

# Enhancing the Positive Communication Effect of Short Video Based on Adolescent Behavioral Cognitive

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### Abstract:

As a new form of network communication, short video is widely accepted and loved by the public for its convenience, mobility, ability to be watched in fragmented time, and interactivity. The influence of short videos on adolescents' behavioral cognition has attracted great attention. This study explores the influence of short video communication on adolescents' cognitive behavior through a literature review, questionnaire survey, and in-depth interviews. The study explores the current situation and impact of short video dissociation among adolescents, and examines the operation strategies and specific measures of short video platforms targeting teenagers. It is found that short videos are widely used and frequently accessed among adolescents, with different degrees of positive and negative effects, affecting adolescents' behavioral cognition from different dimensions. It is necessary to optimize the management of short video platforms, enrich the supply of high-quality resources, strengthen the collaborative supervision of home and school, and enhance the cognitive and discriminative abilities of adolescents. These efforts will jointly promote the positive dissemination of short videos among teenagers, positively influence teenagers' behavioral cognition, and create a clear and healthy network environment for the growth of teenagers.

**Keywords:** Short Video Dissemination; Youth Group; Behavioral Cognition; Influence

## 1. Introduction

Nowadays, short videos have transcended the boundaries of time and space, spreading widely and penetrating the lives and studies of the public. The cultivation of adolescents' behavioral habits and

cognitive ability has attracted great attention from all walks of life [1]. Studies have shown that short videos, with their unique ways and novel contents, have opened up new ways for the dissemination of information and culture [2]. Teenagers, with their strong learning ability and receptivity, have become

a vast user group of short videos. While short videos have brought convenience and pleasure to the public, incidents of misbehavior, physical and mental damage caused by the excessive use of short videos by teenagers have also occurred repeatedly. These incidents have attracted widespread attention and sparked the research interest of experts and scholars. Among them, comprehensive research on how short video communication affects adolescents' behavior and cognition is still in the process of continuous improvement and enrichment. This study aims to find the intrinsic reasons why short videos affect adolescents' behavior and cognition, and to think about how to strengthen the positive communication of short videos, so as to provide reference content for platforms, schools, families, and individuals.

## **2. Research Design**

### **2.1 Theoretical Foundation**

#### **2.1.1 Adolescent cognitive behavior**

In the Psychology of Adolescent Development, one study argues that adolescence generally refers to the period from 11 or 12 years old to 24 or 25 years old, and that it is a collective term for adolescence, early youth, and late youth [3]. Cognitive Behavioral Theory is one of the more influential intervention theories that came from the integration of behaviorism and cognitive theory. Cognitive-behavioral theory suggests that cognition plays a mediating and coordinating role among events, cognition, and behavior. Cognition interprets events as they occur, and this interpretation directly influences which action the individual ultimately takes. Cognitive-behavioral therapy, developed from cognitive-behavioral theory, is a commonly used intervention method in international education about adolescent Internet literacy, especially in the treatment of Internet addiction. Cognitive-behavioral therapy believes that treatment does not directly target the external manifestations of behaviors and emotions, but rather analyzes human thinking activities and their strategies for coping with reality, and identifies misperceptions and corrects them so as to change human behaviors and emotions.

#### **2.1.2 Research on influence mechanisms**

This study is based on the Cognitive Theory of Adolescent Behavior. This theory is a theoretical framework that focuses on the interaction between cognition and behavior in adolescents. It emerged in the mid-to-late 20th century as a result of psychological reflection on "single-attribution

explanations of behavior" and the integration of theories driven by the unique developmental needs and social problems of the adolescent population. Since no single theory can fully explain adolescent behavior, it advocates the integration of "cognitive + behavioral" theories, forming a closed-loop theory in which "cognition guides behavior, and behavioral feedback modifies cognition". Research based on this theory can help to better understand how short video communication affects adolescents' behavioral cognition.

## **2.2 Method**

### **2.2.1 Questionnaire survey method**

By designing questions on the status quo of short video usage, such as short video usage duration and content preference, as well as questions on the influence of short video on adolescents' values, behavioral tendencies, social cognition, learning behaviors, risk cognition, and coping ability, this study conducted a questionnaire survey on a group of adolescents.

This study uses a convenience sampling method to distribute questionnaires to adolescent school students. After data collection, SPSS was used to conduct descriptive statistics and correlation analysis, in order to reveal the intrinsic connection between the use of short videos and adolescents' behavioral cognition.

### **2.2.2 In-depth interview method**

In this study, the employees in charge of content review and youth ecology construction in the operation department of Xiaohongshu were selected as the interview subjects. The interviews were conducted in a semi-structured way, focusing on the following dimensions: the platform's identification and management mechanism of youth content, the design concept and actual effect of the youth model, the platform's technical means and policy implementation in anti-fraud, anti-bullying, and content grading, and the current situation and challenges of the platform's collaborative governance with families and schools. The interviews were conducted in September 2025, and each interview lasted about 60 minutes, was recorded and transcribed into textual materials throughout, and subsequently coded and summarized through thematic analysis.

## **3. Research Conclusions**

This study has obtained three research conclusions through three forms of research.

### 3.1 The Current Situation of Teenagers' Short Video Usage

As shown in the survey data, 52.63% usage motivation is entertainment, and 26.32% is Learning knowledge. The content preference shows a polarized trend--there is a tendency towards over-entertainment as well as a positive shift towards knowledge acquisition. The scale of teenagers' short video users has exceeded 138 million, and the average daily usage time is 68 minutes, which is significantly higher than other network applications. Nearly 40% of users open the platform more than 5 times a day, and fragmented use is deeply integrated with life scenes such as recess and commuting [4]. This usage pattern is characterized by low-age, high-frequency, and scene-oriented [5]. Short videos have become the main carrier for the dual needs of entertainment and learning for teenagers.

### 3.2 The Impact of Short Video Communication on Teenagers' Behavior and Cognition

From the positive side, short video communication has accelerated the speed of teenagers' access to information, expanded the channels of access to information, enriched the content of access to information, and, to a certain extent, enhanced the teenagers' ability of network socialization. From a negative point of view, there are also hidden risks behind short video communication. As shown in the survey data on teenagers' short video usage behavior and perceived impacts, 63.16% users believe short videos negatively affect learning (distraction), and 57.89% users believe short videos influence values. Immediate feedback mechanisms may weaken delayed gratification and affect cognitive development [6]. The social substitutability of short videos can lead to the degradation of social skills in real life. Surveys show that adolescents with longer average daily usage hours are more likely to encounter obstacles in face-to-face communication. Due to the "information cocoon" effect, some teenagers are caught in a circle of highly homogenized, low-quality, and vulgar content [7]. The exposure rate of value-distorted content (such as showing off wealth, materialism, violence and spoofing) is relatively high, and the hidden nature is stronger [8]. Short videos may also lead to behavioral deviations through blind imitation, and overuse can cause problems such as poor learning concentration, vision loss, and disturbed sleep patterns [9].

### 3.3 In the Management of Short Video Platforms

Teenagers have a certain ability to recognize information,

but it is also hoped that the platforms will strengthen the management of teenagers and enhance the screening of undesirable content. At present, domestic mainstream short video platforms, such as Xiaohongshu, attach great importance to the dissemination of short videos among teenagers, and actively undertake social responsibility to build a network ecological line of defense. They focus on the dimensions of youth anti-fraud, resisting extreme emotions, screening undesirable content, and preventing human trafficking. For example, they upgraded the minors' model, strictly managed the phenomenon of minors being secretly photographed, and actively used official accounts. They also comprehensively upgraded their anti-fraud actions, enhanced their ability to recognize underage accounts, and made payment control smarter. They have implemented real-time private message protection and added anti-cyberbullying tools. However, short-video platforms have also revealed some shortcomings, such as the lack of clear criteria for identifying false content generated by artificial intelligence, the formalization of cooperation between home and school, the fact that although the "teen mode" is widely used, users can bypass the restriction by changing their passwords, and the content grading mechanism is virtually non-existent.

## 4. Countermeasures and Suggestions

Based on the conclusions of this study, four countermeasures and suggestions are put forward.

### 4.1 Strengthen the Operation and Management of the Platform

Optimize the breakthrough mechanism of the "information cocoon", design youth content audit standards and technical appraisal models, and improve the ability of artificial intelligence audit and technical appraisal [10]. Establish an anxiety identification and intervention mechanism. Optimize the youth management model and strengthen the implementation of responsibilities. Specifically, at present, the operation mode of the vast majority of short video social platforms is based on UGC, and although this mode can burst with strong vitality, it is difficult to guarantee the quality, and the works are mixed, with very few good works in general. PGC, this specialized production and operation mode can guarantee the quality of short video works, which is also in line with today's teenagers more and more high aesthetic requirements, and can further enhance the aesthetic interests of young people, while also improving the overall quality of the platform and the style of its development in a benign direction. This is an

organic combination of UGC and PGC, forming a composite structural model that has both professional and user attributes. For example, CCTV News has a large number of fans on its Tiktok account, and it releases some authoritative information while also reproducing user-made content. The platform should increase the efforts of gatekeeping and strengthen the gatekeeping mechanism. The platform should innovate the system, implement effective identification and authentication of users, take the real-name system as a guarantee, introduce the personal credit system, and incorporate the social credit system of individuals into the platform's reference system for auditing and checking, to deal with the production and dissemination of short videos more reasonably and efficiently, which can more effectively avoid individuals from taking risks, as the credit of individuals in the information society is of great importance. The platform can also optimize the algorithm to reduce the emergence of homogeneous content, with a combination of heat ranking and professional recommendations, the right way to attract traffic.

#### **4.2 Strengthen the Guidance of School Education**

Media literacy education is incorporated into the curriculum system, teaching young people how to recognize false information and rationally view short video content. Carry out colorful campus activities, such as subject competitions, club activities, outdoor practice, etc., to reduce dependence on short videos and cultivate healthy hobbies.

#### **4.3 Strengthen Family Atmosphere and Communication, and Supervision**

Parents should set a good example by reducing the excessive use of short videos in front of their children, and work with their children to establish rules for the use of short videos in the family. They should pay attention to their children's use of short videos and their psychological state, and promptly discover and correct any misconceptions and bad behaviors arising from short videos.

#### **4.4 Strengthen the Self-Management and Discernment of Young People**

No matter what measures are taken by society, the government, or short video platforms, the most important thing is the individual users themselves. According to the theory of "third-person effect", teenagers tend to think that vulgar videos that attract attention will not have any effect on themselves, but, on the contrary, will have an effect on others. Therefore, society as a whole needs to make users aware of this and pay attention to it. In addition to the

need to educate users to standardize the use of media platforms, and set a certain level of difficulty of the test, so that users can participate in the use of the platform after reading carefully, The platform should also be committed to creating quality benign content, focus on user experience, further enhance the user's subjective consciousness and sense of ownership, to promote its consciously participate in the construction of the platform, and the quality of the platform to produce a certain sense of belonging, sense of honor. This kind of self-regulation is the most fun and wise choice.

### **5. Conclusion**

This study found that the rise of short videos has become an important carrier of global information and cultural communication, expanding the new forms and new horizons of online communication. Teenagers are one of the main groups that use and spread short videos. Based on a cognitive theory of adolescent behavior and actual investigation, it can be seen that short video communication has played a positive role in expanding adolescents' knowledge and social interaction. However, it also affects teenagers' learning concentration, daily routine, and physical and mental health, causing behavioral deviation to a certain extent and possibly affecting the formation of their values, which reflects the insufficiency of teenagers' information recognition ability. Strengthening the positive communication of short videos to promote adolescents' behavioral cognition is the significance of this study. The countermeasure suggestions from the aspects of platform construction, home and school supervision, and self-improvement are also intended to appeal to the whole society to pay attention and make concerted efforts.

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