

THE CURRENT SITUATION AND THINKING OF SHORT VIDEO ENABLING SOCIAL PARTICIPATION IN THE ELDERLY

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Abstract: Faced with the absence of work-related social roles, older people may fail to adapt to the new social roles, living environment and lifestyle and fall into the dilemma of loneliness, emptiness and helplessness. This paper explores keyword the current situation, problems and future of the elderly's participation in short videos for social activities through case analysis and field survey. The study found that short video provides a convenient path for the elderly to participate in society, but there are still problems such as insufficient social incentives, limited hardware support, and difficult to bridge the technology gap. Therefore, it is necessary to seek countermeasures from policy support, social incentive and self-adjustment.

Keywords: Short video; Elderly people; Social participation; Community

On the morning of January 17, 2024, The State Council Information Office held a press conference, saying that China's population aged 60 and above is 296.97 million, accounting for 21.1 percent of the country's population. China has entered a moderately aging society, the number of elderly population is gradually increasing, and the demand in life, health and spirit continues to grow [1]. With the development of technology, the popularity of mobile Internet terminals is increasing, and the per capita holding is increasing. Video editing software such as cut and cut is available to everyone, and the threshold is lowered, which is very friendly to the elderly in cognitive decline. At the same time, the development of science and technology has provided strong support for the elderly to participate in social isolation through short video platforms, and provided a lot of convenience for the elderly to transform from short video platform users and short video viewers to short video creators.

In this context, this study, starting from the cases and interviews, explores the current situation of the elderly exposure to short videos and the process of short videos enabling the elderly social participation, in order to help the elderly to reshape social identity in social participation through short videos, and contribute to the construction of an old-social two-way friendly society.

1 LITERATURE REVIEW

In the context of social aging and new media popularity, academia pays more and more attention to short videos and the research of elderly groups. At present, the domestic academic circles believe that short video is a double-edged sword for the psychological and emotional support of the elderly, which has both advantages and disadvantages. On the one hand, short video can play the role of companionship and social interaction to make up for the lack of emotional [2] in the life of the elderly. At the same time, some scholars point out that the rural elderly try to ease the sense of estrangement, edge and distance in the family space and social field through the use of short videos, and use their original commodity meaning to eliminate loneliness, and drive psychological interaction [3] in the form of digital interaction. In addition, some scholars have realized the role of short video media in the social integration and social participation of the elderly, and believe that short video media, as an important channel for the elderly to obtain information, meet the spiritual needs of the elderly to understand social changes, and promote the social integration of the elderly into [4]. We call to see that "seniors who retire from work and those with illness or disabilities can remain active contributors to their families, relatives, communities and the country" and that "their skills, experience and resources are a mature, fully integrated and noble social development" [5].

Foreign research on new media and middle-aged and elderly groups is much earlier, generally using quantitative research methods, mainly focusing on the relationship between new media and middle-aged and elderly people, social isolation problems and health problems. For example, through data analysis, the access gap, use gap and knowledge gap of digital divide are found in the gap in the adoption rate of new media, the degree of use and the level of knowledge acquired with the help of new media [6]. Found that despite increasing Internet use among older adults, they tend to be more committed to familiar media practices, and at most exhibit selective migration [7]. This may be related to different cultural environments, and it may be necessary to explore this as a background.

To sum up, foreign studies on the relationship between the elderly and new media are earlier than those in China, and there are many quantitative microscopic studies, but the lack of research results on the relationship between short video use and social participation in the elderly. Domestic scholars' research on the elderly and short videos focuses on psychological emotion, social integration, digital divide and other aspects. This paper chooses a more specific perspective of social participation for the elderly to explore the role and influence of short videos in it.

2 SELECTION OF STUDY OBJECTS AND METHODS

2.1 Subject Investigated; Object of Study

The research object of this paper is the elderly-friendly community in Hangzhou: G community, G community is located in Xihu District, Hangzhou city, Zhejiang Province, with a long history and beautiful environment. The community now has 42 houses, about 2 146 households, a population of about 5 250 people, and a large number of elderly people. With party building as the leader and community service as the focus, the community provides various types of training and services for the elderly in the community. G community was rated as a national model elderly-friendly community in 2022.

2.2 Research Technique; Research Method

1. Case analysis method. In this paper, — G channel, a short video organization in G community, was selected as a research case. "G Channel" has been established for seven or eight years. It is a community organization with the elderly spontaneously formed by the elderly. Channel G organizes shooting activities regularly or irregularly, and its topics combine with current events and follow the main social line. In recent years, he has created and filmed videos with the themes of "fraud prevention for the elderly", "insurance for the elderly", "cheongsam show for the elderly" and "Asian Games".

2. Fieldwork method. From January to April 2023, the researchers went to the field investigation in G community, visited the streets and the party and mass service centers of G community, and obtained many first-hand information, including but not limited to the basic information of G channel, original short video content materials of G channel, and content communication materials of G channel, etc.

3. In-depth interview method. This paper conducted face-to-face in-depth interviews with older people in channel G from February-March 2023 with a duration of 30 minutes to 1 hour for each respondent.

The information of the interviewees is as follows:

(1) Li, male, head of channel G, age 70, retired chengguan; (2) Zhu, female, G community secretary, currently employed; (3) Zheng, female, deputy secretary of G community, currently employed; (4) Zhang, female, G participant, aged 65, retired teacher; (5) Gu, male, age 63, retired staff of state-owned enterprises; (6) Shang, male, age 64, retired workers; (7) Hu, female, age 65, retired teachers.

3 RESEARCH FINDING

3.1 Short Videos Provide a Convenient Path for the Social Participation of the Elderly

The elderly groups have learned new skills and developed new thinking through short video shooting. In the process of creation, from discussion, shooting, performance, editing to broadcast, G channel groups maintain the collision of thinking, which helps the elderly to keep their thinking active degree, enrich their spiritual life, and improve the happiness of the elderly while social participation. As the G community secretary said: *For sure, I tell you, not only your happiness, but also my ability. Nowadays, many young people do short videos, but few old people do so. Let's try first. Then I think since our community can do this thing, then other communities can also do it, to enrich the spiritual life of our old people.*

Short videos enable the elderly to promote positive energy, gain a sense of belonging and identity in the process of social participation [8]. Channel G has directed, performed and taken many short videos related to traditional cultural knowledge and social hot spots. The topics are including but not limited to fraud prevention for the elderly, community civilization creation and ecological civilization construction, etc., which are conducive to carrying forward the socialist core values, transmitting positive energy and improving social influence. *With provincial radio, Hangzhou television, west lake, small strong hotline, G channel is just a name, is a name, not tall, is different from the formal social organizations (media), we from the early stage of the writing, late filming is our miss li, more grassroots, promote positive energy, socialist values.*

Short video shooting also helps to enhance the sense of belonging and identity of the elderly in the society, and enhance community cohesion. The originally "scattered" elderly people in the community naturally "connect" with each other, cooperate and support each other by shooting short videos. *From the beginning we shoot some simple community content broadcast, to now write and direct, to cultivate their own actors, shooting propaganda videos, cheongsam show, before also shot fraud prevention... before our community old people play at home, now also become the people in the video, we play together, increased the connection.*

3.2 Short Videos Empower the Elderly in the Process of Social Participation

In the era of new media, short video rely on its popularity, convenience, simplicity characteristics can assign the elderly social participation, G community of the elderly through short video, improve the participation, learning new skills, enhance the sense of identity and belonging, but it is undeniable that the short video in fu to the process of social participation in the elderly still faces some problems.

3.2.1 Lack of self and social motivation

In the process of research, we found that the aesthetic differences, language and cultural differences between the elderly will affect their enthusiasm for short video creation and social participation. On the premise that it is difficult to

resonate with each other, the mode of mutual understanding and cooperation between the elderly is often unbalanced, affecting the progress of creation. *Old people, is not the right and wrong too much, for a while to this, for a while and that, clap short video, the heart of comparison ah, we than who wear good-looking, contradiction produced ah.*

The elderly on channel G mainly achieve diverse social participation through self-selfie, self-directed and self-acting short videos. On the basis of community support, the elderly spontaneous form community organizations, respectively in the process of video creation implementation self presentation and role play: responsible for the filming of the elderly planning, shooting, in the elderly is responsible for the camera, rendering, the division of labor of creation mode can make more community in the elderly involved, widely can assign the theme of social participation. However, in the actual operation process, due to the lack of financial incentives, it affects the overall participation of the elderly. *There is no incentive system, the capital is limited, this piece of engage, do, do not have extra money ah, unless everyone is very high, have to make it, just can have, generally won't have some.*

In addition, the whole society has limited attention to the creation of short videos for the elderly. Many elderly people try to create short videos, but they often cannot get the expected attention and recognition due to the lack of support and promotion at the social level. *Just watch their short videos, watch cooking, shoot granddaughter's video, can't shoot, difficult to shoot, want to shoot cooking, shoot not good, no one to watch! No one shot good, no one likes, don't want to shoot, we won't shoot.* Even some elderly people were subjected to Internet fraud and malicious attacks in the process of creating short videos, which also significantly reduced their enthusiasm and enthusiasm for participation. *I don't get those things, I build a group everybody chat, you think strange good, send short video, cheater come up, nutrition, supplements, money are cheated. You are still scolded by others, people see you old people make up, face smear, want to say you.* The personal experience of the elderly when creating short videos also appears in the content production of G channel. In order to gain social recognition, the participants of G channel need to pay more energy.

The lack of family encouragement is also one of the reasons that prevent the elderly from using short videos to implement social participation. After retirement, the children and grandchildren should consider the physical conditions and family conditions of the elderly, and hope that they can use their energy to the family [9]. Elderly people usually play the family role such as taking care of grandchildren and housework. They often do not have enough time to communicate with their neighbors, let alone devote themselves to their interests and hobbies. *My family mainly want to take grandson, I have time to shoot, I want to pick her up from school, immediately go back to cook to eat, I want to do something, but time does not allow ah, my son, my daughter does not want me to do, worried that I will be cheated.* Older people in channel G also quit because of family responsibilities.

3.2.2 Limited hardware support

Community is a small social unit, which occupies an important position in the construction of an age-friendly society. The elderly can improve their quality of life and enrich their spiritual and cultural life by using the existing resources in the community. At present, the community is "powerless" in the reality of meeting the multifaceted needs of the elderly. Old community facilities and equipment, the site is old, not as good as the new community, we three old community public a place. The restrictions of the shooting site and the environment are also very obvious at this stage. *Our community has a waist drum team, waist drum are bought, but there is a problem, the community has no park, can not rehearse, this is the problem of the old community, the old community, conditions do not allow ah, singing voice is too big, can not shoot, will be complained. The same is true for short videos, where much movement is too allowed.* In addition, due to limited community resources, limited hardware resources and financial support are often available for the G channel elderly. The lack of advanced shooting equipment affects the video quality of the elderly in the production process of short video production. In addition, due to the limitations of age, vision and operation ability, the elderly need efficient aging equipment, which puts higher requirements for the hardware support of all parties. As Mr. Li, the head of G Video, said: *Unlike young people who have shooting things, we say, not too much equipment, the effect is not good.*

3.2.3 The technological gap is hard to bridge

New media literacy is a person's ability to acquire, understand and use information in the new media era. Compared with young people, the elderly live in the traditional media environment for a long time, and their new media literacy is relatively low, so it is difficult for them to quickly adapt to the information communication and communication mode in the new media era like young people [10]. one side, Short-term video production requires a certain amount of skill, Some short video application software has complex operation interfaces and various functions, Older people take a long time to learn to master, besides, Some software lacks user-friendly designs for older adults, Such as font size, operation tips, etc., These greatly increase the difficulty of the elderly to use; on the other hand, Content is more difficult to produce, Short video production requires a certain amount of creativity and shooting skills, Some older adults may lack filming experience, It is difficult to master the right shooting Angle, light, sound and other elements, The quality of the short video, Some elderly people may lack the knowledge and skills in video editing and post-production, Difficulto complete high quality short video clips and special effects.

However, there are not many public welfare training for the technical level of photography, editing and post-production for the elderly, and there is also a lack of lectures and activities to encourage and guide the elderly to use new technologies and create video works. Many elderly people can only rely on their own research, exploration and learning of the shooting and creation of short videos, with low efficiency and poor results. I used to do chengguan, not specialized in camera, I started to do ps contact camera, but later static boring, made premire, we all rely on their own bit by bit groping, buy books to see, look on the Internet. In the process of short video promotion, there will also be a dilemma of "many elderly people do not have smart phones, so this thing can not be promoted" . In this case, short

video is difficult to play its due role in enabling the social participation process of the elderly.

3.3 Exploration of the Path of Short Video to Enable the Social Participation of the Elderly

3.3.1 Policy support

On the road of short video to enable the social participation of the elderly, the policy support is very necessary. Starting from the top-level design, relevant departments at all levels can be encouraged to cooperate with universities or new media companies, increase investment in digital skills training for the elderly, and provide public welfare digital skills courses and resources for the elderly. The government can also introduce relevant policies to encourage enterprises and social organizations to provide financial resources for short video creation for the elderly, or to provide venues, clothing, training and other support for [11]. For example, Hangzhou G community encourages the elderly to carry out "micro-venture capital" and apply for relevant funds. We old people can do micro venture, micro venture is to see the size of the project, 1,000 yuan, 2,000 yuan, government funding, social organizations can apply for themselves, he will give you money, self entertainment to make a film. Our street, micro venture capital we are the first to do up, is also the first in Hangzhou, because it is with very little money to support, the elderly organization. The support of various policies and projects can effectively encourage enterprises and social organizations to promote the technical social participation of the elderly in various ways.

3.3.2 Community incentives

The community can create a creative atmosphere that encourages, supports and guides the elderly to guide, perform and operate independently, assist in the establishment of different levels of social organizations for the elderly, and attract the elderly to use new technologies to realize communication and interaction and social participation. Communities can also interact with each other. Through short video creation competitions and online sharing meetings, the elderly can have the opportunity to learn from each other, exchange experience and share results, and take this as an opportunity to improve their creative level and enhance their creative enthusiasm. In addition, the community can also provide various opportunities to the elderly, encourage the elderly, as G channel old man experienced: their regular and irregular (activities), regularly for example in a few times a year, not regular activities, civilization, large activities, we will increase, we have on a regular basis, irregular activities, have shooting project, mainly according to the residents themselves. In addition, the community should also strengthen the publicity and promotion of video works related to the elderly, improve the popularity and influence of short videos for the elderly, enhance the confidence and sense of achievement of the elderly, and further enhance the ability of short videos and further expand their influence.

Community can also strengthen the resources, for the elderly with the necessary equipment, technology and training resources, and cooperate with local universities, with the help of college students volunteer behavior to establish the elderly digital assistance center, for the elderly to need technical support and guidance, bridge the technical gap between the young and the elderly, further enhance the efficiency of social participation of the elderly.

3.3.3 Self-correction

To break the dilemma of short video creation for the elderly, it not only requires one party to make efforts, but also needs the linkage of the government, communities, enterprises and individuals. The self-adjustment of the elderly is also particularly important. First, encourage the elderly to build up confidence. The elderly may feel inferior and uneasy because of their age, physical and technical knowledge, and dare not try new social communication methods. They should be encouraged to actively seek help, believe that they have the ability to create short videos, and actively overcome the strangeness and discomfort in the learning process.

Elderly people also need to actively adapt to new technologies and adapt to the new environment. In the era of new media, the operation technology of short video plays an important role in daily life, although many elderly people do not *"The work before retirement has nothing to do with this, and it is all considered, edited and shot"*, but the short video creation activity is indeed an effective way to make the elderly enhance their sense of social participation, which is worth vigorously promoting.

4 PERORATION

In this paper, on the basis of case study, field investigation, in-depth interview, with short video creation for incision, to explore the role of the elderly social participation, short video in the process of promoting the elderly social participation difficulties, and thus summarizes a series of countermeasures and Suggestions, in order to promote the short video in can assign the elderly social participation, the elderly friendly community construction play a positive role. However, the conclusion of this study is based on typical cases in a single community in Hangzhou, which lacks certain universality. In the future, the scope of research needs to be further expanded to investigate the current situation and difficulties of social participation of the elderly with short videos in the middle of different regions and different groups, in order to draw more profound countermeasures and conclusions.

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