

## AUDIENCES' ACCEPTANCE TO SHORT VIDEO NEWS AND TRADITIONAL NEWS REPORT

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### ABSTRACT

The growing efficiency of short-video content has become a major concern for livelihoods in an era where digital media affordances, particularly in news consumption, dominate everyday life. This study examines the differences in audience acceptance of short-form video news compared to traditional news reporting. A quantitative method was employed through an online questionnaire, focusing on three dimensions: audience characteristics, news consumption practices, and levels of acceptance. Respondents are active social media users and regular news audiences from diverse demographic backgrounds. Prominent finding reveals that traditional and short video news reporting represent different modes of contemporary journalism and the adverse consequences on news audience behavior, content preferences, interactive feedback, and overall reception. Short video news is defined by fragmented delivery, real-time updates, interactivity, and algorithm-driven distribution, while traditional TV news emphasizes rigorous content, comprehensive narration, authoritative information, and one-way communication. Audiences generally prefer both formats for current affairs, though their motivations differ. Traditional news is valued for its informational authority, whereas short video news appeals to those seeking rapid access to trending topics. In the context of digital media, short video news has reshaped reporting practices and audience habits, becoming the mainstream channel for daily news consumption due to its frequency, immediacy, and interactive experience. Traditional news has an obvious advantage in the audience's evaluation of content integrity, rather than short video news, consequently, it can retain strengths in content integrity, factual authority, and audience trust, making it indispensable for in-depth and systematic coverage. Finally, short video news fosters fragmented cognitive patterns, while the traditional TV news supports comprehensive understanding. These findings underscore the necessity of integrating both formats to promote balanced and healthy public news consumption.

**Keywords:** News audience / News report / Short video news / Uses and gratification theory

### 1.0 INTRODUCTION

In the digital media age, the core connotations and practical logics of news value have undergone a structural reshaping. The iron triangle theory of "timeliness, factuality, and publicness" upheld by the traditional news industry, while still serving as an important norm for constructing public knowledge, has seen its evaluation criteria and implementation methods redefined in the platform-based media landscape exemplified by short videos. While effectively creates a sense of presence, news reporting in the form of short videos on digital platforms often leads to the compression or even sacrifice of an event's context, causal relationships, and diverse perspectives, with authenticity rooted more in emotional resonance than factual verification (Yang, 2024, p. 4).

Through real-time feedback and personalized recommendations, short-video platforms have constructed a highly efficient "gratification loop" (Theiss, 2024), which not only responds to users' existing needs but also continuously shapes and stimulates new ones—such as a sense of belonging derived from being "understood" by algorithms and social capital accumulated through interaction (Walia, 2025). This change reflects the broader transformation of news into "intelligent technology-driven and multi-dimensional integrated content forms" (Wang, 2021), indicating the disparities in news consumption in the digital age. This not only represents the fundamental differences between short-video news and traditional news report in terms of news value, but also points to their distinct potentials and limitations, thereby achieving a deeper understanding of the complex dimensions and evolutionary trends of news report as well as news consumption behaviors of new generation.

## 1.1 Traditional News Report

Traditional journalism is built upon an architecture of 'publication and archiving', which determines that its production is periodic, finished, and traceable (Deuze & Witschge, 2018). According to Filho (2024), the core of traditional journalism must move beyond the mere transmission of facts and toward the construction of "demonstrable public knowledge". Journalism is not about being the first to state what happened, but about striving to be the authoritative record that the public can rely on when it comes to 'how we know what happened'. As such, its authority stems from transparent methodologies and a reproducible verification process. This definition of traditional news reporting focuses on rigorous method, in-depth contextualization, and procedural transparency, with its distinguishing features being production cycles, narrative complexity, and the pursuit of certainty. The unique role of traditional news report is eventually resumed as a "verifier" and "interpreter" in an era of informational chaos where news authenticity is constructed more by 'felt truth' than by 'institutional verification' (Swart et al., 2017).

Due to the differing characteristics of news carriers, different traditional media such as newspapers, radio, and television exhibit significant variations in the implementation details of the process, particularly in terms of technical dependence, personnel allocation, and communication effects. The classic process of traditional news report features distinct linear characteristics, derived from the limitations of traditional media technologies and the rigor of industry norms. Xiao (2016) concludes that the process of news production can be refined into five core stages: clue discovery and fact-gathering, fact verification and topic selection, content creation and form processing, gatekeeping and review, and distribution and promotion. These stages are closely interlinked following as each preceding stage lays the foundation for the subsequent one, and each subsequent stage deepens the work of the previous one, forming a closed-loop operational system (McNair, 2017).

## 1.2 Short Video News

Entering the digital age, especially with the rise of short-video platforms, users' reliance on and expectation for personalized recommendation have themselves become a new, deep-seated media usage need, namely the psychological need to be understood and served efficiently (Qin & Liang, 2021; Lei & Meng, 2024). Short video news essentially represents an entirely new journalistic paradigm. It is more than just an extension of media forms but it constitutes a

systemic transformation of production logics, narrative structures, and notions of authenticity (Filho, 2024). Its content abandons the pursuit of completeness and depth, instead striving to create sensory immersion and emotional engagement within a limited timeframe (Yang, 2024). This structure not only breaks the linear workflow of traditional news production, but also fosters a new model characterized by "multi-source input, distributed processing and centralized integration" where the platforms essentially hold the ultimate "editorial power" and "power to define value" over content (Wang, 2021).

At the narrative level, short videos have developed a highly stylized audiovisual grammar (Krieken & Shui, 2021), which constructs a highly immersive emotional realism through techniques such as fast-paced editing, emotional soundtracks, and front-loaded suspense (LI & Shui, 2020). While this model effectively creates a sense of presence, it often leads to the compression of an event's context, causal relationships, and diverse perspectives, with authenticity rooted more in emotional resonance than factual verification (Yang, 2024), reflecting the broader transformation of news into "intelligent technology-driven" and "multi-dimensional integrated content forms".

### 1.3 Uses and Gratification Theory (UGT)

The core of the Uses and Gratifications Theory (UGT) emphasizes that audiences are active agents who voluntarily select media channels and content based on specific social, psychological or practical needs, rather than passive recipients of information. The theory of UGT continues to exhibit robust theoretical vitality in the digital media age where audiences actively select media based on cognitive, emotional, social, and other needs (Glo, 2023).

According to Sichach (2023), this audience-centric perspective has completely broken the constraints of the media-centric paradigm in traditional communication research by shifting the research focus from "what media do to audiences" to "what audiences actively do with media". It is highly aligned with the characteristics of users' highly autonomous media usage in the digital age, especially the active screening, interactive participation and personalized customization demonstrated in news consumption, endowing the theory with enduring vitality. UGT is not only applicable to the analysis of traditional media, but its core assumption is that "audiences actively seek out media to satisfy specific needs". Thus, the UGT provides a classic and effective framework for understanding the acceptance logic of audiences' behavior in news consumption amidst a variety of short video contents on social media platforms (Li & Shui, 2020).

In short, the UGT has successfully transcended the evolution of media forms, enduring from the eras of radio and television to the short-video age. It provides a classic framework for analyzing why and how users consume short-video news, with the emergence of new concepts such as algorithmic gratification from its integration with new elements like algorithms and interaction. This is an indispensable theoretical bridge connecting the wisdom of traditional communication studies with the practice of contemporary digital communication.

## 2.0 RESEARCH METHODS

To find out the differences in audiences' acceptance to short video news and traditional news reports in terms of production, presentation, and audience interaction, this study adopts the

method of questionnaire survey with a set of close-ended questions regarding the role of UGT theory in explaining the acceptance of news audience contributing to short video news and traditional news report in comparison. Its core lies in capturing the audience's acceptance, exposure behaviors and feedback regarding the communication modes of traditional media like newspapers and television, and short video news like TikTok news, including UGC news.

## 2.1 Target Population

With reference to 'Yamane formula' for population over one million with the 95% confidence, proposed by Taro Yamane, the formula is applied to ensure the validity of the research data. Finally, 400 valid questionnaires are targeted for data sample size. It is flexibly adjusted according to the actual questionnaire collection results, so that the sample distribution conforms to the characteristics of the real population structure, effectively ensuring the representativeness of the sample and providing a reliable data basis.

## 2.2 Materials

The research subjects are news audiences and users who are active on social media and regularly exposed to news. To ensure the representativeness and universality of the research conclusions, samples covering different age groups, genders, and frequencies of news exposure and social media usage are included. The questionnaire was disseminated in a targeted manner through online social channels such as WeChat Moments and WeChat groups to expand the research scope, enrich the sample composition and increase the total sample size.

To prevent and control duplicate filling behaviors and ensure the validity and authenticity of the research data, the questionnaire for this study is divided into three main parts. The first part collects the basic information of respondents, including gender, age group, educational background and occupation, to identify the core groups of news consumption and their basic characteristics. The second part focuses on respondents' news consumption behavior, involving daily news viewing duration, favorite content types, usual viewing time, frequently used viewing devices and primary viewing motivations, and the cognitive importance in daily information acquisition.

The third part compares the audience's acceptance of short video news and traditional news, covering the evaluation of content integrity, the trust in content authenticity, trust tendency when there are contradictory reports on the same event, and information update speed as well as satisfaction with interactive features and the overall value evaluation of the two types of news.

## 3.0 RESULTS

The research found that there are obvious differences between the audiences of short-video news and traditional news in terms of audience characteristics, behavior in news consumption, and their acceptance as shown in Table 1. Also, the elements of audiences' acceptance justified on news production, presentation and interactive satisfaction including overall acceptance are drawn in line chart as Figure 1.

### Table 1- Differences between Traditional and Short Video News

News audience	Traditional news	Short video news
Audience characteristics		
Age	36-55 years	19-35 years
Education	Bachelor's degree or above	Lower or bachelor's degree
Occupation	Government or public institution	Student and corporate employee
Daily source of information	TV	Social media platform
News consumption		
Preferable news source	13.25%	86.75%
Time spending a day	16.30%	71.70%
Preferable news time	Evening	Fragmented across morning, midday, and late-night hours
Important to daily life	40%	85.80%
Preferable news type	Current affair + politics	Current affair + entertainment
Viewing motivation	Accessing authoritative information	Quickly grasp trending topics
Audiences' acceptance		
Trust to news content	42.30%	40%
Trust in contradictory reports of the same event	36%	44%
Content integrity	70%	34%
Duration of news coverage	More than 5 minutes	Less than 1 minute
Coverage preference	60.30	70.20
Update speed	22.10%	87.60%
Enrich interactive feedback	18.20%	57.60%
Ease of news sharing	11%	61.30
Overall acceptance	58%	86%

### 3.1 News Audience Characteristics

The core audience of short-video news consists of young and middle-aged people aged 19–35 (71%), mainly students and corporate employees. This group is characterized by fragmented leisure time, high-frequency use of mobile smart devices, and a preference for efficient information acquisition through social media platforms. Traditional news has a stable audience base among middle-aged and elderly people aged 36–55, staff in government and public institutions. Such audiences pay more attention to the authority, depth and integrity of news content on TV broadcasting. In terms of educational background, audiences with a bachelor's degree or below prefers short-video news with concise expression, while highly educated audiences have higher requirements for the professionalism and depth of news content.

### 3.2 News Consumption

The study reveals that in terms of news format, although traditional TV is still an important news source for some audiences (13.25%), the majority respondents (86.75%) tend to obtain short video news, which 69.25% account for online news platforms and social media, coupled with 17.50% for live streaming. The data indicates that the audience is increasingly inclined to access news content through highly interactive and personalized digital channels. Live streaming platforms shows that modern viewers prefer real-time, convenient and interactive news consumption forms. In short, the trend of digitalization and networking of news viewing channels is obvious.

For audience acquisition frequency, 71.70% of the respondents spend time for short video news every day, which is 4.4 times that of traditional news (16.30%). On the contrary, the proportion of low-frequency acquisition and non-acquisition of traditional news is much higher than that of short video news, with 11% of the respondents never and hardly watching traditional news, while the proportion of short video news is only 1%. The distribution of the respondents' daily news viewing duration fully reflects the fragmented news consumption habit of modern audiences. 34.30% of the respondents watch news for less than 30 minutes every day, and 35.50% for 30 minutes to 1 hour, equivalent to a total of 69.80% of the audience spending less than 1 hour on news viewing. They are more inclined to quickly obtain the core information of news in a short time, rather than spending a lot of time on in-depth news reading and viewing. However, the viewing time of traditional news is highly concentrated in the evening, accounting for 51.70%, which is highly consistent with the prime-time broadcasting habit of traditional TV news, and is also related to the fixed viewing scenario of traditional news with family as the main body. In contrast, the viewing time of short video news is more scattered, with high proportions in the morning (21.80%), midday (24.20%) and late-night hours (16%), and only 32% of the respondents concentrate on watching in the evening, with only 6% of the respondents having "unfixed" viewing time. This scattered viewing time characteristic makes short video news suitable for the audience's fragmented time such as commuting, lunch break and before going to bed, and can realize the all-scenario coverage of news communication, which is also an important reason for its high acquisition frequency.

Moreover, the audience's cognition to the importance of short video news for daily life is significantly higher than that of traditional news. 85.80% of the respondents believe that short video news is either "important" or "very important", which is more than twice that of traditional news (40%). This indicates that short video news has occupied a core position in the audience's daily information acquisition system, and its communication value and practical value have been widely recognized by the audience.

Types of news where generally include current affair, politics, entertainment, economy and technology are highly related to the audience's behavior in news consumption. It is revealed that current affair is the primary news type preference from both news report formats where traditional news accounts for 38% and short video news is a little bit higher at 40.30%. The two news report channels also show obvious differences in secondary content preferences. Traditional news pays more attention to serious content such as politics (21.70%) and economy (18.30%), which is consistent with its advantage in authoritative and in-depth reporting, while short video news is more inclined to entertainment contents (25.70%), which can quickly arouse the audience's emotional resonance and interaction.

Additionally, the primary motivation for audience to consume traditional news is to access authoritative information (40.30%), followed by a track of social movement (29.80%). In contrast, as short-video news features high efficiency, diversity and entertainment, its core appeal is helping audience quickly grasp trending topics (30.20%). Moreover, short-video news can satisfy audiences' demands for entertainment purpose (17.80%), with diverse perspectives and algorithm-recommended content. In summary, traditional news is audiences' primary choice for proactively obtaining formal and core information, while short-video news has become an important channel to learn about trending topics in a fragmented way and meet their entertainment and diverse information needs.

### 3.3 Audiences' Acceptance to Traditional and Short Video News

For news audiences' acceptance regarding production, presentation and interaction compared between the traditional channel and short video platforms, the research found that terms of "trust" and "integrity" are highly related to news content production, while "news coverage" and "updated speed" are conditional to justify their presentation quality, and "feedback channel" and "sharing" facilitation become measurable for news audience satisfaction.

#### 1) News Production: Trust and Integrity

In Identifying the trust in content authenticity, traditional news still maintains a certain advantage due to its authoritative endorsement, however, the overall trust of short video news is close to that of traditional news and shows a steady upward trend. The proportion of traditional news reaches 42.30%, slightly higher than 40% of short video news, indicating that the audience's recognition of the content authenticity of short video news is continuously improving. In case, the two types of news have contradictory reports on the same event, the audience's trust tendency is obviously inclined to short video news. 44% of the respondents are more inclined to believe short video news while 36% of the respondents are inclined to believe traditional news. In addition, 19.80% of the respondents said "uncertain".

Moreover, traditional news has an obvious advantage in the audience's evaluation of content integrity, which is closely related to the communication forms of the two types of news. 70% of the respondents believe that traditional news is "very complete" and "complete" while the proportion of short video news in both levels is only 34%. This difference is due to the fact that traditional news focuses on in-depth reporting and complete narrative, and can present the background, details and context of news events in a comprehensive and systematic way. Meanwhile, short video news is limited by duration, it often focuses on the core information of news events, and it is difficult to present the complete background and details, leading to the audience's relatively low evaluation of its content integrity.

#### 2) Presentation: Coverage and Update Speeds

The coverage of the two types of news constitutes a significant aspect of news presentation, marking a distinction between short video-based reporting and traditional television broadcasts. Audiences generally express greater satisfaction with news coverage that are less than a minute in length, which is the embodiment of their respective media attributes, followed by 1-3 minutes. This fully shows that the audience's demand for short video news is to quickly obtain more information, and the short duration is the core competitiveness of short video news

to adapt to fragmented consumption habits. In contrast, the respondents accept traditional news for more than 5 minutes. This is consistent with the characteristics of traditional news focusing on in-depth and complete narrative, and the audience is willing to invest a long time to obtain systematic and comprehensive news information for the content with high professional and authoritative attributes. As such, the majority of audience's preference to news coverage pattern between traditional TV and short video devices is equal to 60.30% and 70.20%, respectively. The result in preferred duration requires both news format to strictly control the content duration and optimize the information transmission efficiency.

It is also obvious that the speed of information update is the core competitiveness of short video news, and the audience's evaluation is far higher than that of traditional news. 87.60% of the respondents believe that the update speed of short video news is "very fast" or "fast", while the proportion of traditional news in "very fast" and "fast" is only 22.10%. This result reflects that short video news relies on the advantages of digital technology, can realize real-time release and rapid update of information, and can quickly respond to social hot events and meet the audience's demand for instant information. In contrast, traditional news is limited by the production process and broadcasting time, and the information update speed is relatively lagging behind, which makes it difficult to meet the audience's demand for timely access to hot news information. The huge difference in the evaluation of information update speed is one of the key reasons why short video news is more popular with the audience.

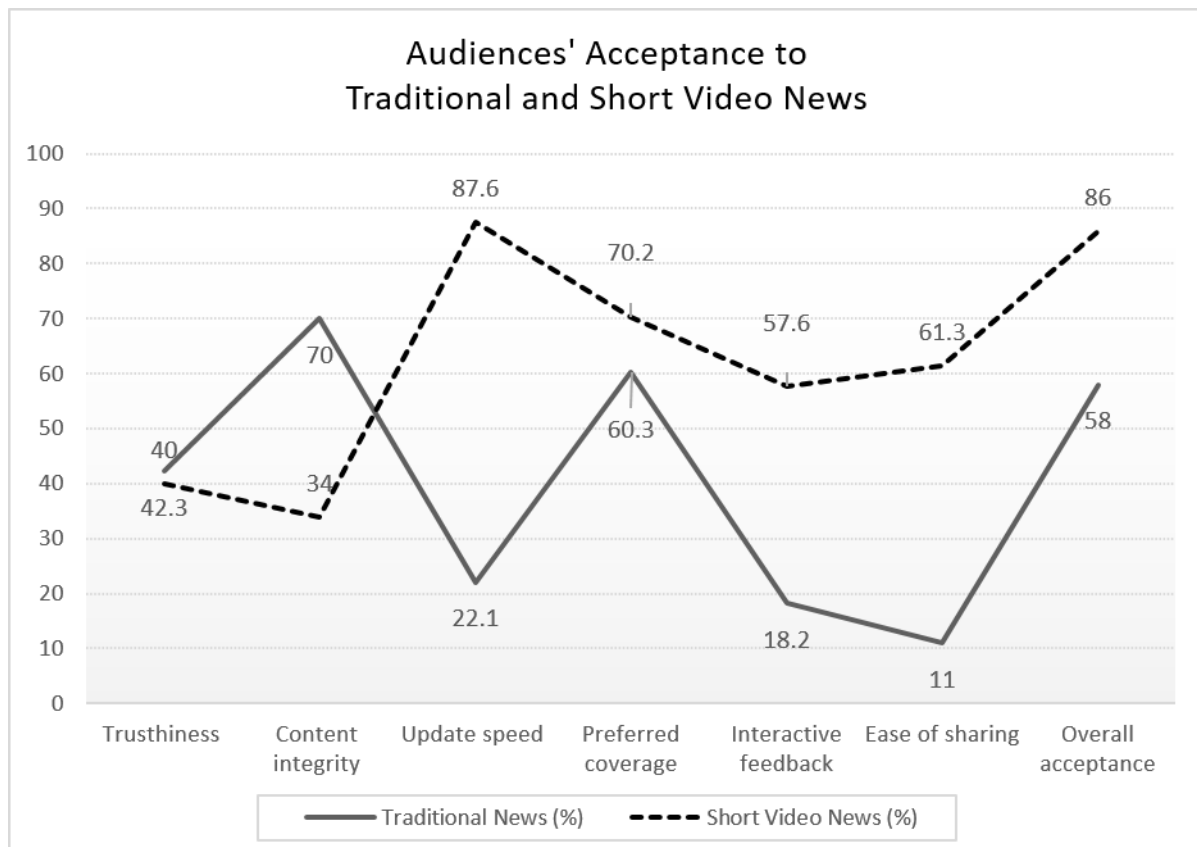
### **3) Interactive Satisfaction: Feedback and Sharing**

The research found that short-video news boasts a prominent interactive advantage, which is an important embodiment of the communication characteristics of social media. In terms of feedback interaction, 57.60% of the respondents expressed "very satisfied" and "satisfied" attitudes towards short-video news, compared with only 18.20% for traditional news where holds the value of opposite captions; "dissatisfied" and "very dissatisfied", at 45.60%. This is concurrent to their prominent distinctions. Regarding "news sharing", 61.30% of respondents feel "very satisfied" and "satisfied" with viewing short video news as they can easily share the videos with friends and family at any time any place. In contrast, only 11% of traditional news audiences are satisfied with the interaction on news sharing.

These are concurrent to their prominent distinctions. Traditional news is dominated by one-way communication and lacks convenient comment and sharing functions, resulting in a generally low level of audience satisfaction with its interaction. In contrast, short-video news has greatly enhanced the audience's sense of participation and interactive satisfaction by virtue of a sophisticated interactive mechanism including commenting and sharing, transforming the audience from passive information receivers into active news disseminators. The significant disparity in interactive satisfaction between the two indicates that traditional news is in urgent need of accelerating the construction of an interactive communication mechanism and improving interactive functions, so as to further enhance the audience's sense of participation and interactive experience.

In summarizing the overall acceptance to two forms of news report, it is obvious that the audience's recognition of the value of short video news accounting for 86% is significantly higher than that of traditional news (58%), which is the comprehensive embodiment of the

audience’s evaluation of the two types of news in all dimensions. This data fully indicates that the audience in contemporary society has fully recognized the value of short video news in information transmission, emotional satisfaction and social interaction, and its comprehensive acceptance has fully surpassed traditional news. The relatively low value evaluation of traditional news reflects that its value and role in the digital media environment need to be re-excavated and optimized.



**Figure 1- Audiences’ Acceptance to Traditional and Short Video News Consumption in Comparison**

#### 4.0 DISCUSSION

Consistent with the research objective of assessing audience acceptance between short video and traditional news reports, the results substantiate that short video news has consolidated its position as a mainstream channel of news dissemination, enjoying widespread approval among audiences in contemporary digital context (Yang, 2024).

#### 4.1 News Audience

Chen (2022) states that within the complex media ecology, audiences’ behavior are engaged with their social media affordance. According to Filho (2024), short video news has become a dominant mode of news dissemination because it matches modern audiences’ habits with its convenience, interactivity, and timeliness while traditional TV news still holds strengths in

depth and authority, appealing to audiences seeking comprehensive and serious information. Also, Krieken & Sanders (2021) point out that the core values of traditional news are factuality and publicity, with a one-way communication where the audience is only a passive recipient, which can be determined as a "media production - audience reception" model (Deuze & Witschge, 2018).

## 4.2 News Audiences' Acceptance

As such, Li & Shui (2020) stress that short-video news should optimize content recommendation and creation based on interactive data to improve the matching degree between content and audience needs. Among the advances in digital media, the value judgment of short video news is more inclined to sensory immersion, emotional resonance, and social stickiness (Lei & Meng, 2024). This is also concurrent to Theiss (2024) and Wang (2021) indicating that short-form video currently leads in popularity and market reach, pushing traditional news to accelerate its transformation by adopting interactive formats while leveraging its credibility. Harcup and O'Neill (2017) point out that traditional news value revolves around core dimensions such as publicity, importance, and proximity, meeting the audience's basic needs such as environmental monitoring and cognitive acquisition where differs from the content production and form design of short video news centered on the audience's needs for social capital accumulation and participatory identity (Liu & Zhang, 2022; Qin & Liang, 2021). Thus, the integration of both forms better serves diverse audience needs in the evolving media environment. Together, they can complement each other in fulfilling the role of news communication (Swart et al., 2017).

## 5.0 RECOMMENDATIONS

### 5.1 Policy Recommendations

Policy formulation for improving norms of news communication requires a comprehensive framework that addresses both regulatory oversight and industry transformation. Special supervision regulations should be issued for short-video news, with clear standards for content review, information traceability, and penalties for violations, alongside defined legal liabilities for creators and distributors.

To ensure fairness, news organizations must promote industry-wide policies that encourage cooperation between short-video platforms and traditional media, regulate algorithmic recommendations, and safeguard the prominence of authoritative reporting. At the same time, norms for interactive behaviors in online news must be supplemented, requiring platforms to review and remove harmful content in comment sections while guiding audiences toward rational and constructive engagement.

### 5.2 Practical Recommendations

Governments should establish oversight groups to supervise digital news, publicize regulations, enforce inspections, and allocate support funds with ongoing evaluation.

At the industry level, short-video platforms and traditional media must form self-regulation alliances, adopt unified conventions, strengthen dual review systems, refine algorithmic recommendations, and expand short-video networks.

Social media platforms should lead campaigns to enhance public media literacy, provide clear reporting channels, encourage citizen participation in supervision, and collectively build a nationwide monitoring network.

Finally, cross-platform and cross-regional comparative research can illuminate how cognitive differences manifest across diverse scenarios, offering insights for more targeted and effective communication strategies.

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