

The Impact of Short Video Culture on Value Formation among College Students: An Examination Centered on the Information Cocoons Phenomenon

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Date of Submission: 01-04-2025

Date of Acceptance: 10-04-2025

ABSTRACT: The fast emergence of short video culture has substantially affected college students' daily routines and the construction of their values, notably via the phenomena of "information cocoons." This research analyzes how algorithm-driven content filtering exacerbates knowledge segregation, confining students' viewpoints and diminishing their critical thinking abilities. Although quick videos give various enjoyable and informative possibilities, continuous exposure to same information may result in the creation of cognitive biases and ideological polarization. Fundamental treatments include expanding digital literacy teaching, improving recommendation processes on platforms to assure equal content exposure, and creating regulatory frameworks that support a varied information ecosystem. The research underlines the urgent demand for collaboration among educators, technology developers, and legislators to remove algorithmic biases and boost students' capacity to navigate complicated digital settings.

KEYWORDS: Short Video Culture; Information Cocoon Room; College Students' Values; Algorithm Recommendation; Information Literacy

I. INTRODUCTION

1.1 Research Background and Significance

Short video culture has quickly woven itself into the everyday life of college students, enchanting them with its unique appeal in the framework of fast changing internet technology. This new cultural form dramatically affects students' value development by providing new ways for them to learn, amuse themselves, unwind, and connect socially. The information cocoon moderates the effect of cognitive dissonance on

appearance anxiety among college students^[1]. As short video culture grows increasingly common, a phenomenon known as the "information cocoon" has attracted broad attention across numerous industries. The "information cocoon" depicts a scenario where people, led by their own interests, preferences, and other reasons, tend to pick information that corresponds with their beliefs while dismissing conflicting information, therefore creating a closed-off information environment. Particularly in the area of short films, where platforms often employ algorithms to suggest material suited to users' interests, hence aggravating the creation of the information cocoon, this trend is quite noticeable. For college students, who are enduring a vital stage of value formation, the presence of the information cocoon certainly has a big influence on their value forming. The information cocoon may lead to deviations in college students' values, as extended exposure to like-minded material may promote a one-sided and extremist worldview, reducing their viewpoints on societal phenomena and concerns. Additionally, it may decrease their critical thinking ability, giving them less capable of studying and assessing various ideas. Exploring the influence of short video culture and the "information cocoon" phenomena on the forming of college students' values bears great academic and practical relevance. Through in-depth study on this issue, we can give a strong basis for leading college education, controlling short video platform material, and boosting students' personal attributes. This study underlines the need for colleges and institutions to increase information literacy instruction, helping students access and comprehend brief video material efficiently. Online subcultures, with their unique

linguistic styles and symbolic systems, have attracted significant attention and participation from college students, leading to a greater tendency for them to engage in circle-based social interactions within online communities^[2]. Short video platforms should also strengthen their algorithm recommendation techniques to minimize the information cocoon problem coming from over pandering to user interests. Meanwhile, college students themselves must be watchful and actively broaden their knowledge sources to avoid sliding into the information cocoon trap. This viewpoint gives essential insights and concerns for study in this subject, further highlighting the practical relevance and societal importance of this research effort.

1.2 Literature Review at Home and Abroad

Foreign study on short video culture and the “information cocoon” phenomena has a significant history and has achieved important consequences. Researchers generally focus on examining the mechanics of information diffusion on social media, user behavior patterns, and the ethical issues of algorithm-based recommendation systems. With relation to information distribution, experts have carefully investigated how short movies exploit social media platforms to propagate swiftly and widely, consequently altering public information reception and cognition. As for user behavior, international research have emphasized the psychological motives, behavioral inclinations, and interaction models of users when viewing short films, disclosing the major effect of user behavior on information flow and content development. Importantly, international scholars usually accept that although algorithm recommendation systems increase user experience, they could potentially deepen information restriction and perspective polarization.

In recent years, domestic scholars have increasingly devoted their attention on short video culture and the “information cocoon” issue. Breaking through “information catering” and overcoming the constraints of filter bubbles helps college students develop correct values in the context of information cocoons^[3]. Their attention has focused largely on examining the features of short video culture, the behavioral aspects of college students in using short films, and the mechanism underlying the “information cocoon” phenomena, along with its possible influence on college students’ values.

Concerning the characteristics of short video culture, domestic study has stressed its considerable fragmentation and entertaining

qualities. These features make short films generally accepted and appreciated by college students but may also severely effect their thinking habits and values. For instance, fragmented material might lead to a lack of in-depth thinking among college students, while too entertaining content may impair their feeling of societal duty and purpose.

With respect to the behavioral patterns of college students watching short videos, domestic study has revealed that they typically demonstrate high use frequency and length, preferring to view material connected to their hobbies, majors, or social circles. This behavioral pattern, to a certain degree, exacerbates the establishment of the “information cocoon” phenomenon, making college students more dependent and constrained to certain material and channels when seeking information. Consequently, tackling the deleterious impacts of the “information cocoon” phenomena on college students’ values has become an essential topic in contemporary educational and social development sectors.

II. SHORT VIDEO CULTURE AND COLLEGE STUDENTS’ VALUES

2.1 Characteristics of Short Video Culture

In recent years, short video culture has fast acquired importance and become a vital component of college students’ everyday routines. Its distinguishing attributes-fragmentation, entertainment, interaction, and immediacy are the key attractions that captivate the interest and participation of countless college students. Fragmentation stands out as a distinctive trait of short video culture. In the hustle and bustle of their academic and personal lives, college students typically struggle to carve out enough time for viewing long films or reading lengthy literature. On the contrary, entertainment acts as another key draw. Being in their youth, college students have a significant psychological propensity towards relaxation and enjoyment. The material accessible on short video platforms, which generally concentrates around topics like comedy, fashion, cuisine, and other light-hearted issues, corresponds nicely with this psychological need.

Interactivity is a key differentiating trait of short video culture compared to other media forms. Unlike conventional media, where viewers often absorb content passively, short video platforms empower consumers with greater influence. While viewing short movies, college students may actively engage in real-time conversation and contact with others via likes, comments, shares, and other ways, allowing them to express and share their thoughts and sentiments. Moreover,

immediacy is another crucial feature of short video culture. Backed by internet technology, short movies may be promptly filmed, edited, and posted, allowing the fast transmission and updating of information.

Short video culture has completely invaded the everyday lives of college students owing to its features of fragmentation, amusement, interaction, and immediacy, considerably effecting their value development. These traits not only serve the different information and psychological demands of college students but also offer them with a fresh social and entertainment platform. While embracing the ease and delight given by short video culture, college students must also keep their ability for logical thinking and independent judgment to avoid being deceived by deceptive material.

2.2 The Impact of Short Video Culture on College Students' Values

Short video culture, a particular phenomena in the modern media environment, is having a tremendous influence on the values of college students. This influence is multidimensional, involving both good and bad elements that cannot be neglected. The introduction of short video culture has given college students with a fresh venue for knowledge gathering and amusement. These movies, numerous in substance and varied in form, enable students to get a more vivid grasp of worldwide traditions and civilizations, as well as to encounter distinct viewpoints from various cultural backgrounds. This, in turn, promotes their global awareness and cross-cultural communication abilities.

Moreover, the originality and variety inherent in short video culture have, to a certain degree, fostered inventive thinking among college students. On short video platforms, a plethora of unique and fascinating compositions continue to emerge, usually amalgamating disparate aspects and showcasing a high degree of creativity.

Furthermore, short video platforms serve as a social arena where college students may promote themselves and participate in interactive discussion. They are offered the ability to openly communicate their thoughts and participate in real-time discussions with others.

However, the impact of short video culture on college students' morals is not totally favorable. The multitude of principles displayed in these films may challenge established beliefs maintained by pupils. Some material, extremely amusing and vulgar, could unwittingly inspire

students to seek excessive enjoyment and stimulation, causing them to revel in the virtual world at the price of real-life learning and progress.

Additionally, the sheer number of brief video footage might contribute to information overload for college students. Consequently, it is necessary for pupils to acquire a certain degree of information literacy and critical thinking ability to judge the authenticity and quality of the material offered.

In essence, the effect of short video culture on college students' values is subtle and far-reaching. While it enriches students with abundant information and entertainment resources, fostering their comprehensive development, it also brings about certain negative implications that necessitate collaborative efforts from students, higher education institutions, and societal oversight to address effectively.

III. ANALYSIS OF THE "INFORMATION COCOON" PHENOMENON

3.1 The Impact of the "Information Cocoon" Phenomenon on College Students' Values

The "information cocoon" phenomenon has a major and nuanced impact on the values of college students. This phenomena noticeably modifies the methods in which pupils receive knowledge and interpret the world, thereby altering or modifying their values.

Driven by algorithmic recommendation systems, the "information cocoon" results in an increasing homogeneity of the content to which college students are exposed. Short video platforms leverage advanced algorithms to forecast viewers' interests based on their clicks, browsing history, and interactions, subsequently promoting similar content. While this boosts the relevance of information and user experience, it may also trap students inside a "information comfort zone," restricting their access to varied ideas and insights. Over time, this may lead to a restriction of their thinking, restricting their comprehension and tolerance of diverse views.

Another essential feature of the "information cocoon" phenomena is the reinforcing of user preferences. When picking short video content, college students frequently favor information that corresponds with their current opinions and interests. This selective exposure and affirmation intensify the construction of information cocoons, making it more difficult for people to accept perspectives that clash with their own. As a consequence, their values may become inflexible and extreme, devoid of essential introspection and critical thought.

Furthermore, the “information cocoon” effect may affect college students' social cognition. Limited information availability and unique opinions may lead to skewed or erroneous understandings of societal phenomena and concerns. Such cognitive distortions not only impair individuals own growth and development but also constitute serious risks to society peace and stability.

The influence of the “information cocoon” on college students' morals cannot be disregarded. To solve this difficulty, students must strengthen their information literacy and actively seek out varied information sources. Meanwhile, universities and educational authorities have to boost information literacy instruction for college students, assisting them in building right ideals and information views.

3.2 Characteristics of the “Information Cocoon” Phenomenon

The “Information Cocoon” phenomenon has a profound and nuanced impact on the values of college students. This phenomena not only affects their information-seeking behaviors but also subtly guides their values and worldviews.

The closed-off nature of information inside this cocoon puts considerable limits on college students' access to varied opinions. Inside this “Information Cocoon,” people largely receive material that corresponds with their pre-existing ideas, resulting in restricted exposure to alternative viewpoints. This constraint narrows their perspectives, perhaps hindering their capacity to acquire a broad and impartial knowledge of society and the world. For instance, on socially sensitive themes, if pupils are exposed primarily to material supporting a particular position, they may acquire one-sided impressions, neglecting to analyze the problem from different viewpoints.

The polarization of opinions stands out as another important element of the “Information Cocoon” phenomena, considerably altering college students' values. Inside this cocoon, when pupils exclusively receive material that reflects their own beliefs, their viewpoints tend to grow progressively extreme. Due to prolonged exposure to information cocoons, college students may lack clarity in their life path choices^[4]. This fanaticism may promote great opposition to competing viewpoints and inhibit reasonable and impartial evaluations of situations. For example, on contentious social subjects, if pupils receive just one extreme position, they could strongly reject alternate ideas, so inhibiting impartial assessments and judgments. Self-reinforcement inside the

“Information Cocoon” also plays a vital influence in developing college students' ideals. Continuously meeting material that accords with their opinions gradually confirms their initial convictions. However, this reinforcement is not usually favorable. If their original values are biased or erroneous, this reinforcement could lead them astray. In moral difficulties, for instance, if college students' basic principles diverge from mainstream social standards, their self-reinforcement inside the “Information Cocoon” might intensify this deviation, resulting in incorrect moral judgments.

The multidimensional influence of the “Information Cocoon” phenomenon on college students' values involves both the establishment of information-seeking habits and the guidance of values and cognitive styles. Therefore, it is necessary to evaluate the consequences of this phenomena on college students and create effective methods to assist them escape the “Information Cocoon,” extend their knowledge frontiers, and foster varied and open-minded ideals.

IV. THE CORRELATION BETWEEN SHORT VIDEO CULTURE AND THE “INFORMATION COCOON”

4.1 The Role of Short Video Culture in Promoting the “Information Cocoon” Phenomenon

Short video culture is a crucial contribution to the birth of the “Information Cocoon” phenomena. This cultural form, with its particular algorithm-driven recommendation system, not only impacts how information is distributed but also exacerbates the trend towards information enclosure, driven by user preference settings.

Short video platforms utilize complicated algorithms to assess users' watching history, likes, comments, and sharing behaviors, generating unique interest profiles for each user. Based on these profiles, platforms customize content that closely fits consumers' tastes. While this customisation improves the user experience, it also subtly restricts the information users receive, making it simpler for them to slip into their comfort zones and harder to obtain other ideas.

Additionally, short video culture exploits user choice settings to further reduce the scope of information received. Users may modify their experience by following certain content providers or themes, which, while meeting their individual demands, also enhances the building of the “Information Cocoon.” This typically leads to a rejection of knowledge that diverges from their ideas, thus narrowing their information spans.

Moreover, the fast availability and fragmented character of short films contribute to the growth of the “Information Cocoon” phenomena. The shortness and simplicity of consumption of short video clips enable consumers to swiftly digest enormous amounts of information. However, this quick consumption might lead to shallow participation, missing in-depth analysis and critical thought. The fragmented display of information also limits the creation of a cohesive and complete knowledge base, thereby reducing user’s information exposure.

Collectively, short video culture, with its algorithm suggestion processes, user preference settings, and the immediacy and fragmentation of material, fosters the growth of the “Information Cocoon” phenomena. This not only constrains users’ access to different information but may also lead to one-sided thinking and the polarization of opinions, dramatically harming the value development of college students. Hence, it is necessary to be cognizant of the potential threats presented by short video culture and address the issues given by the “Information Cocoon” phenomena by diversifying information sources, developing critical thinking, and boosting media literacy.

4.2 The Impact of the “Information Cocoon” on Short Video Culture Consumption

The “Information Cocoon” phenomenon not only impacts how college students obtain information but also strongly influences their consuming patterns within the area of short video culture. This influence is complex, involving their choices of material, the extent of their knowledge, and their critical thinking ability.

Regarding content selection, the “Information Cocoon” generates a skewed and excessive preference among college students when picking short films. Prolonged exposure to information that corresponds with their opinions cultivates a strong feeling of identity, prompting people to select films that support their beliefs. This selective consumption further deepens the containment inside their information cocoon, preventing them access to other ideas and opinions.

Moreover, the “Information Cocoon” phenomena constrains the information sources and vistas of college students. Short video platforms, led by algorithm suggestions, deliver material suited to viewers’ tastes and prior activities. Although this customisation promotes user delight, it unnoticeably restricts the scope of their informational intake. As a consequence, they find it tough to investigate diversity and varied ideas,

promoting a restricted worldview that might hamper their personal growth and social development.

More crucially, the “Information Cocoon” undermines the critical thinking abilities of college students. Immersed in an information environment that reflects their ideas, people eventually lose their capacity to think and assess independently. When presented with difficult topics, individuals struggle to perform impartial and complete evaluations, opting to accept results that accord with their previous opinions. This inflexible perspective not only effects their academic pursuits and job accomplishments but may also significantly determine their future life trajectories.

The varied influence of the “Information Cocoon” phenomena on college students’ short video culture consuming habits is interwoven and dynamic. To confront this difficulty, college students must strengthen their information literacy, diversify their information sources, and foster critical thinking to break free from the confines of the “Information Cocoon” and utilize short video culture as an effective contemporary information tool.

V. RESPONSE STRATEGIES AND SUGGESTIONS

5.1 Enhance College Students’ Information Literacy

Confronted with the problems offered by short video culture and the “Information Cocoon” phenomena, boosting the information literacy of college students is crucially necessary. Information literacy comprises not merely the gathering and processing of information, but also its identification, appraisal, and application. Universities occupy a significant role in tackling this problem.

Educational institutions should incorporate information literacy instruction into their curriculum, making it a necessary component of students’ study. The design of these courses should incorporate multiple areas such as information collection, processing, assessment, and security, seeking to holistically develop students’ information management abilities. Through these courses, students will learn how to filter through massive volumes of data to uncover useful information, analyze its validity and dependability, and utilize it effectively while safeguarding their personal privacy.

Furthermore, colleges may strengthen students’ knowledge of the value of information literacy by conducting lectures, seminars, and other

events. By inviting industry professionals and academics to contribute their thoughts, students may remain current of the newest breakthroughs in information technology and security, therefore enhancing their understanding in this subject.

5.2 Optimize Short Video Platform Algorithms

To combat the shrinking of content exposure, platforms should attempt to diversify their content suggestions. Currently, computers typically forecast and show users with identical material based on prior behavior, restricting their exposure to fresh information. The personalized recommendation mechanisms driven by algorithmic technology accelerate college students' addiction to short videos^[5]. As a consequence, platforms must change their algorithms to guarantee viewers are exposed to information from all sectors and views. One useful technique is to occasionally present high-quality, inspirational material that doesn't line exactly with users' regular interests, so driving them to extend their minds and leave the limits of the information cocoon.

Short video platforms also need to enhance their understanding of customer preferences and give timely suggestions. By regularly monitoring surfing, like, commenting, and other user activity, platforms may immediately uncover variations in user preferences and possible biases. When consumers display an extreme affinity for a single sort of material or opinion, the platform should gently urge them to explore more diversified information. For instance, by adding specific sections like "Discover New Horizons" or "Daily Trending Topics" to the user interface, platforms may direct users' attention to material from varied sectors.

Moreover, while enhancing algorithms, platforms must increase their overall monitoring of short video content. Considering the possible damaging impacts of vulgar, violent, and other unsuitable material on college students' values, tougher content screening systems are needed to guarantee all submitted films conform to social ethics, laws, and regulations. For material that breaches these principles, platforms should swiftly delete it, ban offender accounts, and publicly publish the disciplinary measures to prevent others.

5.3 Strengthen Supervision and Guidance

The government must adopt a more aggressive posture in regulating short video services. Firstly, it is necessary to define and modify applicable rules and regulations for these platforms, explicitly stating their roles and

obligations, as well as establishing standards and bounds for information distribution. This will not only offer clear legal standards for the functioning of these platforms but also give a firm legal framework for resolving disputes. Furthermore, the government should constantly update and alter essential laws and procedures in response to industry breakthroughs and technological changes, so maintaining the efficacy and future-oriented character of these rules.

In addition to legal control, the government should reinforce the positive direction of college students' ideals. This may be done via varied topic educational activities, such as conducting special lectures, seminars, and forums. By allowing industry professionals, professors, and opinion leaders to meet with college students, these events may contribute in creating a right worldview, viewpoint on life, and values among students. Moreover, presenting a range of cultural exchange activities acts as an excellent approach to extend college students' cultural perspectives and build mutual understanding and respect across varied cultural backgrounds.

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