

# The Study of Chinese High School Students' Acceptance of the Chinese Social Media Account "Qikexingxing"

Xiaoran Huang \*

SESCIE International School, Shanghai, 201203, China

**Abstract.** Recently, the social media account Qikexingxing suddenly caused many discussions on the Internet. A large group, high school students have a unique impact on short videos. This study asked high school students about their desire to share this account, their acceptance of advertisements, and their views on video creativity through questionnaires. According to the data, high school students are willing to share videos of Qikexingxing, and most of them will do. Second, most high school students do not care about the advertisements in the video of Qikexingxing, and some are even willing to let this account receive more advertisements. Third, they felt empathy for the content of a recent video of Qikexingxing. The results suggest that the bigger reason people share videos is that it has formed a way for high school students to socialize, solidifying friendships at a time. Interesting video content makes high school students do not resist advertisements, but at the same time, the account should also reasonably control the frequency of advertisement. The way how to keep Qikexingxing popular is to innovate and creating unique content.

## 1 Introduction

Chinese social media account Qikexingxing (seven orangutans) was registered in 2019 on the Douyin platform. The registrant Zhixin Wang, a journalism major student at Hubei University, was inspired by her high school classmate's video. Her high school student posted videos on the Internet that received extremely high flow, then she seized the moment of the develop of short videos. She registered her account to start creating short videos. In those four years, she and her roommates worked together to write scripts, film, and edit content. As of June 27, 2024, the fans of the account Qikexingxing of Douyin are 16 million, 18 million fans of the platform Kuaishou, 7 million fans of the Xiaohongshu, and 2 million fans of the Bilibili. The total number of fans has been more than 46 million. In 2020, Qikexingxing received 1,000-yuan commercials for the first time. However, with the growth of the team and the rapid growth of the number of fans, it makes the total profit of this account reach 700,000 yuan per month.

The video content of this account, Qikexingxing, is based on a light-hearted and funny style, and audiences are mostly young. At first, the videos centered around the life of college

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\* Corresponding author: [xuke@ldy.edu.rs](mailto:xuke@ldy.edu.rs)

through the creation of some funny jokes in their video. However, because of inexperience, the account was not recognized by the large-scale and left the account in trouble. Finally, in 2021, many college students found a resonance in their one of the videos about the College English Test Band 4&6, so the account suddenly received a lot of people's love and gained millions of followers. The second stage of the account content began to remake the variety show or some of the classic images of the TV series. The interesting and innovative topics make the account get more liked by the users. Nowadays, Qikexingxing is in the most popular third stage, starting a series of short dramas such as *Rebirth of Me Being a Nanny in Overbearing President Drama* and *Rebirth of Me Being a Consort in an Ancient Costume Drama*. The most popular video of *Me as a Nanny in Overbearing President* is through the character of Nanny Wangma in the drama *The Spit*. She expressed the audience's true feelings and let the audience be immersed in the story. These unique creations make the account appeared in more people's vision, also be popular in the social platform. Watching the Qikexingxing has become one of the young people's pastime entertainments.

This report explores the in-depth relationship between high school students and short videos through questionnaires as well as data analysis of social media Qikexingxing, specifically to help society understand short videos from more perspectives. At the same time, it fills the research gap of this type of video of Qikexingxing.

## 2 Literature review

Short videos have been growing in popularity in the last decade or so, and by now they are more common as the standard of living improves. People are often easily dominated by short videos and unknowingly spend a lot of time there. This is because short video platforms are designed to make users stay longer. Wanghao Dong proposed that personalized algorithms can help users spend less time watch their favorite content and so become more immersed in the video. It has changed the information that people get before. The optimized information can continue to be optimized through the use of the user, thus becoming more accurate [1]. Personalized push is the usual method used by short video platforms to make users forget about time as a result.

Especially for high school students, they are at a stage where they are building their personal ideologies [2]. According to the Institute of Sociology of the Chinese Academy of Social Sciences, 20% of teenagers say they watch short videos almost always, and nearly 10% say they watch them several times a day [3]. Marc Prensky found that students today, K through college, represent the first generations to grow up with this new technology [4]. Qifan Song found short videos, which are suitable for viewing in mobile state and fragmented time, with short content and high push frequency, are being accepted by more users [5]. Yujing Chai also found that in the age of short videos, people accept fragmented, extremely simple information that doesn't require much thought [6]. For high school students, they fit this category. High school students are busy with their studies, so their free time is more scattered, and students can watch multiple short video content in a short period of time, which makes it easy to harvest a sense of satisfaction. However, Mingrui Zhou found that the emergence of short videos provides teenagers with more possibilities to express themselves [7]. Because they cannot only watch the videos but also post comments to interact with the authors, post their own creations, and so on. Teenagers are in the process of establishing their own values, they expect to be recognized by their parents and society, and they also want to prove their abilities and achievements faster and earlier and want to get a different life [7]. This is why short videos become the medium for them to communicate with society. High school students watch short videos not only to relax and prove themselves but also to integrate into the group. Anxin Xie analyzed that high school students have a group mentality. Even on social media, they are aware of it. They like to use the same social media as their friends so that they can

share their favorite content with their friends, which not only provides a topic of conversation among friends, but also promotes friendship, and thus achieves the purpose of leisure and entertainment [8]. However, some of these high school students look at social media passively, because they're just trying to get on well with others and prevent themselves from being isolated from the group.

For the benefits of watch short video, despite swiping on short videos allows high school students to relax and solidify friendships, among other things, there are still many concerns about the bad effects of short videos on high school students. Mingrui Zhou proposed that students have a lot of pressure on their studies, so watching short videos can let teenagers escape from reality for a short time [7]. The research found that media multitaskers have poorer working memory because they are more susceptible to external and internal distractions when focusing [9]. Tateon analyzed that prolonged video viewing can interfere with teens' social interactions and affect their real-world interactions [10].

### 3 Methodology

For this study, Chinese current high school students as the respondents. The questionnaire survey was designed to explore the attitudes of Chinese high school students toward the social media account Qikexingxing. Put out a questionnaire through the high school section on Weibo. The questionnaire distribution period was one week. Eighty questionnaires were returned, of which 78 were valid. In two of the questionnaires, all the choices were A, showing an obvious rule, and did not provide reference value.

### 4 Result

In the result of the questionnaires, all of the high school students that knew Qikexingxing through big data to push is 83%, and the rest of the students got to know the account through friends sharing with each other. Whereas, no one got that from the account that cut out other accounts' highlight video clips to harvest the population. Of all the high school students who knew about the seven orangutans, 83 percent learned about it through big data, and the rest were recommended by friends when they talked to them, which is 16 percent, but no one got that from the marketing message. Through the question, no one does not like this account. Among the Chinese high school students surveyed, two-thirds like the content of this video account, and another third are not interested in this kind of video, and most of them are mainly watching games, quadratic anime, and other topics that are not so close to real life. As a result, more than half of high school students use the account as a topic to chat with classmates. In the statement about the high school students who rated the frequency of advertising in the Qikexingxing videos, only 10% said there were too many advertisements, while 65% of high school students said it was within the normal range, and the rest said there were not too many advertisements. The most popular video genre among high school students for the Qikexingxing account is Rebirth, is about 67%, and the second most popular is the series that parodies Variety. The last is the most early college life, accounting for less than 10%

### 5 Discussion

Most high school students who watch and enjoy the account share and communicate with their friends and classmates. With the increasing functionality of social media, in addition to the communication apps that everyone would normally use, social media also has become a place for high school students to share their daily routines and chat with their friends. There are almost similar functions to the communication software. At the same time, it has some

unique features, for example, people can directly mention their friends in the comment section of their favorite video, and the friends can receive the message and watch the video directly. It has almost become the default way of communication between high school students. Because high school students are under heavy academic pressure, they spend a lot of their leisure time on short videos. This way of communication between two people can increase their friendship because of the simple sharing of videos. The content of Qikexingxing's videos is usually funny and light-hearted type, the kind of video that most people would watch if they were bored, and the acceptance is high.

Sharing videos with friends on social media platforms can increase interaction between friends and can help high school students reduce stress and quickly detach from their studies to a relaxing environment. As students who share this account, they can build deeper friendships with their friends through video. They can let their friends know their hobbies and create common topics quickly. For the account Qikexingxing, friends sharing with each other can help the video gain more favorites.

However, too many shared videos can stress out the receiving one, and seeing countless videos is like completing homework. This defeats the purpose of true relaxation. It also decreases the desire to share if the receiver does not respond to the sharer's video, then decreases the relationship. Too much video sharing can lead to aesthetic fatigue, so everyone mistook their distaste for the Qikexingxing. To keep things from happening, the Qikexingxing can add more funny spots and interactive points that imply users sharing the video. The platform can set up some special animations for the interaction between friends so that users can be more active in sharing videos with friends. For bad influences, the platform can set a limited amount of sharing every day to avoid too many videos to bore everyone.

The second result is that Chinese high school students are aware of the presence of advertisements in the videos of the social media account Qikexingxing. Because most of Qikexingxing's video content is exaggerated and somewhat nonsensical. For the viewer, the sudden commercials are more like another inexplicable punchline. It was abrupt, but it seemed to make sense. People get used to the jokes and bafflement of such videos, so a few advertisements do not cause much of a backlash. Some viewers even said they were happy to have Qikexingxing take advertisements because of their love for the video content, and they were willing to make money from the account that provided them with emotional value.

Users almost do not care whether the account answers advertisements, and the account can make more money. The second point is that the account will have more incentive to make better videos, the account will make more money can spend on venues and costumes, and the quality of the videos will rise. Then the user's perception improves and they enjoy the video of the account. A good cycle is formed. In order for this cycle to continue, Qikexingxing should maintain as much quality creation as possible as well as constant innovation. Listening more to the audience to make users feel important and building deeper audience dependency is also important. However, because high school students do not care about advertisements, it makes the accounts do not care about the user's feelings and start adding advertisements to the videos in large numbers. Too many advertisements in the video will make the video lose the original fun, mixed with more commercial components, and easy to distract the user. It is hard for high school students to have time to relax, they want to spend more time watching interesting videos not advertisements. Because if advertisements appear in videos at high frequency, it is would let follower feel boring. Then the account should pay attention to followers' feedback and comments in real time. Timely adjust the frequency of advertisements appearing in the video.

Series of Rebirth as a nanny in the boss's home is the most popular video in the account Qikexingxing. The novels and TV series Bossy Boss were particularly popular in early China because the male protagonists were aloof and charming but only gentle to the heroine. As an

ordinary person, the heroine makes it easy for readers to resonate with themselves and have the fantasy of falling in love with the boss, and they are immersed in it. In the 21st century, a new era of women's rise, more and more social media and TV dramas have begun to emphasize feminism. People began to entertain this literature, once again appeared in everyone's vision. This account superimposed a new joke on the joke, observing the bizarre moves between the hero and the heroine from the perspective of a small supporting role. In the video, she directly bemoaned some embarrassing behaviors made by the president, and even broke the previous role of diligent people, with their own awareness, and directly came forward to prevent the move between the two people. This video stands in the viewer's view and does what the person in front of the phone has always wanted to do. This makes the viewer's experience feel particularly well and connected to the video. That is why it attracted a lot of people.

For the account, creating this account with this series of stories can gain a large number of fans in a short time, and it is easy to let everyone feel the same and gain jokes. The theme video has not been popular on the social network before, so users can only watch it on its account, like the Monopoly. In order to maintain user enthusiasm, the account can be updated faster and build deeper user dependence. More than user interaction, such as inviting users to create in the comments section. In this way, users will create a dependency and will be more willing to watch and participate in the video. However, when this theme became more and more popular, it began to be imitated by other accounts, seven orangutans is no longer the only one, the fan base will be dispersed to other accounts, and the video demand for its account is reduced, reducing fan loyalty, so he should constantly update the creativity, let the video stand out again.

## 6 Conclusion

As high school students, the huge pressure them can only be released in a short time on the Internet. People have less leisure time, so sharing funny videos with friends, like Qikexingxing, is the way that high school students socialize. Interesting content allows everyone to discuss together and deepen friendship. Flashy videos like Qikexingxing make advertising less obtrusive, and fun ideas make high school students more inclusive. Finally, one of the most popular recent videos, Rebirth to, has helped Qikexingxing quickly gain a large following, which is in line with the interest of high school students.

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