

# THE MODELS AND PATHWAYS OF LEGAL KNOWLEDGE DISSEMINATION ON MOBILE SHORT VIDEO PLATFORMS

Cheng Yang

*School of Traffic Law, Shandong Jiaotong University, Jinan 250357, Shandong, China.*

*International Education Management, Woosong University, Daejeon 35000, Chungcheongnam-do, South Korea.*

*Corresponding Email: 270330815@qq.com*

**Abstract:** The popularization of mobile internet and the widespread use of smartphones have presented both new opportunities and challenges for legal dissemination. The immediacy and portability of mobile short videos align with modern fragmented reading habits, enabling efficient communication that can significantly enhance the acceptance of legal knowledge and shift audiences from passive to active engagement. Ensuring the accuracy and authority of legal information while meeting users' diverse needs is essential to improving the effectiveness of legal dissemination through mobile short videos. Research based on the Uses and Gratifications Theory provides a solid framework for addressing these challenges.

**Keywords:** Mobile short video platforms; Legal knowledge dissemination; Legal awareness education; Innovation in legal dissemination models

## 1 INTRODUCTION

Under the background of the new era, the work of popularizing the law is actively exploring diversified paths, strengthening the publicity of popularizing the law at the grassroots level, and improving the legal literacy of the public. However, although positive progress has been made in the popularization of the law, in practice, we also find that the distribution of the law popularization resources in different regions is not balanced, and the content of the law popularization is more professional in some fields, and there is a certain gap with the acceptance of the general public. Let citizens develop good habits of thinking about the rule of law, innovate the form of law popularization, enrich the content of the law popularization, make the legal knowledge become easy to understand, become a key difficulty of the current law popularization.

## 2 NEW OPPORTUNITIES FOR MOBILE SHORT VIDEO PLATFORM IN THE WORK OF LAW POPULARIZATION

At the same time, with the deep popularity of mobile Internet and the wide use of smartphones, the law publicity ushered in a new opportunity. According to the 53rd Statistical Report on the Development of China Internet released by China Internet Network Information Center (CNNIC), as of December 2023, the scale of mobile Internet users in China has reached 1.091 billion, up 25.62 million; the scale of short video users reached 1.053 billion, up 41.45 million compared with the same period a year before, accounting for 96.4% of the total Internet users. This huge user base and active interactive atmosphere undoubtedly provide a broader space and possibility for legal publicity. The immediacy and portability of mobile short video make it have higher communication efficiency, which can be quickly shared and spread in social media, short video platforms, and other channels, in line with the fragmented reading habits of modern people. Moreover, the form is rich and the content is interesting, which is popular for the people, improves the acceptance of legal knowledge, and makes the audience change from passive to active.

However, mobile short video law dissemination is also facing some challenges and problems. How to ensure the accuracy and authority of law popularization information, how to meet the diversified needs of users for law popularization, how to improve the dissemination effect of law popularization information, these problems need to be discussed in depth from the two levels of theory and practice. As one of the important theories of media communication research, the theory of using and satisfying provides a powerful tool for us to understand the user behavior and analyze the communication effect. This theory emphasizes the initiative, selectivity and purpose of users in the process of using media, and believes that their needs and motivation are the key factors affecting the effect of media use and communication. In the dissemination of mobile short video, the use and satisfy the theory also have important guiding significance. Therefore, this paper will study the effect of mobile short video law dissemination from the perspective of using and satisfying the theory. By analyzing the aspects of users' use behavior, demand satisfaction and communication effect, the internal laws and influencing factors of mobile short video law dissemination are revealed, providing theoretical support and practical guidance for optimizing the communication strategy of law popularization and improving the effect of law popularization.

## 3 MOBILE SHORT VIDEO LAW POPULARIZATION MODE AND ITS RESEARCH STATUS

### 3.1 The Development and Definition of Mobile Short Video

Short video, also known as small video or micro video[1], was first developed in foreign countries and showed an explosive growth trend after the introduction into China. However, the relevant research on short video meets its own development. Domestic research on short video law popularization shows a steady upward trend, which is divided into three stages: "slow exploration", "rapid growth" and "stable development". The search results on CNKI showed that the short video law popularization was the theme, and its literature was first seen in 2019. Mobile short video refers to a short video that is different from more than 5 minutes, ranging from 15 seconds to 5 minutes, relying on mobile intelligent terminals to achieve real-time shooting and editing, and can be shared on social media platforms. Mobile short video law popularization refers to the use of mobile devices (such as smart phones, tablet computers) on the short video platforms (such as TikTok, Kuaishou, B station, wechat / QQ video number, etc.) to publicize and popularize legal knowledge.

### **3.2 The Current Main Mode of Legal Popularization**

In the law popularization and dissemination of mobile short video platforms, different modes of law popularization show their own advantages and characteristics and attract a wide range of audiences. These models can be roughly divided into the following categories, each of which carries a specific educational value and communication effects: 1. Case analysis: represented by "Luo Xiang says Criminal Law", this mode selects representative and interesting legal cases and analyzes the legal principles behind the cases in a simple way, making the complex legal provisions vivid and easy to understand. Its advantage lies in that it can quickly grasp the audience's attention, stimulate the interest in learning, and enhance the practicality and memory points of legal knowledge. 2. Interpretation type of legal provisions: For example, in the "Thick Big Law Examination" on the B website, this mode focuses on the detailed interpretation of the legal provisions, and provides accurate legal knowledge explanation for the examinees based on the examination needs. Its advantages lie in the content authority and strong system, which helps the audience to establish a solid legal foundation, especially suitable for the group with legal study or examination needs. 3. Interactive question and answer type: The "Legal popularization Assistant" and other accounts adopt this mode to guide the audience to participate in thinking and discussion by raising legal questions close to life, and finally give the correct answer and legal basis. This mode enhances the audience's sense of participation and gain, promotes the two-way communication of legal knowledge, and helps to deepen the understanding and memory. 4. Legal melodrama type: the "Legal Story Collection" and other accounts in the wechat video account, simulate the legal scenes in the form of short drama, and integrate the legal knowledge into the story plot. Its advantages lie in its novel form and strong interest, which can attract more attention of non-professional audiences, so that legal knowledge can be spread in a relaxed and happy atmosphere. 5. Popular science of legal knowledge: represented by "people's rule of law" on TikTok, such accounts are committed to the popularization of legal knowledge in daily life, covering traffic regulations, marriage and family, labor contract and other fields. It is characterized by strong practicability and close to life, which provides the audience with the legal knowledge of learning and use, and helps to improve the public's legal literacy and self-protection ability. 6. Live broadcasting law popularization: With the popularization of live broadcasting technology, more and more legal experts, lawyers and judicial staff give lectures or answer audience questions through live broadcasting platforms. Live broadcast law popularization has the advantages of real-time interaction, large amount of information and wide coverage. It can directly respond to the concerns of the audience and provide personalized legal consulting services, further narrowing the distance between the law and the public.

## **4 THE ORETICAL RESEARCH AND ITS APPLICABILITY**

### **4.1 The Evolution and Development of Use and Satisfaction Theory**

The use and satisfaction theory originated from a funcalist perspective in the mass media field in the 1940s and is a response to traditional mass media research[2]. Based on functional analysis, the logic of theoretical use and satisfaction is the social and psychological needs of the mass media and other sources[3]. The proposal of use versus satisfaction theory marks a key shift in communication research. Before this, communication research mainly focused on the perspective of communicators, discussing how communicators exert influence on the audience, such as "bullet theory" and "subcutaneous injection theory". In 1959, Katz pointed out that much of previous communication research was devoted to investigating the question: What role did the media play in people? (what do media do to people?) If you change this question, what do people do with the media? (what do people do with the media?) Then communication research will save itself from getting a new life. After it, communication research gradually turned to be audience-centric and began to delve into how audiences use information and the key role they play throughout the communication process. This shift makes the audience's needs, preferences and feedback important considerations in communication research. From the late 1950s to the early 1960s, with the emergence of TV, the media consumption options became increasingly rich, which further promoted the development of the use and satisfaction theory. Researchers have begun to explore more in-depth how audiences meet their social and psychological needs by using the media[4]. Katz systematically elaborated this theory in 1974, turning the research shifted to the focus on the audience's motives and how the audience uses the media to satisfy them. When proposing problems and solutions, audiences will use the media to meet specific needs related to personal characteristics and social environment[5]. Research in this period not only emphasizes the initiative of the audience, but also reveals the diversity of the media in meeting the

needs of the audience. Today, communication scholars generally regard the theory of "use and satisfaction" as an important subtradition in the study of media effects[6]. This theory emphasizes the initiative and selectivity of the audience in the process of media use, as well as the role of the media in meeting the needs of the audience, and also provides useful inspiration for media practitioners on how to better meet the needs of the audience and improve the attractiveness and influence of media content. When reviewing the evolution of the use and satisfaction theory, it is not difficult to find that the theory is always closely linked to the development of media technology and the changing needs of the audience. With the continuous emergence of new media and the increasing diversification of the audience's needs, the use and satisfaction theory will continue to play an important role in the field of communication science, providing theoretical support and practical guidance for media research and media practice.

## **4.2 The Applicability of the Use and Satisfaction Theory in the Dissemination of Mobile Short Video**

The "Use and Satisfaction" theory emphasizes that individuals will actively contact the mass media to meet their needs according to their own needs. Studies of the use and satisfaction theory are first dated back to the 1940s on why people listen to radios [7]. He in 1942 surveyed the housewife to popular radio motive, to 5325 women listening to the radio interview, according to the results of the daytime radio series the audience not nearly large, and full of enthusiasm, the audience by listening to radio can achieve emotional release, desire to imagine check their life suggest satisfaction. With the popularity and popularity of the Internet, scholars began to investigate the motivational factors of Internet use. As a mass media, the Internet can meet interpersonal needs, such as information and social needs[8]. In the dissemination of mobile short videos, the motivation of the audience directly affects their choice and continuous watching of legal short videos.

Based on the theory of use and satisfaction, the audience's media use motivation can be divided into the following aspects:

### **4.2.1 Information requirements**

Users acquire legal knowledge through short videos to meet their needs for information. For example, the user watched the legal answer video of the famous lawyer Yue Shenshan on TikTok, and quickly understood the relevant legal regulations and processing process of traffic accident responsibility; Chengdu Tianfu Public Security released nine short videos in TikTok in three months, receiving 13.37 million likes and 1.59 million followers. One tells the story of buyers and sellers of long Johns by the bank of Xinglong Lake who were caught using counterfeit money. These short videos provide the public with legal knowledge closely related to life and meet the needs of users for legal information.

### **4.2.2 Entertainment needs**

The short video presents the legal knowledge in a vivid and interesting form to meet the entertainment needs of users. For example, on Bilibili (Bilibili), the legal science blogger "Zhang San" reproduces the classic court debate scenes through short videos, turning the boring legal provisions into interesting plots, and allowing users to unknowingly learn legal knowledge in the entertainment. TikTok The platform "hilarious Wuxi" team combined with the network security publicity week, the national anti-fraud and other nodes, in the way of short video, the legal policy through the easy-to-understand story plot interpretation. The account has 1 million followers and has received 12 million likes. They gradually expand from a single scene short drama to music MV, interactive short videos and other forms, which enhance the entertainment and attraction of the content.

### **4.2.3 Social needs**

Mobile short video law dissemination provides rich social interaction functions, such as likes, comments, sharing, etc., to meet the social needs of users. For example, users watched a video of a legal answer by Liu Mengmeng, a lawyer from Beijing Deheng Law Firm, on the TikTok to learn about the specific provisions of the inheritance law in the civil code. Through vivid case analysis, Liu Mengmeng's video helps users to master important legal knowledge in a short time and meet their needs for timely and practical legal information. After watching the short videos, users can interact with other users in the comments area and share their views and feelings, forming a good social atmosphere. In Kuai Hand, after watching the short videos on online fraud prevention, users share their experiences and prevention experiences in the comments area, forming an active discussion area. This interaction not only enhances users' social experience, but also makes legal knowledge more widely spread and shared.

### **4.2.4 Self-improvement**

For example, the user systematically learned the labor law knowledge video of the legal blogger "Blackface lawyer" on the watermelon video, and successfully protected their legitimate rights and interests; the user systematically learned the labor law knowledge video of the legal blogger "Fgirl Q & A" on TikTok, and successfully solved the contract disputes in the workplace. This not only improves the legal literacy of users, but also enhances their self-protection ability and social responsibility.

## **5 AUDIENCE ANALYSIS AND DISSEMINATION EFFECT OF MOBILE LEGAL POPULARIZATION SHORT VIDEO**

### **5.1 Audience Analysis**

#### **5.1.1 Media use behavior of the audience**

The communication object of mass communication is the general public in the society, which does not specifically refer to a certain class of the society, and has the universality of the audience.[9]Therefore, it needs to be a large-scale communication activity for the purpose of meeting the information needs of most people in the society. In the context of the Internet environment, teenagers occupy a high proportion of short video users, and compared with other user groups, they use short video software for a longer time. In view of this, creators need to uphold the correct user-oriented thinking, in-depth insight into and grasp the needs of this main user group. On this basis, the production of legal education short video should be committed to using the form of the audience popular, to ensure the effective transmission of information, and fully meet the information needs of the target audience. On the short video platform, the audience's use behavior usually includes content selection, viewing frequency and duration, interaction and sharing. Audiences usually find short legal short videos in line with their needs through keyword search, system recommendation and friend recommendation, and tend to choose those videos with short time, simple content and strong interactivity. These videos usually combine practical information such as case analysis and practical problem solving. Due to the short time span of short videos, audiences can use the fragmented time to watch them. This flexibility makes the audience more willing to watch continuously, and can be frequently exposed to legal knowledge in daily life. In addition to the simple viewing behavior, the audience's interactive behavior (such as likes, comments and sharing) is also an important feature of using short videos. This behavior not only helps the audience to deepen the understanding of the legal content, but also promotes the secondary dissemination of legal knowledge and expand its influence.

### **5.1.2 The demand satisfaction degree of the audience**

The satisfaction of the audience reflects the effectiveness of the dissemination effect of mobile short video. Based on the theory of use and satisfaction, demand satisfaction can be divided into information satisfaction, entertainment satisfaction, social and interaction satisfaction. Do people get the legal knowledge they expect when they watch short legal videos? For the audience, if the video content can clearly and accurately answer the legal questions in their daily life, the sense of information needs will be satisfied. Short video law popularization not only has advantages in information transmission, but also greatly enhances the entertainment presentation form of the audience. If people can feel happy and relaxed in the process of watching, the satisfaction of their entertainment needs will increase. Through interacting with other users and content creators, the audience has gained social satisfaction when expressing their opinions and discussing legal issues. The more interaction, the stronger the audience's social needs and identity satisfaction.

## **5.2 Analysis of the Transmission Effect**

### **5.2.1 User engagement**

User engagement is one of the important indicators to evaluate the dissemination effect of mobile short video law popularization. User engagement includes not only the number of viewers, but also interactive behaviors, such as likes, comments, retweets, etc. These interactive behaviors can significantly improve the spread breadth and influence of video content. Users with high participation usually have a high viewing rate and high interaction enthusiasm. The frequency and number of users' active video watching legal short videos is an important manifestation of their participation. The more frequently the user watches, the greater the interest in the content, and the more obvious the effect of law popularization. Thumb up, comments, forwarding and other behaviors show that users not only passively accept legal knowledge, but also actively participate in the process of law popularization. Especially in the comments section, users often ask their own questions or share their experiences, which helps to reinforce the dissemination of legal knowledge.

### **5.2.2 User satisfaction**

User satisfaction reflects the effect of legal short videos in meeting the needs of the audience. It can be evaluated by user feedback, comments, comments and other indicators. Whether the content of legal short videos is close to the needs of the audience, whether the information is accurate, and whether the expression is concise and clear. High satisfaction means that the video content can meet the audience's legal knowledge needs, and can attract the audience's attention in form. In addition to the content itself, the viewing experience (such as video length, picture quality, and presentation) is also an important factor affecting satisfaction. Short, interesting and interactive, legal short videos are more likely to gain recognition and praise from users.

### **5.2.3 User feedback**

User feedback is mainly collected through the comment area, platform data and questionnaire survey, which reflects the audience's subjective evaluation of the legal short videos and their views on the effect of law popularization. The analysis of user feedback helps to evaluate the room for improvement and future direction of legal popularization content. After watching short legal videos, audiences will often express their recognition and gratitude for the content in the comment section. This kind of feedback shows that the video content not only meets its legal knowledge needs, but also has a high communication value. Some audiences may report that the video content is too simple, the information is not accurate enough, or the form is not attractive enough. This type of feedback provides a direction for improving the short video content.

## **6 CONCLUSION**

This study deeply discusses the application and effect of mobile short video platform in the popularization of legal knowledge, and finds that mobile short video platform plays an important role in the popularization of the whole law. With its extensive user base, efficient communication speed and rich interactive forms, the mobile short video platform has opened up a new path for the popularization of legal knowledge, effectively improving the public's legal literacy and legal awareness. Combined with the analysis of use and satisfaction theory, this study found that when the audience obtains legal knowledge through the mobile short video platform, their media use behavior presents the characteristics of diversified, fragmented and personalized. At the same time, the needs of the audience are highly satisfied, indicating that the mobile short video platform has significant advantages in the popularization of legal knowledge. In addition, from the perspective of the communication effect, the mobile short video platform not only improves the penetration rate of legal knowledge, but also promotes the audience's in-depth understanding and application of legal knowledge. To sum up, mobile short video platform has broad application prospect and important practical value in legal knowledge popularization. In the future, we should further tap the potential of the mobile short video platform, optimize its content and services, so as to better meet the public's needs for legal knowledge, and promote the in-depth development of the work of national law popularization.

### COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

### FUNDING

This article is the research result of the 2024 Shandong Provincial Key Art Project "Research on the Popularization Model and Path of Legal Knowledge on Mobile Short Video Platforms", project number [L2024Z05100575].

### REFERENCES

- [1] Jiang Zhengjun, The Cultural Philosophy Reflection on the "Short Video" Cultural Feast—From the Perspective of Mass Culture Criticism Theory. *Xinjiang Social Sciences*, 2020(02).
- [2] Zhang Zixuan, Wang Hai, Xu Dan. The Rise and Trends of "Mobile Short Video Social Applications". *China Journalist*, 2014(02).
- [3] Jiang Lan, Hou Jie. Empirical Research on New Media Reading Promotion in University Libraries from the Perspective of Uses and Gratifications Theory. *Information Science*, 2019(04).
- [4] Wang Shiyong. Analysis of the Concept and Characteristics of Internet Slang. *Exploration*, 2014(04).
- [5] Chen Miaomiao. Motives for Youth's "Use-Satisfaction" of New Media and New Media Literacy. *International Journalism*, 2009(06).
- [6] Lin Ling. Research on Innovation of New Media Legal Popularization Communication Model. *Contemporary Communication*, 2018(5).
- [7] Joseph Klapper. *The Effects of Mass Communication*. Duan Peng, Trans. Beijing: China Media University Press, 2016: 13-14.
- [8] Ma Bingxin. Exploration of the Transformation Opportunities of Television Media in the Context of Media Convergence. *China Broadcasting and Television Journal*, 2020(4).
- [9] Wang Wenxun, Zhang Wenying. Research on the Overseas Dissemination of Japanese Television Content from the Perspective of Audience Psychology. *Modern Communication (Journal of China Media University)*, 2019(11).
- [10] Lin Ling. Legal Propaganda and Education: From Legal Popularization Model to Public Participation Model. *Editorial Journal*, 2015(5).