

# ***Research on the Influence of Douyin's Short Video on Love on Contemporary Chinese Female College Students' Concept of Marriage and Love***

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**Abstract:** With the development of mobile Internet technology, Douyin short video platform has risen rapidly and become the mainstream social media for Chinese college students. In recent years, the short videos about love on Douyin have become more and more popular among female college students, and their contents also show diversified characteristics. With the theme of "Research on the Influence of Douyin's Short Video on Love on Contemporary Female College Students' Concept of Marriage and Love", this paper explores the problems existing in the transmission of love short videos among contemporary female college students and how to guide them to correctly recognize and treat marriage and love problems through questionnaires. The research found that Douyin's short videos about love not only affected female college students' attitudes towards marriage, but also affected their cognition of partner requirements and money substance. Therefore, contemporary female college students should not only enjoy the happiness brought by Douyin short videos, but also maintain a rational thinking on the concept of marriage and love. The platform should improve the value of Douyin content, the government should supervise public opinion, and individuals should improve their media literacy. Taking various measures to guide contemporary female college students to establish a correct concept of marriage and love.

**Keywords:** Douyin, female college students, concept of marriage and love

## **1. Introduction**

With the advent of the new media era, the application scope of social media such as Sina Weibo and WeChat has been expanding, and the utilization rate has also been increasing. People are constantly learning new things and new knowledge in the process of interacting with social media. Short video, as a newly emerging form of network content, has rapidly occupied the space of network culture with its unique charm and plays an important role in people's daily life. As the current mainstream social media, Douyin not only brings more entertainment and knowledge content to people, but also changes people's lifestyle. Its "instant satisfaction", "fragmentation" and other characteristics have had a huge impact on contemporary college students.

Douyin is a music creative short video social software incubated by ByteDance, which was launched in 2016. The development process of Douyin can be roughly divided into three stages: first, the initial stage. At this stage, Douyin focused on product polishing, experience optimization, performance improvement and market integration. Douyin added simple and interesting special effects such as filters and stickers while continuously improving video clarity and texture, optimizing video loading and playing fluency. Next is the promotion period. At this stage, Douyin began to vigorously promote, completed oral spreading, and achieved user accumulation. At the same time, 3D props and stickers was added, and the filter and beauty effect was improved. On Douyin, ByteDance created Douyin stories, music brushes, hair dyeing effects and 360 degree panoramic video, and added the latest technology products such as AR cameras to enhance the video appearance and appeal. Finally, it is the stage of rapid development. After Douyin accumulated a large number of users, due to the diversity of user quality, Douyin optimized the reporting and comment functions and launched the anti addiction system. At the same time, it also released overseas versions including international, Japanese and Korean versions, attracting a large number of overseas users.

Douyin short videos include funny videos, beauty videos, games videos, cute videos, skills videos, etc. In recent years, people not only pursue material satisfaction, but also pay attention to spiritual comfort. Short videos of love appear spontaneously. Many producers of Douyin's short love video have hundreds of thousands or millions of fans, and the number of topic searches and broadcasts has reached trillions, which shows that such accounts have a large amount of traffic.

At present, the number of monthly active users of Douyin has exceeded 800 million, most of whom are young people. Douyin covers more than 150 countries and regions in the world. On January 26, 2021, Douyin released the 2020 Douyin College Student Data Report, which shows that by December 31, 2020, Douyin has more than 26 million college students, accounting for about 80% of the total number of college students in China. Douyin's college students have released more than 311 trillion videos, 118.4 billion likes and 2.7 billion shares [1]. It can be seen that college students have become an important part of Douyin users.

## 2. Literature Review

The concept of marriage and love refers to people's views and attitudes towards marriage and love. Some scholars believe that the concept of love and marriage is a person's basic view of premarital love, marital life and sexual orientation in the process of love and marriage, which not only affects a person's choice of spouse, but also affects a person's responsibilities and obligations in future marriage and family [2]. Some scholars believe that the concept of love and marriage is an important component of the outlook on life, and is people's view of love, marriage and sexual relations [3]. In summary, the concept of marriage and love is a person's fundamental view and attitude towards marriage and love, which directly affects the value orientation of marriage and love behavior.

As for the research results of the impact of Douyin on college students' values, mainstream values research includes consumption, morality, professional values, aesthetic values, etc. The research on the impact of research on college students' marriage and love is still needed to broaden. Ye Lu believes that the purpose of college students' use of Douyin is to meet the needs of entertainment and recreation, social learning and imitation, and social interaction and recognition [4]. Liu Yi believes that while the Douyin brings opportunities to the cultivation of college students' values, its features of extensive entertainment, utilitarianism and fragmentation will lead to the popularity, distortion and dissolution of college students' values [5]. Shi Jiaqi suggests that the vulgarization of short video content is contrary to the construction of mainstream values [6]. Li Ruixiang and Liu Yan find that the behavior of showing off wealth and luxury goods on Douyin

had a negative impact on college students' consumption view, leading to hedonism and consumerism among students. And the spoof and vulgar videos will lead to the lack of social responsibility of college students, and will bring inappropriate guidance to college students' moral values. Some college students take online celebrity as their goal, pursue a lucrative, well-paid and prestigious career, and get good jobs at the expense of cosmetic surgery. The development of short videos makes college students who lack life experience ignore personal struggle, ignore natural beauty, and further affect their professional and aesthetic values [7]. Yin Lishuang and Zhang Ailing believe that long-term exposure of college students to short videos of "ugliness as beauty and vulgarity as beauty" will distort aesthetic values to a certain extent [8].

At present, academic research on the influencing factors of college students' views on marriage and love mainly focuses on society, school, family, individuals, and online media. Gong Yunjing points out that social, school, family and personal factors make harmful information in social media play a negative role in college students' love view [9]. Wang Yilin and Jiang Tingna find that college students' views on marriage and sex are generally open under the Internet, but there is currently no mature sex education model suitable for college students [10]. Pu Yunrong, Liao Quanming and Yu Minzhang believe that the positive impact of online social networking on the concept of marriage and love is that college students learn more about the success and failure of marriage and love, and learn a lot of marriage experience and ways to deal with problems [11]. Wang Sijie points out that online social networking may make college students more eager to know the members of opposite sex and the excessive narcissistic behavior of "favoring women" will lead to the imbalance of marriage and love [12]. Chen Shujun and Chen Sisi study the impact of women's online literature on college students' marriage values, and the results are diverse and dynamic [13]. Wu Yuling points out that the emotional investigation programs negatively affect college students' views on marriage and love by selling marriage anxiety, entertaining marriage and love feelings, amplifying the complexity of marriage and love relationships, and fabricating ideal marriage and love models [14]. Shi Dai research shows that female college students often browse articles about marriage and love through WeChat official account, and marriage and fertility are more negative, and spouse selection is more utilitarian [15]. Zhou Zhengyan analyzes the structure and characteristics of college students' views on marriage and love from a psychological perspective, and believes that female students are more susceptible to social and cultural factors than male students in the process of choosing a spouse [16].

In general, the previous researchers' main focus areas on the impact of Douyin on college students' values and the influencing factors of college students' love and marriage values should be taken as a reference for this study. At present, few articles in the academic circle have studied the impact of short love videos on college students' view of marriage and love, so this study has some innovation. With the popularity of Douyin among college students and the rise of short love videos, it will certainly have an impact on contemporary female college students' views on marriage and love. Moreover, the health of female college students' concept of marriage and love is not only related to personal happiness, but also affects the national population development. Therefore, based on the research on the influencing factors of female college students' view of marriage and love, this paper conducts research from the short video of Douyin about love as an entry point, expands the research scope of college students' view of marriage and love, explores how Douyin's short video on love plays a role in female college students' view of marriage and love, and puts forward opinions.

### 3. Methodology

First of all, the survey data was collected from February 6 to February 17, 2023, and online questionnaires were distributed to female college students through WeChat, Sina Weibo, Little Red

Booklittle and other social media channels. And a total of 183 questionnaires were distributed. After collection and screening, 2 answers of gender were filled in incorrectly, 3 answers were all written in one, and 4 answers showed obvious regularity. Finally, 174 valid questionnaires were obtained, with a recovery rate of 95%, basically meeting the expected standard. The main respondents of this questionnaire are freshmen, sophomores, juniors, seniors and graduate girls, of which the number of undergraduate students in school accounts for 96.5% of the total.

Secondly, this survey was conducted in the form of online electronic questionnaires, using the Wenjuanxing website to generate QR codes, allowing respondents to participate in the survey at any time using mobile phones, computers, and other devices, breaking through the constraints of time and environment, reducing the cost of the survey and improving the efficiency of the survey. Use the data analysis function of the Wenjuanxing website, and use Excel software to summarize the data, so as to make efficient and reasonable use and analysis of the survey data.

Then, the design of this questionnaire covers the basic information, the understanding of Douyin's love short videos, and the impact of Douyin's short videos on love and marriage. The first part of the basic information is to collect the respondents' gender, grade, and time to watch Douyin short videos every day. The second part mainly investigates whether the respondents have seen Douyin love videos, what kinds of videos they have seen, how they watch them, why they watch them, and whether they think it is helpful. The third part of the impact on the concept of marriage and love, covering the understanding of the impact of Douyin love short videos on the respondents' concept of marriage and love equality, money substance, spouse selection, marital loyalty, trust, and relationship mode, as well as the exploration of the extent of the impact on the concept of marriage and love.

#### 4. Results

First of all, understand the use of Douyin by female college students. When asked "How long do you use Douyin every day?" to understand the use of Douyin, 48.28% and 46.55% of the respondents chose "within one hour" and "2-5 hours", respectively. Only 1.72% of the respondents used Douyin every day for more than 5 hours, and 3.45% of the respondents had almost no habit of Douyin. Among them, the proportion of "within one hour" and "2-5 hours" is high and similar, indicating that most female college students have the habit of Douyin every day, but can basically reasonably control the time of Douyin short videos. Few female college students spend a lot of time on Douyin every day, and a few female college students do not use Douyin to entertain and obtain information.

Secondly, investigate the understanding of Douyin's short videos about love. For the question "Do you often watch Douyin love videos?", 28.14% of the students choose "often watch", 55.16% choose "occasionally watch", and 13.25% and 3.45% choose "seldom watch" and "never watch" respectively. Whether seldom, occasionally or often, 96% of the respondents have watched Douyin's short love videos, which shows that Douyin's short love videos are attractive to contemporary female college students and people are very interested in such short videos. When asked, "What types of short videos on love have you seen?", it is found that female college students watch Douyin love videos in a variety of ways. Among them, most female college students watch love stories, love slangs and jokes, and random interviews, accounting for 63.79%, 62.07%, and 53.45%, respectively. Watching soul chicken soup and emotional tutors were second, accounting for 39.66% and 36.21%, respectively. There are also individual interviewees who like to watch short videos of minority marriage issues and lawyer counseling. In terms of viewing methods, 96.55% of respondents chose "platform push", 56.9% chose "friend sharing", and 12.07% chose "personal search". It shows that the vast majority of female college students watch love videos through the Douyin platform, and there is a communication chain among female college students, and a few

students watch through their own subjective will. When asked "Why do you watch Douyin love videos?", 77.59% of the students think love videos are fun and can be used as a pastime. 36.21% of the students think that some content in Douyin love short videos is similar to some of their own experiences. 27.59% of students regard videos as soups for the soul, which can heal the soul. And 25.86% of students learned content from it and received inspiration from their marriage and love thoughts. Thus, most female college students watch these short videos for entertainment purposes, while female college students also learn about marriage and love, gain spiritual healing, and similar love experiences during the entertainment process. As for whether Douyin's short videos on love are helpful to female college students' love and marriage, 70.69% of female college students who have had love experience think that love short videos are helpful to their love and think a lot. 15.52% of students believe that love is not helpful and that love experience cannot be replicated. 1.72% of the students think that Douyin love short videos are very helpful for their love, and fully agree with all the views in the videos. Therefore, most female college students believe that short videos on love have reference value and trigger thinking about romantic relationships. A few female college students firmly adhere to the irreproducibility of their love experiences, and a very few female college students are completely dependent on their content, lacking personal perspectives.

Then, investigate the influence of Douyin love short videos on female college students' marriage and love views. When asked "Do you agree with the love concept of Favoring Women spread in short love videos", learn about female college students' views on equality. Female college students who choose "fully identified" and "relatively identified" account for 32.76% of the total, while women who choose "generally identified" account for 41.38% of the total, and women who choose "relatively disagree" and "completely disagree" account for 25.86% of the total. It shows that most female college students have a neutral attitude towards the love concept of "favoring women" in short love videos, and believe that women should be favored by men in some things, and should also maintain individual independence in some things. A few female college students have narcissistic psychology in their view of love. They think that women should be in a high position in marriage and love, and men should pay more. In order to further deepen the equal relationship between marriage and love in the previous question, the next question asked the interviewees "What do you think when you see only one party paying on some short video accounts?". 77.59% of the respondents have a negative attitude, believing that the "template" love in the Douyin short videos on love is not true, and the true long-term love is mutual. 10.34% of respondents feel that the one who give more is unworthy. 12.07% of the respondents are envious of this kind of love and hope their other half will do the same. When asked, "Do you agree with the concept of Testing The Standard Of Love With Money in the short love video?", understand the concept of money. 3.45% of respondents choose "fully agree", 18.97% choose "relatively agree", 36.21% choose "generally agree", 32.76% choose "relatively disagree", and 8.62% choose "completely disagree". The scattered response results indicate that female college students have different views on this concept in the short video. Some utilitarian female college students believe that money can be used to measure love, some believe that money occupies a certain position in love, and some female college students believe that money is not worth mentioning in front of love. Then, in the face of the high standards of appearance, height, economic conditions, family background and other spouse selection factors that are invisibly reinforced in the Douyin's short videos on love, 29.31% of the respondents think that their spouse selection standards are relatively affected, 37.93% think that there is a general impact, and 25.86% and 6.9% of the respondents think that they are "relatively unaffected" and "completely unaffected". The reason why female college students are affected to some extent by the high standards of mate selection in Douyin's short videos on love is that these mate selection orientations are in line with the pursuit of current female college students, but it is one-sided to determine whether a person is suitable for marriage and love only by these objective



factors, and this influence is not conducive to the formation of correct mate selection orientations. When asked, "Have you seen some negative videos that have lowered your loyalty and trust in marriage?", investigate respondents' love loyalty and trust. 70.69% of the respondents choose "fully capable", "relatively capable", and "generally capable", while 29.31% choose "relatively incapable" and "completely incapable". Most female college students believe that their loyalty and trust in marriage and love can be affected by negative content in short videos about love, leading to a decrease in loyalty and trust in marriage and love. However, although female college students are affected by these videos on their loyalty and trust in marriage, they still treat love sincerely, and most of them believe that they should be loyal and trust each other in marriage. 60.34% of the survey respondents believe that "singleness" in love is a necessary condition for marriage and cannot tolerate non singleness in marriage. 20.69% of respondents considered it an important condition for marriage and love. However, there are still 18.97% of respondents who believe that occasional lack of specificity is also normal. They think that feeling happy in marriage and love is more important, and there is no need to overemphasize it. When asked, "Has a short video about love affected your relationship with your partner?", 44.83% of respondents believe that it has both positive and negative effects on personal relationships. Among them, 6.9% of respondents firmly believe that short romantic videos can cause suspicion between couples, while 1.72% firmly believe that short romantic videos make couples more intimate. Another 27.59% of respondents believe that their marriage and love relationship patterns are not affected by it.

Finally, considering the above influencing factors, the respondents think that the short video of Douyin about love has an impact on their view of marriage and love, and 70.69% of the respondents think that it has an impact on their view of marriage and love to varying degrees. 29.31% of the respondents believe that Douyin love videos will not affect their views on marriage and love. In general, Douyin's short videos on love have affected female college students' views on marriage and love to some extent, but have not changed subversively.

## 5. Discussion

To sum up, the results show that Douyin's short videos on love have a great impact on contemporary female college students' concept of marriage and love, which is reflected in the following three aspects.

First, it affects their attitude towards marriage and love. The results of the questionnaire show that today's female college students' loyalty and trust in marriage and love are increasingly weakening. As more and more negative love and marriage stories such as cheating and "have an affair" appear in Douyin love short videos, many female college students have fear and doubt about love loyalty, so they can protect themselves by weakening loyalty and trust. And because Douyin makes female college students' view of marriage and love open, many of them pay more attention to the communication with their partners and self-improvement in the marriage and love, and pursue the happiness in the relationship, so they think that loyalty and trust are not important in the marriage and love relationship.

Second, it affects their requirements for partners. According to the above survey, the mate selection standards of female college students have been influenced by Douyin love short videos to some extent, and become more stringent. Especially under the influence of love interview videos, many interviewees are too strict about the criteria for choosing a spouse, and female college students also have a blind self-awareness. They are more strict with their partners in terms of their appearance, personal ability, economic conditions, family background and other factors of mate selection. Since Douyin's short videos about love generally have a tendency of "women are superior to men", which makes men overexert, many videos believe that women's status is higher than men's, which has an impact on female college students' marriage standards. According to the survey, most

female college students agree that some boys should pay more and spoil girls, so they take the "inequality" in the marriage relationship as the criteria for selecting a mate.

Third, it affects their cognition of money and material. Douyin love short videos are advocating money worship, which affects college students to establish a correct view of marriage. According to the above statistical results, the vast majority of female college students have affirmed the position of money in the relationship between marriage and love, and they are paying more and more attention to the economic conditions of the object of marriage and love. For example, a blogger once said "Girls, find a rich person and enjoy life in marriage.", which means she openly publicized the values of money worship. Therefore, contemporary female college students' attitudes towards marriage and love are more and more secular and beneficial, which requires people to think deeply.

In order to enhance the positive impact of Douyin's short videos on love on female college students' view of marriage and love, and eliminate the negative impact, the author believes that the following measures should be taken. First of all, Douyin short videos should focus on the improvement of content to achieve good communication of positive views on marriage and love. In the above survey, more than 90% of female college students have the habit of watching Douyin every day, and 96% of female college students have seen short love videos to varying degrees. As a media, Douyin needs not only entertainment value, but also ideological value. Like love short videos, female college students will be affected by them, and are willing to accept all kinds of marriage views from them, which puts forward higher requirements for the ideological value of Douyin love short videos. In order to achieve the good spread of positive love and marriage, the producer of Douyin love short video content should accurately grasp the relationship between society and love and combine the correct concept of love and marriage with various forms. Secondly, the government should strengthen the review of the Douyin platform and assume its supervision and inspection functions. Currently, China has a "Cybersecurity Law of the People's Republic of China", but there are still some accounts that spread bad opinions and cause public opinion attacks. Therefore, the government should not only improve the legal system for specific illegal acts, but also increase the punishment for bad communication. In addition, universities and families should strengthen the cultivation of female college students' media literacy and marriage outlook. As a newly emerging video content, Douyin love short videos capture the audience's voyeuristic desire for emotion and curiosity about things, and to some extent cater to this psychology. Female college students should actively improve their media literacy, identify the negative effects of love short videos on marriage attitudes, weaken marriage ethics, and alienate spouse selection standards.

Future research can further explore the impact of Douyin's short videos about love on different ages and genders, as well as the impact of the story plots and expression techniques presented in the short videos on the audience's love and marriage concepts. In addition, researchers can also explore female college students' cognition and attitude towards the negative concept of marriage and love presented in Douyin love videos through in-depth interviews, and how to better guide female college students to establish a correct concept of marriage and love.

## 6. Conclusion

To sum up, from the perspective of female college students themselves, the richness and diversity of the content and form of Douyin's short videos about love can meet the growing spiritual needs of college students to a certain extent, but also have a certain impact on contemporary female college students' concept of marriage and love. In the form of online questionnaires, the author investigated the basic information of female college students, their understanding of Douyin's short videos about love, and the impact of videos on female college students' marriage and love views, and specifically studied the impact of equality, money, spouse selection, marital loyalty, trust, and relationship mode

in marriage and love relations. The survey found that Douyin's short videos about love not only affected female college students' attitudes towards marriage and love, but also affected their perceptions of partner requirements and money and materials. Therefore, contemporary female college students should keep rational thinking while enjoying the happiness brought by Douyin short videos, and do not be confused by the negative guidance of equality, mate selection, money, loyalty and trust, keep a clear understanding of reality, and establish a pragmatic concept of marriage and love. In addition, the author put forward measures to guide them to establish a correct concept of marriage and love from the aspects of Douyin content production, government public opinion supervision and personal media literacy improvement. Generally speaking, female college students should regard Douyin love short videos as a way of entertainment rather than a standard to guide the concept of marriage. Only in this way can the female college students better grasp their marriage and love concepts and move towards a better life.

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