

## A SWOT Analysis and Strategy Study of English Learning Short Videos in the New Media Era

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### Abstract

In the new media era, short videos have become an essential part of people's daily life with some videos playing important educational role. This paper mainly discuss the educational effectiveness of short English learning videos from the four dimensions of Strengths(S), Weakness(W), Opportunities(O) and Threats(T). And the four combined form strategies of SO, WO, ST and WT are proposed in conjunction with the development goals, characteristics and dilemmas of English learning short video industry in the new media era.

**Key words:** English learning short videos; SWOT analysis; Strategy study

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In the new media era, short videos have fast developed into an essential part of people's daily entertainment activities, since they are visually appealing, concise, and easily shareable with the potential to go viral. As the most popular medium nowadays in this digital age, short videos have rapidly evolved into a wide range of different contents reaching 1.012 billion users in China, according to *The 51th Statistical Report on China's Internet Development* by China Internet Network Information Center (CNNIC). People are not only watching short videos for fun, but also trying to learn staff from knowledge-based educational short videos. By the end

of 2018, there are more than 3 million knowledge-based short videos. Among them, short English learning videos have always been a hot hit to university undergraduates. This paper mainly adopts the SWOT analysis as the research method to discuss the educational effectiveness of short English learning videos from the four dimensions of Strengths(S), Weakness(W), Opportunities(O) and Threats(T) with strategies exploration. It is helpful to continuously improve students' language learning and to broaden the instruction reform for College English instruction.

## 1. A SWOT ANALYSIS OF THE DEVELOPMENT OF SHORT ENGLISH LEARNING VIDEOS

### 1.1 Strengths

#### 1.1.1 Flexibility and Convenience for Effective Learning

English learning short videos offer the strengths of flexibility and convenience, which are beneficial for effective fragmented learning.

Short videos present English knowledge in a concise format, making it easy to understand and comprehend. Learners can quickly acquire core information, enhancing learning efficiency. Learners can access English learning short videos anytime, anywhere through devices like smartphones, tablets, or computers. Learners can schedule their learning based on their own time and location, increasing flexibility and convenience.

Fragmented learning is characterized by high flexibility and knowledge absorption. For example, English learning short videos on the Tiktok can present a few words, a couple of spoken expressions, or even a grammar point within a 15-second time frame, reducing the learning difficulty. The fragmented nature of the video content allows learners to easily grasp the key

points. Furthermore, the automatic looping feature of Tiktok videos enables continuous viewing, facilitating the conversion of instant memory into long-term memory, which is crucial in language learning.

### **1.1.2 Practical Application for Social Learning**

The short English learning videos on Tiktok are taken from real life scenarios, and many of them can provide real-world language usage demonstrations, examples and exercises to help learners apply the knowledge just learned. Foreigners would talk freely in English, and the audience follows the dynamic communication context so as to experience the real situation of the usage of English expression in communication. This practical learning approach strengthens language skills and facilitates real-life communication and could go further with its social interaction attribute.

Users and learners can carry out a series of interactive behaviors either independently or passively while watching short English learning videos, such as engaging in discussions, comments in social media platforms, fostering collaborative learning with peers. As a social tool, the short video platform not only meets users' entertainment needs, but also provides a channel for making friends. By strengthening the social chain and enhancing users' perception of social value, English learning short videos help enhance user stickiness.

### **1.1.3 Visual Attractiveness for Repeatable Learning**

The short duration of videos allows learners to watch and review them repeatedly. They can reinforce their understanding and retention by revisiting the content according to their learning progress. The algorithm mechanism in the Tiktok platform can create an almost pure English content dissemination medium for users. Users only need to press the "like" button for the English content they watch, and choose not to be interested in the operation of short videos that have nothing to do with English by long-pressing the page, and the algorithm mechanism of the Tiktok platform will strengthen the pushing of English short videos to users later.

Short videos often utilize visual elements, animations, and graphics to engage learners. This visual presentation enhances attention and memory retention, making the learning process more vivid and enjoyable. The richness, dynamism and novelty of the communication elements in the English learning short videos contrasts with most static English APPs for memorizing words.

## **1.2 Weakness**

### **1.2.1 Lack of Depth Unfavorable for Systematic Learning**

One of the weaknesses of short English learning videos is that they could not provide in-depth coverage of complex English language knowledge. They may only offer a surface-level understanding, limiting the depth of knowledge learners can acquire. To be more specific,

the content of short English learning videos is mostly specific knowledge output, such as phonics, vocabulary and grammar points. Other comprehensive English skills such as reading, translation, writing and critical thinking are not easily covered. Particularly, there are no short English learning videos devoted to translation training, neither from Chinese to English nor from English to Chinese. Lessons that train students in writing and critical thinking in real situations are not yet available in short videos. Currently, short English learning videos could not provide systematic learning process for learners due to their concise nature.

### **1.2.2 Homogeneous Content and Unstable Accuracy**

The quality and accuracy of short English learning videos can vary. The knowledge points contained in videos are too scattered and not systematic. Some videos may even contain errors, misleading information, or outdated content, which can negatively impact the learning experience and hinder progress. For English learners who intend to learn English systematically, short English learning videos could only be a supplementary tool to traditional classroom instruction.

Even as a supplementary tool, English learners could also waste the precious time for homogeneous content. There exist many English song teaching videos in the same form on Tiktok, as well as some videos that reproduce other people's teaching. In this sense, it causes a relative lack of originality in learning content. Although the short video platform is very convenient, the authenticity and accuracy of the information is not guaranteed.

### **1.2.3 Fragmented Learning With Distractions**

Although fragmented learning can be advantageous in terms of flexibility, it can also lead to a lack of continuity and coherence in the learning process. Without a structured progression or comprehensive curriculum, learners may struggle to connect the fragmented knowledge acquired from various videos.

In addition to the fact that short videos are easily distracted and easily disturbed, university undergraduates may choose traditional teaching methods over Tiktok learning methods because they tend to follow multiple teachers in order to gain comprehensive English language skills. (Feng, 2022) The word "short" in short videos reveals its shortcomings in long-term and continuous teaching.

## **1.3 Opportunities**

### **1.3.1 Development of 5G Information Technology**

The fifth generation of mobile communication technology, also known as 5G, is becoming more and more common in different parts of the country. The emergence of 5G technology provides a significant opportunity for the development of short English learning videos. High speed, high capacity, low latency, and low power consumption

are the four features of 5G, and the network speed is 10 times faster than the present 4G, going from 60 ms in 4G to 20-30 ms. With 5G on, Learners can access short English learning videos in real-time without buffering, leading to immediate engagement with the content. The integration of interactive features, such as quizzes and real-time feedback, creates a more immersive and engaging learning environment.

Furthermore, 5G's expanded bandwidth and capacity enable higher-quality video streaming, which produces crisper sights and superior audio. The seamless connectivity across multiple devices enables flexible and on-the-go learning experiences. Moreover, 5G facilitates global collaboration and connectivity among learners, allowing for cross-cultural understanding and collaborative learning experiences. As 5G technology continues to advance, the integration of emerging technologies like artificial intelligence (AI) and data analytics holds promise for personalizing the learning experience and optimizing the effectiveness of short English learning videos.

### 1.3.2 Digital Transformation of Education Industry

The education sector is evolving more and more in a digital direction. Education academics is now paying attention to how digital technology is affecting the high-quality growth of the education sector as a result of the Internet's explosive growth. Due to the accessibility offered by digital platforms, there are no longer any time or place restrictions for students to access videos. Personalization and adaptive learning technologies alter the content to meet the needs of each learner, resulting in a more efficient and interesting learning process. The videos become more engaging and dynamic by adding interactive components such as quizzes.

With blended teaching reforms going on, data analytics offer priceless insights for content improvement. Therefore, the future expansion of the short video platform will encourage the reforms in education industry's transition to digital growth.

## 1.4 Threats

### 1.4.1 Concerned Credibility of Content Generators with Intensified Competition

With the ease of content creation and distribution on digital platforms, there is a risk of low-quality or inaccurate information being presented in short English learning videos. Taking the English education-based account on Tiktok as an example, the content producers of English learning short video accounts on Tiktok are mainly divided into individual users and professional production teams. The competition in this area has intensified, and piracy, infringement, plagiarism and other unfair competition methods have emerged, causing an adverse impact. In comparison, the English education

videos released by professional video production teams may be of higher quality and have more advantages. In addition to that there are some individual users, although the name of their account is English education, the content of their videos is very different from English education, which undoubtedly reduces the value of their accounts and videos. It is essential to ensure that the content is accurate, reliable, and of high quality to maintain the credibility and effectiveness of the videos. This means that in the future, short English learning video creators need to have a more professional knowledge base and be able to skillfully ensure quantity while improving quality.

### 1.4.2 Limitations of Personalized Recommendation Algorithm of Short Video Platform

Short video platforms use algorithm to recommend relative videos to users on their interests and preferences. This information is categorized by the big data algorithm after extracting keywords, as an individual user's IP, to recommend personalized video content to the user over a period of time for accurate promotion, which improves the user's stickiness. The algorithm push technology used by Tiktok for example, on the one hand, realizes personalized recommendation and improves the efficiency as well as the effect of dissemination. But on the other hand, it can also put users in limited situations. That is, if users do not actively acquire new content in other areas for a long time, algorithmic recommendations can also make users enter a specific "English interest circle" in an invisible way. Some content producers make English education information as video-based, visual and shallow as possible, and users only collect or push the "like" button for such English education videos, lacking reflection and memory, which is not conducive to improving their own learning. Even in the recommendations recommended by data algorithms often do not identify information, lack of analysis, catering to the low interest of some audiences, the problem of vulgar information is becoming increasingly serious, resulting in low quality and low interest of video content.

## 2. SWOT STRATEGIES FOR THE APPLICATION OF ENGLISH LEARNING SHORT VIDEOS IN THE NEW MEDIA ERA

Using the SOWT analysis method a comprehensive analysis of the four major factors affecting the development of the English learning short video industry is conducted around the strengths, weaknesses, opportunities and threats of the industry. At the same time, the four combined form strategies of SO, WO, ST and WT are proposed in conjunction with the development goals, characteristics and dilemmas of English learning short video industry in the new media era.

### **2.1 SO Strategy: Creating High-quality Contents to Promote Dissemination**

Creating high-quality content for promoting dissemination of English learning short videos involves several key strategies. These include defining clear learning objectives, using engaging and interactive approaches, maintaining concise and structured formats, incorporating authentic language use and clear explanations with visuals, offering varied content types, including authentic and diverse sources, adopting learner-centered approaches, providing regular updates and feedback, and promoting sharing and interaction among learners. By implementing these strategies, English learning short videos can effectively engage learners, enhance language acquisition, and facilitate the dissemination of valuable educational content. These videos should aim to address specific learning objectives, be visually appealing, offer interactive elements, and incorporate authentic language examples. Regular updates and feedback help keep the content relevant and engaging, while learner interaction and sharing foster a sense of community and further knowledge exchange.

### **2.2 WO Strategy: Increasing the Platform Audit for Content Generators**

Clear guidelines should be provided for content generators, outlining acceptable content standards, including copyright and intellectual property guidelines. A thorough review process should be established, involving qualified reviewers who assess the quality, accuracy, and relevance of the content. Training and support programs can be offered to content creators, helping them improve their skills and adhere to guidelines. A feedback mechanism should be established, allowing users to report inappropriate or low-quality content. Implementing a rating and review system enables users to provide feedback and helps identify high-quality content generators. A dedicated quality assurance team can monitor and audit content regularly. Transparent reporting of the audit process and actions taken against violators builds user trust. Introducing incentives for quality content creation motivates content generators. By implementing these measures, platforms can ensure the dissemination of reliable and valuable English learning content, providing learners with high-quality educational resources.

### **2.3 ST Strategy: Improving Interactions by the Live-stream of Platform**

To improve interactions through live-streaming platforms for English learning short videos, employ engaging hosts who have expertise in language learning and can interact effectively with the audience. Incorporate interactive features like live chat, polls, and Q&A sessions to encourage audience participation and create a sense of community. Respond to audience questions and comments promptly to foster engagement. Offer a variety of content

during live-stream sessions, including vocabulary lessons, grammar explanations, and collaborative activities, catering to different learning preferences. Invite guest speakers to share their expertise and provide diverse perspectives. Establish a regular schedule for live-stream sessions, promote them through social media, and make recorded versions available for replay. Collect feedback and conduct surveys to gather insights for improvement. By implementing these strategies, live-streaming platforms can create an interactive and engaging learning environment, facilitate language practice, and foster a sense of community among English learners.

### **2.4 WT Strategy: Raising the Threshold of Industry Entry**

To raise the threshold of industry entry for English learning short videos, several strategies can be employed. This includes establishing clear and stringent quality content standards, setting minimum qualifications or requirements for content generators, implementing a thorough review and approval mechanism, encouraging content diversity and originality, fostering collaborations and partnerships with reputable institutions, promoting user feedback and ratings, and providing opportunities of continued professional development to content generators. Additionally, working closely with regulatory bodies and industry associations to establish and enforce industry standards, as well as promoting user engagement and feedback, can help maintain the integrity and quality of the platform. By implementing these strategies, the entry barrier for content generators in the English learning short video industry can be raised, ensuring the availability of high-quality educational content and enhancing the overall learning experience for learners.

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## **CONCLUSION**

In the new media era, short videos have become an essential part of people's daily life. This paper mainly discusses the strengths, weaknesses, opportunities and threats of English learning short videos with strategies exploration. And the four combined form strategies of SO, WO, ST and WT are proposed in conjunction with the development goals, characteristics and dilemmas of English learning short video industry in the new media era. This strategy study is helpful to continuously improve students' language learning and to broaden the instruction reform for College English instruction with the supplement of English learning short videos.

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