career and development direction we really love.

Increasing experience: Each class brings in different experiences and skills that can play a role in future career development.

Motivating others: This vlog inspires others to try new things bravely, explore their own potential, and pursue the life they really want.

Sharing and communication: Vlog authors can communicate and interact with the audience by sharing their own experiences and feelings, so as to establish a good social relationship.

Creating value: For vlog authors, such experiences can create valuable content, attract more attention and fans, and may even bring about business opportunities.

7. CONCLUSION

By experiencing the vlogs of different professions, it can not only bring rich experience and knowledge to individuals, but also have a positive impact on the whole society. For example, the blogger "Chi Zao Is Me" shows a unique life attitude and video production style through his videos. By trying different professions, we deeply feel that life itself may not have a fixed meaning, but the key is whether we can find the fun and value with our heart.

This way of experiencing different professions not only allows the audience to understand the stories and challenges behind the various professions, but also stimulates people's love and curiosity about life. By watching these vlogs, the audience can learn about the working environment, professional requirements of different industries and the true feelings of practitioners, so as to help them better plan their career and find the job really suitable for them.

In addition, this type of vlog can also promote the diversified understanding and inclusiveness of the society. When the audience sees how people from different professions work hard and overcome difficulties in their respective positions, they will more respect and understand the values of various professions, thus reducing the prejudice and discrimination against certain professions in society.

In short, experiencing the vlog of different professions is not only of great significance for individual growth and development, but also can have a profound positive impact on society. In this way, we can better understand the diversity and richness of life, and find our own fun and value.

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