

The influence of short videos on elementary school students' English reading ability: Taking WeChat channels as an example

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Abstract. The rapid popularity of short video platforms has provided new ways for the dissemination of educational content. This study aims to explore the impact of WeChat channels on primary school students' English reading ability. Technology has expedited the growth of online education and video-based learning, with WeChat channels becoming one of the most widely used venues for students in China to share videos. With the assistance of parents, teachers, schools, and government education sectors, WeChat channels have the potential to play a more significant and positive role in the English learning field in the current era. The research results show that WeChat channels have developed into a vital video platform for students to find helpful English learning materials. The purpose of this study is to examine the effects, both good and negative, of the quickly evolving video platforms on primary school students' English reading abilities in order to provide a basis for further research.

1 Introduction

The advent of digital technology has dramatically transformed the educational vistas, providing innovative ways for students to learn and engage with content. Among the various digital platforms that have emerged, short video platforms have gained significant popularity due to their engaging and easily digestible format. This introduction section aims to set the stage for this study by discussing the relevance of short videos in education, the specific context of WeChat Channels, and the importance of examining their influence on elementary school students' English reading abilities.

1.1 Statement of the problem

The application of network technology provides new means for English teaching, and the introduction of short video-facilitated teaching mode into English teaching enriches and optimizes the English trial courses and plays an important role in improving the effect of English teaching. In addition, short video platforms are ubiquitous among adolescent learners, but empirical research on their educational impact, especially on English reading proficiency,

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remains limited. Although these platforms are often viewed as beneficial learning tools, systematic investigations are still needed to validate these claims.

1.2 Purpose of the study

This study aims to fill this research gap by examining the impact of short video platforms (focusing on the WeChat video channel) on primary school students' English reading ability. The study aims to provide educators, parents, and policymakers with evidence-based insights into the potential of these platforms as educational tools.

This study aims to answer the following three research questions: in what ways does the development of short videos, such as WeChat Channels, affect primary school students' English reading? How can primary school students better utilize WeChat Channels as a media tool to improve their reading skills? What are the negative impacts while using this tool and how to avoid them?

2 Literature review

2.1 Characteristics of short videos and their impact on learning

Social media has become an integral part of life, including in the field of education [1]. YouTube, WhatsApp, Facebook, Instagram, and Twitter are frequently used as media for learning English in a variety of activities [1]. Various contents on social media can be accessed through cell phones or any gadget can be easily accessed. This makes social media very flexible and can be used by different individuals with different needs, potentials, and aspirations [2]. These short videos on social media are usually less than a few minutes in length and are widely popular for being quick, visual, and easy to consume [3]. For instance, TikTok is one of the most beloved apps of the millennials. Short videos can present information in a lively and interesting way, which helps to increase the attention and learning interest of elementary school students [4]. Language learning is not limited to the formal learning environment of the classroom; much language learning can take place in informal settings outside the classroom [5].

2.2 The application of social media in English teaching and learning

Technology is regarded as the first revolution, which has a significant impact on education in general and the teaching and learning of languages in particular [6]. This new tool may help to enhance the learning of a second language and, more importantly, it can be used as a tool to improve the whole process of teaching and learning [6]. YouTube is the most frequently used tool on a daily and weekly basis, while Wikis are mainly used on a weekly basis. As unofficial learning tools, Facebook and WhatsApp may reflect students' preference for English learning tools [7]. The use of social media in English language teaching has evolved over the years and the impact of social media on English language teaching cannot be ignored [7]. The criterion for using social media in teaching and learning is that it is "easy to use" for both teachers and students. In addition, students can use social media such as YouTube to access subject-related materials, blogs, forums, or wikis for online learning as required by the subject, and access Facebook or other social media tools for self-learning practices. Short videos in social media are used as an aid to English language teaching and learning to enhance students' language acquisition through animation and audio [8]. The widespread use of social networking sites can be the best option for new educational media

that engage learners in social communication [9]. In other words, teaching and learning methods can be categorized into two forms: passive and active.

2.3 The effect of short videos on English reading ability

The use of animated videos improves students' reading comprehension. By using this media, it can help students understand language features, facts, or detailed information, which proves that the use of animated videos in teaching reading is very helpful in teaching reading, especially in improving students' reading comprehension of narrative texts [10]. Short videos have the potential in the cultivation of primary school students' English reading abilities. Compared with traditional book reading, short video reading is impactful, has diverse materials, covers a wide range of content, is highly accessible, and is capable of absorbing multifaceted knowledge in fragmented time, but its effectiveness is affected by factors such as content selection and time management. Future research needs to further explore how to effectively utilize short videos to enhance primary school students' English reading ability while avoiding potential negative effects. As an emerging form of media, the transformative effect of social media short videos on students' English reading ability is two-fold. On the one hand, it can enhance learning interest and independent learning ability. On the other hand, content quality and time management are issues that need to be paid attention to when implementing short video-assisted teaching. These two aspects have not been fully investigated and researched in previous studies, and this research will focus on these two aspects.

3 The Impact of Short Video Development on Students' English Reading Ability

3.1 Characteristics of short videos and their impact on learning

Short videos, a rapidly growing phenomenon in digital media, are characterized by their brevity, typically lasting only a few seconds to a couple of minutes. This format is particularly well-suited to the fast-paced modern lifestyle, allowing for on-the-go information consumption. The visual and auditory stimuli in short videos can significantly enhance engagement and retention, making them powerful tools for educational purposes. The impact of short videos on learning is multifaceted. Firstly, they can encapsulate complex concepts in a digestible format, facilitating quicker understanding and recall. Secondly, the creative and dynamic nature of these videos can stimulate interest and motivation among learners, especially among younger demographics who are native to digital environments. Moreover, short videos can be personalized and adapted to various learning styles, catering to individual needs and preferences.

3.2 The role of short videos in capturing students' attention and increasing their interest in learning

The burgeoning use of short videos has shown great potential in the education sector, especially when it comes to capturing students' attention and stimulating learning. Compact and condensing content into easily digestible segments, these videos are perfect for the short attention spans prevalent among today's digitally savvy youth.

In addition, the creative and energetic presentation in short videos can demystify complex topics, making them more accessible and relatable. This approach can transform passive recipients of information into active participants in the learning process, thus fostering a

strong interest in the subject of study. However, the strategic integration of short videos in the curriculum is crucial to realise their full educational potential without distracting learners.

4 The current situation of the influence of the development of WeChat video on the English reading ability of primary school students

4.1 Features of WeChat channel

WeChat Channel is where it at for quick, snackable content super easy to digest. These videos are like bites of info, short and sweet, perfect for our on-the-go lifestyles. They are designed to be engaging, often with catchy visuals and sounds that grab one's attention in an instant.

4.2 The popularity and ease of use of WeChat channel for primary school students

WeChat Channels are becoming the go-to spot for elementary students to dive into learning in a way that's as fun as it is convenient. With just a few taps, kids can explore a world of educational videos that are as colorful and engaging as their favorite cartoons. The real kicker is the accessibility. Since many students already use WeChat for socializing, integrating learning into this familiar space makes it a no-brainer for them to get hooked on educational content. It's like blending learning with playtime, and a win-win for keeping little minds curious and connected.

4.3 The effect of video content of WeChat channel on elementary school students' English reading skills

WeChat Channel is stepping into the classroom, offering a colorful new way for elementary students to boost their English reading skills. These videos are like animated storybooks that come to life, making language learning a lively adventure. With engaging visuals and catchy narration, they help kids connect the dots between spoken English and written text, enhancing comprehension and vocabulary in a fun, memorable way. all about making English reading less of a chore and more of an exciting journey. Video Accounts provide a platform not only easy for students to use but also rich with content that can cater to different learning paces and styles.

5 Conclusion

In conclusion, the use of WeChat's Video Accounts as an educational tool has been significant, particularly in the context of enhancing English reading skills among elementary students. The platform's engaging and interactive nature, combined with its user-friendly design, positions it as an effective medium for learning. Animated videos serve as dynamic storybooks, making the language come alive and fostering a deeper connection with the material. However, the integration of Video Accounts into English reading pedagogy must be considered carefully. It is of the utmost importance that educators exercise caution when curating content for their students, ensuring that it is both age-appropriate and pedagogically sound. Furthermore, it is essential to consider the implications of screen time management, in order to prevent digital fatigue and maintain a balanced learning approach. In light of these considerations, it is of paramount importance to examine the long-term impact of using Video

Accounts on students' reading habits. While they offer an accessible and entertaining way to learn, educators and parents must be mindful of nurturing a comprehensive reading experience. Future research will be conducted in the form of an offline questionnaire interview with 60 parents to collect information on what are the advantages and disadvantages of using the video number for students to learn to read in English, and how to avoid these disadvantages, which is something that needs to be researched in the future.

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