



The Influence of Short Videos on User Cognition in Visual Communication

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Abstract: At present, with the rapid development of new media technology and mobile communication technology, the way people collect information content has also changed significantly, and the development from graphic content to video content has become the mainstream. Short video, as a form of media presentation, is favored by users with its visual content, real-time interaction and personalized expression. At the same time, the visual presentation of short video plays a more and more important role in shaping users' cognition, attitude and behavior. This paper deeply discusses the impact of visual expression of short video content on users' cognition by focusing on users' needs.

Keywords: visual communication, short video, user cognition, influence

1. Introduction

With the maturity of short video applications, the threshold of information release and information acquisition is further reduced. Unlike text messages, visual content requires a certain level of understanding and education. Short video messages are displayed in an intuitive visual form, giving many people with low education the opportunity to intervene in the Internet. The power of video production and communication is no longer in the hands of a small number of professionals. Everyone can participate and spread. With its intuitive visual expression and fragmented information communication form, short video has become an important platform for users' self-expression, information consumption and interactive communication

2. Short video and pseudo environment in visual communication field

The concept of pseudo environment was put forward by Lippmann, an American political commentator. The pseudo environment is not the "mirror" representation of the real environment, but the environment that the media prompts people after selecting, processing and re structuring the object characteristic events or information. Because such processing, selection and structural activities are carried out in places invisible to ordinary people, people often regard the pseudo environment as the objective environment itself. People's understanding of the world is based on their understanding of the objective world, which needs to be realized through the symbolic reality constructed by the media[1]. The world presented after media selection and filtering is not a true reflection of objective reality. The pseudo environment created by mass communication plays an important role in influencing people's cognition, attitude and behavior. In the new media era, pseudo environment exists in a new form, and affects users' cognition, attitude and behavior in a deeper level through mobile short video. Short video is "a new video form that can be played, shot and edited through mobile intelligent terminals, and can be shared in real time and seamlessly connected on social media platforms". Mobile short video relies on algorithms, artificial intelligence and other technical support to achieve accurate information push for individuals, which makes the pseudo environment faced by users narrower and more one-sided. The transmission power of traditional media is monopolized by professional media organizations. The situation of "communicator centered" makes the shape of pseudo environment mainly undertaken by professional media. However, the threshold of video content production and dissemination is getting lower and lower. Video bloggers on major short video platforms also play an important role in constructing a pseudo environment. Different types of short videos present a new visual pseudo environment. In the context of visual presentation, personalized expression and emotional connection of short video bloggers, users are more likely to be attracted by their content. However, the "new pseudo environment" constructed by short video content can bring some negative cognitive effects to users, and then affect their attitudes and behaviors.

3. The impact of visual content presentation on user cognition

3.1 Multi video content presentation to expand users' cognitive landscape

Compared with literal symbols, "illustration" is "speaking in presence", that is, vision, as a body organ, falls into the world to speak of the world, making the body organ, image symbols and the world of existence seamlessly connected and

touched from zero distance[2]. Short videos are expressed in a more intuitive way. Some bloggers use shooting and editing skills to describe and show various scenes, such as navigation, foreign travel, world wonders, beautiful scenery, rural life, etc., so that ordinary users can see pictures around the world on the mobile terminal. Compared with text, pictures and other media, the visual presentation of short video makes users' cognitive picture more comprehensive, and can expand their cognition in multiple dimensions.

3.2 Visual expression shapes users' cognition and improves guidance effect

Vision is obviously more in line with human experience and cognitive style, penetrating into all aspects of human production and life. Especially in the era of mobile Internet, visual persuasion is carried out imperceptibly due to the intuitive and interactive communication characteristics of vision[3]. On the one hand, the mainstream media can use short video content to guide public opinion in the form of story and emotional expression, and change the authoritative and rigid reporting methods in the past. By means of visual communication, we can follow the trend of the times, reach people of different circles, ages and groups, and improve communication efficiency. On the other hand, short video creators can also gain fans' favor through their personalized content, creating unique personal style and forming a stable visual image. It can enrich users' cognition from multiple dimensions, show different pictures of the world, and help users acquire knowledge in multiple fields, such as beauty, fitness, education, etc.

3.3 Visual expression to change people's understanding

The short video shows a "real" picture of the world with visual content, making people feel that seeing is believing. However, the seemingly intuitive and real short video content is also produced through specific planning, showing a world different from the objective reality through shooting, editing and lens language. In the early stage of the COVID-19 epidemic, a short video of a body parked on the hospital floor spread rapidly on major platforms, disrupting people's understanding of the real situation of the epidemic[4]. It was later proved that the video was false information. The content displayed in the short video makes people mistakenly think that it is the truth. Rumors or rumors are spread in the form of short video, which has greater scope and influence, and will disturb the normal order of the society. At the same time, with the support of artificial intelligence technology, AI face changing and other technologies can confuse the real with the false. For example, the "deepfake" and "Zao" apps that caused a great uproar in the network before can bring hidden dangers in information security, privacy protection, false information dissemination and other fields.

Short videos can acculturate the minds of specific people, and then affect their attitudes and behaviors. For specific people with low educational level, remote areas, young children and so on, the visual content presentation of short videos can bridge the digital divide to a certain extent, so that they can see a larger and more wonderful world through the video content. However, for this part of the population, the unfashionable videos, pornographic violence and other curious content in the short video platform will imperceptibly affect their cognition and even further make behavioral responses. Cultivation theory originated in the late 1960s, also known as cultivation theory and cultivation theory, and was put forward by George Gerbner, an American scholar. The early acculturation theory systematically analyzed the long-term impact of mass media, especially television, on audience cognition. When the audience watches TV programs for a longer time, people's cognition and attitude towards the real world will be closer to the picture constructed by the TV media. In the short video platform, "MC Tianyou" shows the feeling of drug abuse, "teenage girls' mothers" and Shandong girls imitate "office Xiaoye" to make popcorn to death, "Versailles" to show off their wealth, and other phenomena have had a great impact on the cognition, attitude and behavior of specific sensitive people.

4. Reflection on visual communication in the short video Era

In the context of the Internet, a new visual communication pattern is gradually being built, and short video is undoubtedly a new outlet for the Internet industry. The transformation of media technology has brought short videos with strong communication attributes to us. While enjoying the technological dividends, we should also think about how to make full use of the new content of short videos, so as to seek advantages and avoid disadvantages, and build a healthy and reasonable content production system. Short video creators should take the production of high-quality content as their foundation. The vitality of short video lies in its content, and attention will eventually flow to works with high-quality content. The platform side and creators should strive to build a benign and healthy content production system, improve the degree of specialized production, provide the market with rich consumption content in terms of quantity and creativity, pursue economic interests while taking into account social benefits, actively guide the audience, and create a pluralistic socialist culture that the people like. Audiences should strive to improve their media literacy. On the one hand, we should rely on the guidance of relevant government departments, but more importantly, the audience itself should enhance their ability to identify and judge various

types of information on social media. At the same time, we should clearly position short videos and reasonably arrange the use time of short videos.

5. Conclusion

Driven by social, technological, capital and other factors, short video has gradually become one of the main ways for people to obtain and release information. The way of short video visual communication also allows people to expand their understanding of the world, see a richer and more wonderful picture of the world, and give many people in remote areas the opportunity to see different lives through short video. With the advantages of visual communication, personalized expression and emotional connection, short video bloggers have built a new pseudo environment, which has become an indispensable part of social media users' daily life. Visual content presentation is also influencing people's cognition, attitude and behavior imperceptibly. However, while enriching people's cognitive picture and allowing users to see a more wonderful world, the visual and intuitive video content will also have a negative impact on some specific groups. Under the effect of acculturation, it imperceptibly affects their cognition, even distorts their world outlook and values, and then makes a negative response to the objective reality. Facing this situation, the mainstream media should also change their voice through short video, and guide the mainstream value through emotional and story expression. At the same time, users also need to strengthen their own media literacy, cultivate critical thinking, work together in various ways to create a bright and clean cyberspace and create a harmonious social atmosphere.

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