Research on the Impact of Social Media on the Shaping and Communication of City Image

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Abstract: From the perspective of the characteristics of social media, Douyin is an emerging short video social app. It not only has the visual performance and experience effects of new media, but also breaks the shortcomings of reliance and passivity in city image communication in the past. Therefore, The emergence of Douyin can not only encourage the public to actively spread the city's image, but also promote the improvement of the city's image. It can also enrich the academic community's theoretical exploration of city image communication. This paper takes Douyin as an example and short videos as an example to study the city image creation and communication of Changchun. This article first summarizes Changchun's urban resource advantages and Changchun's official image positioning, and organizes the history of Changchun's urban image communication and development; at the same time, this study also found that the formation of the image of the Northeastern urban agglomeration on the short video platform And communication also faces problems such as insufficient government participation, serious commercialization, serious homogeneity, inconsistent online and offline experiences, and insufficient cultural heritage. This topic aims to make its own contribution to how to promote the image of Northeastern cities on short video platforms through the research of this topic. At the same time, it also hopes to change the image of Northeastern cities that has existed in people's hearts for a long time.
Keywords: Douyin Short Video, Changchun, City Image Communication

1. INTRODUCTION

Social media has become a daily tool for people to obtain information. It continues to penetrate into our lives, and the content and functions it carries are constantly becoming diversified (Chen, 2015). Especially the emergence of short video platforms, on which a variety of content can attract people's attention, thus broadening their horizons. At the same time, users are also constantly innovating and enriching the content forms of

short videos (Southworth, 1985). Currently, as the content ecology of the platform becomes increasingly rich and perfect, using short videos to convey a city's image has become increasingly popular. In 2018, the popularity of short video platforms such as Xi'an, Chengdu, and Chongqing not only verified the important role of short videos in shaping and spreading city images, but also triggered other places to follow suit and use short videos to convey their own city images (Jiang & Zhang, 2023). Since the emergence of short videos, the Northeast region has forged a deep connection with short videos (Wang, 2024). Because of the personality characteristics of Northeastern people and the media image of the Northeast that has long been displayed in various reports, topics related to the Northeast have become more prominent on short video platforms. has sufficient vitality for content production (Su et al., 2023). In terms of short video platforms, although the outside world has different opinions on this, it cannot be ignored that in the process of the earliest emergence and gradual development of the Kuaishou website, creators from the Northeast region played a role that cannot be ignored (Elemonie, 2020). The creators from the three northeastern provinces are all talented and knowledgeable (Ausat, 2023). They are all using their talents and have become the most active creators on Douyin in 2019. At the same time, with the implementation of the Northeast Revitalization Plan, while improving economic hard power (Abbas & AL-Yousif, 2023), how to use emerging means to promote and shape the Northeast and break through regional development in terms of soft power such as regional image and cultural connotation has always been an important issue. On-going issues must be continuously followed up and innovated with the changes of the times (Thadani et al., 2020).

2. DOUYIN VISUAL CITY IMAGE COMMUNICATION

2.1 Characteristics of Douyin's Urban Image Communication
2.1.1 People-Centered
   In the dissemination of urban image on short video platforms, individual users have become the largest force. In order to facilitate their sharing and dissemination, many people upload photos of their cities on Douyin (Klischewski, 2014), attracting more people's attention, and the quality of the city's image has become their social capital. In addition to videos uploaded by individual users (Sarıkaya, 2023), many cities have also used the Douyin platform under the guidance of the government to organize a

short video collection activity on "city image", which has received a good response (Essoh, 2023). The author conducted basic statistics on the short videos of some individuals and government departments on the Douyin platform from 2020.3.2 to 2020.3.13 (Table 1).

Table 1: Douyin City Image Topic Short Video Spread Statistics Table

City Image Topic Short Video Communication Statistics Table			
Topic	Leading	Number of Videos	Total Views
The View of The City	Personal Upload	40	1100w+
City Promotional Video	Personal Upload	29	60W+
City Night View	Personal Upload	118	2700w+
The Image of a City	Personal Upload	10	6W+

2.1.2 Always Present

Ubiquitous, that is, information dissemination breaks through the boundaries of time, combining the past, present and future time with reality and virtuality, achieving "anytime and anywhere" information transmission, and building a new communication ecology. In the immersive communication ecology (Li et al., 2024), it includes both past time and actual time. The images spread by urban imagery can be transmitted anytime and anywhere (Gatti & Procentese, 2021). Whether it was a year ago or a month ago, the existing information can be retained. It is truly ubiquitous and the virtual images generated by urban imagery are preserved.

2.2 Dialogue Between "Symbols" and Urban Image

When constructing a city image, urban visual symbols should have the following characteristics. One is its recognizability (Perloff, 2014). As for the visual symbols of the city, visual signs with distinctive characteristics and recognizability can not only highlight the characteristics of the city, but also provide clear recognizability guarantees for outsiders. The difference in urban visual symbols refers to the external difference that can be seen through visual text. It is the biggest feature that distinguishes a city from any other city (Jiang & Kuang, 2023). It can make people clearly feel a unique city image. Spengler once said, "What distinguishes a city from a countryside is not its size or scale, but its inner urban spirit and unique urban style." In contemporary times, the difference due to urbanization is

getting smaller and smaller (Arnaboldi & Diaz Lema, 2022). Extracting visual signs consistent with urban characteristics from visual symbols is an important driving force for the existence and development of a city. Symbols are symbols that associate various complex things with various meanings and reach another level in an associative way. With the help of these visual symbols, we can convey the inner spirit of a city. This is the visual symbol of a city image. core. By using city symbols and conveying elements with urban connotations, historical and cultural atmosphere through graphic symbols, etc., a special communication effect can be created in the city.

3. OFFICIAL POSITIONING AND COMMUNICATION DEVELOPMENT HISTORY OF CHANGCHUN CITY IMAGE

3.1 Official Positioning of Changchun City Image
3.1.1 An Inclusive and Open Food City

This is inseparable from the current trend and the development logic of the city itself. In ancient times, hunting and eating were more of a function. They ate to fill their stomachs and provide energy for the next work. The ultimate goal was to meet human needs. With the passage of time, the role of food is not just as simple as filling the stomach. All kinds of creative food, Internet celebrity food, and rare food have become more connected with human beings and become a kind of food. A symbol of status, a spiritual enjoyment, and a desire for a better life. In addition, the development of smart phones and social networking sites has also promoted this online phenomenon of "eating first with your phone after the food is served". This is also why Douyin is so popular. At the same time, citizens and tourists are actual participants in the city, and they must experience and taste the delicious food that represents the cultural differences of the city.

3.1.2 A Novel and Interesting City of Fun

In the thematic analysis of each survey object, second only to local food, the second place is the content of commercial and tourist attractions, accounting for 16.5%. There are also many types of commercial scenic spots, including Internet celebrity hotels, hot spring experience centers, theme parks, shopping malls, and food pedestrian streets, such as Changchun Hongqi Street. Among all contents related to commercial attractions, shopping malls are the most common format because they

contain a very rich content, whether it is food, bookstores, movies, exhibitions, or even fashion stores, all of which can be presented in the form of short videos. appear for everyone to discuss and spread. The popularity of commercial scenic spots just proves that the content on the Douyin platform is younger, novel, and trendy. On a platform filled with young users, only novel content can attract more people's attention. Through the algorithm, time and time again One recommendation eventually becomes popular content.

3.1.3 Open Innovation City

Changchun is a modern, international city that constantly pursues the goals of opening up and reform. Changchun has been deeply integrated with the "Belt and Road" construction, and has built the China-Korea (Changchun) International Cooperation Demonstration Zone, Changchun Xinglong Free Trade Zone, Airport Economic Zone, etc. to promote the integration of Changchun Jilin and Changchun Gongzhuling, and achieve dual circulation with domestic and international Good docking. A batch of international cargo trains such as "Manou" have driven the economic development of the three northeastern provinces, Bohai Rim, North China, Japan, South Korea and other Northeast Asian regions. Changchun currently has 11 national key laboratories, 5 national engineering technology research centers, 86 independent research institutions, and 40 colleges and universities. Changchun has rich scientific research resources and achievements. For example, the Changchun Institute of Chemical Physics has overcome key technical problems in the industrial preparation of CO_2-based plastic materials, and the Changchun Institute of Optics and Mechanics has successfully developed China's first CO_2 satellite detector, etc. Openness and innovation are important forces and guarantees for Changchun to achieve leap-forward development.

3.2 Development History of Changchun City Image Communication
3.2.1 Traditional Media Stage

In addition to the People's Daily in Changchun, local media are also indispensable, including Jilin Daily and Changchun Daily. Jilin Daily currently has a development system of nine newspapers, one publication and one network, including "City Evening News", "Jilin Economic News", "Guandong Weekly", etc.; Changchun Daily has carried out a series of reforms and has carried out changes in the way the company operates. Actively exploring and implementing the policy of "emphasis on literature

and publicity", there are currently five newspapers and periodicals "Changchun Daily", "Changchun Evening News", Changchun Advertising Co., Ltd., Changchun Travel Agency and other 14 companies. Changchun has built a large platform for external publicity from provincial newspapers to city newspapers, from interpreting national policies to caring about social issues, from economic, political, cultural and social levels.

3.2.2 Mobile Graphic and Text Stage

With the development of the Internet, the public obtains information and interacts with each other from traditional media such as newspapers and television, and turns to social media such as Weibo and WeChat. The one-way communication from the transmitter to the recipient has become a one-way communication between the receiver and the receiver. The interaction between readers expands communication channels, improves communication efficiency, and expands communication space. Restricted by factors such as immature network communication technology and expensive network traffic charges, images and text are the main content. However, due to problems such as poor management, information distortion, and following the trend of hype, some negative events that affect the city's image frequently occur, which not only disrupts the normal order of the Internet, but also threatens the authority of the city's image. At this stage, we should focus on increasing the city's exposure, focusing on improving the city's popularity, and creating a good city image.

3.2.3 Mobile Short Video Stage

With the continuous expansion of mobile network and wireless network coverage, the huge energy of video is released, and the communication channels of city image are once again expanded, entering the era of mobile short videos. At the same time, with the continuous advancement of urbanization, people's pace of life is also accelerating, and short videos are the beneficiaries. For cities, it is also a way to promote the city's image. With the rise of short video apps such as Kuaishou, Douyin and Xigua, the number of short videos has exploded. Many official media and government organizations have also joined in and opened their own accounts to build momentum for their public image. During this period, various cities began to pay attention to their own publicity and publicity. This leads to the problems of unclear positioning and poor communication effect in the communication of city image. Therefore, each city should find a suitable communication channel based on its own specific circumstances to

enhance its recognition.

4. ANALYSIS OF THE CURRENT SITUATION OF CHANGCHUN CITY IMAGE COMMUNICATION IN DOUYIN SHORT VIDEOS

4.1 Content Presentation Analysis of Changchun City Image Short Video

By collecting 300 valid samples, we analyzed the content of short videos related to Changchun city image on Douyin from the aspects of basic attributes, content connotation, etc., so as to more intuitively summarize the communication characteristics of Changchun city image on Douyin. .

4.1.1 Analysis of Basic Attributes of Changchun City Image Short Video

(1) Video producer analysis: In the process of analyzing the content attributes of short videos, its attributes need to be determined based on the video producer's background introduction, identity information, and number of fans. Through statistics and analysis of data from 300 short video producers on the Douyin platform about Changchun city image promotion, the results show that government accounts, media accounts, Douyin master accounts, personal accounts and celebrity accounts have all been affected. Among them, media accounts and Douyin accounts have the largest number, accounting for 42% and 37% respectively, and are the main force in Changchun's city image (Table 2).

Table 2: Statistics of Video Producers

Participating Subject	Number of Videos	Proportion (%)
Media	126	42
Douyin Master	111	37
Personal	45	15
Star	3	1
Government	15	5

(2)Video source: After statistics and analysis of 300 video samples, we concluded that the video source contains image memory and there is no surveillance video. Therefore, the video materials selected in this paper can be summarized into four categories: original shooting, adaptation, reprinting by others, and video memory. Among these pictures, they are mainly original shots, and 86% of the pictures are taken by netizens. Most of them are about Changchun's daily life, tourist attractions, tourist attractions, and local infectious diseases. Followed by other people's videos, only 12%, most of which are authors uploading their works to their own websites, or sharing their works to other platforms through their own

accounts (Table 3).

Table 3: Video Source Statistics

Participating Subject	Number of Videos	Proportion (%)
Image Memory	3	1
Adapted Video	6	2
Reprint Others	33	11
Original Real Shot	258	86

(3) Video communication power: The four indicators of "likes", "comments", "favorites" and "forwards" displayed on Douyin can reflect the "influence" of Changchun's city image. Through data analysis of 300 popular short videos in Changchun, it was found that the most popular short videos in Changchun all have more than 120,000 likes, and the number of comments, collections and reposts also exceeds 10,000. Therefore, it is a more objective indicator to measure the communication power and audience acceptance of Changchun short videos through the number of likes. However, there are also some videos that have a large impact on the average of the overall sample, so the number of likes is much higher than comments, favorites, and retweets (Table 4).

Table 4: Communication Power Statistics of Video Samples

Type	Total Quantity (Item/Time)	Average Quantity (Bar/Time)
Like	3898	12
Comment	2290	7.63
Collect	2603	8.68
Forward	517	1.72

However, compared with the communication capabilities of short videos in hot Internet cities such as Chongqing, Changsha and Xi'an, generally speaking, their communication capabilities are not strong enough. Changchun ranked 26th on Douyin in 2018, with 80 million views. Chongqing, which ranks first, has reached 10 billion clicks. It can be seen that Changchun still has a lot of room for improvement in its TV media communication capabilities.

4.1.2 Analysis of the meaning of Changchun city image short video content

(1) Sound: Among the 300 video samples, in addition to Changchun's local elements, a total of 237 clips appeared, accounting for 79%; followed by videos that did not play or the background music could not be recognized, a total of 57 clips, accounting for 19%; among them, those with local elements There are 6, accounting for 2%, among which singer Azu's "I Love Changchun", singer Dong Qing's "Changchun Style" and the

Northeast's unique folk art "Errenzhuan Shen Tiao" are the main ones (Table 5).

Table 5: Video Music Distribution

Video Musict	Number Of Videos	Proportion (%)
Involving Local Element Music	237	79
Does Not Involve Local Elements Of Music	6	2
Other	57	19

(2) Content theme performance: The short film with Changchun as the theme shows the image of the city in a visual way. After statistical analysis of the topics involved in the sample, it was found that reports with city image as the main content accounted for the most, accounting for about 50%. This is also in line with Douyin's idea of "recording a better life", followed closely by "cultural image" and "government image", each accounting for 17%. Information related to economic image and environmental image is relatively scarce, accounting for only 9% and 7%. From this point, it can be seen that video producers are more willing to create content about life, culture and other aspects similar to their own. This is because the threshold for creating such content is relatively low, so on the Douyin short video platform, it is more Easily gain recognition and popularity. Among the selected relevant samples, government image content also occupies a high proportion because it is closely related to the epidemic (Table 6).

Table 6: Video Content Topic Distribution

Topic Type	Number of Videos	Proportion(%)
Government Image	51	17
Economic Image	27	9
Cultural Image	51	17
Environmental Image	21	7
Citizen Image	150	50

4.2 Problems in the Communication of Changchun City Image in Douyin Short Videos

4.2.1 Insufficient Official Positioning

Judging from the above determination of the attributes of video producers, media accounts account for the highest proportion, reaching 42%, Douyin experts account for 37%, followed by personal accounts, accounting for 15%, while celebrity accounts and government Accounts have the lowest ratios, 1% and 5% respectively. Obviously, the main body of city image dissemination

on the Changchun short video platform is the media and Douyin experts. Since official accounts lack sufficient expressiveness and guidance, relying solely on media accounts, Douyin influencers, and personal accounts to publicize and publicize Changchun's city image will result in Changchun's official city image not being prominent enough. First, the formal positioning of an "open and innovative city" has not yet been formed. The inclusive and open city of food, the city of novel and interesting entertainment, the city of open innovation, etc., are based on short videos and display the economy, culture, environment and other elements in fragments. On the other hand, decentralized content presentation methods are also limited. Take the "City of Tourism and Culture" as an example. Its glorious sculpture culture is almost never shown in the relevant short video samples. It appears occasionally and is just a background, not an important content.

4.2.2 Urban Image Auditory Recognition is Low

From the perspective of music, if you search major Internet celebrity cities on Douyin, you can see that each city has its own "hot" songs, such as "The Song of Xi'an People" and "Chengdu" which expresses the leisure life in Chengdu. "Ce Changsha", "Ce Changsha" in Changsha, etc. These are all popular songs in major cities. This is a city symbol. When people hear it, they will think of this city, which greatly enhances the popularity of this city. In Changchun, there are many pieces of music that tell the story of Changchun, such as "Changchun", "A Song for You", "Goodbye Changchun!" Goodbye youth! "We Met in Changchun" is not a big hit, but a song. On the one hand, the popularity of this song is not high, which to some extent shows that there are some problems in the creation and content quality of this song. In addition, in the actual use of Douyin, the user's media quality is relatively poor and lacks Awareness of urban music matching the video content.

4.2.3 Homogenization of Communication Content

Overall, the content of the sample videos is seriously homogeneous and their innovation capabilities are insufficient. Judging from the videos uploaded by these anchors, most of them are about food and tourist attractions. Because the experts on Douyin have reached an agreement with the merchants, most of the videos are aimed at attracting more consumers. For example, a Douyin account named "Changchun Big Flower" used one sentence to stimulate people's enthusiasm for buying after showing the cool mecha performances, curved slides, snowmobiles and other entertainment facilities in Changchun Ice Sculpture Park. Once this kind of video becomes

popular, the store or a certain scenic spot will become a tourist attraction, causing many people to imitate it, leading to the homogenization of the content.

4.2.4 Big Experience Gap

In the process of Changchun's short video production, Changchun is a brand, and the short video is a promotion for Changchun. Its reputation is reflected in the attitude in the video and the narrative of the text, thereby achieving the publicity effect of Changchun. As the saying goes, bad news travels fast. In this era of information explosion and material supremacy, because negative events can satisfy people's curiosity and excitement, they spread quickly and have a great impact. Therefore, in some negative events, if there is a place name of a city, it will have a bad impact on the image of the entire city. In previous research, we found that Changchun's city image is mainly positive, but 17% of the videos contained negative information about Changchun. In the process of building and promoting a city's image, local government plays a pivotal role. In Changchun videos, most of them have the Changchun logo, either the location is marked, the location is marked, or the location is marked, or it is judged based on POI. If a large amount of negative information circulated on short video platforms does not receive timely response and correct guidance from the government, there will be an out-of-control situation. There will also be more and more negative comments in the comment area, which will affect the reputation of the entire city and make people's impression of Changchun worse.

5. OPTIMIZATION STRATEGIES FOR CHANGCHUN CITY IMAGE COMMUNICATION IN DOUYIN SHORT VIDEOS

5.1 The Government Plays a Leading Role

It is necessary to determine the city's image positioning and promote multi-level city image dissemination; first, it is necessary to increase the publicity of "open and innovative cities". The official Douyin account can, with the help of major media and celebrity accounts, publish as much as possible about the development of Changchun's openness, communication, and technological innovation capabilities, so that the audience can feel Changchun's openness and innovation. In addition, you can also create Douyin themes like "Changchun" to allow users to actively participate in promotional activities. Through cooperation with platforms such as Douyin, Changchun's topic exposure and

corresponding video resources will be increased to create a city image of an "open and innovative city" for Changchun. Secondly, focus on the impact of Douyin users on Changchun's city image, which is very different from the official positioning. For example, take a short video as an example to summarize the image of Changchun people, which is also an important part of Changchun city image construction. Many netizens learn about Changchun, Changchun, and the personality characteristics of Changchun people or their daily lives by watching videos. And the people living in the city are a very unique city. Therefore, on Douyin, the government should guide and promote the city image of Changchun, and pay attention to showing its comprehensiveness and uniqueness. Only in this way can we solve the imbalance problem of Changchun's dissemination on Douyin and promote its diversified development.

5.2 Strengthen Urban Music Symbols

Music and cities go hand in hand. The city is a fertile land, and only on this fertile land can music bloom into brilliant flowers. Music is a way of catharsis for the human spirit. It can sing in a city and spread the music culture of a city. Urban music culture is a kind of people in the special regional, social and economic fields of the city who express their spirit, thoughts and emotions in the form of sound, and use this carrier to have educational, aesthetic and commercial functions. It is a cultural phenomenon that uses function as a means to inherit and develop human civilization through organization, specialization, and commercialization. Strengthening urban music symbols can not only enhance the recognition of urban images, but also enhance the attractiveness and attractiveness of the city, allowing people in the city to identify and belong to the city, and allowing people outside the city to desire the city. .

5.3 Discover the Cultural Connotation of the City

Video producers should consciously guide the public to discover the cultural heritage of the city through long videos, thereby promoting the transmission of urban culture to a deeper level. For example, when referring to the Imperial Palace of Manchukuo and the Geological Palace, one cannot simply summarize its location and functions. This ignores the construction background and history of the building, fails to impress the audience, and affects the cultural dissemination of

Changchun. In fact, with a video of more than 1 minute, you can choose a target, explain the culture it contains in depth and thoroughly, and create high-quality premium content. Secondly, through the collaboration between the government and the platform, we actively guide netizens to spread urban culture. In the process of content creation and dissemination, the government should play a "leading" role in deeply exploring signs related to the cultural connotation of the city, and publish them on the official website with the support of traffic provided by the platform. In addition, you can also set up theme challenges to attract more people to participate. Take stimulating the creativity of the masses as the starting point to fully explore the cultural connotation of the city. However, it needs to be reminded that the Douyin platform should not only focus on establishing a traffic theme. Because the cultural elements displayed by many cities have begun to converge. Only by strengthening the collaboration between the government, media and platforms and digging into the unique urban culture can we shape Changchun's unique cultural image and tell Changchun's story well.

6. SUMMARY

City image is a person's perception of a city as a whole. It is an abstract intangible asset, the core capability of a city, and an important symbol of a city. In the increasingly fierce urban competition, a good city image can promote a city's economic development, export a city's culture, enhance a city's identity, and thus win greater competitive advantages. The combination of short videos and city images is not only an inevitable product of technological progress, but also provides new opportunities for city image communication. In addition to giving the public the right to participate in the shaping and dissemination of a city's image, major cities have also used the power of short videos to publicize and promote their own city image.

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