Research on Communication Strategies of Photography Works in Viral Videos— take the Uploader Xia Qiji Going to the Countryside version and the creative photographer Jordi as examples

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Abstract:

This study aims to discuss the communication strategies of photography works in viral videos. Guided by relevant literature, it analyzes the top ten most viewed photography work videos published by two Bilibili platform creators, the creative photographer Jordi and the "Xia Qiji Going to the Countryside" version, as samples. The study analyzes their communication patterns, characteristics, video release strategies, and the current status and trends of their communication. The study summarizes the successful experiences of video communication of photography works. The research finds that impactful visual experiences, artistic height and innovative thinking, as well as the depth of emotional resonance, are the keys to the successful dissemination of photography works in viral videos. The results of this study are expected to provide effective video marketing strategies and guidance for those who wish to enter the self-media industry related to photography.

Keywords: viral video, photography works, communication strategy, subject matter selection, communication effect

1. Introduction

Photography, as a common and popular form of artistic expression, conveys the photographer's creativity, carries their emotions and viewpoints, and can also reflect social realities and changes, record history, and capture beautiful moments. However, static photography works often face challenges such as limited dissemination channels, poor interactivity, and difficulty standing out in the vast amount of information. Today, with the rapid development of new media technology, video has become the most mainstream form of information dissemination. Platforms such as Bilibili and Douyin have greatly changed the mainstream entertainment methods and learning approaches of contemporary people. At the same time,

video content has become an important carrier for information dissemination and cultural exchange. To adapt to this change and follow the trends of the times, many photographers have started to disseminate and promote their works through videos. The limitations of photography work sharing have thus been expanded. No longer confined to single image presentations, photography works can be displayed to the audience in a more vivid and diversified way, not only expanding their audience but also sparking the interaction between traditional and emerging media, which is an important aspect of the development of modern photographic art.

As one of the most popular social media, viewers can watch a large number of videos in a short period on video platforms, including many excellent works. Therefore, how to stand out among the many videos, attract the attention of viewers, and enable photography works to gain wider dissemination and recognition has become an urgent issue to address. Thus, this study aims to study the communication patterns and strategies of photography works in viral videos, providing useful references and insights for producing popular videos that showcase photography works.

2. Literature Review:

In recent years, many scholars have conducted research on the communication strategies of viral videos. For instance, Chen Yousheng (2023) started from the selection of video topics and proposed that short videos should focus on the most popular and emotionally resonant topics that can generate empathy among viewers[1]. Lu Zhan and Zhang Jian (2024), on the other hand, approached the issue from the audience's psychological perspective. They suggested that, when promoting brands through short videos, it is essential to deeply understand the psychological needs of users, prioritize user experience, and accurately target audiences by delivering emotionally valuable brand information[2].

Currently, in the era of self-media, it is not uncommon to see examples of photography works being promoted through videos both domestically and abroad. However, there is a lack of academic discussion on the combination of photography works and video. Liu Bo (2021) suggested that by integrating photography with other media elements such as music and video, not only can the visual artistic appeal of photography works be enhanced, but it can also broaden the scope of their dissemination. Using nonlinear combinations, photography works can showcase diverse visual aesthetics, better meeting the aesthetic needs of the general public in this era of rapid visual consumption, and contributing to the healthy and sustainable development of photographic art[3]. Traditionally, photography has mostly been applied from the perspective of journalism and communication studies, functioning as a communication medium, which has always been a hot topic in related disciplines. However, there is relatively little description or documentation of promoting photography works through videos. There is also a lack of research on the communication strategies of photography works in viral videos. Therefore, this study aims to fill this gap by summarizing effective communication strategies for photography works in viral videos through case analysis, drawing on the theoretical support of existing research.

3. Research Methods and Sample Overview

3.1 Research Methods

This study adopts a combination of questionnaire surveys and case analysis. The questionnaire consists of 12 items, mainly focusing on videos featuring photography works. It collected respondents' preferences regarding types of works, formats, and video platforms, and also surveyed people's views and expectations of videos featuring photography works. The cases were selected based on the results of the questionnaire, analyzing the viral videos of creators on the Bilibili platform.

3.2 Sample Overview

Before systematically selecting and analyzing the target, the researchers conducted a small-scale online questionnaire survey titled "Audience Preferences for Photography Works in Viral Videos" to gain a deeper understanding of the current situation. A total of 185 people participated in the survey, and after filtering based on response time, 183 valid questionnaires were recovered, with an efficiency rate of 98.2%.

(1) User Profile Analysis: Among the respondents, 42% were male and 58% were female; the majority were between the ages of 18 and 24, accounting for 92%; the respondents were primarily undergraduate students, accounting for 83%.

(2) Video Platform Preferences: According to the survey results, 86.9% of people chose Bilibili as their first choice for watching photography-related videos. This provided valuable reference information for selecting Bilibili as the research platform for this study. Among the many video platforms, Bilibili is known for its rich and diverse content ecosystem. From animation, comics, and games to technology, lifestyle, and entertainment, Bilibili offers a wide variety of high-quality video content. As of the third quarter of 2023, the platform's daily active users sur-

passed the milestone of 100 million, and its total monthly active users reached a new high of 341 million. Compared to other platforms like Douyin and Kuaishou, Bilibili has greater user and content diversity, as well as more original long-form video content. Thus, based on the questionnaire results, this study selected the Bilibili platform as the starting point for research, choosing two Bilibili creators with the highest view counts for their photography work videos, representing different styles for systematic analysis. The advantage is that it allows for an investigation into the preferences of different groups regarding viral photography videos, while also ensuring a large user base and activity level for the platform as a whole.
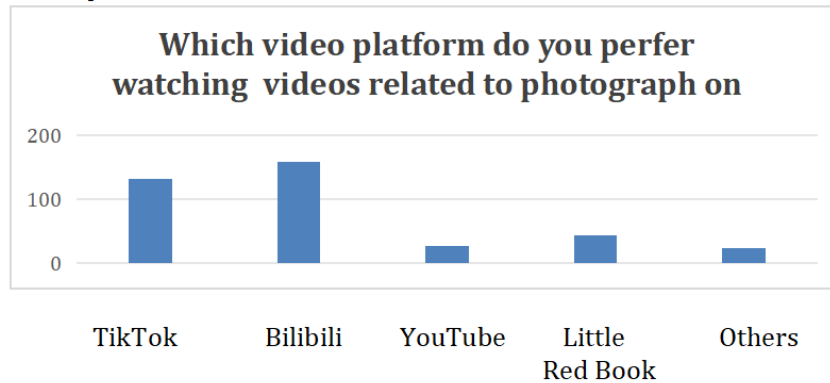

Figure 1 Video platform preferences

Video Format Preferences: According to the data summarized from the questionnaire survey, in response to the question "What type of video format do you prefer to learn about photography works? (Select up to 2)", 99 out of 183 people chose thematic exhibition and creative process demonstration videos, which corresponded exactly to the styles of the creators Xia Qiji's "Going to the Countryside" version and creative photographer Jordi.
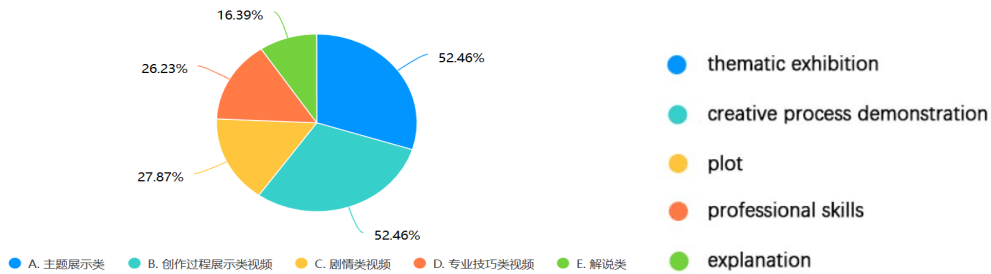

4. Case Analysis

4.1 Xia Qiji's Rural Version

Video Mode: Each of Xia Qiji's works is centered around a theme or concept. While capturing her photography work, she simultaneously films a video to interpret the concept, showcase the shooting scenes, and present the makeup of the subjects. Sometimes, a storyline is introduced as a background, acting as a preview for the final photography results. After a warm-up period, the final product is uploaded for the audience.

Inspiration Collection and Ideation: Xia Qiji often draws inspiration from traditional art and culture, including historical anecdotes, folk art, and social issues.
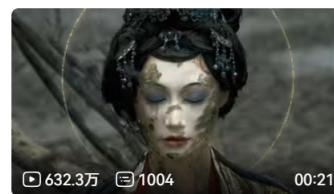
For instance, her most viewed video stems from the concept of "the lotus emerges from the mud unsullied," integrating poetry to craft a specific scenario and storyline. This is similar to the idea proposed by Wang Zhiran (2020) [4], who suggests that the dissemination of photographic culture in the digital media era not only records beautiful moments but also conveys spiritual values. Many of Xia Qiji's videos align with this concept, as they deliver positive emotional values to viewers.

Material Preparation and Post-production: Given the

uniqueness of her themes, Xia Qiji often needs to prepare specific "costumes and props" to match the artistic atmosphere of the concept. Her team's solid filming and color grading skills are crucial in delivering the desired visual and auditory style in her videos.

Audience Feedback: Xia Qiji's videos effectively evoke emotional resonance, often drawing from Chinese traditional culture, oriental aesthetics, and contemporary social issues. Viewers frequently share their thoughts or engage in secondary creations, such as writing short stories based on her videos, keeping the content highly interactive and engaging.

4.2 Creative Photographer Jordi

Video Mode: Jordi's videos combine creativity with an educational format. At the beginning of his videos, he showcases the entire photography process, including the positioning of the photographer and model, the arrangement of props, and at the end, he presents the final product. Additionally, he provides information on camera settings such as aperture, shutter speed, and ISO, which is helpful for photography enthusiasts who want to replicate his techniques.

Inspiration Collection and Ideation: Jordi's inspiration mainly comes from everyday life. He observes and finds the extraordinary in the ordinary, using imaginative ideas and considering color schemes and lighting effects to transform simple life scenes into creative photography pieces.

Material Preparation and Post-production: Jordi carefully prepares the materials needed for his videos, often using simple everyday objects like cardboard and mirrors. By focusing on low-cost but high-creativity elements, Jordi effectively meets the requirements of his videos. He often shoots from unusual angles and uses macro shots to provide viewers with perspectives they wouldn't normally see.

Audience Feedback: In Jordi's comment sections, viewers enjoy sharing their own photos inspired by his videos or based on the camera settings he provided. This interaction ensures that his content stays relevant and maintains its popularity.

5. Conclusion

The relation between image narration and ideology is a kind of essential relation[6]. At present, new media has firmly captured the attention of different groups of people. With the growing trend of people immersing themselves in online content, the new media industry, as one of the most promising careers, continues to show its vitality, catering to various aspects of reality. The communication strategy of photography works in viral videos is a complex and diverse process. this study, through an in-depth study of the photography works of two popular Bilibili creators—Xia Qiji's "Going to the Countryside" version and creative photographer Jordi—analyzes their strategies and modes of communication in viral videos.

Through a combination of literature review, questionnaire survey, and case analysis, we arrived at the following key conclusions:

(1) The Importance of Visual Experience: First and foremost, the impact of the visual experience is key to the success of photography works in viral videos. Xia Qiji's "Going to the Countryside" version captivates the audience with meticulously designed scenes, makeup, and storylines, while Jordi uses special shooting angles and lighting effects to showcase unique visual appeal, effectively attracting viewers' attention. This finding aligns with the trends of visual consumption discussed in the literature, further validating the importance of visual experience in digital communication.

(2) Artistic Value and Creative Thinking: Secondly, artistic value and creative thinking are crucial factors in sustaining audience engagement with photography works on video platforms. Xia Qiji draws inspiration from traditional culture and combines it with modern aesthetics to create meaningful works, while Jordi excels at discovering the extraordinary in the ordinary, transforming everyday scenes into captivating photographic works through unique perspectives and creativity. This highlights the core value of creative thinking in artistic creation and offers valuable insights for other creators.

This study systematically analyzed the communication strategies of photography works in viral videos, offering effective video marketing guidance for photography enthusiasts and self-media practitioners. By learning from the success of Xia Qiji and Jordi, photography creators can better grasp key factors such as visual experience, artistic value, and creative thinking to produce more engaging video content, standing out in a highly competitive environment.

Although this research has yielded some results in the

communication strategies of photography works in viral videos, there are still some limitations. For instance, this study only selected two creators from the Bilibili platform as samples. Future research could expand the sample size to cover more platforms and creators to improve the generalizability and applicability of the findings. Moreover, this research is mainly based on case analysis and survey results, lacking more in-depth quantitative analysis. In the future, big data analysis could be employed to further explore the dissemination patterns of photography videos.

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