

# Exploring the Impact of Short Videos on Adolescents: The Case of Video Game Promotion

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## Abstract:

In the digital era, the development of media in the adolescent population is an academic issue that is seriously taking into account. Depending on the type of media that one accesses, short videos nowadays have a key role in their lives, and a number of them cannot afford to do without them. The use of electronic games has not diminished as a recreational activity among youths. The main focus of this project is on the impact of media sources, especially on the behavior of adolescents, because this is crucial for competent personnel and their well-being. The article aims to interrogate the multiple ways the short videos operate, particularly among adolescents, using electronic games as a significant case. The examination of the consequences of the new media in the area of cognition, emotion, and behavior will be the key purpose of this work. It aims to look at the current problems and suggest how they can be solved to help teenagers grow up healthy and successful.

**Keywords:** Short videos; video games; adolescents.

## 1. Introduction

The coming of short clips, made possible by applications like TikTok and Instagram, has utterly changed how adolescents now consume content. These hubs are dished out with various categories, for example, memes, entertainment, and even educational videos. Such content not only drives but also shapes the thinking, the attitude, and, maybe, impacts the development and interaction among adolescents. Here also, one will have a look at the electronic games, known for their very interesting and interactive narrative, and which have now been widely used by young people. Here, one have various types of combat, and there are chances to develop socialization skills and introduction to the real world, such as other forms of mobile phones. The positive effects of computer games can be described as they relate to cognitive abilities, the formation of characters among the youths, and the strengthening of academic performance; thus, they are subject to research, which will be carried out in the confines of contemporary university research.

The article aims to interrogate the multiple ways the short videos operate, particularly among adolescents, using electronic games as a significant case. The examination of the consequences of the new media in the area of cognition, emotion, and behavior will be the key purpose of this work. It aims to look at the current problems and suggest

how they can be solved to help teenagers grow up healthy and successful.

## 2. Background

Today, new media is a relatively complicated concept and there are no clear standards for it among the professional fields, such as Internet media, digital television, mobile television, and mobile media. Commonly facing restrictions, which classic media is ready to deliver in terms of time and space, contemporary media technology opens up such a vast world of possibilities in terms of technological innovation, different product types, services, etc. Online media stands out because it is interactive and immediate, both, as well as wider, and multi-mediated. The new media, or digital technology, that makes the world smaller, gets rid of the media borders somewhat, regions the administration, and sometimes communication and consumers. The primary characteristic of the new media through digital technology is that is broken through barriers and unites many more users together holding different views than ever before.

After evaluation, short video work is a kind that uses seconds to measure, which requires the mobile terminal in the presentation situation, and to have life or emotional narrative information, materials, multi-context and use text, voices, images, and other types of it. The short video is not just the new media, but also a successful new

way of communication and a kind of network cultural phenomenon. Short video platforms, such as Tiktok, Instagram, YouTube shorts, Bilibili, and others, have experienced a great increase, which has led to the sight of new channels for young people to conduct research, read and write messages, discuss life issues, not only in the native languages but also in the desired ones. Nevertheless, the grade of short video content and the “information bubble” resulting from the long use of short video filters also can influence the values of teenagers to some extent. Values are the deep motivation of people’s spiritual world, and the correct orientation and belief to them is central to the human being, a source of the finest life goals and ideals. Students in the age band should be treated as the main and the most effective formative stage for their personality and value system. To learn to understand as correct as the methodology of dealing with the possible risks and influences of short videos on the values of college students is an integral requirement for ensuring the coherence growth and comprehensive development of college students.

The ascent of short video signifies a complex transformation in digital mass media, and its uniqueness is the short form of a video clip, which is commonly less than a few minutes long. This layout of short videos has an ambience across various outlets to include TikTok, Instagram (Reels), and YouTube (Shorts). These networks exist to give a free and open resource where today’s consumers will choose to see a short-form video or use they simply do not want instantaneous entertainment.

The impressive short video changes can be accounted for being the consequence of the interdependence of several participating factors. First, one important event is the change of internet users’ habits which is due to their increasing need for the information that they can readily give their attention to and digest. It has been studied that internet users’ attention spans have decreased significantly, making short, dynamic videos preferable now, as they can be consumed in short intervals. This paradigm is bolstered by the rapid pace with which information is consumed in the modern digital world; users have developed a quick appetite for information and they are used to receiving and processing in a short time [1].

More so, social media tools highly accelerate the spread of snapshots of the life with which these short video content. This is possible due to prescribed algorithms in platforms like TikTok and Instagram Reels, which are purpose-built to generate a high engagement rate in the form of views, likes, shares, and comments, on the video clips. Such content is automatically recommended in the news feed of a user, and they are more likely to engage with it, that is what this algorithmic push serves [2]. The design of the platforms is a built-in weapon for the contagious spread

of video messages because the netizens can take the next step and share the videos among their social network, again enhancing the force of word-of-mouth distribution. Short clips are characterized by a fragmented format, which complies with the contemporary way of consuming media. The viewers are likely to digest a lot of the information and take an active role by becoming engaged with the different content, all of which is happening quickly and at the push of a button, making the format highly appealing for a fast-paced modern digital world [2]. The simplicity of sharing and encouraging user-generated content (other users’ content) is a salient feature of short videos as well. Teenagers across the globe are turning to social media apps like TikTok to create and share short videos of their lives which have proven possible because of the participatory media culture that exists on these platforms [2].

It could be said that the enormous increase in the number of short videos can be connected to the changing needs of people in watching them, widespread quick content consumption, and even social media use. Furthermore, its structuring, ease of distribution, and applying UGC focus have also been dramatically helping in its adoption largely and shaping the landscape of digital communication significantly.

The games industry’s growth and development from just one of the traditional advertising methods to the ever-changing situation of the new media in the web video world. These ways, once effective at their time, are already part of history. The contemporary communication center is the immense sphere of digital media and short video avenues.

### 3. Modern Propaganda

Television advertisements have long been an illustrious method of video game promotion. They are of no limits as they manage to allow advertisers to target a large audience, which in turn makes it a powerful tool in bringing the very first awareness to the living creatures in the world about a new video game. Well-produced TV Commercials, without a shred of doubt, can mesmerize viewers with their sheer quality of production and interesting message, love watching them. However, one of the most noteworthy features of TV commercials is the issue of prions price, and they are not as effective due to a unicity to interact with the public when compared to any-interface online advertising. Messages are passively put forward without further engagement by the public since the toll bit of the information is for the commercials to be broadcasted right under the commercials.

Another mode of advertisement, which includes maga-

zines and posters, is also very much in progress. Magazines mainly provided the demographic targeting of the magazines for reaching out to gaming enthusiasts and a set of posters could alternatively be hosted at the heavily trafficked crosswalks, waiting areas, and other such public spaces. A major tradition, and thus, a shared reader experience, the irony of paper is nowhere and the unmediating of digital formats. For instance, compared to online, the population covered by print papers is relatively restricted. The video game advertising through the means of new media short videos could be a turning point, on the other side to TikTok (Douyin in China) and YouTube Shorts platforms. These social networks become the shortened and interactive approach of popularizing video games for many people and they also use the strength of these platforms and the system-driven distribution of content through open channels.

#### 4. Strategy and Selection of the Platform

TikTok/Douyin is the primary marketing platform for the current video game marketing strategies. It is their major function, to quickly reflect short videos, whose algorithms work in such a way as to direct viewers of the content to other videos or stories according to the viewers' preferences and interaction behaviour. As a consequence, the positioning of video game commercials to persuade a specific target audience is a higher standard than, when it is done traditionally. The ad design works to execute interesting videos, draw the attention of potential gamers through viral content, and spread out these game videos. TikTok application has a lot of users, making the video more visible to other users (more likes and shares or retweets) [3].

Besides, YouTube Shorts is another great channel that can assist a video game in promotion. As an integral part of the parent YouTube network, Shorts takes advantage of the very wide user base of the site, coupled with its well-known and tried-and-true reputation among people for video discovery and enjoyment. Developers of games have the option of employing shorts so they can focus on different parts of this game that may include the playing mechanics or graphics, along with the game's unique features in a format that must be engaging and simple to share. Apart from monetization of the videos, YouTube's platform integration strengthens the sharing of gaming videos with other platforms to post and engage with the gaming audiences and to include video game marketing in the list of top effective campaigns.

The effectiveness of short videos in promoting video games is closely tied to the types of content they feature. Several content forms have proven particularly effective:

These videos provide a snapshot of gameplay, graphics, and features, allowing potential players to experience a taste of the game before making a purchase. Game demo videos are particularly effective because they offer a direct preview of what players can expect, helping to build excitement and anticipation.

These videos offer insight into the development process, showcasing the creativity and effort behind the game. By increasing transparency, these videos build a stronger connection between the developers and the audience, fostering a sense of authenticity and trust. Such content can humanize the game and create a more personal connection with potential players.

Featuring real player reactions to gameplay, these videos provide authentic feedback and responses. Player reaction videos enhance the credibility and attractiveness of the game by showcasing genuine enthusiasm and engagement from users. They serve as social proof, demonstrating that others find the game enjoyable and worth playing.

The promotion of video games has changed profoundly from traditional ways of advertisement such as TV commercials and paper advertising to the creative use of short videos in TikTok and YouTube Shorts platforms. The new focus on media reflects a general tendency to incorporate more interactive, cost-effective, and captivating marketing strategies. In the era of social networks, which is characterized by the opportunity for instant feedback and dialogue, game developers have an advantage over old-school marketing ways. So, they may utilize platform-specific strategies and different content forms in the most advantageous way to reach up-to-date audiences and somehow conquer the versatility of digital media.

Achieving success as "*PlayerUnknown's Battlegrounds*" (*PUBG*) and "*Genshin Impact*" did is a good example of how short video promotion works. The road for both games has led through short videos on platforms such as TikTok, Douyin, and YouTube Shorts where they achieved an incredible jump in visibility, engagement, and download numbers.

#### 5. Case Analysis

##### 5.1 PlayerUnknown's Battlegrounds

Players with unknown battlegrounds create a buzz using short video platforms around its launch and updates. The marketing tactics of *PUBG* included posting very short clips of very intense action play moments displaying the standout qualities and featuring the upcoming events of the game. These children's videos wanted to create the feeling of a tournament and show how finely the game was created. Over on TikTok and Douyin, *PUBG*'s content was custom designed in a way that grabbed the atten-

tion of the audience more easily, sparked sharing among them, and so on [4]. Upholding through short video content enabled *PUBG* to have still strong online presence and keep the players. So, it clearly added to the game's overall success and popularity as well.

### 5.2 Genshin Impact

Apart from "*Genshin Impact*", the use of the short video is mainly oriented toward the visualization of the giant playable world and the successful cast of the in-game characters. The strategy revolved around developing appealing images and trailers as well as acquainting players with the characters of the game. These videos not only exhibited the game's impressive art style and the gameplay experience but also glimpsed behind the scenes of development that artists and managers had to face. The game developers posted on both YouTube Shorts and TikTok to quickly reach a lot of people and gain visibility by utilizing the websites' recommendation systems that operate on algorithms.

### 5.3 Data Support

The application of such a short video doesn't go unnoticed. Such short video strategies bring noticeable results which are supported by relevant data. *PUBG*'s short video promotion increased the quantity of views and engagement, and the number of downloads. The data point out that the game impressively shot up the number of its downloads due to the viral marketing campaigns on TikTok and Douyin which makes it clear that there is something more to short-form video content that spurs user acquisition [4]. "*Genshin Impact*" for example, followed a similar course, with players undergoing massive engagement and a rise in download levels as a result of its strategic use of this type of content. Trailers and game-themed content (pieces) have each had their views across YouTube and TikTok Shorts in the millions, which triggers a strong surge not only in player interest but also downloads [5].

In brief, the effective titles of the "*PlayerUnknown's Battlegrounds*" and "*Genshin Impact*" games display the exploitation of short video means. Through applying attractive and platform-adjusted content, both games managed to gain quite a share of the engaged audience, as well as the number of downloads, pointing out the short video capability to do it in the context of modern game marketing.

## 6. Discussion

Undoubtedly, the use of short videos to engage in promotion for video games comes with its fruits and expenses. This part provides an insight into the good sides and possible drawbacks of short video applications in ads.

### 6.1 Positive Impact

Among the most evident advantages of short video use in promotion is the precision of marketing that could be achieved. It is short video platforms that have a wide user data base help to gear content to those titles that have been preferred individually. This data-driven approach enables accurate targeting of ads to those users with the potential to download the game. For example, TikTok's algorithm ranks user interactions, such as likes, shares, and comments, to be able to propose to users which content they have liked to watch before. This mechanism of customization helps to match the advertising with the general interests of the target audience.

Furthermore, interactivity raises the level of involvement and the visibility of the brand among short video marches. These features: comments, likes, and share- access this direct communication between users and content producers. In addition to the sense of community that it develops, such an engagement with the promotional content gains the company more and more visibility. The users that show their interest via promotional content interaction are more prone to spread it further within their networks thus increasing the reachability of such marketing activities. Necessary elements of digital aggrandizement are hence that permit users to get closer to the content and provide for a good level for discussions or adding colors.

Apart from that, short videos are much more affordable wherever traditional marketing methods are in question. The low production and advertisement fee of short-form videos offers a cost-effective solution to the developers and advertisers. Short videos are feasible to be shot even with minimal equipment closely contingent on a low budget, which enables the option for more content generation. This makes it possible to save on production, which allows developers to give the "green light" to the promotion at this stage with confidence.

More importantly, the nature of the very short-form media, i.e., user-generated, is creating such a powerful shift in the game promotion expenditure. Providing opportunities for players to create and share their videos about the game might produce spontaneous, genuine, organic promotion. UGC not only supports genuine promotion based on many people's absolute figures but also it realizes the players' enthusiasm who are happy to create the content for the given game. The crowdsourced content adds a feeling of unity to the fans and is likely to evoke some casual advertisement without adding significant costs [6].

### 6.2 Negative Effects

Despite the benefits, the commercial nature of short video advertising may also lead to some negative effects. The matter of greatest concern in this regard is the conse-

quences on user experience. The saturation of platforms with advertisements implies that one will see way too many commercials. This leads directly to the logical conclusion everyone has – the unpleasantness of experiencing the platform that constantly shouts for attention. At some point, the users may be annoyed by a 30-second unskippable ad played before the content of the platform – which definitely will reduce the ads’ efficiency and the platform’s effectiveness.

The other factor that should be critically considered is the phenomenon of real video creation when strictly referring to the advertising field. If users are bombarded with inappropriate and bearable ads while watching short videos on the short video platforms they might work as the view platform leaving. Developers may attract more people to the game by plotting or designing it as something more eye-catching by using real gameplay images which possibly may lead to users’ disappointment in the game. In the aftermath of the failure, the clients could leave negative feedback that tarnishes the game’s reputation and precludes further development.

## 7. Conclusion

The era of quick and fascinating content that drives through TikTok, Instagram Reels, and YouTube Shorts affects radically media habits of the youth. As such, social networks are in high demand for video possibilities that are creating shifts in the way they interact with entertainment. From short video styles, one can benefit from a bunch of possibilities: reinforced marketing via user data for a precision approach and low production spending. Their interactivity levels will spur brand exposure. The generation of user-generated content is the natural way to the online popularity. However, there are several obstacles to witnessing, too. The continuous flow of commercial messages may negatively affect the overall user experience or laughingly generate the ad irritation effect leading

to platform fatigue. Besides, short clip commercial content is at risk of awkwardly blending with the ad message, which may mislead the viewers and evoke distrust among them. Within the framework of using short videos for promoting a game, there have been some successful examples of creating effective game promotion strategies. Here, games such as “*PlayerUnknown’s Battlegrounds*” and “*Genshin Impact*” have been used as good bases for the study of the use of short videos for video game promotion as such a video format has proved to be very effective in marketing.

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