



# Short Video Empowerment and Dilemma Analysis of Early Returning Entrepreneurial Bloggers

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**Abstract.** The research on returning entrepreneurs is mainly based on dilemma exploration, influencing factors and path exploration, and less on the survival dilemma of small-volume returning entrepreneurs under short video empowerment. This paper analyzes the empowerment theory and dilemma of 15 small-volume bloggers' account content on Douyin platform through network ethnography and participatory observation. The analysis results of this paper are as follows: short video completes the process of empowerment from three aspects: action, expression and relationship, but at the same time, empowerment exposes the confusion and homogeneity of video creation and the field problems faced by entrepreneurs returning home.

**Keywords:** short video; return home entrepreneurship; dilemma.

## 1 Introduction

The General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued the "Implementation Method of Rural Revitalization Responsibility System" in 2022, which emphasized the need to encourage and guide all kinds of talents to devote themselves to rural revitalization. With the development of technology, short video plays an increasingly important role in rural revitalization. It has become an alternative way of "being seen" in rural areas in the form of new media. It is deeply embedded in the rural economic development model through the new "track" and has become an important starting point for "promoting the deep integration of digital technology and rural production and life".<sup>[1]</sup> In the Internet era, urban returning youth use social media platforms to publish rural life videos and entrepreneurial records to seek traffic realization and self-development, so as to help rural revitalization.

## 2 Literature Review and Research Methods

### 2.1 Literature Review

The theory of empowerment originated in the western sociology in the 1970 s. There is no clear and consensus definition of empowerment at home and abroad. Chen Shuqiang believes that empowerment, also known as empowerment, is not to 'empower' the case owner<sup>[2]</sup>, but to tap or stimulate the potential of the case owner.<sup>[3]</sup> Empowerment can be understood as a multi-level conceptual system, which is a practical process to increase self-efficacy for the client. The development of new media such as short video is obviously different from traditional media in terms of subject, content, channel and effect. It has important potential in three aspects: social resources, social connection pipeline and interactive architecture power.<sup>[4]</sup> By using the algorithm and promotion of short video platform, the three potentials can be brought into full play. At present, the research on the combination of returning entrepreneurs and short videos is mainly based on product promotion model exploration, video content analysis, and image self-presentation. It is less involved in the characteristics of returning entrepreneurs in the early stage under the empowerment of short videos. Therefore, how the information technology and communication means of new media empower the group to start a business needs to be further explored.

### 2.2 Returning Home Entrepreneurship Small Volume Blogger Short Video Empowerment Path

In the process of social transformation and development, many public policies and systems are still not perfect, which makes new media technology have special significance for the middle and lower classes with relatively low social status and lack of social rights, and become a weapon for the weak to empower themselves.<sup>[5]</sup> From the perspective of practical significance, the direct purpose of returning entrepreneurs using short video platforms is not based on the satisfaction of psychological needs, but more on the struggle between their needs for survival and development after returning home and the lack of social institutions. This study believes that the path of short video empowerment for returning young entrepreneurs is realized through three levels of action, expression and relationship, and the process of power empowerment under the main action is completed.

#### **(1) Action Empowerment: 'Front Desk' Performance, Breaking the Traditional Impression Label**

Returning entrepreneurs use the video platform as the stage 'foreground'. The social environment, animals, land and infrastructure of the countryside provide the stage setting<sup>[6]</sup> The presentation of discourse and social relations in the video has become the stage language, pushing entrepreneurs who have just entered the countryside to the foreground, digging out the initial image of entrepreneurs who are different from those who have been rooted in the countryside and the hidden obstacles to online and offline co-entrepreneurship.

## **(2) Empowerment of Expression: Show Different Identities**

In the short video, on the one hand, the blogger is the recorder of the daily entrepreneurial life in the countryside, using the copywriting, lens, soundtrack, story and so on to create the hard image of the entrepreneur, which is mixed with the implicit identity characteristics when interacting with different people. On the other hand, as a derivative of objective identity, entrepreneurs pretend to be their predecessors, telling their mental journey and difficulties, and admonishing potential groups to enter danger.

## **(3) Relationship Empowerment: Network Social Circle**

Through the classified push, group chat and private chat functions of the short video platform, entrepreneurs can build the same type of social circle, expand the relationship network to different classes, and obtain rich social capital.

# **3 Development dilemma of Returning Home to Start a Business**

The hot spot of returning home to start a business has emerged in recent years. Many striking workers in cities have seen successful cases on the Internet and leisurely pastoral life, and have chosen to return to the countryside to develop their own ideas using the encouragement plan of short video platform. 'People who want to return home to start a business are basically because of the middle-aged crisis. Most of them think about planting greenhouses, raising cattle, raising sheep, growing fruits, and planting medicinal materials.

The application of digital media in rural areas is weak, and it is difficult to show the real situation of most rural areas on the network. The problem of information asymmetry in urban and rural areas makes returning entrepreneurs still imagine the actual situation in rural areas. The conflict between ideal and reality hinders the development of entrepreneurship. Through video analysis and interviews with creators, this paper shows the obstacles encountered in the development of some returning entrepreneurs.

## **(1) Rural Relationship Network: Human Dilemma**

China's rural society is based on blood ties and life patterns. Only by forming their own acquaintance community can everyone follow the traditional rules. The acquaintance social pattern in rural China is geographically isolated and exclusive. It pays attention to the human society, and it is difficult for outsiders to quickly integrate. Due to the closed information, remote location, weak legal norms and supervision implementation, appeals and other official measures are often time-consuming and costly. It is difficult to be used as a common means, and the parties have to endure.

In the process of embedding in the countryside, relationship employment is the most common behavior choice of young professional farmers. On the one hand, relationship employment can solve the problem of labor supervision with the help of local human rules and improve the labor efficiency of informal employees; on the other hand, the employment of acquaintances can provide non-agricultural employment income for the village retainers, which is usually an important way for young professional farmers to

build social prestige and maintain interpersonal relationships. [7] The employment of local villagers in rural society can not only reduce the operating pressure, but also establish friendship in daily interaction, understand the daily life of the countryside, and then get to know a wider social network on the basis of business and friendship.

However, the social network established by the employment relationship is fragile. Different from the strict division of upper and lower levels in the city, the hierarchical concept of the countryside is relatively weak. After the relationship is closer, it is prone to leapfrogging actions, role conflicts, human relations become obstacles, and the evaluation of the cornerstone changes. The established relationship network may be impacted and lead to joint and several effects. When the relationship is bad, some villagers will take practical actions to destroy production and life, squeezing the future profit space of the business.

### **(2) Imperfect Supporting Facilities: Cost Dilemma**

The environment plays a decisive role in the project selection and implementation process of entrepreneurs. In recent years, rural areas have developed to a certain extent but are still in remote and backward areas. It is difficult for entrepreneurs to directly apply the entrepreneurial model they know abroad. The supply chain, transportation chain, communication cost, construction cost, employment cost, loss cost, public opinion pressure and so on in the village will hinder entrepreneurship. Rural entrepreneurship usually has a certain scale. In the rural development relying on natural conditions and human networks, the loss cost caused by unexpected situations accounts for an important proportion in the total cost, which has caused a heavy blow to the psychology and economy of entrepreneurs. As Yu Dayu describes:

In order to grow vegetables in the village in winter, I gave the greenhouse a refurbishment. The new film was replaced yesterday and burned today. Before the liberation, the blueberry trees and strawberry seedlings were burned to me, and so good radishes had to be thrown away. The fire extinguisher used more than 20 bottles to do nothing.'

### **(3) Entrepreneurship Project Plan: a Hot Mind**

Many returning entrepreneurs choose to return to their hometowns for entrepreneurship with complex and diverse motivations. The emotional and policy factors that attract the "urban return" group to return home to start their own businesses are the main pull of the phenomenon of returning home to start their own businesses. The increasing cost of living in the city and the weak human relationship have promoted migrant workers to leave the city, and the original "urban pull" and "rural push" have changed. [8] Many returning entrepreneurs have deep feelings for their hometown, and hope to live a leisurely life and contribute to their hometown through their own efforts, so as to improve the economic and social conditions of their hometown.

### **(4) Audience Conversion and Traffic Realization are Not Optimistic**

After horizontal analysis of the same background video and vertical comparison of the blogger's video style, it is found that on the one hand, the account of the initial

returning entrepreneurial group is operated by individuals alone, beginning with imitating the style of the same type of blogger. However, without the support of team planning, on the one hand, the video content is highly homogeneous, deepening the stereotype of the audience and losing the innovation points retained by the audience. On the other hand, the video manufacturing is rough, and the content is expressed by the handheld lens face narrative. The video text, soundtrack and lens conversion are abruptly connected, and the theme of the video cover is not clear. The creator neither relies on the narrative to establish emotional contact with the audience, closes the intimate relationship, and the human subjectivity is not strong. On the other hand, the fragmented way of information dissemination in the media era has prompted creators to leave a memory point to the information receiver with a label-like image. In the live broadcast, entrepreneurs focus on stating how to feed, how to breed in a healthy and pollution-free way, and how difficult it is to start a business to seek the recognition of the audience. However, only a few bloggers showed the inspection qualification standards and operating licenses on the product page, lacking the measurement and result comparison of professional equipment, which greatly reduced the persuasiveness of the blogger's products. The audience has higher requirements for the entrance food, and it is difficult for the 'three-nothing products' to usher in large-scale sales.

#### 4 Conclusions

With the aggravation of population aging and the lack of rural labor force, the policy of returning home has been continuously introduced. With the extensive publicity of the platform, returning home entrepreneurship has been included in the options for the future work development of young people.<sup>[9]</sup> The conflict between the traditional rural environment and the returning youth entrepreneurship is an important issue in rural construction and a new starting point for promoting digital integration. From the perspective of 15 bloggers who have a certain platform experience and fan base, and have a short period of returning home to start a business, this paper deeply analyzes the common difficulties of many bloggers on the way to start a business and expands the scope of application. The study found that the path of short video empowering returning entrepreneurial youth is realized through three levels of action, expression and relationship, completing the process of power granting under the main action, changing from an observer outside the screen to a leader with multiple identities in the relationship network, mastering the right to speak in video, and sharing the real rural entrepreneurial life.

On the other hand, although the early returning entrepreneurs have broken certain information technology barriers by using the network, they are still facing the complex human relations inherent in the countryside, the cost requirements of science and technology integration industries, the exclusion of local groups, the lack of leaders, the unclear industrial planning, the unstable quality of basic materials, and the lack of sales channels. Difficulty is still an important obstacle to the development of work, and it is difficult to truly integrate new knowledge with traditional villages. At the same time, entrepreneurs use traffic push to create entrepreneurial accounts, hoping to obtain help,

open up online sales channels and video revenue, but because account maintenance requires a lot of time, energy and technology. It is difficult for ordinary creators to innovate in the face of simple and repetitive rural environment and daily work, and the auxiliary role plays a small role.

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