

Analysis of the popularity of “cola mom needs to be gentle” on the basis of 5W theory

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Abstract: in the era of new media, short video software has emerged, especially buffering, which has become the focus platform of many creators. However, due to the fierce competition, it is quite difficult for the accounts on the platform to become popular. The creators need to form a unique style, break through the homogenization barrier, and convey the positive values recognized by the public and in line with social development. Based on the 5W theory, this paper analyzes the reasons for the popularity of “cola mom should be gentle”, and puts forward some suggestions for video creators.

Key words: dithering; “Cola mom should be gentle”; 5W theory; Account operation

1. Buffering is popular among users, and good ecology needs to be built

Because of its advantages of time fragmentation and style autonomy, shuaiyin has become a popular social platform since its launch. It not only provides entertainment for users, but also spreads information to every corner of society in the form of short video, becoming a new communication carrier. Its free, open and inclusive brand personality has attracted a large number of creators to settle in, and the accounts they operate jointly create a diversified ecological environment.

In order to optimize the ecological environment of dithering, scholars have studied high-quality accounts. For example, Yang Siyi pointed out that rose’s short video of rural cuisine has realized the innovation and diffusion of rural culture. For another example, huguangyuan believes that the success of Huihui week is not only due to its high production level, but also due to its consideration of social benefits. To sum up, the key to the success of the account is that the creator has a high degree of ideological awareness and social responsibility. So how to improve the ideological level of the creator and avoid the value penetration of inferior videos to the audience is a problem that the whole academic community and even the society should focus on.

Qin Yuanyuan found that since 1982, China’s fertility rate has generally shown a downward trend, which is contrary to the two child and three child policies formulated to solve the serious problem of aging in China. Therefore, the society urgently needs the guidance of positive marriage view and parenting view. Dithering can provide a powerful carrier for the dissemination of such ideas. Zhangzifan and others believe that short video has the function of public opinion guidance and education, which can arouse the emotional resonance of the audience and stabilize the public mood.

It can be seen that the research on “cola mom should be gentle” in this paper is meaningful. As a daily account recording life, it gains popularity with a simple style, turns fans into consumers, and also widely spreads the correct value concept. Its operation has reference value.

2. Analysis of the reasons for the popularity of “cola mom should be gentle”

At present, in the academic field, there is a gap in using 5W theory to study the popularity of dithering accounts. Therefore, based on the 5W theory, this paper analyzes the practice path of “cola mom should be gentle” from five corresponding aspects, and explores the uniqueness of its communication strategy. By sharing the daily life of a family of four, it shows a warm and harmonious family atmosphere, and shapes the images of four people: parents who respect their children, gentle and quiet older sisters, and naughty and lovely younger brothers. The account has been opened since January 2020. By March 2023, it has released more than 300 videos, and has gained 1091000 fans. The cumulative number of likes has reached 13.68 million.

2.1 communication subject: ordinary family, friendly image

Zhaolingling and others believe that the communication subject should have affinity for the audience. The dissemination subject of “cola mother should be gentle” is cola mother and her family members: daughter Qiqi, son cola and husband Mr. Xu. The composition and division of labor of their family of four are very representative in many families in China. The husband works hard outside; The wife should do well in logistics; The daughter is clever and sensible; His son is naughty but warm-hearted. Such a series of ordinary characters make the audience feel close, and the friendly pyrotechnic atmosphere has replaced the commercial atmosphere of people.

2.2 communication content: real daily life, skillful introduction, soft broadcasting

Lijin et al. believe that short video has been developed and the audience is willing to obtain information through it, which will directly affect the audience’s thinking, so its communication content is particularly important. The content released by Cola mom shows the audience the living conditions of a harmonious family and effectively alleviates people’s resistance to marriage. On the basis of sharing the beauty, she skillfully uses the episodes in life to share the same frequency with reality. For example, in the video released at the end of 2022, a family of four people won the new crown one after another, and the time coincided with the social status quo, which made the communication content more authentic and narrowed the distance with the audience.

On the other hand, advertising is the main source of income for the account, so creators who need to make profits need to insert advertising in the video. But lijingxiu’s research mentioned that the audience will have resistance to online advertising, which will affect the

communication effect of advertising. So it is particularly important to handle the relationship between advertising implantation and content production. At this point, the style of cola mom is: soft and wide, and appropriate integration. There is no hard broadcasting in the video she released. The way of advertisement implantation is to shoot the product at will, so that the audience can accept the product information when they are not paying attention, and then improve the memory effect through the repeated appearance of the product, and put the product in the dithering window for the audience to buy. Such a method is consistent with David Ogilvy's theory that a good advertisement can be sold without attracting public attention.

2.3 communication channels: mass media, both quantity and speed

Ouyang chuhao and others mentioned in their research on dithering that it can push the stream on a large scale, instantly and quickly through the accurate user portrait of big data, which not only meets the psychological needs of the audience, but also provides the creators with the core resources to realize the flow. Expanding the audience through channels is the first step to the success of account operation. Cola mom publishes her family's daily video on the mass media of dithering, which brings traffic to her account based on its huge user base and fast transmission speed.

2.4 communication audience: wide range and diverse types

Li Yunyao believes that the audience is an individual with specific needs. The audience of cola mom is diverse, including full-time Bao mom with the same identity as cola mom and college students. In order to meet their own emotional needs, they have become the audience of communication activities, and are willing to make positive feedback on the subject and content of communication. The video of cola mom not only provides a reference for Baoma's parenting, but also provides relaxation time for high-pressure people to meet their need to relieve pressure.

2.5 communication effect: mode innovation and in-depth concept

Tianxiaofang believes that when receiving media information, the audience will conduct subjective screening, choose information consistent with their values for in-depth understanding, and avoid those contrary to their own cognition. The people's daily once commented that the family concept advocated by the Chinese is family harmony and prosperity. Cola mom's video is in line with this concept, and the video is a positive value guide. In addition, the parenting model of cola mom and her husband holding a bowl of water has also set a model for multiple birth families, making fans with the same idea more loyal to cola mom.

3. Development dilemma and suggestions

3.1 development dilemma

3.1.1 subject information disclosure and personal life restriction

When sharing daily life, cola mom will expose privacy and cause hidden dangers to family safety. Her living environment and travel tools have been observed by netizens with a "magnifying glass". The exposure of these information will be maliciously used by bad marketing numbers, resulting in the fermentation of irrational emotions. Qianyajie believes that for daily accounts such as "coke mom needs to be gentle", adding life details to the video does help to enhance the authenticity of the video, but the creator should control the boundary between the video world and the real world to avoid harm to him and related personnel.

3.1.2 the content is single and lacks explosive points, and the later creation is easy to fall into bottleneck

Cola mom's video is slow and lacks pop points, so it can't be popular for the time being. This paper believes that the difference between popularity and popularity lies in the scope, timeliness and degree of the influence of the account. The former has a small scope of influence and can only spread in local groups, while the latter can reach the level of public discussion; The former has a short time effect, which can be seen as being in the growth period of the account operation process, while the latter has a long time effect, which can be seen as entering the mature period. Therefore, with the passage of time, if the content mode of the account remains the same, it will lead to fans' aesthetic fatigue and turn off. In addition, because children are in adolescence, their personalities will change with age, and they will become uncontrollable factors in later creation.

3.1.3 fluke mentality weakens the sense of responsibility, causing all kinds of harm without any benefit

The profit of the account is realized through the flow, and it is correct to appropriately pursue interests. However, if the creator has a fluke mentality, misleads consumers and damages their rights and interests, it will affect the reputation and impact the positive image created by the Creator with a lot of time and energy in the early stage, resulting in a sharp drop in the flow.

3.1.4 development restricted by single channel

Dufangfang affirmed the role of multi-channel communication in improving the fit between communicators and audiences, and believed that multi-channel media environment could broaden the scope of communication. However, cola mom has not carried out multi platform operation, and its development space is limited by a single dithering channel, and the size of its fans has not yet reached the extreme.

3.1.5 insufficient account operation experience and limited communication effect

In the popular video, every shot and conversation the audience sees are carefully designed. Good planning can make the video achieve the desired communication effect. However, at present, the operation of "cola mom needs to be gentle" is in the early stage of development. The video released does not have professional mirror division logic, and the picture presentation is not exquisite enough and the dissemination is not enough.

3.2 suggestions

In view of the above development dilemma, the following suggestions are put forward for the creators such as cola mom.

3.2.1 stable and appropriate development of video subject

The image of kelema with great affinity and the family atmosphere of the four members of the family make the account unique in the main body of the video. They let the audience see the warm and happy daily life of ordinary families, and received attention. Therefore, stabilizing the existing affinity subject is conducive to the sustainable development of the account. On this basis, other personalized accounts can also be created to expand their influence, such as the account of cola dad to see the family from the perspective of his father. On the premise that children grow up to the right age, they can also be allowed to open personal accounts with distinctive personalities.

3.2.2 explore more interesting daily events to enrich video content

Compared with the official media, the content of private accounts such as “cola mom should be gentle” can be more rich and diverse. In addition to the existing warm content, cola mom can also explore more funny content such as family entertainment games and tutoring children’s homework. However, we should always adhere to the creation concept of “quality as king and quality as respect”, and stick to moving the audience with real and interesting content.

3.2.3 from transmitter based to receiver based

Zhangxiaomei pointed out that the audience will actively contact the media due to their own needs. Cola mom and other creators need to produce targeted content to meet the audience’s needs if they want the audience to actively accept them. The audience of “cola mom needs to be gentle” includes Baoma, college students and other groups. For Baoma, more cooking details can be added to the video, such as the food ingredients table attached to the video; For college students, cola mom should continue to level the bowl of parenting, and share the children’s interesting stories, so as to arouse the resonance of college students and move from the transmitter based to the receiver based.

3.2.4 innovating communication methods and broadening communication channels

To obtain new growth points of traffic, we must expand new channels and tap new effective traffic. This should follow two principles: first, the principle of digging where the audience is; Second, new sales channels must have the principle of liquidity. Broaden the communication channels, build the communication matrix, and select the appropriate combination according to the characteristics of the media platform to achieve better results. If creators want to stand out from many competitors, only one platform can not adapt to the communication mode in the new media environment. They can build accounts of the new platform and develop potential audiences on the basis of accumulating a certain number of fans.

3.2.5 adhere to the correct value orientation and cooperate with professional planning to achieve better communication effect

Cola mom’s value concept of keeping the family and making things happen is correct and in line with the trend of social development, so we should continue to adhere to the dissemination of this concept. Each creator should consciously improve their sense of social responsibility, and at the same time ensure the output of high-quality content, unify the positive value concept, cooperate with complete planning, so that the account itself and the value concept can be more widely disseminated.

4. Conclusion

To sum up, despite the fierce competition in the short video industry, the account can achieve success by organically unifying the subject and content of the communication and delivering the value concept consistent with the target audience. For example, the research object of this article, “cola mother should be gentle”, which practices the behavior style of husband wife harmony and filial piety of children, and has been widely recognized. In addition, creators should keep up with the trend of the times, make full use of technology, and combine multiple platforms to promote, so as to generate economies of scale and realize the sustainable development of accounts.

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