The Influential Factors on Watching Short News Videos Intention of Young Adults in China

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Abstract: Short news videos are becoming an essential aspect of news communication in China. As a vital force in social development, young adults aged between 18 and 40 are the main audience of short videos. Taking the group as the research object, this paper investigated and analyzed the viewing intention of different types of short news videos from the perspective of the audience, which was instructional advice for the transformation and development of news media. In this study, quantitative analysis was adopted with an online questionnaire on the Theory of Planned Behavior. The researcher finally gathered 195 pieces of data. After removing invalid questionnaires, SPSS was used for a detailed study. The previous hypothesis was overturned, and the conclusion was drawn that young adults aged 18 to 40 in contemporary China prefer to watch international, fast-paced and real-time news short videos. With the commonality of media, the results of this study had theoretical assistance for the news media in China and other countries in the world.

Keywords: viewing intention, young adults, theory of planned behavior, regression analysis.

1. Introduction

1.1. Background

In June 2021, The Think Tank of China's State Broadcasting Film and Television Administration released a research report on the Development of China's Online Audiovisual Industry in 2021. This report revealed the quantity of online audiovisual users in China reached 944 million as of December 2020 (Figure 1), and 873 million of them were short video users (Figure 2) [1]. Figure 2 also means that the number of short video users was nearly 90 percent of Internet users in China (short video users: users who have watched short videos online in the last six months). It's worth noting that the daily service time of short video users was about 120 minutes, reaching 125 minutes by March 2021 [1]. According to another report published by China's State Information Center in April 2021, which was titled the Development of China's Online Media in 2021, more and more Chinese audiences were involved in online news due to the acceleration of Internet popularization [2]. The year 2021 is a year that the international situation was complicated and COVID-19 was raging around the world. It is also a year that the scale of online news users in China expanded stably. As a result, online media assumed heavier social responsibilities in China [2].
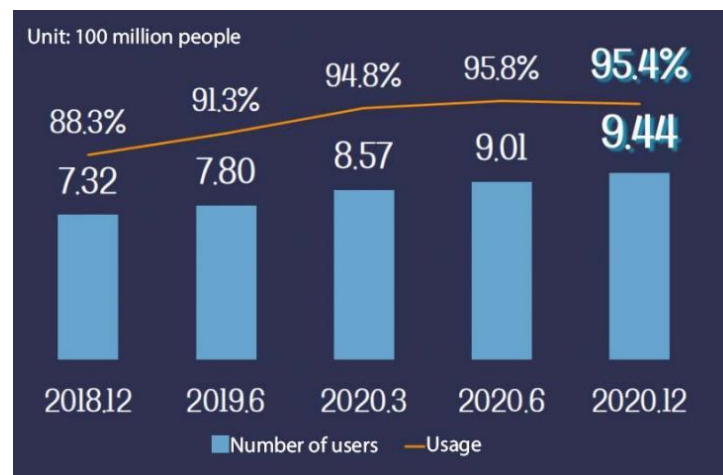
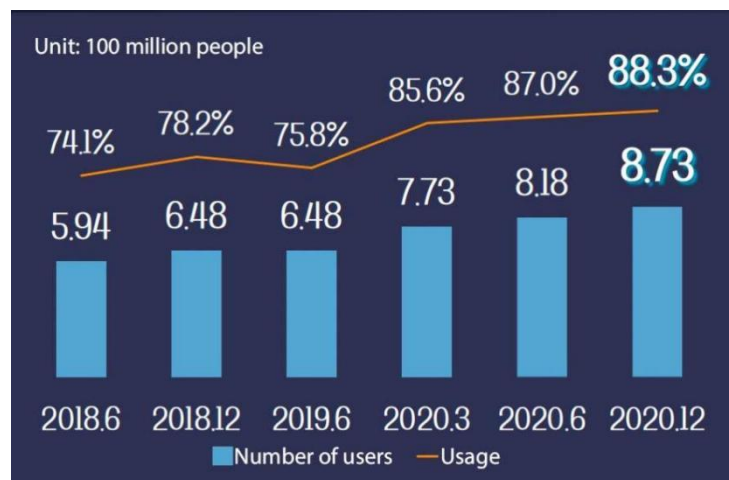Figure 1: The number of Audiovisual users in China in 2020 [1].

Figure 2: The number of short video users in China in 2020 [1].

Under the context of the increasing impact of online news and the proportion of short video users "monopolizing more than half the sky", short video news, a new and popular news mode, is gradually becoming an irreplaceable front for mainstream media while being accepted and loved by a growing number of people as a vital and whole new part of online news.

1.2. Research Gaps

A variety of current research on short news videos mainly concentrates on the challenges faced by news media in production and communication as well as the corresponding countermeasures, such as Strategies for Media Reform and An Analysis of the Dissemination Mode of News Short Video in the Context of "Internet +", etc. [3, 4]. There is no previous research that investigated the attitudes of the younger generation in online short video news. Based on this, the research question of this paper is what type of short news videos Chinese young adults aged 18 to 40 prefer to watch. From the perspective of the audience, this research takes the specific group for the following reason: With the arrival of the 5G, the short video has become a chief starting point for the integrated development of media (according to the report called the Development of China's Online Media in 2021, CCTV, Xinhua and many other mainstream media have actively launched short video works and accomplished ideal communication effects), and it's of constructive significance for the development

and reform of news media to grasp the characteristics of the main audience of short videos (The Development of China Online Audiovisual Industry in 2021 reported that more than eighty young people were enjoying short videos) [1, 2]. In addition, according to the particularity of news itself, it has a great impress on the realization of news value and the filling of mass knowledge.

1.3. Aims and Objectives

This study aims to investigate the viewing intention of the specific group to watch short news videos from the perspective of the audience. As one of the remarkable theories, the Theory of Planned Behavior (TPB) provides theoretical guidance for this paper, which studies the determinants of behavior. TPB assumes that individuals' attitudes, social norms, and perceived behavioral control work together to shape their behavior [6]. This paper focuses on the influence of attitude on people's behavior. And this paper adopts quantitative analysis to verify whether Chinese young people aged 18 to 40 are more inclined to watch short news videos with national, fast-paced and real-time from three aspects: content, duration, and presentation. From content, news short videos can be divided into international news and national news in this study. According to the independent variable of duration, this study subdivides short news videos into fast-paced news and detailed news. Presentation refers to the form of news short video transmissions, such as real-time news and animated news.

First of all, TPB is reviewed in this paper. Then an online survey is designed to collect the data needed for quantitative analysis. After designing the dimensions and items of the questionnaire, the author conducted a pre-survey of the research questions, deleted the unqualified items and tested them again, then randomly placed about 200 online questionnaires for data collection and analysis. Through multiple analyses, it's found that contemporary Chinese young people (18 to 40 years old) prefer to watch short news videos international, fast-paced and real-time short news videos.

The contributions made here have wide applicability. There is little doubt that the form of news is changing uninterruptedly. Currently, with the gradual increase of short video audiences, news short video is a necessary and momentous part of media reform. Summarized by this research, if the news media intend to gain the public's interests and generate greater influence, this work can provide a reliable theoretical reference.

2. Literature Review

2.1. Theory of Planned Behavior

Being evolved from the Theory of Reasoned Action (TRA), the Theory of Planned Behavior (TPB) was proposed by Ajzen in 1985, which links individual beliefs to behavior. TPB reveals that individual behavioral intentions and behaviors are jointly shaped by attitude, subject norm and perceived behavioral control. There is a good deal of previous studies describing the role of TPB, such as Development and Evaluation of a Mass Media Theory of Planned Behaviors Intervention to Reduce Speeding [5].

TRA is one of the typical models of persuasion. It was developed by Ajzen and Finshben in 1980 and was derived from previous studies, which started with the theory of attitude [7]. TPB was designed to provide a convincing explanation of the relationship between attitudes and behaviors in human behavior. Many actions take place not entirely under the control of one's own will. Therefore, Ajzen made improvements based on TRA and proposed TPB.

An important reason for the emergence of TPB is the limitation of TRA in figuring out people's behavior with incomplete volitional control [6]. It has been widely employed to study the relationship among attitudes, behaviors, behavioral intentions and beliefs in a wide range of fields like advertising campaigns, public relations and healthcare. The most dramatic difference between TPB and TRA lies in that TPB can rationally account for behavior that is not fully controlled by will. TPB lends "perceived behavioral control", which represents other irrational factors, into the original theoretical framework. Therefore, when analyzing behavioral intention and behavior, TPB is affected not only by "attitude" and "subjective norm", but also by "perceived behavioral control" in the meanwhile. Its framework is shown in Figure 3:
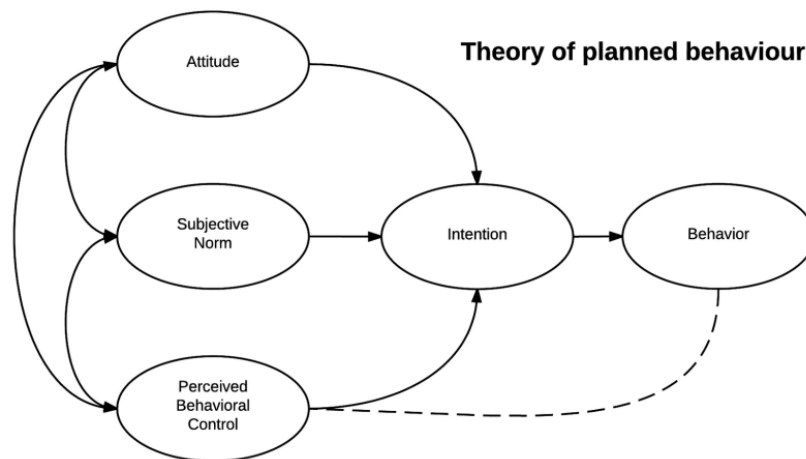

Figure 3: Five elements of TPB and the influencing paths [6].

In TPB theory, three independent variables, attitude, subjective norm and perceived behavioral control, can affect behavior intention, and then affect behavior. The five factors in Figure 3 can be explained as follows:

Attitude: Refers to the extent to which a individual has a positive or negative appraisal of the behavior in question [6]. Generally speaking, a favorable attitude toward a behavior should increase a person's intention to participate in the behavior [8].

Subjective Norm: As a category of social factors, it means that perceived social pressures that motivate people to perform or not perform behaviors [6]. It's the strain that one person perceives from vital people or groups (such as parents, friends, partners, and co-workers) on him or her to carry out that specific behavior. If positive subjective norms are enhanced, it is easier to induce behavioral intention to participate in behaviors.

Perceived Behavioral Control: This means ease or difficulty in performing the behavior. It is often thought to reflect experience as well as anticipated impediments and obstacles [6]. Along with personal desire and intention, simultaneously, it includes non-motivational factors beyond personal control like skill, time, money, resources or policies, which are all relevant to the control of personal behavior. Thus, even though individuals intend to participate in a specific behavior, they will eventually be incapable of actually taking part in that behavior because of the absence of control over resources.

Behavior Intention: This is a proxy measure of behavior. It represents a person's motivation, which is to aim or be determined to perform certain behavior in her or his consciousness [8]. Generally speaking, when the intention is stronger, the behavior is more likely to be carried out.

Behavior: Referring to the act of an individual taking action.

TPB mainly consists of the above five elements, as Figure 3. As the best predictor of behavior, behavioral intention is affected by attitude, subjective norm and perceived behavioral control. The degree to which these three factors determine the behavioral intention varies with the target behavior.

2.2. Important Result

Ajzen formally proposed TPB in 1991, which has steadily grown and strengthened after constant revision, enrichment, questioning and improvement. It has been verified and accepted by many researchers throughout the whole psychology field. As a successful model of social psychology to predict and explain the relationship between attitude and behavior, TPB has been widely applied in various fields including economics, sociology, media, etc. There are an ocean of previous researches that can confirm it [10 - 12]. Most studies verify that TPB can better understand and forecast an individual's behavioral intention, self-efficacy and sense of control. What's more, it significantly improves the explanatory power of people's specific attitudes to behavior.

2.3. Summary

In general, when the subjective norm and attitude of behavior are more beneficial, simultaneously, the perceived behavioral control would be greater, and the individual's intention to carry out the behavior under consideration would also be stronger. The relative importance of attitude, subjective norm and perceived behavioral control in intention prediction vary from situation to situation [6]. These three factors jointly determine individual behavioral intention.

The three independent variables in this paper (content, duration, and presentation) have a direct impact on the dependent variable (viewing intention). As an important indicator, the attitude was analyzed as a priority in this paper. Audiences' different attitudes towards different content (international or national), different duration (fast-paced or detailed) and different presentations (real-time and animated) would directly put a decisive influence on viewing intention. For example, if they are more interested in international news, they will watch more international rather than national short news videos. Many previous studies have confirmed the relationship between attitude and behavioral intention: attitude has a positive influence on behavioral intention. In 2021, Gazi et al. found that users' attitude has an active relationship with the intention of using social media for studying based on a quantitative analysis of 720 valid questionnaires collected over three months [13]. Research on the positive effects of attitudes on behavior has been carried out in other fields. Hye Jung Jung, Yun Jung Choi and Kyung believed that the results of the moderated regression analysis showed that SAP attitude exerts a strong positive influence on SAP purchase intention [14]. In A Comprehensive Model of Consumers' Perceptions, Attitudes and Behavioral Intention toward Organic Tea: Evidence from an Emerging Economy, the authors applied the structural equation model (SEM) and revealed that consumers' attitudes towards organic tea have a positive mediating effect on this relationship [15]. Overall, the relationship that attitude has an active effect on behavioral intention can be utilized in this paper.

3.   Methodology

3.1. Research Design

The study conducted an online survey in China in June 2022 to collect data. This paper adopts a quantitative analysis method to collect a large number of measurement samples and obtain reliable data results through standardized measurement procedures. Collecting plenty of sample data and making accurate analyses can provide an ideal reference for figuring out the research question. Individuals' attention to different types of news short videos was measured using items adapted from

a previous study [8]. The reason why the research chooses an online questionnaire under the guidance of TPB is that it's easier and more diversified than the traditional one. At the same time, the online survey can save time and money by improving efficiency. In addition, due to the randomness and universality of the network questionnaire survey, the results would be more universal and reference. Online data is more convenient for data collection and analysis as well.

3.2. Data Collection

The TPB provides theoretical guidance. The online questionnaire exploited in this study collected the viewing intention of the specific group from the perspective of attitude, regarding the questionnaire template named Sample TPB questionnaire [16]. This study contains two control variables: age and news viewing habits. In the remaining 12 questions based on TPB, interviewees' opinions were rated from 1(strongly disagree) to 5(strongly agree) according to their situation.

As a preliminary study, the snowball sampling method was adopted to recruit respondents. In detail, an online questionnaire with URL links was sent to respondents through QQ, WeChat and other instant messages. Respondents were also requested to share links to their online contacts. The researchers tried to gather data on a national scale by online crowdsourcing in mainland China called Wen Juanxing, which provides functions equivalent to Amazon Mechanical Turk. A total of 195 young people completed questionnaires in this study.

Table 1: Measurement Scale.

Measurements	Items
Content	1. For me to watch short videos featuring international news is
	2. I will make an effort to look for short videos that focus on international news regularly
	3. For me to watch short videos featuring national news is
	4. I would like to look for short videos that focus on international news regularly
Duration	5. For me to watch fast-paced news short videos is
	6. I will make an effort to look for news short videos that are fast-paced in my daily life
	7. For me to watch detailed news short videos is
	8. I would like to look for news short videos that are detailed in my daily life
Presentation	9. For me to watch short news videos in real-time is
	10. I will look for short news videos in real-time
	11. For me to watch short news videos in animation is
	12. I will look for short news videos in animation
Viewing Intention	13. For me, the short news videos I watch are based on my attitude.

3.3. Data Analysis

According to two reversed questions, the researcher excluded people whose age and news viewing habits did not meet the survey's requirements. After removing invalid questionnaires, valid samples of 136 respondents were adopted. The 136 valid samples containing 12 remaining questions were analyzed in SPSS by statistical tests. Basic information about the respondents can be learned from the following tables:

Table 2: Age.

		Frequency	Percentage	Effective percentage	Cumulative percentage
Valid	1	8	4.1	4.1	4.1
	2	81	41.5	41.5	45.6
	3	64	32.8	32.8	78.5
	4	35	17.9	17.9	96.4
	5	7	3.6	3.6	100.0
	Total	195	100.0	100.0	

In terms of age, 1 to 5 indicate Chinese aged under 18, 18 to 25, 26 to 30, 31 to 40 and over 40 respectively. The findings showed (Table 2) that 15 of the 195 respondents (7.7 percent) were excluded from the 18 to 40 age range. Also, Chinese between the ages of 18 and 25 made up the majority of the surveyed population accounting for 41.5 percent.

Table 3: News Viewing Habits.

		Frequency	Percentage	Effective percentage	Cumulative percentage
Valid	-3	15	7.7	7.7	7.7
	1	136	69.7	69.7	77.4
	2	44	22.6	22.6	100.0
	Total	195	100.0	100.0	

After 15 people who did not fit the survey age range were excluded, the second reversed question removed 44 respondents who were not accustomed to watching the news in short video format (2 in Table 3). The remaining 136 applicants (69.7%) provided reliable data for the survey.

4. Results

The three independent variables were 0.763, 0.662 and 0.738 respectively (Table 4). Especially, the Cronbach's Alpha of the first (content) and third (presentation) variables was higher than 0.7 and lower than 0.8 (0.763 and 0.738 respectively), showing good reliability. The Cronbach's Alpha of the second variable (duration) was 0.662>0.6, with acceptable reliability. From Table 3, the data were all higher than 0.6 on the whole, indicating the questionnaire has qualified credibility. The same applied to the dependent variables (0.7<0.788<0.8) in Table 4. To sum up, the research data mentioned above were of good quality and could be employed for further analysis.

Table 4: Reliability analysis.

	Clone Bach Alpha	Total
Content	.763	4
Duration	.662	4
Presentation	.738	4
Viewing Intention	.788	1

In the validity analysis, Table 5 showed that KMO was 0.856>0.7, which illustrated there was a certain correlation between the independent variables involved in the questionnaire, and the

questionnaire was valid. The data of Sig.<0.001 indicated that it met the criteria for factor analysis. From the analysis, the questionnaire of this online survey had high validity and accuracy, and the data could be further studied.

Table 5: Validity analysis.

KMO sampling suitability quantity		0.856
Bartlett sphericity test	The approximate chi-square	402.819
	Degrees of freedom	66
	Significant	0.000

The results of the correlation analysis of this online survey revealed that the correlation coefficient was between -1 and 1, reaching the standard. And the absolute values were between 0.463 and 0.699, indicating that the correlation between variables was relatively close (the larger the absolute value is, the closer the correlation between variables is, and the maximum value is 1). The measured results represented the positive and negative correlation. Table 6 demonstrated that the correlation between variables in this study was positive. The data of Significant < 0.001 indicated the data were significant.

Table 6: Correlation.

		Content	Duration	Presentation	Viewing Intention
Content	Pearson correlation	1	.666**	.580**	.463**
	Sig. (2-tailed)		.000	.000	.000
	Number	136	136	136	136
Duration	Pearson correlation	.666**	1	.680**	.481**
	Sig. (2-tailed)	.000		.000	.000
	Number	136	136	136	136
Presentation	Pearson correlation	.580**	.680**	1	.699**
	Sig. (2-tailed)	.000	.000		.000
	Number	136	136	136	136
Viewing Intention	Pearson correlation	.463**	.481**	.699**	1
	Sig. (2-tailed)	.000	.000	.000	
	Number	136	136	136	136

**. At 0.01 level (2-tailed), the correlation was significant.

In regression analysis, R square figures the explanatory capacity of the independent variables to the dependent variable. The R squared is very close to the adjusted R squared means that the data is stable, if not, it reveals the data is unstable. In Table 7, the R square was 0.494, and the adjusted R square was 0.482. The two data were similar, indicating that the data was stable. The data of Sig. in the ANOVA table (Table 8) is about 0.000 (<0.05), revealing that the regression equation is meaningful. In the coefficient table (Table 9), the data of Sig. of the three independent variables were 0.02, 0.03 and <0.01 respectively (if higher than 0.05, the impact of the variable on the dependent variable is not significant), which showed the three independent variables had statistical significance for the model. In addition, the size of the coefficient represented the strength of the influence. Therefore, the presentation had the greatest influence on people's choices.

Table 7: Model.

Model	Multiple R	R Square	Adjusted R square	Standard Error
1	.703[a]	.494	.482	.637

Predictive variables: (constant), Content, Duration, Presentation

Table 8: ANOVA[a].

Model		df	SS	MS	F	Significance F
1	Regression	52.323	3	17.441	42.943	.000[b]
	Residual	53.611	132	.406		
	Total	105.934	135			

a. Dependent variable: Viewing intention
b. Predictive variables: (constant), Content, Duration, Presentation

Table 9: Coefficients[a].

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.118	.425		-.035	.192
	Duration	.159	.130	.104	4.698	.002
	Presentation	.218	.181	.132	6.208	.003
	Viewing Intention	.934	.122	.666	7.670	.000

a. Dependent variable: Viewing intention

5. Discussion

In this study, the variable of attitude in TPB was utilized to measure the behavioral intention of specific people to different types of short news videos. Consistent with previous studies, attitude positively predicted viewing intention [17, 18]. Finding in this paper suggested that people were more likely to participate in watching international, fast-paced and real-time news if they thought it was important and beneficial, or if they were interested in such news themselves.

International News: Nowadays, China has become an internationalized world power. Every change in the world is closely related to China's development and even people's life. Furthermore, the development of technology and the popularization of information have built basic conditions for people to access the short videos of international news they desire at any time. In addition to users who are already interested in international news, more and more Chinese people are now spontaneously following international news. In the choice of international news and domestic news, people choose international news based on their attitudes increasingly.

Fast-paced News: There is no doubt that Chinese society is developing rapidly and the pace of people's life is getting faster and faster. Young people aged between 18 and 40, as the main force of social development, have less time to watch the whole news. Fast-paced news wins people's hearts for its high generality. Coupled with the fast-paced characteristics of the short video platform itself, the number of fast-paced short news videos has exploded.

Real-time News: The news short video with the real picture as the main way of presentation has a sense of scene and reality, and is more in line with people's expectations of news. It is relatively easy to make and faster to produce. In addition, because of the objective existence of the real picture, it is easier for others to communicate.

6.   Conclusion

The three variables in this study are content, duration and presentation of short news videos. Starting from these three perspectives and combining with attitude factors in TPB, the researcher adopted quantitative analysis to collect and analyze data in the form of an online survey. The analysis results overturn the hypothesis that Chinese contemporary young people (18 to 40 years old) prefer to watch short news videos with national, fast-paced and real-time characteristics. It was concluded that they were more willing to watch international, fast-paced and real-time news short videos. The researcher then explored further to find reasons, which depended more on what people are interested in. In general, this study combined the three main variables of video (content, duration and presentation) with attitude in TPB that may lead to public participation in different types of short news videos, and reached the research conclusion through a reasonable approach.

There are several limitations in the present study. Limitation one is that only two control variables were applied, age and the form of watching news, and other control variables, such as region, educational background and income, can be added in future studies. What's more, as time goes by, people's viewing intention to watch different types of short news videos would change. This study only focuses on the current Chinese population aged 18 to 40 years old, without making assumptions or projections about the future situation. The third limitation is that due to time, the number of audiences interviewed in this research was not particularly sufficient. In China, a multi-ethnic and multi-cultural developing country, the sample data may not apply to all parts of the country. Besides, snowball sampling is used in this study to recruit interviewees. It's necessary for further research is necessary to utilize a representative sample.

This is very much the key component in future attempts to overcome the influence of regional culture, regional development degree and other factors on the research results. In addition to correcting the limitations mentioned above, future researchers are also necessary to increase the classification of different news short videos, as further refine the types of news short videos and make corresponding research.

Previous studies and TPB have provided great assistance to this paper. And the greatest significance of this research is to provide a theoretical reference for the transformation of news media. As one of the main ways of network information transmission, a short video has a greater and broader influence among the young generation aged 18 to 40 years old. News media can find the direction and suggestions of transformation and development from the viewing intention of such people to watch different types of short news videos.

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