

Cultural-Clip Editing Strategies in Mobile Short-Video Information Systems: A Meta-analysis Study on Overseas Dissemination of Traditional Culture

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ABSTRACT

Cultural preservation and innovation balance remains important factor that influence the editing of cultural-clips in mobile short-video information systems. Platforms that utilize the mobile short-video information systems include TikTok, Instagram Reels, Facebook reels, and YouTube Shorts. An important challenge that serves as a barrier to the success of short-video content is the limitation on time with the videos often limited to 15 to 60 second. This aspect poses a greater challenge to the depth of the cultural information to be shared within a single video. Editing strategies that integrates Visual Effects and Enhancement, Pacing and Rhythm, Sound Design and Music, Information Density Optimization and Translation and Linguistic Strategies are employed to improve effectiveness of the platforms. This meta-analysis study delves into research on the cultural-clip editing strategies in mobile short-video information systems as a significant approach towards overseas dissemination of traditional culture. The results imply the need for a blend between technical and cultural attributes that helps the editors maintain the cultural authenticity and integrity.

Keywords: cultural-clip editing strategies, short-video, narrative strategy, social economy, balance .

Introduction

Technological evolution has led to the realization of a new media era characterized by the use of mobile short-video information systems. This is an area that is growing in popularity particularly due to the influence that the related content is having in human interaction. For instance, the use of platforms such as TikTok has enhanced social interaction and cultural dissemination through the sharing of short video skits [2,15]. Other platforms that utilize the mobile short-video information systems include Instagram Reels, Facebook reels, and YouTube Shorts. Each of these platforms are preferred due to the use of a simple content production approach while adopting a faster dissemination [5]. The use of exciting picture presentation with a blend of music, and gestures from the content creators as a result enhancing the passing of message to the target audience [15]. This practice has made cultural exchange easy following the strategic incentives such as algorithm models that helps the audience get targeted information with ease. With this evolution there are numerous opportunities that have enhanced traditional cultural expressions. This revolution has made it easy for content creators to share traditional customs, arts, crafts, and performances while targeting to share the experience with a global audience [7,9]. The rapid adoption of the short-video technology has facilitated cultural exchange that transcends geographical and cultural barriers [15]. The change is supported by the aspect of globalization and the use of developed editing strategies that makes the content more desirable and easier to consume.

An important challenge that serves as a barrier to the success of short-vide content is the limitation on time. Often the videos are bound to 15 to 60 second which poses a greater challenge to the depth of the cultural information to be shared within a single video [4]. As a result, content creators who focus on disseminating traditional cultural content has focused on the use of strategic video editing strategies to enhance their practice [14,15]. This includes the integration of technical strategies such as the use of visual effects, pacing and translations. Each of these forms an

important factor towards improved cultural adaptations to serve the evolving audience [13,15]. The primary goal of content creators adopting different editing strategies to fit a global audience is to see that cultural authenticity is maintained in every single short-vide uploaded [2]. Thus, the story telling approach must show originality which is commonly enhanced by the use technological adaptations that include editing to improve the efficiency of cultural dissemination.

This meta-analysis study delves into research on the cultural-clip editing strategies in mobile short-video information systems as a significant approach towards overseas dissemination of traditional culture.

Background

The social economy is increasingly being favored following the high number of people consuming short-video content. The evolution of the digital space and the rise of information technology has challenged the traditional cultural dissemination strategies. Today, content creators have dived into technologies such as short video, artificial intelligence (AI), augmented reality (AR), and Virtual Reality (VR) [1,17]. This exploration has opened up numerous opportunities of cultural expressions with the rise of global audience interested in learning about different cultural heritage increasing the demand of short -video among other techniques [4]. The need to protect and re-use traditional culture by countries has therefore resulted in the rise of innovative technologies such as video editing to enhance cultural publicity [2].

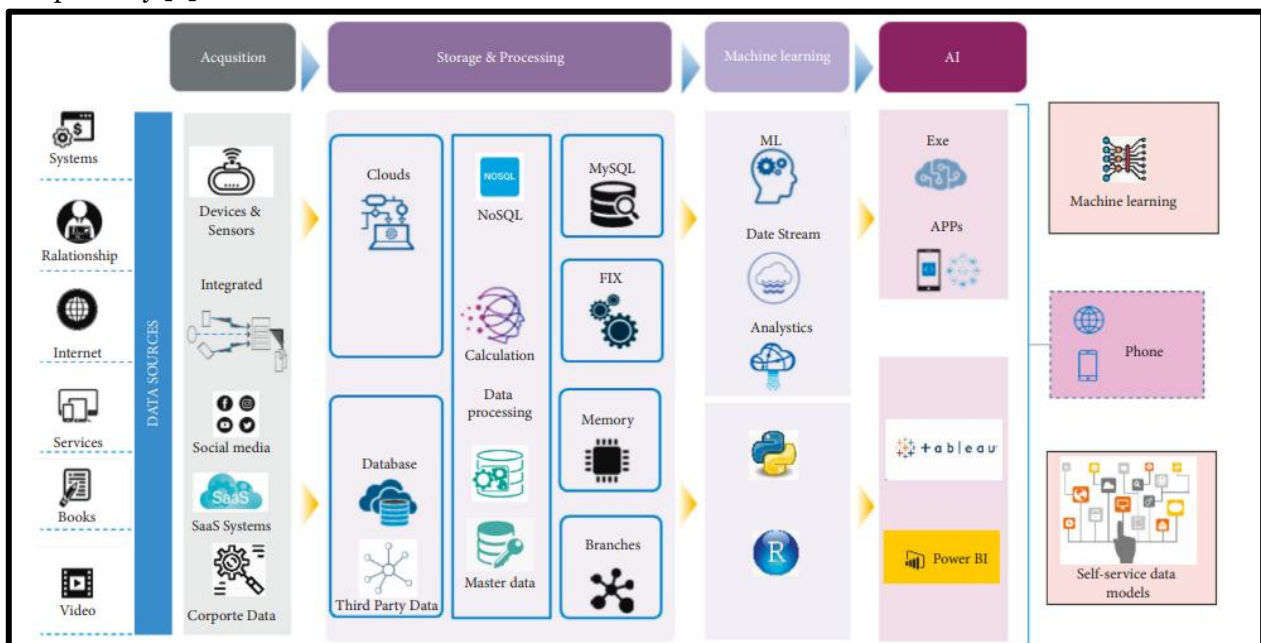


Figure 1: Interactive communication model of traditional culture, [17].

The need for understanding the evolution of cultural editing and other technical aspects that enhances cultural dissemination would be understood within three main contexts. First, the use of new media environment that includes short-video transcends the time and space limitations [3,4]. This has led to the creation of a new space where modern life has successfully blended with the traditional culture. The second context is based on the diversification of the display forms utilized within the short-video platforms that include the virtual museums, and online music [3]. These are important towards making the traditional cultural content more interactive and attractive. The third context involve the characteristic of short-video associated with rapid dissemination [3]. This is an important aspect that enhanced the reach to a global audience.



Figure 2: Short video software TikTok, [16].

Cultural editing in short-video has been enabled by the pursuit of interactive relationship between the content and the audience. This has led to the fusion of innovative mechanisms that make the dissemination of traditional culture more efficient [4]. Platform vernaculars and algorithmic considerations has been critical in this revolution especially to encourage the use of unique communication across different cultures [10]. The conventional practices within the short-video content are based on the integration of unique visual language to influence interaction patterns that allow understanding of different cultures [12]. This aspect has been enhanced by algorithmic design which makes cultural dissemination easy by recommending culturally specific contents to the audiences [11]. The platform vernaculars and algorithmic considerations as a result impact the choice of the editing strategies used.

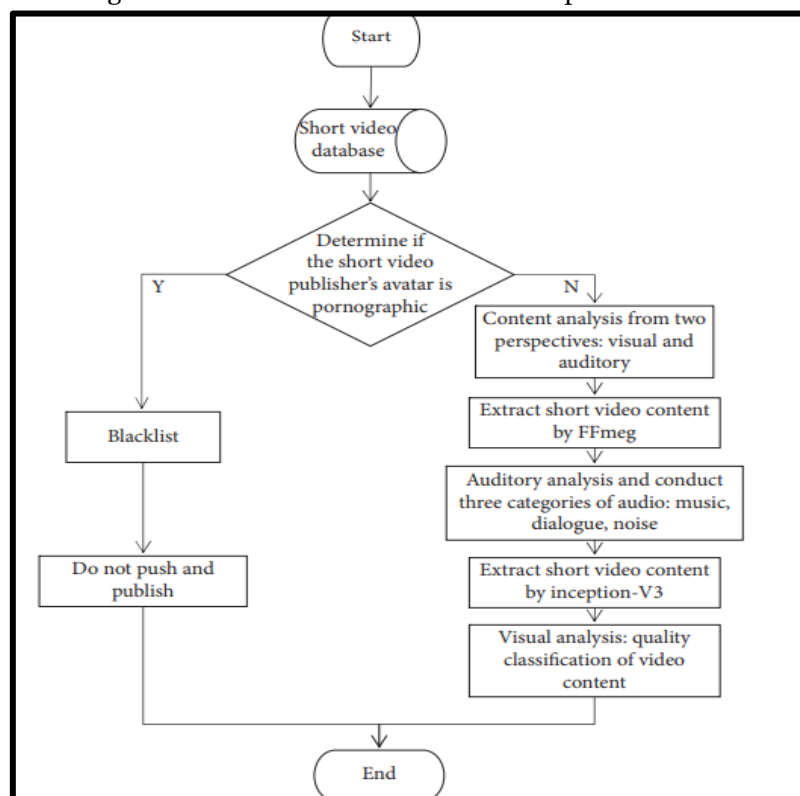


Figure 3: Flow chart of algorithm architecture design, [16].

The theoretical underpinnings that guide the completion of this meta-analysis include the Hofstede's cultural dimensions theory which is critical in understanding the need for cross-cultural adaptation as a strategic incentive to improve cultural dissemination [8]. The model is also significant since it appraises the need for cultural expression while maintaining the core integrity and heritage of the people [9]. This is a guiding rationale that expresses the rise of cultural digital representations through platforms such as short-video systems which have been receptive of

different cultural underpinnings [7]. The digital cultural resonance framework is also critical in the completion of this meta-analysis with its provision on three main factors that include visual appeal, cultural authenticity, and contextual bridging [5]. The framework is essential given that it guides the analysis of the cultural narratives shared through the short-video content to foster an understanding of different culture. Thus, through the framework the implication of the editing strategies towards enhanced culture practices, identity and behavior will be realized [6].

Methodology

This meta-analysis study employed a systematic search strategy to identify multiple studies for evaluation. Among the databases considered for this study includes Web of Science, JSTOR, Google Scholar, and PubMed. Key terms were used in the search strategy to help in obtaining studies that were relevant to the topic in question. The key terms employed included 'cultural-clip editing strategies', 'short-video', 'narrative strategy', 'social economy', and 'balance.' The potential articles identified were 100 which were toned down to 30 based on the specificity of the articles within the topic stated. The studies had to focus on short-videos with explicit conversation about cultural exchange. Peer-reviewed article, and dissertations were among the selected studies. The Studies were written in English. Qualitative and quantitative reporting of the results is utilized to support concrete conclusions about the study in question.

Results

The analysis of the selected studies revealed different editing strategies in various categories as discussed below;

Technical Editing Strategies

Visual effects and enhancement are a key editing feature utilized in the making of short-videos. Across the studies evaluated it was noted that the use of excessive filters, and rapid transitions had a negative impact in user engagement. However, the use of strategic visual effects that fits the cultural contexts of the audience encouraged higher engagement [18,27,39]. For instance, short-videos that references tangible heritage such as cultural artifacts, architecture and costumers attracted huge engagement if they utilized high-definition close ups and color enhanced subtle [22,30]. Audience characteristics also affects the pacing aspect utilized while editing short-videos. Based on the findings it was noted traditional cultural content benefited most from slow paced videos. Sound and music are key technical aspects utilized to enhance editing of the short-videos [25,39,44]. Higher engagement is observed in short videos that maintains original cultural sounds while adding minimal explanatory elements. This is an important aspect that enhances simplification of the content for better understanding among different target audience as a variation of their cultural heritage.

Narrative Strategies for Cross-Cultural Engagement

An important factor that defines the choice of the editing techniques is the information density optimization. This is a concept discussed in the study by Park et al. (2017) as a foundation of understanding the different approaches used in short-video editing to enhance cultural dissemination. As observed in **Fig 4** the weight of the content of a particular video defines the consumption network. In specific context, the editing aspects will be done to match the specific audience based on the preference of the people. This is therefore a unique expression of why different editing strategies are used following various forms to ensure that the short-video content effect reflect on cultural expression across different communities [19,39]. One result, is that excessive information created cognitive overload and disengagement. Further, insufficient context left international viewers without necessary cultural frames of reference [17,39]. These are key findings guide towards the editing of cultural oriented short-videos with the goal of effectively meeting the needs of the targeted audience. Optimal information density however varies across different people thus the need for the editors to analyze the performance metrics of short-videos across different cultural backgrounds [5,17,39].

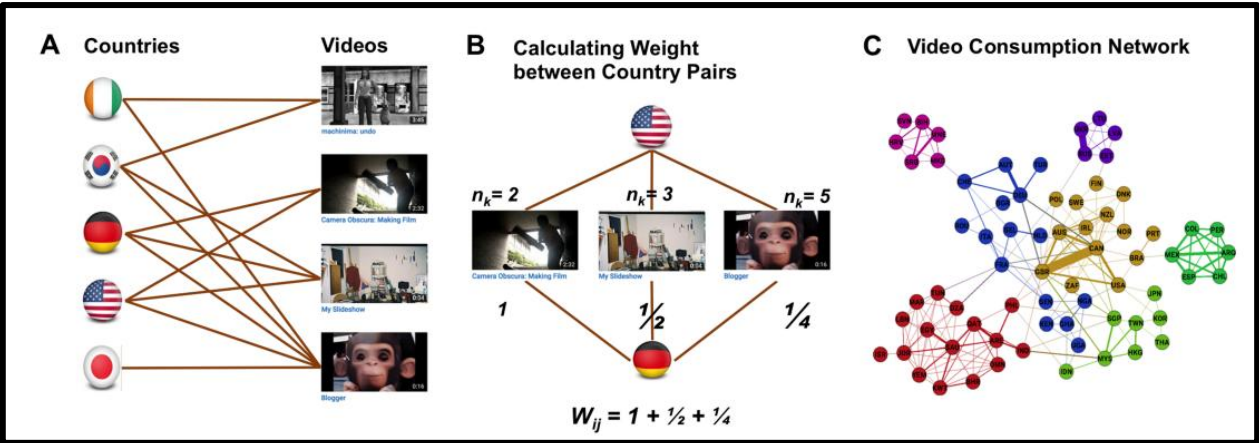


Fig 4. Construction of the bipartite network of video co-consumption on YouTube, [23].

The use of translation and varied linguistic approaches is also another important feature used by short-video content creators as they pursue cultural expression [19]. To achieve this, three modalities are utilized namely; minimal text with visual emphasis, limited to essential terminology bilingual parallel text and explanatory captioning [25]. For instance, in a study by Peters et al. (2016) shows that there were slightly more correct responses in the captions group (29.1%) than in the L1 subtitles group (25.5%) [25]. This is an important provision that guides the editors on the choice of whether to use captions or subtitles to enhance cultural understanding across different audience.

	Form recall (247 observations)		Form recognition (212 observations)		Meaning recognition (219 observations)	
	Incorrect	Correct	Incorrect	Correct	Incorrect	Correct
Captions	95	26	78	32	93	19
	78.5%	21.5%	70.9%	29.1%	83%	17%
Subtitles	112	14	76	26	73	34
	88.9%	11.1%	74.5%	25.5%	68.3%	31.8%
Total	207	40	154	58	166	53
	83.8%	16.2%	72.6%	27.4%	75.8	24.2

Table 1. Number and percentage of incorrect and correct responses in Form recall, form recognition and meaning recognition test [26].



Figure 5. The use of captions on TikTok, <https://encrypted-tbno.gstatic.com/images?q=tbn:ANd9GcS-eiKY6foaQNuUaOoaZsXe5uTCEeBabGhJ2Q&sb>

The use of translations and different linguistic modules are critical to enhance understanding of varying cultural content. This is an editing aspect that helps the content creators target and communicate with audience of different cultural settings [15,39]. As a result, cultural exchange is facilitated through the simplification of the content while maintaining the cultural heritage of the original people [29]. This explains why most of the short-video content will present both original cultural terms and translations.

Cultural Adaptation Strategies

Different cultural adaptation strategies are enhanced in the editing of cross-cultural shot-video content. This is an important aspect that is considered in the dissemination of content with the aim of avoiding cultural backlashes. The need for respect is pronounced especially in the pursuit of humor which is a major highlight to increase emotional engagement. The insiders of different cultures tend to edit their content so that it reflects on integrity and respect for their cultural heritage [17,39]. Thus, as evident in the studies cultural backlashes often occur if short-video contents negatively reference religious ceremonies or practices. Another theme that is evident in the editing strategies used is the need for achieving authenticity balance [18,26,39]. This has been presented in the context of the editors maintaining the authenticity of the content so that it can be easily replicated [32]. The aim is to avoid the expression of complex cultural practices and norms that are unrealistic. Thus, the principle of simplification is acknowledged during the editing process. Another factor that guides the editing of cultural short vides is the need for maintaining the cultural reference point calibration. This is a specific theme which is pronounce in terms of the efforts by video editors to create a connection between tradition culture and the modern-day life [39,41]. Such contents have a higher engagement across different audience.

Platform-Specific Optimization Strategies

Algorithmic alignment emerged as a top moderator of the short-video content given that it increases the counts of views. This is a key differentiating factor considered in the editing of the video content to reflect on strategic hashtag that are developed to suit in certain vernaculars [139]. Such is an important development that has helped different communities share content that is aligned to their culture and effectively serve the target audience. The use of a trending sound within the different community is used to enhance cultural identity and integrity [13,19,25]. This is a strategy that has been common in platforms such as TikTok where people are encouraged to do ‘challenges’ of a specific sound. As a result, aspects of cultural responsiveness to contemporary issues are realized through the comparison of different cultural content.

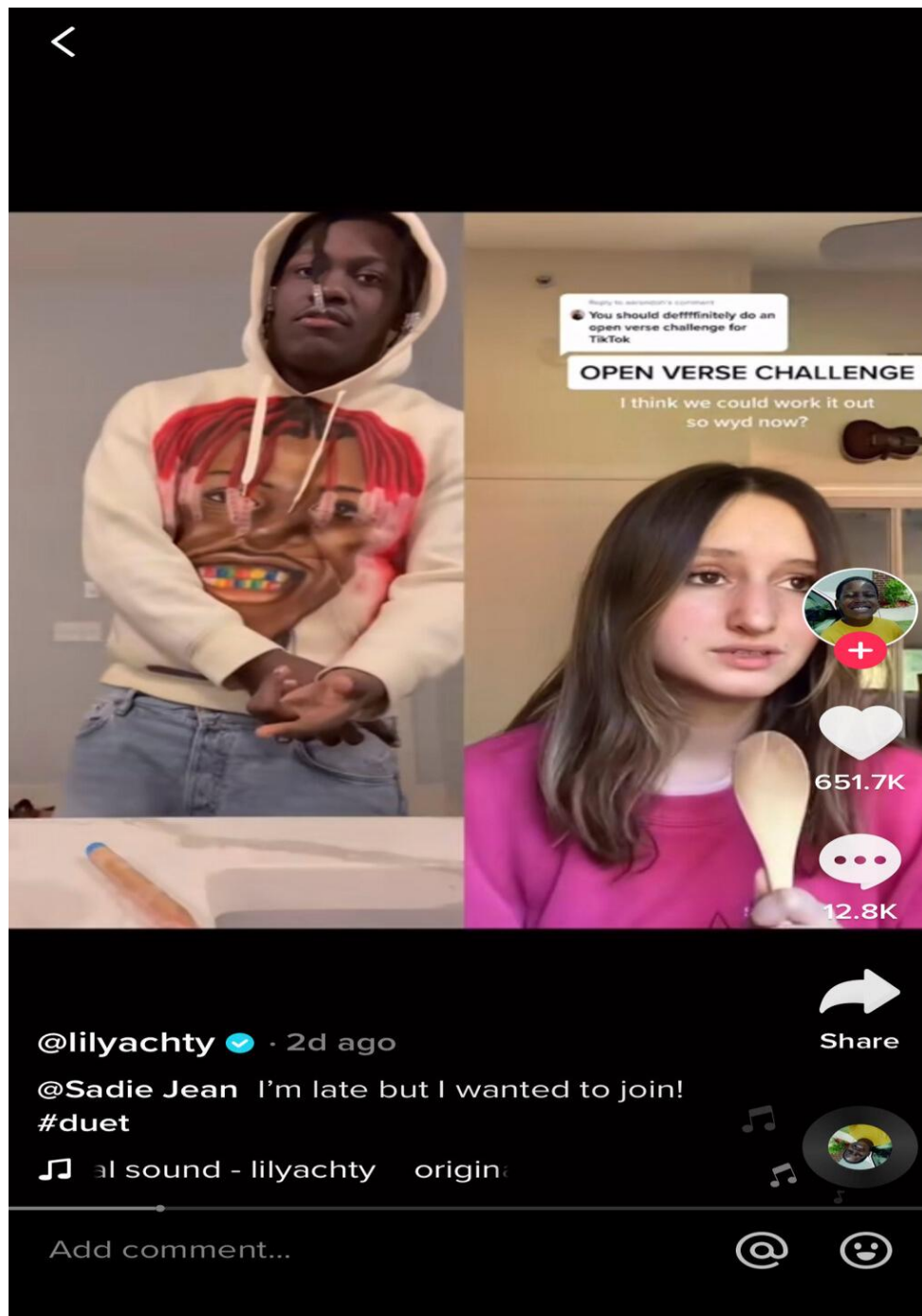


Fig 6. Illustration of TikTok Duet, [24]. <https://static01.nyt.com/images/2022/01/15/arts/07yachty-tiktok/07yachty-tiktok-superJumbo.jpg>

The use of interactive features has been a common editing technique and includes features such as duets, challenges and stitches [39,42]. These are important moderators that push content creators to interact with the new trends by comparing their performance [41]. As a result, high cross-cultural engagements are realized compared to a passive content which has a relatively sharing rate.

Discussion

This meta-analysis has revealed an interplay between technical and cultural considerations in the editing of short-video systems. This is a key concept that has evolved with the rise of technological advancement and the consumption of digital content [21,25,29]. Cultural appropriation is emerging as a major contender of enhanced digital content consumption with the content creators taking into account the influence of different cultural underpinnings [39]. Thus, the dissemination of overseas short-video content requires a blend of technical brilliance and cultural appropriateness to effectively communicate with the target audience [21,42]. Such is a significant concept whose application in future research and design of short-video content requires a diverse analysis of the process and outcomes. The aim is to ensure authenticity of the different cultural heritage is maintained. Editing practices that are abusive to certain cultural settings are not only regressive but receive lower engagements [38].

Simplification of the cultural aspect is a key factor that enhances exchange across different settings. This is in consideration of the need for people to learn how others interact. However, complex interactions tend to lose the authenticity since they appear to be unrealistic [27]. The need for editing of the cultural oriented short-video content is supported by the need to reduce cognitive overload while at the same time facilitating effective expression of the content. This explains why an ethical balance is required in the editing process [37]. The purpose is to promote creativity while avoiding any contrasting responses or reactions from the audiences. Overseas cultures demand multifaceted expressions which are considerate of the reception from different people [43]. This is an important provision that defines the new framework for the social economy. As a result, a deeper understanding of the platform ecology is required to support effective cultural transmission.

This study has several limitations that would be identified as well as affect the quality of the interpretations made. The first limitation is the fast evolution of short-video platforms which challenges the implication of the results in the long term [29]. This includes the algorithms and platforms features that are changing overtime in a faster pace than the implementation of recommendations made on the past technologies. The other limitation is the scope of the geographical research areas covered in the studies selected. There is extensive research on East Asian countries and major developed countries. As a result, there is limited exploration of indigenous cultures and regions [32]. The two limitations present an opportunity for research gaps that includes the need to compare the effectiveness of the different editing strategies used across various cultures [42]. Also, there is the need for future research to integrate diverse perspective on the role of digital representations of cultural traditions across different groups and communities.

The limitations identified within the context of using short-video for cultural dissemination presents an opportunity for more innovative approaches [31,38]. This includes the integration of data mining and digital technology incentives which demands the analysis of short-video propaganda to enhance the effectiveness of the cultural-clip editing strategies in mobile short-video information systems [1,36]. The focus is to engage in effective data mining and cleaning practices that will improve the use of innovative editing strategies to enhance cultural expression.

Other recommendations relevant to the platform developers would include the implementation of ethical frameworks. This is a crucial segment that will enhance cultural exchange while preserving and protecting the tradition perspectives and knowledge [33]. Preserving these rights will help in maintaining the cultural heritage of different countries while maximizing the use of digital spaces and technology for cultural expression [15, 36]. There is the need for the short-video developers to refine the recommendation algorithms in support of cultural appropriation across different cultures [24,30,39]. This will include diversification of the cultural heritage content to avoid the implication of inappropriate contextual juxtapositions that may lead to trivialization of culture practices [45]. The aim is to ensure that the dissemination of traditional culture is guided by the need for preserving and protecting the authenticity of the people.

Recommendation for future research include expansion of the methodological approaches used in studies of this nature. This recommendation provides the need for researches to integrate the perspective from different traditional cultural bearers on the influence of digital representation of their respective culture [10,11]. The insights would be critical to enhance a more nuanced approach to the learning of how traditional culture is expressed in the digital spaces such as short-video systems [34]. Also, there is the need for expanding the scope of the research by

engaging in longitudinal studies that will explore the relevance of short-video platforms in the understanding of the different culture [13,35]. This is an incentive that will go beyond the current focus on engagement metrics that has been a priority of improving the social economy with less attention on the significance of the content to the lives of the audience.

Conclusion

A balanced view into the rise of the social economy that includes the short-video platforms such as TikTok is important to promote cultural appropriateness. This is guided by the provision that people have been using the social media platforms for cultural exchange by expressing the content that is aligned with their communities. This is a trend observed in a global context considering the higher demand for cultural oriented content. As a result, a deeper understanding of the platform ecology is required to support effective cultural transmission. Also, improved research interventions that addresses the gaps and limitation raised in this meta-analysis would be appropriate to enhance better understanding of the role of short-video platforms in enhancing cultural exchange. The core consideration is the blend between technical and cultural attributes that helps the editors maintain the cultural authenticity and integrity.

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