

Short Video Interaction Design Based on Interactive Ritual Chain

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ABSTRACT

In the past, the design and research of short videos mostly starts from the short video itself, and lacks the global exploration from the perspective of users. The interactive ritual chain is a dominant theory of analyzing group behavior in sociology, enabling the study of interactive behavior from individuals to groups. This article, from the perspective of interactive ceremony chain, analysis with short video as the medium of social interaction chain, combined with online questionnaire data deconstruct with short video as the medium of vertical social interaction scene and interaction behavior, from the perspective of social, put forward the short video application interaction design points, provide methodological guidance for vertical social application design of interaction. Through the design means, the social process with the short video as the media will be gradually analyzed and symbolized, so as to optimize the social experience of the short video and improve the user stickiness.

Keywords: Interactive ceremony chain, Social networking, Short video, Interactive design

INTRODUCTION

With the development of network communication technology and the popularization of intelligent mobile devices, mobile social networking is becoming an important way of people's social communication. At present, mobile social networking is mainly divided into two categories: one kind of social network based on offline interpersonal relations as ties, such as WeChat, QQ and other platforms, where users know each other or know each other offline; The other category, the relatively loose Internet communication group formed based on interest, users may not know each other offline, but the common interest makes their topics relatively certain about(Zhu,Bao,2017), and short video platforms are typical representatives of this kind. As of June 2021, the number of short video users in China has reached 888 million, accounting for 87.8% of the overall Internet user (2021). Short video social networking represented by TikTok and Kuaishou has become a new position for the development of social networks.

The growing audience market for short video, which is both an opportunity and a challenge for major short video operators. Today, short video market has basically formed, how to improve user experience and build product barriers is the key. Short video social networking is a way of social networking with short videos as the main media. All users interact around short videos, such as thumb up, comments, replies, sharing, following the creators and joining the fan base, and so on. So, how does social networking with

short videos as the media unfold, and how will traditional social functions such as private messages be different in new vertical social networking platforms. At present, the research of short video mostly around the short video itself, rarely short video as a social network information media to study, therefore, this article tries to interactive ritual chain theory, from the perspective of social and interactive to deconstruct short video each scene, from interactive scene and interactive dimension to explore the short video application design ideas and design strategy.

Theoretical Relationship

The interactive ritual chain theory was proposed in 2004 by American sociologist Randall Collins, who identified interaction as a source of social motivation, and that the image each individual presents in society is gradually formed in its social interaction with others. People produce common emotional impulses based on the common psychology and attention. When people use the same symbols to express their common attention and emotions, the interactive ceremony is produced. Different levels of interencounters form different interactive rituals, which are extended through time and combined in a complex form, and the interactive ritual chain is formed. The interactive ceremony chain was initially applied in education, tourism, management and other fields. With the development of computer technology, its application was gradually extended to social media, live broadcasting, work communication and other aspects. In short video social platforms, users thumb up, discuss, reply and communicate with specific topics in a specific closed scene, which meets the conditions of interactive ceremony. Therefore, the theory of interactive ceremony chain can be applied to the social platform research with short video as the media.

Collins places a particular emphasis on the concept of “emotional energy”, which he sees as the core component and outcome of the interactive ritual (2004). But the emotional energy here is actually more like a kind of magnetic field. It comes from the individual and acts on the individual, but it is a kind of group power, which is a long-term and stable social emotion formed by the interaction between individuals. People continue to seek a balance among the people who meet them, and such an interactive ceremony will produce positive emotional energy, which gradually settles after the baptism of time, and becomes a source of power for people to bear all kinds of life pressure. With the development of technology, this interaction gradually turns from offline to online, and the short video platform provides users with an opportunity for users to meet all kinds of people, in this process, with the help of big data, users gradually find people similar to their emotional energy. Such circles are often composed of creators and their followers in a certain field or a certain field, and the auditory and visual impact makes the transmission of this energy more direct and fast, users gain energy in the resonance of different encounters. When this energy reaches a certain extent, users will breed the desire to share and the creative desire in order to build a more stable source of emotional energy. When users can establish a stable source of energy on the platform, it gradually becomes a habit, thus forming a platform dependence.

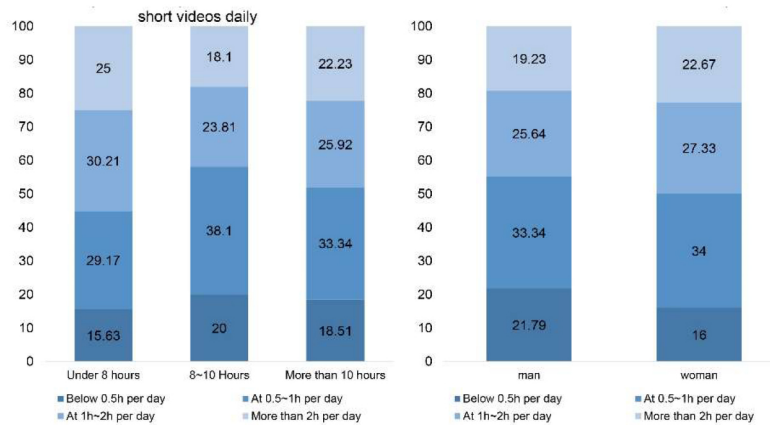


Figure 1: Questionnaire data analysis.

BEHAVIORAL ANALYSIS

The survey on the interactive behavior of short video users is in the form of a questionnaire. The main purpose is to fully grasp the social behavior, social scenes and social tendency of users on the short video platform in detail, and further explore the correlation between the short video social behavior and the interactive ceremony chain. Questionnaire questions are divided into four parts according to the internal correlation: the basic information characteristics, the basic situation of short video use, the related items of short video social behavior, and the tendency of short video experience. The questionnaire has 20 questions, including 231 questionnaires, including 228 valid questionnaires, gender ratio distribution: 35% for men and 65% for women, age distribution: 61% for 28–24, 21%, 25, 21% for 30, 30–50, 50 over 2%, 39.5%, 30.26% in second-tier cities, so the results of the survey are mainly analyzed by young people, as follows.

As a New Medium, Short Video has the Characteristics of Low Threshold, Wide Audience and Fast Communication

In Figure 1, with the change of users' daily working and learning time, their daily time of watching short videos did not fluctuate significantly, mainly from 0.5 to 2 h per day, and the impact of gender on the daily watching time of short videos is also very limited, with women accounting for a slightly larger proportion of longer short video viewing options than men. It can be seen that short video, as a medium, has the characteristics of quickly transmitting emotions and spreading value, and is a social way that can easily resonate.

As shown in Figure 2, the most popular video types are funny videos, food food, life sharing and film and television editing. These kinds of video content is closely related to life, users will not have a sense of distance when browsing, which is more likely to have a sense of physical presence. As for the purpose of using short videos, in addition to browsing useful and interesting videos, one-third of users choose to share the highlights of life, and the rise of vlog in recent years and the simplification of editing technology in recent years have

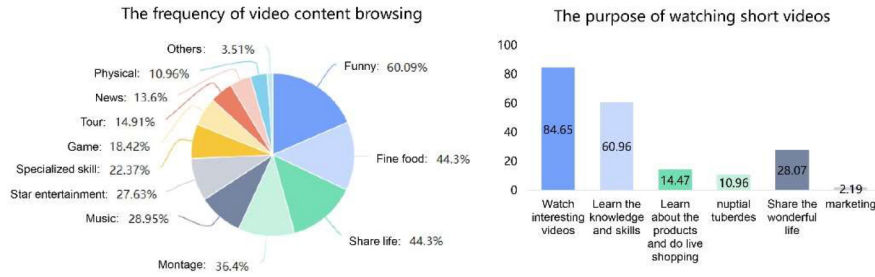


Figure 2: Questionnaire data analysis.

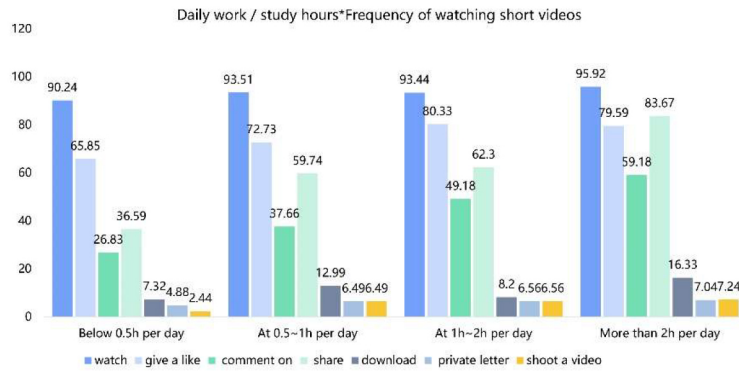


Figure 3: Questionnaire data analysis.

also increased the possibility of users to use short videos as a platform for daily sharing.

Video Field is Weak Relationship, and Private Message Field is Strong Relationship

In Figure 3, as the time of users watching short videos increased, the proportion of their viewing and likes did not change significantly, while the proportion of commenting and sharing gradually increased. The “sharing” behavior of users watching short videos for more than 2h a day accounted for 83.67%, compared with only 36.59% of users watching short videos for less than 0.5 h. It shows that comments and sharing are more threshold social behaviors than browsing and thumb up, and the sharing behaviors are mainly heavy users of short videos.

Figure 4, in the sharing behavior, 51% is to share fun things to seek emotional resonance, and share object, 76% of people have established stable strong relationship group, because, in the interaction, emotional energy is also a kind of cost, people tend to choose to get stable returns. In the social interaction with short video as the medium, users get temporary positive emotions from the video, and then this positive emotions serve as the driving force to promote users to participate in a more explicit interaction of objects to find emotional resonance.

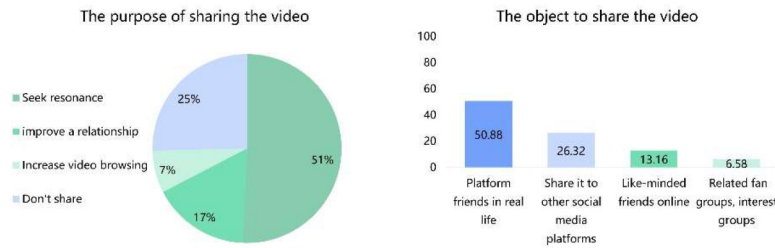


Figure 4: Questionnaire data analysis.

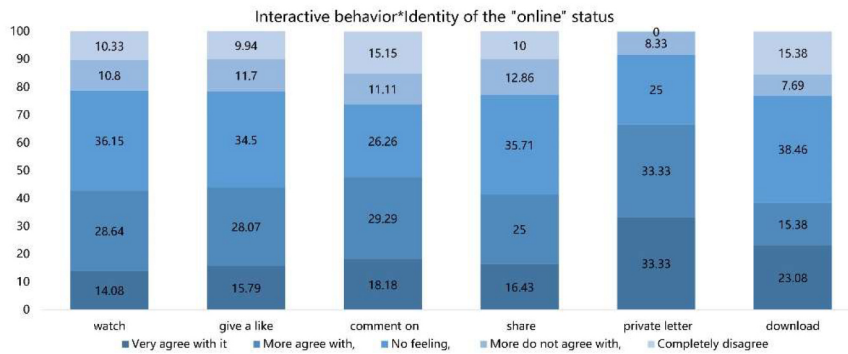


Figure 5: Questionnaire data analysis.

In Strong-Relationship Interactions, the Perception of Individuals also Needs to be More Explicit

As shown in Figure 5, users with private message interaction have the highest degree of recognition of “online” status, with very recognition and more recognition of 66%, while other interactive behaviors show their attitude towards “online” status in a positive situation, and the proportion of very recognition and more recognition is maintained at about 45%. It can be seen that users generally agree with the “online” state display, and the private message scene, as a more interactive scene than the video field, is also more necessary for the “online” state display.

When users are attracted to different elements of the short video, they will further understand the element, and it can be considered that the user has entered different interactive circles. In Figure 6, with the change of the interaction circle, the degree of recognition of the “online” state also varied greatly. Among them, the users of the props interactive circle have significantly more “online” status display than other interaction circles, accounting for 29.41%, 48.4%, and the creator interaction circle, very identifying 16.22%. It can be seen that the interaction around shooting props and creators tends to be strong relationship interaction, which is more sharing. Shooting props are the elements that arise after the rise of short videos. In each period, there are always popular props, accompanied by multiple popular videos and countless followers. Therefore, for short video social networking, props are the symbols that can let users obtain stable emotional stimulation.

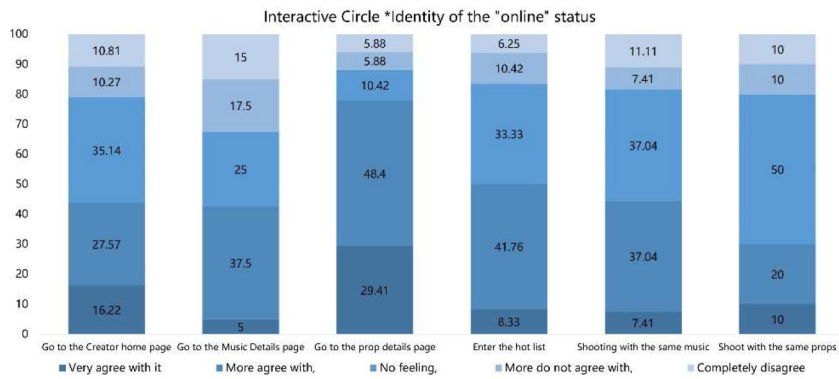


Figure 6: Questionnaire data analysis.

DESIGN POINTS INTERPRETATION

According to the scene of the interaction, we can divide the short video interaction into a video field and a private message field. The interaction in both scenarios has the necessary elements for the occurrence of interactive rituals and, therefore, produces emotional energy, but the two scenarios are not parallel, but a circular feedback process, the situations at different levels under the same interactive ritual chain. Video field, the user produces the initial positive emotion, the emotion as a driving force to promote users to participate in more interaction of others — private messages, through the sense of interaction will further enhance the positive emotions, focus will be more targeted, in the process, the initial lower emotional energy is repeated and consolidated, eventually into higher emotional energy.

The core part of the interactive ritual system is mutual attention and emotional connection (Collins, 2004). Mutual attention emphasizes that participants have the same focus and know each other; high emotional bonding arouses participants' nervous system by sharing a common emotional experience or physical coordination. As for short video interaction design, we can strengthen social perception, optimize social experience from the above two perspectives, so as to achieve the purpose of retaining users.

Group Perception Based on Video Fields

In video field, users and creators and other participants under the space interaction is a interaction based on weak relationship, user interaction with the creator is often one-way, the essence is users and video content interaction, user interaction with other participants is based on comments, thumb up, in time dimension, so under the video interaction is a group behavior, in the interaction design from group perception, build group focus of interest circle, and group share emotional experience sharing atmosphere.

① **Builds the interest circle:** The interest circle in the video field revolves around the video content, creators, special effects, hot topics and other elements. When building, we should pay attention to the relationship between the circle of interest information and the video information, and the interaction way of entering the circle of interest. As shown in FIG. 8, Kuaisou



Figure 7: Build a circle of interest.

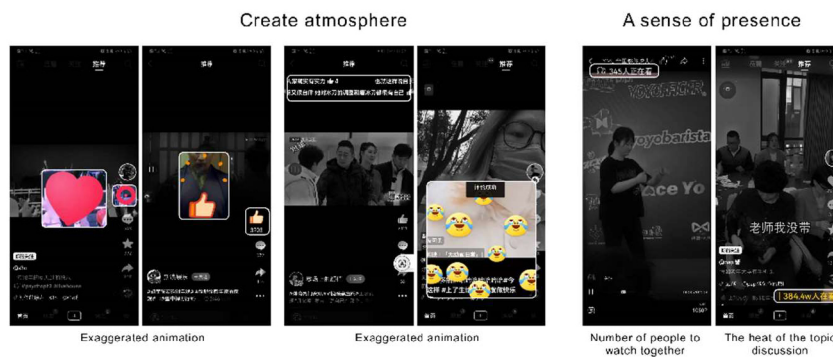


Figure 8: Create atmosphere.

slides left to preview the creator's other videos, a design can ensure that users can directly enter the interaction circle around the creator without jumping to the page, lowering the operation threshold and improving the operation efficiency. The display of information in the circle of interest should follow the principle of coordination with video information, while showing its "clickable" attributes.

② **Creates atmosphere:** The expression of emotions in the video field is mainly reflected by thumb up and comments, and the strong sense of group presence is also conducive to the construction of the atmosphere. In Figure 9, the thumb up video will have an image animation. As for the comments, Weibo uses the comments as a barrage to create a warm atmosphere, and TikTok has launched the quick reply expression function. In this way, it can enhance the emotional atmosphere and guide users to participate in the interaction. Group presence is mainly by showing the number of people who watch the video, the number of topic concerns and other forms to create a sense of physical presence across time and space, and enhance the sense of group gathering of users.

Individual Perception Based on the Private Message Field

In the private message scene, the user's interaction object is specific and clear, which is a kind of interaction based on a strong relationship. The interaction



Figure 9: Emphasizes focus.



Figure 10: Express of emotional sharing.

object of the private message field is clear individuals or small groups, so in the interaction design, we should start from individual perception, and emphasize the focus of common attention and attention to shared emotions.

①**Emphasizes focus:** In private messages, the content of the conversation is often centered around the shared video, so at the beginning of the conversation, the focus is usually the video shared on the dialogue interface. At this point, the video is the focus of attention, showing what information, how to play, how to quickly express attention, these are the designers need to focus on. As shown in Figure 9, users think that the video picture is better to experience it covered with bubbles, but there is no obvious preference for whether there are playback keys or other interactive functions. It can be seen that the design of focus should be start from the video content itself and emphasize the efficient and immersive experience.

②**Express of emotional sharing:** The emotional sharing expression in the private message field includes expression, voice, text and other ways. In the dialogue with video as the main focus, the emotional expression of shared videos is the design focus. At the same time, some people believe that rhythmic dialogue can also make users feel the emotional resonance brought by consistent behavior. Therefore, without destroying the sense of dialogue rhythm, enrich the response mode to video information under the premise of FIG. 10.

RESULTS AND OUTLOOK

In this paper, by combining the theory with the questionnaires, and the cases, From the perspective of the interactive ritual chain, The social interaction chain using short video was studied, This paper expounds the emotional energy in the short video social interaction chain and the micro and macro

level in the social process, Combined with the data-based analysis of social scenes and social behavior, Summarize the weak relationship between the relationship around the video field and the private message field in the short video social interaction, The progressive relationship between two interaction scenarios is proposed: the weak relationship interaction under the video field allows the user to obtain the initial emotional stimulus, This emotion also drives users to open a more stable strong relationship interaction in order to obtain a stable source of emotion; The interaction points of each scene are analyzed: the group perception of the video field is optimized by constructing the circle of interest and creating the atmosphere, and strengthening the individual perception of the private message field by emphasizing the focus and enriching the emotional expression. Through the gradual decomposition from theory to behavior to elements, the key points of short video social interaction design from the perspective of interactive ritual chain are finally proposed. In the future, it will be used as a strategy to continuously optimize and enrich it, so as to provide a reliable design evaluation guide for short video social interaction.

Professor Yu Guoming once mentioned in “The Evolutionary Logic of Future Media: The Iteration, Reorganization and Promotion of Human Connection”: “The development of communication technology constantly brings” new media “, and these new media represent new ways, scales and standards of social connection”(2021). As a new medium, short video has strong visual and auditory impact, strong atmosphere, wide audience, from weak relationship to strong relationship to grasp the user, but at the same time, this way of communication also breaks the law of information communication based on text. Therefore, the new social connection methods, scales and standards with short video as the medium are the direction worth discussing.

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