

Discourse Analysis of the impact of Short Videos on Public Design Awareness and Design Thinking

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Abstract. This paper delves into the context, content, and audience interaction of design-related short videos on Bilibili, examining their impact on design discourse. The study reveals that these short videos merge professional and popular design discourses, making design more accessible to the general public through unique narrative and visual methods. These videos not only provide design knowledge and technical demonstrations but also reflect a critique of fast-paced living and modern consumer culture. Through interactive features such as bullet comments and reviews, a diverse and interactive design discourse space has formed, where the boundaries between designers and viewers are increasingly blurred, facilitating the widespread dissemination of design concepts and innovative methods. Additionally, the platform's algorithms significantly influence the recommendation of video content, further shaping the paths of design discourse dissemination and audience reach. In summary, as a new media tool for design communication, design-related short videos not only broaden the audience for design but also promote the diverse development of design culture.

Keywords: Design short videos; Bilibili, Design Discourse.

1. Introduction

With the development of digital media, design-oriented short videos have become a part of popular culture, particularly evident on Chinese short video platforms like Bilibili. These short videos provide not only entertainment value but also reflect deep contemplations on modern life and technology. Through these short videos, a public discourse on design gradually emerges, forming a stark contrast to traditional professional design discourse. Although this public discourse may lack professionalism, it displays great diversity in expression and thematic content, impacting the societal and cultural understanding of design.

2. Discourse Analysis of Design Short Videos

2.1 Discourse Integration: The Fusion of Professional and Public Design Discourse

2.1.1 Sub heading

In the discussion of the integration between short videos and design discourse, we notice that the design-related short videos on Bilibili are not only the territory of professional designers but also attract a large number of non-professional audiences. A typical example is the Design & Creative section on Bilibili, which is primarily aimed at practitioners or aspiring practitioners in design[1]. However, there is a substantial amount of non-traditional design content, such as videos by UP hosts like “Handmade Geng” and “Hello teacher I’m classmate He” which, although not directly targeting professional learners, have broadly attracted the attention of the general public. This indicates that short video platforms have become a new stage for the integration of professional and public design discourses. The fusion between professional and public design discourses is reflected in the production and consumption of short video content. Professional design discourse emphasizes theoretical depth and practical experience, while public design discourse focuses more on visual effects and emotional resonance, making it more accessible to a broader non-professional audience. On short video platforms, the blend of these two discourses makes design knowledge more

widespread and also changes the traditional power structure of design, making design discourse more democratic and diverse[2].

2.2 Absurdity and Novelty: The Discursive Practice of Design-related Short Videos

The absurd and novel characteristics of design-related short videos on Bilibili are mainly reflected in creativity and the way of expression[3]. For example, “Handy Geng” is known for his unique DIY projects, his creations like the “Homemade Inverted Hair Washing Machine” and “Automatic Wooden Fish Hitting Device” not only showcase personal creativity but also imply reflections on modern life and technology. These seemingly absurd designs actually challenge the boundaries of traditional design and provoke viewers to deeply consider the relationships among life, technology, and design. Similarly, “Hello teacher I’m classmate He” combines technology with daily life in his videos, exploring novel applications in product design. These contents, through a humorous and whimsical manner, encourage viewers to ponder deeply about modern consumer culture. Design-related short videos often display characteristics of absurdity and novelty, challenging traditional design concepts through creativity and humor, reflecting critical thinking about modern society and technology. For instance, the video creator “Handmade Geng” attracts audiences with his uniquely absurd DIY projects, providing not only entertainment but also prompting reflections on traditional lifestyles and consumer culture[4].

2.3 Narrative Reconstruction: Systematic Involvement and Differentiated Expression in Design Discourse

The absurd and novel characteristics of design-related short videos on Bilibili are mainly reflected in creativity and the way of expression[5]. For example, “Handmade Geng” is known for his unique DIY projects, his creations like the “Homemade Inverted Hair Washing Machine” and “Automatic Wooden Fish Hitting Device” not only showcase personal creativity but also imply reflections on modern life and technology. These seemingly absurd designs actually challenge the boundaries of traditional design and provoke viewers to deeply consider the relationships among life, technology, and design. Similarly, “Hello, I am Teacher He” combines technology with daily life in his videos, exploring novel applications in product design. These contents, through a humorous and whimsical manner, encourage viewers to ponder deeply about modern consumer culture. As a new medium, short videos, through the reconstruction of narrative methods, make design content more vivid and easier to understand[6]. Video creators showcase various aspects of the design process in a personalized narrative manner, thereby enhancing audience engagement and resonance. This restructuring of the narrative not only increases the appeal of the information but also broadens the scope of design communication.

2.4 Platform Interaction and Algorithm Rules: The Discursive Space of Design-related Short Videos

On short video platforms, traditional design narratives are restructured, and roles are reshaped. Taking the UP host “Hello teacher I’m classmate He” as an example, his video “I Made a Product Apple Abandoned” showcases the entire design process from initial conception to final realization through non-linear storytelling and multiple role-plays. In the video, “Hello teacher I’m classmate He” is not only the thinker and creator of the product but also its user and critic. This diversity of roles makes the design narrative more vivid and understandable[7]. The interactive mechanisms and algorithm rules of short video platforms influence the formation and development of design discourse. Interactive formats such as bullet comments and regular comments strengthen the connection between the audience and the video creators, while algorithmic recommendations also affect the dissemination and acceptance of content[8]. These platform features not only change the

presentation and consumption of design content but also promote the formation and dissemination of public design discourse.

3. Summary

This research delves into the design-related short videos on the Bilibili platform, revealing the significant role and meaning of this new media form in contemporary social culture. We observe that design-related short videos not only democratize design discourse, allowing a broader group to participate in design discussions, but also promote the fusion of professional and public design discourses, thus broadening the boundaries and meanings of design.

Through the analysis of content from representative UP hosts, this paper finds that absurdity and novelty become the unique style of design expression in short videos, which not only showcases the individuality and innovation of creators but also triggers the public to reflect on and challenge traditional design concepts. Meanwhile, the narrative reconstruction and role remodeling in short video platforms present new pathways for design communication[9]. Compared to traditional design presentations, the narrative methods and forms of expression in these contents are closer to public life and more likely to evoke audience resonance and participation.

Furthermore, the impact of platform interaction and algorithm rules on design-related short videos cannot be ignored. Interactive features such as barrage and comments strengthen the connection between viewers and creators, making design discussions more active and diverse. The platform's algorithmic recommendations ensure the effective dissemination of high-quality content, promoting the wide sharing and acceptance of design concepts.

In summary, as an emerging communication medium, design-related short videos not only change the way people receive and understand design information but also influence the formation and development of design culture. In the future, as technology advances and the media environment changes, design-related short videos will continue to play a significant role in promoting design innovation and facilitating design education. Therefore, continuous research and exploration in this field will be of significant importance for understanding the role and value of design in contemporary society.

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