

# *The Research on Video Contents Related to Left-behind Children on China's Short Video Platform*

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**Abstract:** Short videos have gotten into almost everyone's daily life as a result of the Internet's explosive growth. One of the most significant social issues affecting Chinese society at the moment is the problem of left-behind children. This article examines videos about left-behind children in the most popular short video software in China, such as Bilibili and Jitterbug, in order to combine short videos and the issue of left-behind children. The author draws the conclusion that since the children in the videos are immature and live in challenging circumstances, society and the government should do more to protect and care for them. The author bases this conclusion on an analysis of the living conditions, family dynamics, living conditions, and psychological states of the children who are left behind. The problem of left-behind children is a very serious social problem, which must be widely paid attention to by the society. This paper helps families, schools and society pay enough attention to this problem and take their own responsibilities.

**Keywords:** video contents, short video, platform, left-behind children

## 1. Introduction

The advent of the short video era has completely changed the way people deal with life and information. In the digital era, everyone is a participant, observer and creator. As a new type of online audiovisual product, short videos are gradually gaining more and more market share in China, playing an important role in information dissemination, cultural inheritance, knowledge sharing, targeted poverty alleviation and international exchange [1]. At present, short video users in China continue to grow rapidly. The China Short Video Industry Research Report released by Ariadne defines short video: short video is not just a shortening of long video, but a new content consumption habit in the era of fragmentation. Short videos are web videos within 5 minutes in length, with strong social attributes, low creation threshold, short viewing time and convenient scenarios, which are more in line with the fragmented content consumption habits of the mobile Internet era. The China Network Audio-Visual Program Service Association recently released the "2021 China Network Audio-Visual Development Research Report", which said that as of December 2020, the scale of China's network audio-visual users reached 944 million, and short video users reached 873 million. In terms of user scale, the user usage rate of short video is the highest, 88.3%, with a user scale of 873 million; the user usage rate of comprehensive video is 71.1%, with a user scale of 704 million. The quarterly revenue of China's Internet entertainment market exceeded the scale of 100 billion yuan in the fourth quarter of 2019, reaching 102.63 billion yuan, up 16.9% Since the end of the year is the peak

advertising season, it has driven a significant increase in platform advertising revenue, which has led to a significant increase in the overall civic entertainment market growth rate on a YoY basis. By the first quarter of 2020, the size of China's Internet entertainment market is estimated to be RMB 113.31 billion, up 10.4% YoY. During the epidemic, the impact of home quarantine control measures has greatly released the user's cultural and entertainment consumption potential, which has shown an overall positive boost to the development of the Internet cultural and entertainment market [2].

Left-behind children are defined as all children under the age of 18 whose parents or one of them has moved to other regions for work reasons, and who remain in the household registration area and therefore cannot live with both parents. They are a social group of minors who are in the process of primary socialization: they are not adults and do not have full capacity to act. The family is the most important place of socialization for left-behind children, and parents are the most important educators. As children, left-behind children have infinite developmental possibilities, and the education and environment during childhood determine their future development and directly affect the construction of the future social order. Since the Third Plenary Session of the Eleventh Central Committee, with the accelerating pace of reform and opening up, China has witnessed an increasingly large-scale transfer of surplus rural labor to cities. The "post-80s" are gradually becoming the main group. At present, the basic direction of population flow is from rural to urban areas, from less economically developed regions to economically developed regions, and from central and western regions to eastern coastal regions. With the continuous expansion of migrant workers, the number of children of migrant population is also increasing. Among the group of children of migrant population, there are some children who cannot follow their parents to the city and stay in their hometown, living with one parent or grandparents or other relatives or friends or alone, which we call left-behind children. The number of them is huge; currently, the number of left-behind children in rural areas nationwide exceeds 58 million. In recent years, the issue of left-behind children has attracted extensive attention from the government, society, scholars and the news media. With the rapid development of technology, smartphones are further popularized in rural left-behind families. The online world faced by children in a secluded state is also evolving [3].

## 2. Literature Review

Short videos have the characteristics of diversified content use, obvious tendency of entertainment, and prevalence of imitation in daily use. Since left-behind children are still growing up, this special group is particularly affected by short videos, which also causes more social problems [4]. Chen said that according to The China Child Development Report 2019 - Children's Life Outside School shows that rural children's use of electronic products is significantly higher than urban children's average of 88.4 minutes per day, reaching an average of 108.18 minutes per day. This report indicates that, unlike previous perceptions of the backwardness of rural internet conditions, there is little difference between rural children and urban children in terms of the conditions of electronic product use, but rural children spend significantly more time using electronic products than urban children, which also reflects that rural children are exposed to greater problems in the supervision of electronic product use. Left-behind children in rural areas are more likely to be addicted for a long time due to intergenerational education and "permissiveness" [5]. Qi Fu suggests that the undesirable contents of short videos cause psychological and value alienation of left-behind children. Due to the rapid development of the short video industry and the low degree of standardization, a large number of vulgar, spoof and other undesirable content has emerged, such as the platform is full of a large number of "net red show off rich", "teenage mothers" and other short videos. For left-behind children in the formation of values, if they lack proper guidance from the outside world, they will be easily guided by bad information, blurring the boundary between right and wrong, good and evil, and forming distorted and quick-improvement values [6]. Secondly, short videos lead left-behind children to

follow the imitation behavior. Since the judgment ability of left-behind children is insufficient, blind imitation can cause irreversible harm to their bodies and minds [4,6]. Short video is an entertainment method that has emerged in recent years and has attracted many users, many of whom are left-behind children. Through the method of participant observation and in-depth research, we search for the reasons why left-behind children get self-identity in the process of using short videos and interacting with others; Yanking Xu proposed that the emergence of short video platforms has given left-behind children access to the outside world and become a source of information and emotional communication for them. In the short video app, they can find peers in a similar situation to themselves to communicate and can get the same feelings as themselves from other people's life stories. The attention of others, the sense of self-identity, and the need to have someone to listen to their inner thoughts are all realized. They can also see landscapes, humanities, and objects that are not commonly seen in their normal lives through short videos taken by others, which can satisfy the emotional needs of left-behind children to pursue new things [7].

Lei Wanghong said that in the past 20 years, the rural environment has undergone major changes, and the recreational time and space for rural children has been greatly compressed. Children in the countryside have fewer and fewer playmates, and under the requirement of "safety first," students tend to stay at home after school. Rural schools generally lack professional physical education, music and art teachers, and rarely organize sports and cultural activities. Some left-behind children are emotionally lonely, and short video have become their spiritual support [8].

In the process of children's growth, family education plays an important role in the development of personality. Some parents of rural left-behind children call home once a half month or once a month, and some even come home only once a year, and do not see and talk to their children several times. Due to the sudden break or absence of family education, many children have problems such as introversion, isolation, low self-esteem, misfit, anxiety, lack of security, poor interpersonal skills, naughty and capricious, impulsive and irritable, hypersensitivity and rebelliousness. He proposed that at the same time, grandparents as guardians have a large generation gap with their children due to the different life times, and they are unable to communicate. They do not know what their children need and what they are thinking. What are they thinking? They tend to ask and educate their grandchildren with their own experiences. This approach not only fails to solve the problem but also makes the conflict between the two sides continuous, and the depression of the children becomes more and more difficult to exclude [9,10]. The result is that these left-behind children either become more reticent or more rebellious. Besides, Due to the lack of family education, left-behind children do not get enough care emotionally, and it is difficult for them to receive guidance and help from their parents in terms of behavior and values, and they lack moral education and discipline, so they easily deviate from the mainstream moral values. Some left-behind children have deviations in moral consciousness, moral emotion and moral behavior, and have developed such bad habits as self-centeredness, selfishness, good and bad work, indiscriminate spending, and posing in an expansive manner, while others have even picked up bad habits such as smoking, drinking, fighting and brawling, and have violated the law and discipline more often, and some have even embarked on the road to delinquency [11]. In school, some of the left-behind children often make some fights and brawls, drink and smoke; do wrong things to cover up for each other, talk about "buddy righteousness"; use money or things to buy classmates to do homework or cheat in exams and other moral problems, students do not have a correct judgment of the right and wrong of things, the bad habits of society as the direction to pursue, lack of The lack of moral awareness is very detrimental to the growth of students [12].

### 3. Methodology

This study observed 56 short videos related to left-behind children from Douyin and Bilibili, two of the most popular video sites in China. The survey was divided into four areas: the living environment,

family situation, living condition, and psychological state of left-behind children. First of all, 34% of the videos show left-behind children living in the mountains and 67% live in remote rural areas. They live in self-built houses in rural areas. Most of them are just made of bricks and tiles. The house is dimly lit with only basic furniture: a bed, a table, an old-fashioned TV, and most of the air conditioners are funded by volunteers. In the fenced yard, there are livestock such as chickens, dogs, cows and so on. Some families don't even have a gas tank, they only have a kang in which they put wood and burn it to fry vegetables; most of the families can only eat potatoes and boiled corn, and sometimes they go hungry. Secondly, about the family situation, 96% of the videos show that the left-behind children live with their grandparents; 4% live with relatives. For all the left-behind children in the video, their mothers and fathers do not see them for a few years or even forever for various reasons. 78% of the children have left home for many years because their parents went to work in other cities and had no choice but to make money. 12% of them died because their parents had an accident. Some of the rest chose not to go home because their parents did not want to take on the burden and responsibility of the family; others reorganized their families while working or were arrested and sent to prison for doing something illegal. Thirdly, about the living conditions, the left-behind children in the videos have patched shoes and clothes, messy hair, and often have mud stuck on their faces and hands. 34% of the left-behind children need to walk more than two hours to school; three of the left-behind children in the videos need to walk a whole day to get to school. So most of the left-behind children in the videos in the survey are much more mature than their peers, and some of the elderly people they live with may be disabled, so they have to learn survival skills, such as cooking their own food, feeding the chickens, taking care of younger siblings than themselves, and some of the children who are about 11 years old can already plow and drive tractors. Fourth, about the psychological condition of left-behind children, this is also the most important issue that should be paid much attention to. Due to the psychological immaturity of left-behind children and the lack of teaching from their guardians, they sometimes easily go astray, such as being obsessed with short video software. Some video makers shoot video content without substance to gain traffic attention. Children have a strong ability to imitate and will unconsciously imitate the behavior of adults in videos to gain self-satisfaction and gain the attention of others. In the long run, imitating adults' behaviors will gradually lose themselves and leave behind a wrong and distorted worldview and values. At the same time, pain, doubt, anxiety, and depression are often experienced at such a young age, and 20% of left-behind children are suicidal. In addition, because of the lack of parental care for a long time, many of the older left-behind children learn to hide their emotions and keep all their suppressed emotions in their psyche because they feel that no one can help them, but this has a profound impact on their psyche and can even stay with them for the rest of their lives. Many of them do not know how to love someone because of the lack of parental care. In a video interview, the interviewer asks them what they want to do in the future: some say they want to study hard and go to the big city to work and earn money to support their parents; some say they want to be doctors and help their grandparents with their illnesses; others say they want to be teachers in the future. The shortcoming of this study is that there were few respondents and a few left-behind children may not represent all or most left-behind children.

#### 4. Result

Children that are left behind endure an extremely challenging environment. They are undernourished and live in run-down homes with inadequate amenities and financial means to purchase meat. In addition, their family members are lacking. Parents of children who are left behind are prevented from visiting their kids for years. Children who are left behind are also older and wiser. Since their grandparents are unwell and their parents are deceased, they must acquire survival skills to help the

family. Finally, the short film will feature some depressing background music, the faces of the children left behind, and details on how they are managing to survive.

## 5. Discussion

The article's initial finding was that children who are left behind have many challenges in their daily lives. The mothers and fathers of the left-behind children are rural residents who gave birth to their offspring there. Most of them opt to leave farming and find employment in the city. The grandparents only receive a few hundred dollars from the government or through the sale of crops each month. This won't suffice to raise living standards. Additionally, the majority of the kids that are left behind reside in remote or hilly areas. It is impossible to deliver many products there. No level roads exist and traveling to school also requires considerable distances. It has a significant impact on kids who are left behind. They were raised in rural areas, where they have little to no contact with the outside world. They also display other characteristics of autism, including apathy, withdrawal, pessimism, and negativity. It will be challenging for these kids to develop healthy self-worth in the long run. Threats on the way to school are another example. Others must travel a distance that puts their safety in danger, while some must cross a road, a river, or a hill. There are some ways to assist these kids. The government should give preferential treatment to schools where the majority of students are children of migrant workers in terms of funding and faculty. Also, invest in building projects to continuously complete their infrastructure and work to create a comprehensive environment for children who are left behind to grow up in a community of teachers and classmates so that they may be better watched over, taken care of, and treasured.

The article's second finding was the underrepresentation of family members. That incident occurred as a result of the parents of the children who were abandoned moving to the city for employment. Inmates have also included parents who broke the law, lost loved ones in accidents, and committed other offenses. that will have a significant impact on left-behind children because they lack academic tutoring. Most of the kids who are left behind skip class, don't complete their homework, and eventually drop out. They typically receive average or below-average grades. Additionally, their physical health has been severely affected. disregard for life. In remote places, the majority of the children who are left behind live in poverty; some of them even lose their reliance and lead very difficult lives. Some of the left-behind children are seriously undernourished. Additionally, when their parents are away, they experience a sensation of abandonment and loneliness. lack of affection that is warm. Left-behind children lack sufficient care because their parents (or one of them) are not with them. Some parents leave their children for years without ever returning, leaving them without access to electricity or mail, making it impossible to discuss their affection. Finally, they will act with a lack of restraint. They cannot benefit from their parents' proper advice and assistance in terms of ideological awareness and values if their parents stay home. They who lack proper judgment are more receptive to some harmful culture and transgression activities. Some of them are trapped in an Internet addiction and unable to break free, and they progressively develop a variety of negative habits. The advice is that the government should support parental involvement in education and increase family education for left-behind children. Parents must communicate with their children frequently and pay attention to more than just their academic, physical, and emotional growth; they must also be concerned with their emotional and psychological wellbeing.

The third result is that the left-behind kids are more mature. In order for the family to survive with working parents, elderly grandparents, and younger siblings, the older children who were left behind must assume the role of the family. they have some positive effects. They may possess much more robust minds, optimistic perspectives, and moral responsibility. Students who fall behind also tend to be independent, have excellent practical skills, develop self-reliance early on, and are self-improvement oriented. Due to the absence of their parents, they may have more opportunities to



exercise than children from other families. Therefore, society must act to create a system of parental supervision and education for left-behind children by incorporating social factors. The government's departments at all levels explicitly assign blame and divide responsibility. Make an effort to ensure that family, school, and social education all complement one another in order to promote the healthy development of children who are being left behind. Additionally, Left-behind youngsters make objectives for themselves, develop a variety of interests, modify their learning attitudes, communicate more frequently with instructors and classmates, and fearlessly face and conquer challenges they experience in life and in school.

The final outcome is that the short video will be accompanied with a depressing background melody, the faces of the children left behind, and information on how they are surviving. Here are some justifications. The video aims to impress viewers and motivate more people to take action to help the children who are being left behind. Additionally, they want to raise awareness of the difficulties and issues faced by the children who are left behind. It has a significant impact on social media. The social climate online is enhanced by these films, which also enable the sharing of small films that are meant to convey love. Furthermore, more people are becoming aware of these forgotten and underprivileged people, and they help them by making donations.

Measures: Short video platforms should encourage video creators, especially those very influential bloggers, to make more of these videos that spread positive energy, increase the amount of promotion of such and allow the public to discover those disadvantaged groups that are not in the limelight in society.

## 6. Conclusion

Left-behind children have become the focus of social attention. In the study of the left-behind children in the video, the authors observed the living environment, family situation, living conditions and their psychological state. They are in a very difficult environment with poor furniture facilities, lack of nutritious food and lack of educational resources. In addition, they are psychologically devastated by the absence of their mothers and fathers in their lives, making them susceptible to low self-esteem and breakdown. At the same time, the lack of moral education from their parents since they were young makes them easily go astray and develop psychological disorders. Despite this, some left-behind children are so understanding that it is heartbreaking. They do not complain about their parents' absence; they study hard and help their grandparents to do farm work after school. They learn to be independent and responsible at a very young age, and they are grateful. They want to study hard and make money when they grow up so that their grandparents and even their parents, who have been away for a long time, can have a good life. Besides, they are very good at hiding their emotions. Even though they say they are not tired, they are not suffering, and they don't miss their parents, they still look forward to seeing them all the time. Every time they talk to their parents, the children's faces will be covered with joy. By observing the portrayal of these left-behind children in the short video, the whole country and everyone has the obligation and responsibility to help them. Financially, the government invests in building schools, and volunteers should regularly collect donations of furniture, books. Psychologically, the society should give them more love and care, so that the left-behind children know that they are also cared for and cared for. In terms of ideology and morality, class teachers in local schools should educate students about the legal system and how to protect themselves. Collect more practical examples from TV, internet, and to educate students. Nowadays, short videos as well penetrate people's daily life, and in this fast-paced era, people always can't control to brush short videos in their leisure time. Promoting left-behind children through short videos is the best way. So marginalized groups like them will be noticed by many people.

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