



# Short Video Production Strategy and Dilemma of Silver-haired online celebrity——Take four silver-haired online celebrity bloggers on the Aauto Quicker platform as an example

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**Abstract.** Spring silkworms are not old, and the setting sun is red. At the beginning of its birth, short videos were favored by people aged 10 to 70 with their strong emotional mobilization ability, low threshold, low-cost access mode and fragmented browsing. With the rapid development of the digital age and the maturity of 5G technology, more and more elderly people are coming into contact with the Internet. In order to prevent the elderly people from becoming marginalized by the new media wave, all social forces help them to participate in digital life deeply. More and more silver-haired online celebrity has attracted attention on short video platforms, which has broken the society's inherent cognition of the elderly group. They appear in the audience's field of vision with brand-new identity tags on the online platform, share their life experiences, teach professional knowledge, show their personal image and talents, bring joy to the audience with popular jokes, and gain a lot of fans' attention. This group is also called silver-haired online celebrity by netizens. Silver-haired online celebrity, while consuming short videos, has changed from a viewer to a gazer, becoming a symbol carrier in the digital age, effectively narrowing the digital gap between age groups and becoming a unique landscape in online celebrity's economic market.

**Keywords:** digital wave; Elderly groups; Silver hair online celebrity; Online celebrity economy; Short video platform

## 1 Introduction

On August 28th, 2023, China Internet Network Information Center (CNNIC) released the 52nd China Internet in Beijing. According to the Statistical Report on the Development of Internet, as of June 2023, the proportion of Internet users aged 60 years and above in China was 13%.According to the data of the seventh national census, by 0:00 on November 1, 2020, the population aged 60 and above accounted for 18.70% of the total population in China, which means that China has entered an aging society.

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As a group that can not be ignored in the development of the country and society, the elderly group has long been in the dilemma of social class solidification and stereotype. Different from "digital aborigines", silver-haired people are often called "digital refugees" because of their late contact with the internet and inconvenient operation. With the continuous deepening of the aging of the population and the continuous improvement of the network penetration rate, the society has also begun to pay attention to the digital survival experience of silver-haired groups. At the moment when digitalization and aging are in parallel, the integration of silver-haired groups and digital life is accelerating. Simple and easy-to-use exercises and video-based expressions have attracted groups of silver-haired people, creating a silver-haired online celebrity ecology that conforms to the "internet plus" elderly group. The appearance of online celebrity with silver hair has broken the state that the image of the elderly group has been "molded by others" for a long time, which not only relieves the relative loneliness of the silver-haired group for a moment, but also enhances the subjective well-being to some extent. With the help of short-sighted frequency platform, some elderly people present funny, optimistic and positive images, and leap into "online celebrity Circle". Online celebrity, with silver hair, is facing many difficulties.

## **2 Literature Review**

### **2.1 Research on Online Celebrity in Short Video**

#### **2.1.1 Network Production.**

Maslow's hierarchy of needs divides human needs from low to high into five levels: physiological needs, security needs, social needs, respect needs and self-realization needs. Social activity theory puts forward that people seek the meaning of life through social activities, This theory is also an important branch to study the social production and participation activities of the elderly<sup>[1]</sup>. There are many independent transports in the short video of silver-haired online celebrity.

The individual account of the camp, such as Grandpa @ Little urchin in the vibrato platform, whose video content mainly records the loving life of the elderly couple, and the photographer of the video is the younger generation of grandpa's family. The account is a silver-haired online celebrity individual with a unique circle powder effect with the theme of old-age love; Professor @ Zhang Heqing formed a characteristic IP with funny daily life; In addition, there are also movie stars who appear on short video platforms as individuals, such as @ Grandpa Jigong Benchang You. He appears as a living Buddha Jigong in film and television dramas, wearing shabby robes, shaking a fan in his hand, and humming familiar melodies in film and television dramas with a cordial tone in the video, which brings a wave of memories to the netizens and also shows the growth of young groups. There are countless speed circles<sup>[2]</sup>.

### **2.2 Identity Partition**

How to use language and pictures to attract users is still a huge challenge for the elderly. Short video, with its refined and rapid characteristics, requires the creator to

attract the attention of the audience in an instant, which puts a very high standard on content production. Silver-haired online celebrity often faces the problem of insufficient digital literacy in content creation. They need further improvement in technical operation, information screening, creative evaluation and critical thinking.

In view of the limited energy and technical level of the elderly, their role in video creation is often limited to performers, and it is difficult for them to participate in short video creation and business decision-making. They may rely on the help of their families for family-run operations, or accept the unified management of MCN institutions to achieve wider influence and participation.

Silver-haired online celebrity wants to integrate her image with online pop culture, but if she is not careful, her creation will easily be defined as over-consumption of the image of the elderly by netizens. The image of silver-haired online celebrity on the Internet will also affect the attitude of netizens towards the elderly in reality. If the image of the elderly on the Internet gives the audience negative characteristics such as exaggeration, falsehood and scriptization, it will inevitably affect people's attitude towards the elderly in real life and even have a negative impact<sup>[3]</sup>.

### **2.3 Study on Online Celebrity with Silver Hair**

#### **2.3.1 Concept Definition: Silver-Haired Online Celebrity.**

"Silver hair" means "white hair", which generally refers to the elderly group. According to the definition of the Law on the Protection of the Rights and Interests of the Elderly, the elderly group is people over the age of 60; "online celebrity" is the "network red man", in real life or online life because of a certain

An event or an action that has attracted the attention of netizens and become popular, or a person who has been exporting professional knowledge for a long time and become popular<sup>[4]</sup>. Based on the former According to the researcher's research, the silver-haired online celebrity studied in this paper refers to the elderly group over 60 years old who have attracted the attention of netizens based on their own behaviors and materials.

#### **2.3.2 Research Content: the study of Silver-haired Online Celebrity in Short Videos.**

Online celebrity, with silver hair, is an elderly individual who has gained public attention with the help of the Internet, and is a more active and performing UP master. They actively embrace the internet and strive to bridge the cognitive generation gap between the second element, the national culture and the traditional old-age culture. There are three main types: one is recreation, for example, grandma Wang shows the healthy life of the elderly by showing her talents and fitness; The second is life. For example, Zhang Wanlu quit his job and returned to his grandparents in Shaanxi. He took a short video of grandma digging potato and uploaded it to the Internet, which became popular. The third category is knowledge, such as bureau seat and Ma Weidou. They affect a wider range of people, and because they focus on a certain field, they also have a lot of iron powder. Scholar Tian Leilei also studied different types of

silver-haired online celebrity in short videos. She divided the self-presentation types of silver-haired online celebrity into four categories to conduct research.

The first kind of life-sharing daily life. This kind of video mainly presents the daily life of the elderly in Tik Tok, recording their retirement life and sharing cooking methods. Compared with other types of short videos, such videos are more intimate and grounded, and meet the daily entertainment needs of the audience. Aunt @ Shirley has millions of fans. She filmed her daily life into a short video. In the video, she is still wearing exquisite makeup in her sixties, and her temperament is elegant and her face is good. Most of the content topics are vlog of a 63-year-old retired woman. Elegant life gives the audience a different understanding of the life of the elderly after retirement, and the entrepreneurial process she shared is also very inspirational, which is the disseminator of positive energy in the short video of vibrato.

The second category of fashion-exquisite labels. In the short video of fashion trends in Tik Tok and online celebrity with silver hair, the elderly are dressed in fashionable clothes with exquisite makeup, with the most popular editing, soundtrack and special effects templates in Tik Tok, which breaks the stereotype that the elderly are sloppy and sloppy. Grandma Wang, who only wears high heels, has more than 13 million fans. She is the head of the silver-haired online celebrity. Her works show the image of a young woman who loves dance and fashion and has a light posture. It is the most important part of silver-haired online celebrity's self-presentation that she has a clear positioning and distinctive label for her own works.

The third kind of emotion-arousing resonance. The main content of emotional short videos is that bloggers, as elderly people, show their understanding and cognition of life, friendship, love and affection by their own personal experiences or life thinking, stories, short sentences or entertainment. This kind of short video can easily catch the eye of young people, because the elderly group itself has a kind of "come here".

As a person, many young people can learn from their experiences to deal with people. The elderly's observation of ordinary people's life stories in video practice can save and salvage the memories of years and present the hidden history. For example, in the works of Aauto Quicker short drama creation blogger @ me and my grandmother, through the series of original short dramas such as the world and warm winter, the elderly are the protagonists, and the affection will be Love, friendship, dedication and other emotional expressions are integrated into it, combining current events to speak for the disadvantaged groups and attracting the audience with high-quality plots.

The fourth kind of specialty-creating contrast. Special short videos are a platform for the elderly to show themselves. They play their special skills in short videos, attracting a large number of viewers with the characteristics of professionalism, innovation and contrast, and breaking the stereotype that the elderly have nothing to do after retirement. This kind of short video bloggers not only show their career that they love and struggle for a lifetime as their professional expertise, but also some elderly bloggers combine with the current fashion to create a unique style. For example, @ Sister Wang came to create a rap video with 5.14 million fans and a group of elderly people who love life and food. It combines rap with food and daily life and is divided into two channels: rural food rap and rap life. In the short video of a group of food tutori-

als, with the help of rural old ladies, The contrast created by Tai's image and original rhyming rap stands out<sup>[5]</sup>.

The appearance of silver-haired online celebrity is not only closely related to the competition and interaction of multiple old-age discourses, but also means the emergence of a new type of media text and cultural representation to resist the stereotype of the elderly, and it also has a two-way influence and shaping with a wide range of media social practices.

## 2.4 Summary

With the elderly group actively integrating into the Internet ecology, the silver-haired online celebrity group has ushered in an unprecedented development opportunity. By sharing their daily lives, exchanging personal experiences, and showing fashion wear, they not only walked in the forefront of fashion, but also shared emotional stories, which aroused widespread resonance and showed their unique personality and talents, thus attracting a large number of fans and attention.

However, with the in-depth development of the phenomenon of silver-haired online celebrity, they face a series of challenges: first, the dilemma of digital literacy, which limits their innovation and breakthrough in content creation; Secondly, the challenge of physical health, because of limited energy, has affected their continuous output as content creators; Furthermore, it is the difficult problem of commercial realization, how to maximize economic benefits while maintaining personal image; Finally, there is the problem of excessive consumption image, which may adversely affect the long-term development of silver-haired online celebrity.

The return of the silver-haired group in person is not only a direct face to many challenges in an aging society, but also a manifestation of their courage to devote themselves to the digital age, showing their deep expression of self-subjectivity. This is not only another attempt of the survival wisdom of the elderly. It is also the embodiment of respect for one's own life and value reconstruction. The rise of short video platform provides an active self-presentation stage for the elderly, which provides a new perspective for related research fields. Researchers should explore to find a better one for silver-haired online celebrity. Development path, in order to promote the elderly group to have a broader right to speak and a platform to realize personal value in the new media era, thus promoting their active participation and contribution in social culture.

## 3 Research Methods

Content analysis is the main research method of this paper. This paper selects Aauto Quicker platform @ I am Grandma Tian, @ Me and my grandma, Four silver-haired online celebrity bloggers, the crafts of Aunt Shirley and Grandpa, were taken as samples and analyzed from April 10 to 2024. Video content released by four bloggers on May 10th. I chose four bloggers not only because they have a huge fan base (@ meIt's Granny Tian's fan base of 12.588 million, @ Me and my grandma's fan base of

8.22 million, @ Aunt Shirley's fan base of 3.788 million, @ Grandpa.Those crafts are 732,000), but also based on their videos involving family feelings, rural revitalization, non-genetic inheritance and other topics, which are loved by the public and have an influence on society.

Focusing on the Aauto Quicker platform, this study conducted a search with "online celebrity with silver hair" as the key word, and analyzed 19 selected videos, involving eight variables: fan number, distribution mode, genre, expression form, interaction, keywords, tags, narrative and script. IV.

## 4 Account Number and Blogger Label

### 4.1 The Number of Fans of Silver-Haired Online Celebrity

The number of fans is one of the key indicators for the development of media accounts. Through the analysis, we can understand the attraction and influence of the account by the number of fans, and find out the methods and strategies to improve the number of fans. Figure 1 shows that @ Grandpa's craft fans are relatively low. Although the video is valuable and inherits folk skills in a new way, its fans are behind some young bloggers who also inherit folk skills because of the poor shooting location and editing techniques. While @ Jiang Xunqian (September), a young folk art inheritor who believes that "human fireworks taste the most", has a fan base of 8.63 million. Her video manifestations are diverse, and her scripts are narrated in various ways with high integrity. Obviously, the crafts of blogger @ Grandpa are caught in the dilemma of single and homogeneous works and weak expressive ability. The reasons for these problems may be the weakness of physical function, the rapid iteration of the information society, the limitations of background and culture, etc., but these problems will eventually affect the number of fans of bloggers.It has become a solid barrier to hinder the ecological development of silver-haired online celebrity<sup>[6]</sup>.

blogger	Number of fans
I'm Grandma Tian.	12.588 million
Me and my grandma	8.22 million
@ Aunt Shirley	3.788 million
Grandpa's crafts	732,000

Fig. 1. Blogger and number of followers

#### 4.1.1 Video Distribution Mode.

A relatively stable number of releases per week is a daily means to enhance the audience's stickiness, and it helps to keep Aauto Quicker active. This paper mainly ob-

serves the number and time of videos released by four bloggers on Aauto Quicker platform in one month (April 10-May 10). The research object of this paper is as shown in Figure 2. @ I'm Grandma Tian, and I usually publish it in the afternoon, with an average of one shift. @ My grandma and I usually publish it at five o'clock in the afternoon, with an average of one shift. @ Aunt Shirley usually publishes it from three to four in the afternoon, with an average of one shift. @ Grandpa's crafts are usually published in the evening, with an average of two or three shifts.

According to official data, the prime time for video release is from 6 am to 8 am, from 11: 30 noon to 2 pm, and from 6 pm to 10 pm. Because the video released by Yinfa online celebrity did not focus on the prime time supported by the traffic of Aauto Quicker platform, despite their high number of fans, they still failed to break the information gap and chose to release it at a time when people were off work, thus attracting more fans to have time to watch the video content completely. Young blogger @ Xiaoyi chose to post videos in prime time to get more traffic because of its frequent updates.

blogger	Distribution pattern
I'm Grandma Tian.	Most of them are released in the afternoon, with an average of more on Monday.
Me and my grandma	Most of them are released at 17:00, with an average of more on Monday.
@ Aunt Shirley	Most of them are released from 15: 00 to 16: 00, with an average of more on Monday.
Grandpa's crafts	Most of them are released at night, with an average of two or three days.

Fig. 2. Distribution of Doctor's Posting Time

#### 4.1.2 Video Tag.

Tags are symbols for the platform to identify users. Every internet user will be labeled by each platform system, and the algorithm will recommend more accurate content to users<sup>[7]</sup>; For the creator, the system will recommend the algorithm according to the tag, so that the superimposed traffic breaks through the traffic pool. As shown in Figure 1, the blogger @ I am Grandma Tian's label is # How broken Grandma's mouth is, @ My grandma and I are labeled as # Family Emotion, @ Aunt Shirley is labeled as # New Rural Pension Life, @ Grandpa's crafts are labeled as # Folk Craftsman, # Non-genetic Inheritance (Brown Weaving) and # Rural Revitalization. Silver-haired online celebrity's tags are relatively simple and few, while young online celebrity bloggers (for example, @ Ceng Li) will discretely tag their videos from different dimensions.

### 4.2 Video Content Level

#### 4.2.1 Video Type.

The video types of silver-haired online celebrity include daily sharing, exquisite labeling, silver-haired resonance and so on. In the one-month video content, each

blogger's video type is single: Blogger @ I'm Grandma Tian shares only Grandma Tian's daily bickering and interesting life stories with Grandpa; Blogger @ Aunt Shirley only shares retirement life; Blogger @ Grandpa's skills only share traditional folk brown knitting skills; Blogger @ I and my grandma are mostly deductive works, and only one video is for advertising promotion; the video type of silver-haired online celebrity is single, which cannot attract diverse fans. The video released by the young blogger @ Night Devil Wenwen, who is also sharing life, involves many aspects such as sunbathing, work, travel, beauty, good things sharing, etc. Obviously, young bloggers are better at short video tracks and have a lot of creative space.

#### 4.2.2 Video Expression Form.

This paper mainly studies from five aspects: scenery, music, copywriting, subtitles and language characteristics. Most of the crafts of the silver-haired blogger @ Grandpa are close-up and close-up shots, and the picture is single, and the audience will easily feel aesthetic fatigue after watching it for a long time; The video of @ Jiang Xunqian (September), a young blogger who is also a non-genetic inheritor, will use distant view, panoramic view, middle view, close view and close-up to express the theme, so that the audience can immerse themselves in the video and clarify the relationship between the characters and the environment .

The video soundtrack of silver-haired blogger @ Aunt Shirley is mainly soothing and melodious, and each video is similar and too monotonous; The video of @ Liziqi, a young blogger who is also a sharer of rural life, has added many voiceovers, non-verbal voices, organic music, natural sounds, etc. These sounds and soundtracks have broken the limitation of the lens and expanded the audio-visual art.

The video copy of silver-haired blogger @ I'm Tian Wei is too simple, for example, "The behavior of Lao Wei is somewhat personal". Although its subtitles are clear and accurate, the subtitles occasionally block the face and let the audience miss the wonderful expression; It's sharing and companionship day.

The video copy posted by Chang's young blogger @ Fang Yangxin is mostly rhetorical or exclamatory, which attracts people's attention. For example, "This is my seventh year as a sleeping robot. Is your wife like this?" Its subtitle font size is appropriate, which allows the audience to clearly identify the subtitles and see the expressions and actions of the characters at the same time.

Silver-haired blogger @ I am Grandma Tian. The language features of the videos posted are mostly dialects, and the language types are relatively single. In the video, the young blogger @ Machi Kangji will interact with the audience alternately in Mandarin and Yi, and the blogger @ Lige Greg will share the law learning method with fans. The humorous tone has attracted many fans. The rich forms of video can not be separated from teamwork. Some silver-haired online celebrity have limited conditions and can only shoot by themselves, which also leads to their inability to present beautiful videos for the audience to watch, thus increasing traffic.



### 4.2.3 Video Narration.

In video creation, the content to be expressed in the whole film is decomposed into different paragraphs, scenes and shots, and then these shots, scenes and paragraphs are logically and rhythmically reassembled according to the original creative idea and artistic skills, so that they can form a continuous and organic artistic whole through the complementary and opposite relationship between images——A complete film that reflects life, expresses ideas, is coherent, vivid and touching<sup>[8]</sup>. Those hands of the silver-haired blogger @ Grandpa Art adopts the space-time sequence structure, and all the videos have no special narrative structure, resulting in less fans than the other three bloggers. And some young bloggers in online celebrity, such as @ Smiling and @ Garfield Z, use causal linear structure, conjugate lumpy structure and even montage with different narrative methods to make video creation more interesting and eye-catching.

### 4.2.4 Video Script.

The script of short video can be understood as the basis of short video shooting and editing, and all participants in short video production (photographers, editors, actors, props, etc.) are subject to the script. A short video shooting script mainly includes five aspects: shooting technique, duration, picture, dialogue or explanation and music, which can help bloggers to complete the video shooting. The video script can clarify the idea of video presentation, facilitate video shooting and editing, and ensure that the video is promoted according to a unified theme. Blogger @ My grandma and I released a video script with high integrity, ingenious conception, and diversified scenes, camera movements, picture descriptions, lines, seats and music. The other three silver-haired bloggers studied in this paper are obviously faced with the dilemma of poor script integrity: @ I'm Grandma Tian's video, the average duration is less than one minute, and some videos are only ten seconds. @ Aunt Shirley's video integrity is average, and the shooting techniques are chaotic. @ Grandpa's video clips are poor, with single pictures and lack of dialogue and explanation. It can be seen that online celebrity with silver hair still has a lot of room for improvement in video script, but her older age, poor learning ability and limited energy have also become the difficulties that hinder their development.

## 4.3 Video Effect Feedback

### 4.3.1 Comment Keywords.

The keywords in the comment area often bring bloggers some creative ideas, and their creation is often influenced by the audience. Blogger @ I am Grandma Tian's comment keywords are "Feelings are so good", "Laughing to death" and "Really cute", @ My grandma and I comment keywords are "Want to cry" and "Miss my grandma", @ Aunt Shirley's comment keywords are "Envy my aunt" and "My aunt's life is my dream", and @ Grandpa's comments keywords are "Grandpa is awesome", @ The analysis and application of comment keywords is an important means for content creators to gain insight into the audience's psychology and build emotional reso-

nance. By carefully digging and analyzing the keywords in audience comments, bloggers can more accurately grasp the audience's interests, needs and expectations, and thus make more accurate positioning and adjustment in content creation. The four bloggers studied in this paper don't pay attention to the keywords in the comment area to shoot what the audience wants to see, while the young beauty blogger @ Cheng Shian 'an will decide the content of the video according to the comments, such as "I want to see how to paint expensive makeup", "Let's recommend a cosmetics issue" and "How to trim my eyebrows".

The data shows that compared with ordinary content, the average likes of content with resonance can be increased by more than 30%, and the number of comments and private messages has also increased significantly.

#### **4.4 Video Effect Feedback**

##### **4.4.1 Video Interaction.**

Video interaction includes likes, comments, sharing, etc., which reflects the audience's love and recognition of video content. By analyzing the interactive data, we can understand the interests and needs of the audience and optimize the creative content. Among them, blogger @ I am Grandma Tian has an average of 220,000 likes, 10,000 comments and 10,000 collections. The crafts of blogger @ Grandpa are influenced by factors such as regions and teams, with an average of 1,500 likes, 100 comments and 120 collections.

In the video, @ I'm Tian Wei, who pays attention to interacting with fans by asking questions and self-deprecating, such as "What do you want to see?"; Or ask questions through daily life, such as "What can Grandma do against Grandpa on purpose". Basically, each video also has a self-blackening frequency of about twice, creating an image of grounding gas and being close to fans. Grandma is good at joking with fans and creating a relaxed and lively atmosphere, leaving the audience with the impression of a ghost horse spirit. She often gives fans some suggestions or tricks (such as how to bargain), which makes fans laugh. In contrast, the videos of @ Grandpa's craftsmanship lack interaction, and more of them are about one person explaining the brown weaving culture. Each video is immersive and handmade, and there is no interaction with the audience by chatting, asking questions, encouraging praise, etc.

After analyzing the video interaction of four bloggers, it is found that most of the current videos of online celebrity with silver hair are self-immersed, lacking interaction with users. For this dilemma, silver-haired online celebrity can guide the audience to participate in the video by adding interactive elements, so as to improve the audience's participation. For example, a question-and-answer session, an interactive game or a voting session can be set in the video, so that the audience can participate in the content of the video and increase the audience's sense of participation and resonance.

## 5 Conclusions

With the rapid development of Internet technology, the cognitive and recognition abilities of the elderly have been difficult to adapt to the ever-changing network environment. Under the background that young people dominate the media discussion, the elderly living on the edge of digital technology rarely have the opportunity to express their views and feelings. They become aphasiacs in society, gradually abandoned by the times, and face many challenges in the process of self-presentation. At present, the difficulties of online celebrity's video creation with silver hair are mainly as follows: the works are single and homogeneous, and the performance ability is still weak; Failed to break the information gap and release the video in prime time; Not good at tagging videos from multi-dimensional divergence; Will not use a variety of forms of expression, narrative structure to shoot videos, lack of team guidance; Limited energy, poor script integrity; Not paying attention to the keywords in the comment area and the lack of audience interaction in the video.

Facing the increasingly severe challenge of population aging in China, it has become an urgent strategic task to promote the digital integration of the elderly population. In this context, silver-haired online celebrity has gradually attracted widespread attention and love for its unique communication characteristics and far-reaching social influence. The emergence of this emerging group not only subverts the stereotype of the elderly in traditional society and shapes an active and active image of the elderly in the new era, but also significantly enhances the visibility of the elderly in cyberspace, enabling them to find a sense of belonging and identity in the virtual world, thus effectively promoting the wide adoption and application of digital media by the elderly group. At present, the foundation for the elderly in China to realize digital life through the Internet has taken shape.

We must be soberly aware that the digital integration of the elderly population cannot be achieved overnight. It requires not only the active efforts of the elderly themselves, but also extensive assistance and support from all walks of life. This includes but is not limited to government policy guidance, technological innovation of enterprises, knowledge popularization of educational institutions, and tolerance and understanding of all sectors of society.

Therefore, in order to realize the comprehensive digital integration of the elderly population, it is necessary to build a social support system with multi-party participation and coordinated promotion. Based on the study of Aauto Quicker platform silver-haired online celebrity, the author puts forward some suggestions for industry development, hoping to promote the sustainable development of silver-haired online celebrity ecology: First, silver-haired online celebrity actively learns new media communication technology and cultivates the ability of planning, shooting and editing. The second is to dig deep into the creativity of content and create distinctive characters. In view of the homogenization and rigidity of online celebrity's works at present, silver-haired bloggers and teams need to make continuous efforts to dig deep into the connotation of their works. The third is to optimize the digital environment and build a mutual support mechanism between generations. In addition, young people should ac-

tively participate in it, so that more elderly people can actively integrate into society and create a "golden old age" for the "silver-haired people".

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