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The Transformation from Text Big Data to Visual Short Video Big Data

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Abstract: The traditional text era has gradually declined, replaced by the boom of short video. In the rapid development of the Internet information age, people's interests and habits have begun to quietly change. Text newspapers and periodicals have become the past, and industry reform has become an irreversible trend. In this process, how to realize the visualization of text data and the transformation of big data is a topic that countless practitioners have been struggling to explore. In order to realize the transformation from text data to short video, the focus of the problem is to overturn the working mode of text data and build a new architecture based on the new trend of short video big data. Because of the limitations of text big data, there are inevitably many drawbacks in today's Internet society. Not only is the media backward, but also the content can no longer meet the needs of the majority of people. It has gradually been recognized as a "sunset industry" in society. On the other hand, short video big data not only caters to the needs and hobbies of the majority of people in the current trend, Moreover, it has made great progress on the development of technological innovation and mode innovation. Compared with each other, short video big data has incomparable advantages over text big data. It is not so much a competition between them as a new revolution of short video big data for text big data.

Keywords: visualization, short video big data, change

1. Introduction

The rapid development of short video has created new conditions for the visualization of text big data. For a long time, text big data is often presented behind the scenes, and because of the huge content system, it looks very complex [1]. When using text big data, it is not easy to obtain and convenient. However, after the emergence of short videos, complex text big data can be easily transformed into visual short video content. The summary of data and the sales of goods can be presented in an all-round way through a few minutes of video. At the current stage, people's demand for simplicity and convenience in life and work is increasing. In the context of the rapid development of short video, it is very necessary to explore the path of text big data transforming to visual short video.

As for the transformation direction from text big data to visual short video big data, through the research of this paper, people discussed the content of three directions: script shooting, behind the scenes and before the scenes, and cooperation with short video platform accounts. Through the discussion of these three directions, this paper summarizes the main methods of transforming text big data into visual short video big data at the current stage and the advantages of text big data after

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transformation. It has certain reference significance for practitioners who want to carry out the transformation from text big data to visual short video big data and can learn from these methods to guide the operation of transforming text big data into visual short video big data. At the same time, in practice, it has practical guiding significance for the development of the transformation from text big data to visual short video big data.

Based on the development situation of text big data in the current stage, this paper summarizes the transformation direction of text to short video big data by studying the transformation from text big data to visual short video big data. In the introduction of several directions, taking the content of Tiktok, Kwai and other platforms as examples, the advantages and convenience of text big data after visual short video big data conversion are analyzed. Finally, based on the argumentation of the full text, the paper summarizes the inevitable trend of text big data transforming into visual short video big data at the current stage and in the future development. This paper believes that with the support of technology, network and other content, the transformation form of text big data to short video big data will be more diversified.

2. The Transformation Direction from Text to Short Video Big Data

2.1. Screenplay Shooting

Use the original creativity of the text big data to realize the script of the text, which is used as the shooting basis of the short video to help the short video big data. Most of the text transformation short video big data are transformed through this mode. Compared with other methods, this method is relatively simple and easy to operate. In the process of transformation, part of the traditional text work can also be continued. This method is very common. For example, the historical stories about Zhang Qian's mission to the western regions, which are often seen on platforms such as Tiktok and station B, use the scripted text as the basis for shooting short videos, so as to visualize the big data of the text and make it more intuitive and vivid [2]. Fig. 1 is a short video content of Tiktok platform introducing Zhang Qian's mission to the western regions. In previous texts, the historical events of Zhang Qian's mission to the western regions include years, geographical regions and distances. Most of these contents are presented in text, and some will be added with illustrations. Both text and illustration are static forms. When the text content of Zhang Qian's mission to the Western Regions is converted into a short video in the script mode, it not only achieves a dynamic effect, but also becomes very intuitive in the presentation of the year, geographical region and distance. Through the content of the short video, we can clearly understand the year, distance and other relevant information of Zhang Qian's mission to the Western Regions.

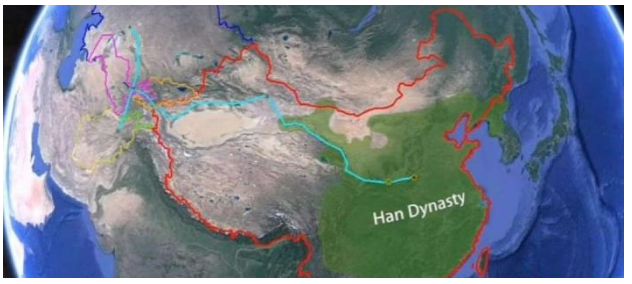

Figure 1: Route Map of Zhang Qian's Diplomatic Mission to the Western Regions from TikTok.

Compared with the text big data, the visual short video big data can show the huge information and data Zhang Qian sent to the Western Regions in a few minutes of short video content, thus making the original content simple, clear and understandable [3]. In such short videos, the work of text can also be continued, and stories or auxiliary data descriptions can be presented in the form of text [4].

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In this way, it can directly understand the relevant data information, and the data information becomes more intuitive and concise. From such cases, people can also see the intuitive advantages embodied in the transformation of text into short video big data. Behind the scenes, before the scenes. To break the traditional text mode, some work behind the scenes has been changed to work in front of the screen. Text big data cannot be visualized, so they directly choose to give up, and turn to be the full output of short video big data to achieve big data transformation through fundamental transformation. Compared with other models, this method is more thorough and conducive to the future system construction in the later work, which can lay a foundation for future development. In this direction, the most representative is data visualization dynamic video. Data visualization dynamic video is very common in Tiktok and station B. in such short video content, the data that needs to be counted behind the scenes is directly put in front of the screen, and the changes and trends of the data can be seen intuitively in the process of watching. If these data are presented in this article, it will not only require a large number of text descriptions to explain the detailed content, but also these complex data information will appear messy in the text [5]. Usually, the statistics and changes of these data are carried out behind the scenes, and the final results are often seen in the text. However, by visualizing dynamic videos, we can bring the work that was originally behind the scenes to the front of the screen, and it can show the development changes through short videos. This can also show the advantages of the transformation from text big data to visual short video big data. Through this transformation, text big data appears in the public's view in a more concise and intuitive way, which not only improves the speed of data analysis, but also can grasp and understand more information from it for use [6]. At the same time, the data visualization dynamic video sharing is convenient, which also creates conditions for the accumulation of short video big data.

2.2. Cooperate with Account of Short Video Platform

Cooperate with the account of the short video platform, and realize the organic cooperation between text big data and short video big data by virtue of the power of a third party and the experience of successful accounts of the short video big data platform, and gradually realize the transition and overwork in the process of such cooperation [7]. This kind of method has low implementation cost and no additional risk, and can complete the transformation in a short time. The game industry and e-commerce industry are very representative in this direction. First of all, in the game industry, the recent popularity of the whole network has led to more than 3 billion topics. It is through cooperation with Tiktok that Yang Liangyang realized the transformation from text big data to visual short video big data, and achieved remarkable results in a short time. Yangle Geyang turns the play rules and other contents in the original text big data into visual short video big data, and adds the game link [8]. People can click the link directly to enter the game. This way not only allows the audience to understand the content and playing methods of the game in the shortest time, but also directly enter the game [9]. Through the cooperation with Tiktok platform, YangLe and geyang have gained a lot of attention in a short time and realized the organic cooperation between text big data and short video big data.

Looking at the e-commerce industry, in the past, e-commerce sellers relied on platforms such as Taobao to display their products, and used text big data to describe the detailed content of the products. For example, the introduction of a wall breaking machine is in the form of text. Customers need to read each function one by one, which takes a lot of time. But the other way is that customers can quickly understand the functional differences of multiple wall breaking machines through a few minutes of short video introduction. At the same time, you can add a purchased connection to the video. After you know about the wall breaking machine through the short video, you can directly purchase it. This is also the organic cooperation between text big data and short video big data, which

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not only reduces the time to understand the goods, but also makes the data information of the goods more intuitive, vivid and real [10].

3. Conclusion

In summary, it is an inevitable process for text big data to change to visual short video big data. Through visual short video big data, text data can be clearer, simpler and more intuitive. Therefore, the transformation of text big data into visual short video big data has certain advantages. No matter what methods are used, they are all designed to enable text big data to continue or develop in this era, and text big data can continue to exist only if it conforms to the development trend of society, otherwise it will only be eliminated. Self innovation and cooperative innovation are good choices, What kind of road is the most suitable one needs the in-depth study of relevant practitioners and staff to reach a conclusion. However, if we fall behind on the only way to visualize the text big data, it will have incalculable consequences.

Looking forward to the future development, with the support of network technology, information technology, artificial intelligence technology and other scientific and technological content, short video will develop in a more diversified direction. In the future market, short video big data will also play an important role. The development of text big data towards visual short video big data is ongoing, so exploring the transformation direction from text to short video big data is of great significance for the development of text big data. With the accumulation of successful experience of text big data in visual short video big data, it will also promote more text big data to change towards visual short video big data. At the same time, with the continuous development of technology, more complex text big data will also realize visual transformation, bringing more convenience to people's life and development.

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