Analysis of popular content of top bloggers of golf events under COVID-19 pandemic situation -- Take Tik Tok China application as an example

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ABSTRACT: *Under the special situation of COVID-19 in 2020 and the rapid development of new sports Internet media, this paper analyzes the official accounts of head bloggers of golf categories and relevant accounts on the Tiktok China platform. Through collecting and sorting out a series of information such as fans characteristics, overall video data, individual hot video data, etc., compares the official golf event accounts with basketball event account, the golf head blogger accounts, and the American nine-ball head blogger account. In summary, sports-related accounts need to be supported by high-quality mega-events and cultivate star athletes to attract audiences with their celebrity effect. Meanwhile, with a long-term perspective, overcome the centralization of the Tiktok application. In terms of content, keep up with the social trend and combine with current events and build some interesting sitcom to empower their integrity and storytelling characters. With the hope to better integrate new Internet media and sports, improve the traffic leadership of golf event bloggers, drive more people to participate in golf projects, and help promote the strategic policy of national fitness and sports power.*

KEYWORDS -*New media；Golf Event；Tiktok China; PGA Tour China； NBA China*

I. INTRODUCTION

Internet short video is now constantly infiltrating the daily life of the public, golf as a niche sport, related events account leadership and mass sports events account compared with a lot of gaps, development potential is huge. In order to give full play to the propaganda and dissemination of Internet short video to sports, better integrate and perfect the new mode of "sports + Internet ", take Tik Tok platform as the carrier, The author selects some representative golf event head bloggers to analyze the content of Tik Tok platform. Through the analysis of account-related fan audience characteristics (gender distribution, geographical distribution, interest distribution, etc.), compare the fan characteristics of each event; through the analysis of the data of fan trend, likes trend, comment trend, comment hot word, and so on in the first 90 days of September 2,2020, we can find out the video with the highest popularity and the highest number of likes.

It is hoped that through data collection and analysis, we can explore how to increase the audience of fans in the relevant accounts of sports events and increase the number of video hits, so as to promote the people's enthusiasm for watching and consuming golf and other sports events. Taking the head blogger of golf category as the starting point, this paper discusses how to improve the competitiveness of sports accounts in all aspects, such as the number of fans, the number of videos, the number of likes, and so on, so as to satisfy the people's yearning for high-quality sports short video, and better promote national sports and national fitness; tap the important potential of sports consumer market; promote the implementation of the strategy of healthy China and sports power, and finally help to overall well-off.

II. BACKGROUND

April 2020, The famous Internet consulting company QuestMobile released the report ——"2020 China Mobile Internet Spring report", Disclosed in the report, With the growing use of the Internet and the impact of the new crown outbreak early this year, In March 2020, the number of mobile Internet users per month exceeded 1.156 billion, The monthly per capita daily use time increased by 28.6% to 7.2 hours compared with the same period last year. The number of active users per month reached 518.13 million, A year-on-year increase of 14.7 percent; Its activity rate is as high as 57.2 percent; Per person per month for 1709 minutes, Much more than other similar traffic platforms such as fast hand, Xiaohongshu, Bilibili. And in terms of traffic centralization, Tik Tok platforms are highly centralized, Fan and content connection degree is also high. As a traffic center on the Internet, The shaking platform continuously attracts sports events and sports stars.

At the same time, under the epidemic situation, many sports events will focus on the operation of online accounts, a series of online activities to attract the audience, to maintain the heat of the event. A large number of sports event viewers who originally focused on offline sports entertainment consumption also shifted their attention to the online network platform, especially the Tik Tok platform. The new habit of online sports entertainment and consumption will be gradually developed. And the physical and psychological aspects of sports to the people's physical and psychological role is also highlighted in this special situation. Watching and participating in online sports activities to some extent alleviates anxiety and panic under the epidemic situation, while moderate participation in sports activities improves physical resistance. Golf is also actively seeking change in this context, determined to seize the new opportunities brought by the Tik Tok platform. On the competition side, many event organizers such as "Volvo China Open"," Women's Tour CLPGA"、" European Tour " began to try new forms of sports events from offline to the cloud, trying to prepare for the shutdown. The Chinese Golf Association has also actively collaborated to practice the ideological guidance of "promoting national fitness and helping to build a well-off society in an all-round way." Taking popular golf as a breakthrough, a series of activities such as" national team online competition", "youth online competition "and" parent-child golf online competition "have been held one after another. Using the huge advantages brought by online simulators in the epidemic situation, indoor golf is developed, hoping to get rid of the epidemic situation and cultivate the incremental golf market.

III.   RESEARCH METHODS

1. Research methods and objects

1.1 Research method: content analysis method

1.2 Research tools: Python 3.8; Excel; "FEIGUA data", SPSS, etc.

1.3 Research application: Tik Tok short video China APP (including super speed version)

2. Research objects

2.1 Tournament group:

Select golf tournament accounts with high popularity in China: "PGA Tour", "European Tour Chinese Tour", "Volvo China Open", "China Tour"; select the international mass game account: "NBA China".

2.2 Athlete group:

In the Tik Tok short video application, due to the lack of official accounts of professional players with national compete for strength, it decided to select "Li Jiayun", the captain of women's golf team with a high number of fans, and "Zhang Weiwei", a newly emerging young player, for data analysis. Taking into account that at the end of July, Captain "Li Jiayun" and the nine-ball queen "Pan Xiaoting" swap project live on the same stage, the relevant data of "Pan Xiaoting" was included in the scope of the collection.

3. Research content

3.1 Features of fans: number of fans; gender distribution of fans; regional distribution of fans; fans active trend; distribution of fan interests, etc.

3.2 Video data overview: total thumbs up number; average thumb up number; average shared number; total shared number.

3.3 Single video data: popular videos and videos that converted fans; video buzzwords; hot comments, etc.

IV.   COMPARATIVE ANALYSIS OF ACCOUNT CONTENT

1. Single video audience and lack of fans

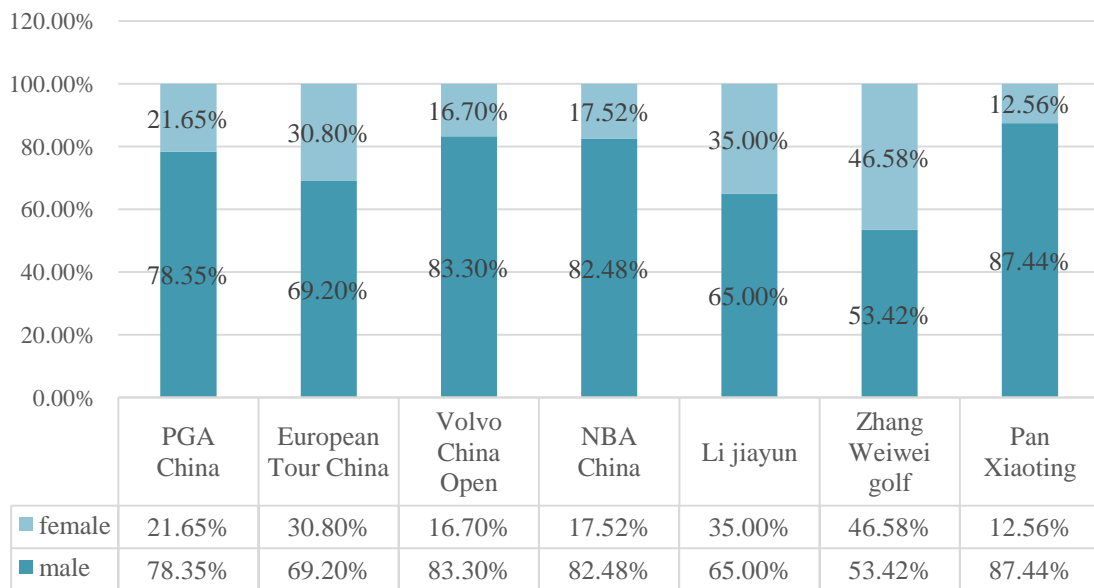1.1 Insufficient in star player accounts and limited by lack of female fans

Table 4.1 Number of fans per account and gender distribution

Competition Section	PGA China	Shake sound:437000(89.34%)	Male	78.35%
		Headlines:52000(10.66%)	Female	21.65
	European Tour China	Shake sound :3646(22.94%)	Male	69.2%
		Headlines:12000(77.06%)	Female	30.80%
		Volcanoes :71(0.45%)		
	Volvo China Open	Shake sound :462(72.07%)	Male	83.3%
		Headlines:179(27.93 percent)	Female	16.70%
	China Tour	Shake sound:1998(99.90%)	Male	Too few fans,

		Headlines :2(0.10%)	Female	missing data
	NBA China	Shake sound :10116000(86.87%)	Male	82.48%
		Headlines:1529000(13.13%)	Female	17.52%
Athletes Group	Li Jiayun	Shake sound :1898(100.00%)	Male	65%
			Female	35%
	Zhang Weiwei golf	Shake sound :7498(93.48%)	Male	53.42%
		Headlines:523(6.52 percent)	Female	46.58%
	Pan Xiaoting	Shake sound :6508000(73.23%)	Male	87.44%
		Headlines:2379000(26.77%)	Female	12.56%
		Volcanoes :71(0.00%)		

Figure 4.2 Comparison of male and female fans

	PGA China	European Tour China	Volvo China Open	NBA China	Li jiayun	Zhang Weiwei golf	Pan Xiaoting
■ female	21.65%	30.80%	16.70%	17.52%	35.00%	46.58%	12.56%
■ male	78.35%	69.20%	83.30%	82.48%	65.00%	53.42%	87.44%

On the whole, the number and popularity of fan audiences for each event in the event group are very obvious: In the golf event category, the "PGA Tour China" has a huge advantage over the "European Tour China", "China Tour", and "Volvo China Open", stable at the top of this category. However, compared with the same world-class event the "NBA China China", the "PGA Tour China" has only nearly 400,000 fans, while the "NBA China" official account has more than 10 million fans. The difference in the popularity of the two sports can be seen. The number of fans of the accounts of "Zhang Weiwei golf" and "Captain Li Jiayun" is far lower than that of "Pan Xiaoting", which is only 0.03% and 0.12%. The "Pan Xiaoting" account also has more fans than all other event accounts included in the analysis.

The most obvious common feature of fan data is that fans are dominated by men, with men accounting for 87.44% of male fans in the "Pan Xiaoting" account. Among them, "Captain Li Jiayun" and "Zhang Weiwei golf" are more balanced in gender. You can increase the number of female fans and broaden the audience by inviting famous male golf players such as "Li Haotong" and "Dou Zecheng" to open accounts.

1.2 Grasp the active time and interest distribution of fans

The active time of the fans is closely related to the stage of the event, Usually at the time of the game, Even uploading live clips and live events can attract fans to watch. "NBA" fan activity starts at 8 a.m., 12:00——13:00 is the most active stage and lasts until 23:00. Combined with NBA regular-season time, At 8:30 or 9:00, fans should watch, Overcome the disadvantage of jet lag, To attract more fan attention. And between 12:00——13:00, All the events of the day are over, Account to master a large number of the day's competition highlights and the results of the event. Fans can watch the selection of events and contestants through video clips or live broadcasts.

"NBA" fan activity starts at 8 a.m., at 12:00——13:00, and lasts until 23:00. Combined with the NBA regular season broadcast time of 8:30 or 9:00 more in line with the fans' watching habits, overcome the disadvantage of jet lag, thus attracting more fans attention. And in the time range of 12:00——13:00, all the

matches on a single day have been completed, and the account has a large number of wonderful clips and results of the events on that day. Fans can watch the selection of events and contestants through video clips or live broadcasts.

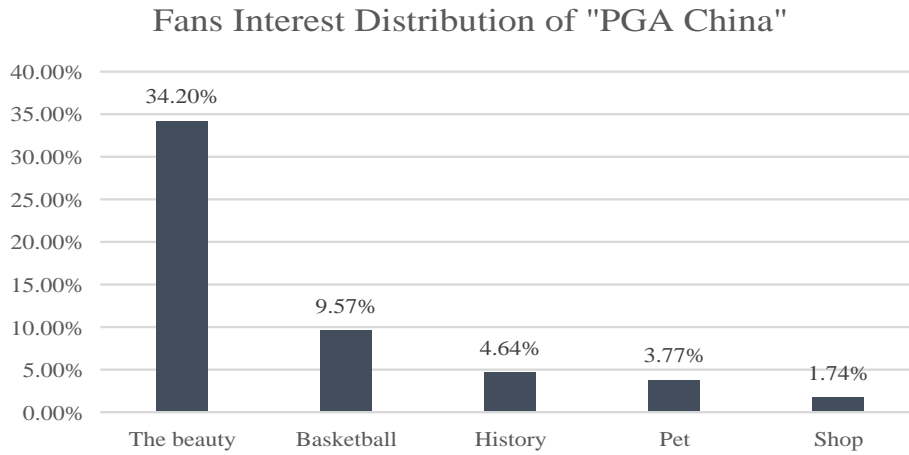Figure 4.3 Distribution of Fans' Interest in the "PGA Tour China"

Fans Interest Distribution of "PGA China"

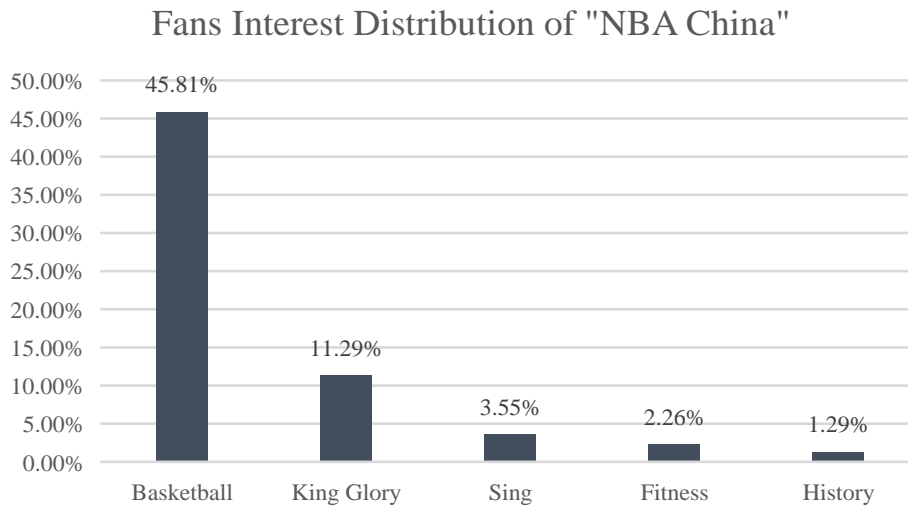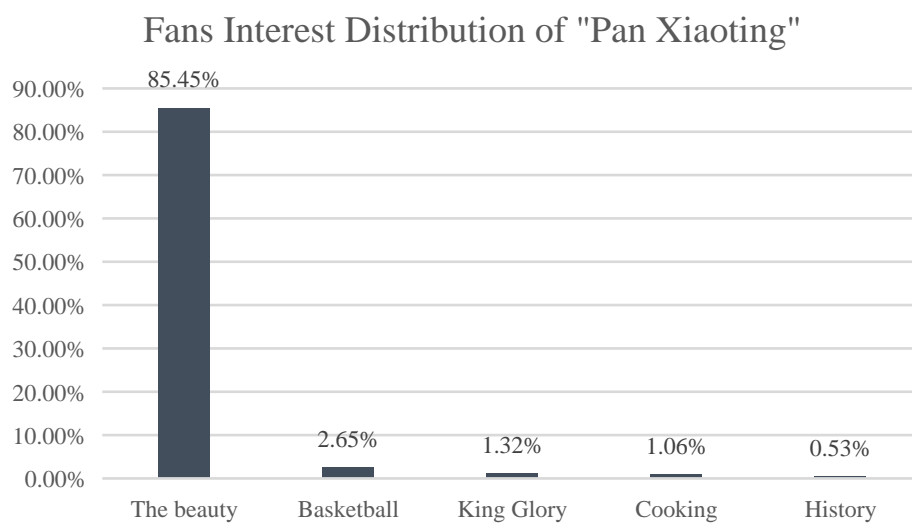
Figure 4.4"NBA China" Fan Interest Distribution

Fans Interest Distribution of "NBA China"

Figure 4.5"Pan Xiaoting" Fan Interest Distribution

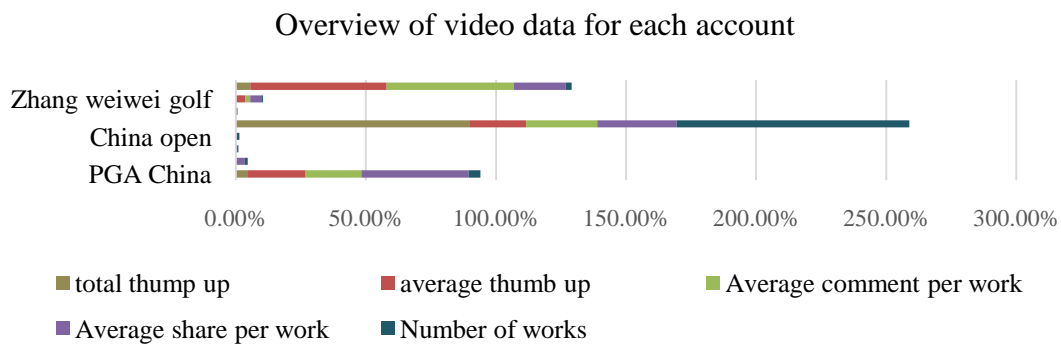## Fans Interest Distribution of "Pan Xiaoting"

Fans' interest points of those accounts are relatively concentrated, especially among the PGA Tour China accounts, where basketball accounts for 9.57%, reflecting a certain overlap between the two sports. The account content can be promoted jointly through the linkage of the two movements. For example, the basketball star Stephen Curry's love for golf, and the basketball star LeBron James' fun things when he tried to play golf, etc., can attract the attention of some basketball fans by integrating basketball projects into the video content.

2. Lack of video production

Table 4.6 Overview of account data

Unit (s)	Blogger Account Name	Total likes	Average number of likes	Set of comments	Share	Number of works
Competition Section	PGA China	19591000	69000	789	351	282
	European Tour China	19000	260	6	27	74
	Volvo China Open	1124	37	3	3	30
	China Tour	3972	58	2	2	69
	NBA	380000000	68000	1004	260	5614
Athletes Group	Li Jiayun	2858	79	0	0	36
	"Zhang Weiwei golf"	246000	11000	72	39	23
	Pan Xiaoting	23591000	163000	1795	170	145

Figure 4.7 Overview of video data for each account

Overview of video data for each account

- total thump up
- average thumb up
- Average comment per work
- Average share per work
- Number of works

From the chart and table data, we can see that the total number of video likes of each account is the same as that of its fans, and the number of likes of "NBA" and" Pan Xiaoting "in each group occupies an absolute advantage.

But it is worth noting that the average number of likes in the "PGA China" and "Zhang Weiwei golf" is higher, only lower than"Pan Xiaoting", especially "Zhang Weiwei golf" only 23 works ranked the bottom, but the total number of likes ranked third. And "Pan Xiaoting" video set all comments, average likes are ranked first, can speculate its fan viscosity is higher [1] or the heat flow is higher, the video interactivity is strong, the praise ability is strong.

3. Single video type and less attractive

3.1 "PGA China"

Table 4.8 number of likes TOP 9 videos

Content label	TOP 9 number of likes for the tour Video Title	Praise	Evaluation	Transfer	Duration (S)	Release time
Luck	Just try! The rest to providence # golf	712000	18000	8576	16	2020/3/10 14:33
Strength	Celebrate in advance, it's too overbearing	361000	9895	4173	10	2020/8/18 14:55
Luck	Golf's weirdest putter goal! # Golf	145000	2446	524	17	2020/7/23 17:23
Luck	With such a teammate, what else to fear? # Golf	217000	4353	1096	32	2020/4/30 2:15

Luck, strength	Perfect combination of luck and strength # Golf	133000	1375	451	16	2020/6/29 20:37

The top five video titles with the highest number of likes on the "PGA Tour" have very obvious words such as "luck", "God's will, and "most". Three of them use negative phrases such as "the strangest" and ""Not simple" and "mental shadow area" attract fans to click and watch[2][3]. The content is generally less than 20 seconds, and it mainly focuses on the "luck ball" in the golf event, such as the eagle shot into the hole, the birdie shot in the long drive hole, the ball back into the hole after passing the hole and other wonderful and amazing pictures, accompanied by the cheers of the audience.
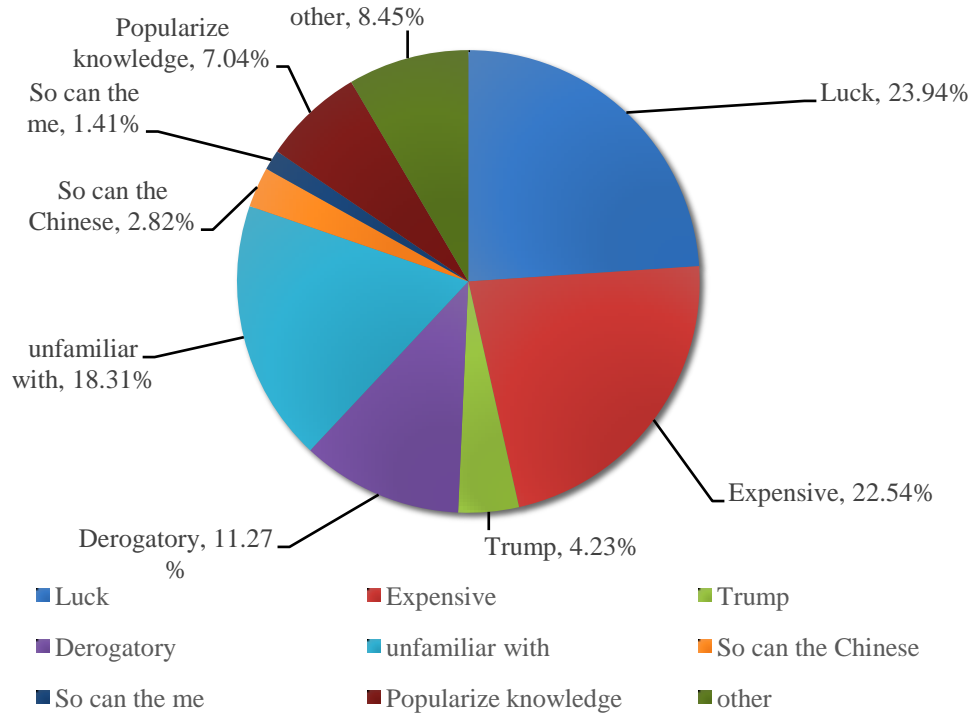
In terms of popular comments, in response to the "luck" clips in popular video content, the hot words "good luck, rare, god-like" and "luck" tags accounted for the largest proportion of 23.94%, followed by "expensive" Subsequently, it accounted for 22.54%, "don't understand" comments accounted for 18.31%, and comments containing derogatory comments accounted for 11.37%. Amazing video works can attract many viewers who don't understand the sport of golf, but it is not enough to just stay in the wonderful swing and lucky hole.

Video audiences' perceptions of golf videos are often not limited to the golf skills and luck in the video. More attention is paid to the evaluation of the value of the golf sport category. A considerable number of high praises and comments have brought together the audience's three common views on golf[4]. These opinions are "expensive", "not understanding", "not interested, disdain", and their emotional tendencies are mostly negative [5]. Prejudice and lack of interest in the game of golf hinder the path of ordinary viewers from turning into fans.

The concept of "expensive" extends to the end cost, club cost, golfers are wealthy, and spectators watching Tiger Woods play are expensive. "Don't understand" and "not interested" are often related to each other. This type of comment represents most viewers who don't understand golf. After watching the wonderful video clips, they neither enhance their understanding of golf nor do they feel that It is funny or misunderstood that golf balls are similar to childhood "glass ball" toys. This also reflects from the side that the threshold of the golf game is relatively high. The systematic knowledge structure cannot be presented through a video of only 20 seconds. Only showing the miraculous hole-in screen fails to enhance the understanding or understanding of this sport by some audiences. Stimulate interest[6].

At the same time, in the Chinese social media environment, the image of US President Trump is closely related to golf. Many popular comments mentioned or ridiculed Trump, which also extended their thinking on the difference in the strength of golf between China and the United States. Once golf is popularized in China, it can quickly reach the level of American players. In the case of Trump with the golf label continuing to pressure China, golf is even linked to international political topics.

3.2 European Tour China

Table 4.10 Number of likes top5 video titles and related information

Number of likes top 5 video titles	Praise	Evaluation	Transfer	Duration
How many people envy the wheat swing?	1421	36	459	25s
don't blink! The whole 60 seconds of wheat pumping the number one	658	27	202	59s
In the face of the bunker surrounded, easy shooting eagle	560	20	75	27s
Tomato's brother Miguel this week in the 706th European tour of his career, a flat record! # Euro Tour # Golf # Treasure Knife	515	13	151	43s
He's coming. He's coming! # World No.1 McRoy returns to the # driving range and feels # perfect	275	6	61	13s

The video of "Europe Tour" mainly focuses on swing technical movements. Compared with the "PGA Tour", it focuses more on strength rather than luck. It attracts audiences by showing graceful swing movements, driver kick-off movements, and bunker challenges. It is more simple and down-to-earth and has high learning value, but the impact of the video is not as good as the "PGA Tour" good luck series of videos.

3.3 NBA China China

Table 4.11" Number of NBA" likes top5 video titles and hot words

Number of likes top 5 video titles	Hot words					
Come on ~ Show us	Jordan	jr	JR	Action	shot	walking
Overtime blast 43+17+13# Doncic kills Clippers to tie big score!# NBA Playoffs # NBA is open	George	awesome	Clippers	Harden	Lore	league
@Brooklyn Nets Turns out wild moves work just about anywhere!	Durant	Thick eyebrows	Durant	The nets	Lore	Lakers
Rockets win Lakers, Harden fills up the numbers with 39+8+12!	Lakers	Rockets	league	Harden	champion	Clippers
The cooperation of the three old boys is still pleasing to the eye~#nba	Howard	Lakers	JR	feeling	jr	happy

"NBA China" hot words are more scattered than "PGA Tour", especially for star teams and star players. There are 9 hot words about star players in "NBA China" (not including repetitions); 6-star teams (Does not include repetition), and the "PGA Tour" only has Tiger Woods. The supply of star players or teams varies greatly. The profile reflects the lack of star players on the "PGA Tour" and "European Tour", and the need to increase the popularity of star players in China and enhance their appeal.

At the same time, "NBA China" launched a special filter campaign for female fans-"NBA China Shake to Match". Through the special filters of Tik Tok, men, women, and children of all ages can "put on the uniforms" and experience being NBA China fans/NBA China players. Fun, with strong interactivity and strong dissemination power, the number of likes for the event initiated video exceeded 380,000. In addition to thematic activities, some small theaters that combine life are also very popular, such as: "Have you experienced this kind of moment when you just joined a new company?"; "I can't see things outside the window, I just want to play basketball!"; "Quickly Count how many actors and actresses appeared in the film, etc., and promote basketball through video clips, small theaters, etc., based on ordinary people's life scenes and hot topics. However, there is a lack of such "down-to-earth" and "popular" videos and thematic activities in golf tournament-related accounts, and they fail to better integrate golf and life.

3.4 "Pan Xiaoting"

Figure 4.12"Pan Xiaoting" popular video male and female audience comparison chart

Table 6 Number of likes top5 video
titles and related information

Number of likes top 5 video titles	Praise	Evaluation	Transfer	Percentage of males	Percentage of women
Ladies first? Then I'm not welcome! # Star Set # Challenge	291000	18000	1962	93.83%	6.17%
Hot words:	Sister Ting	Goddess	Challenges	Billboard	I lose
# Girls are handsome... Face the Wind # Star Plan # Side Face Kill	183000	4773	538	94.86%	5.14%
Hot words:	Goddess	Billboard	Love	Sister Ting	Girls
Super A Kick-off Package # Billiards Teaching	182000	15000	1691	85.53%	14.47%
Hot words:	Miracles	Goddess	Learning	Sister	Open the ball
Say I look like # Pan Xiaoting, do you disagree? # Show Your Hard Strength # Encounter Star Project	115000	7669	962	94.27%	5.73%
Hot words:	Goddess	Pan Xiaoting	Beautiful	Billboard	Sister Ting
I'm not nervous, it's billiards! # Star Project	77000	1938	295	95.54%	4.46%
Hot words:	Pan Xiaoting	Goddess	Brainstorm	Great	Sister Ting

Figure 4.13Comparison of the gender of the top 5 popular video

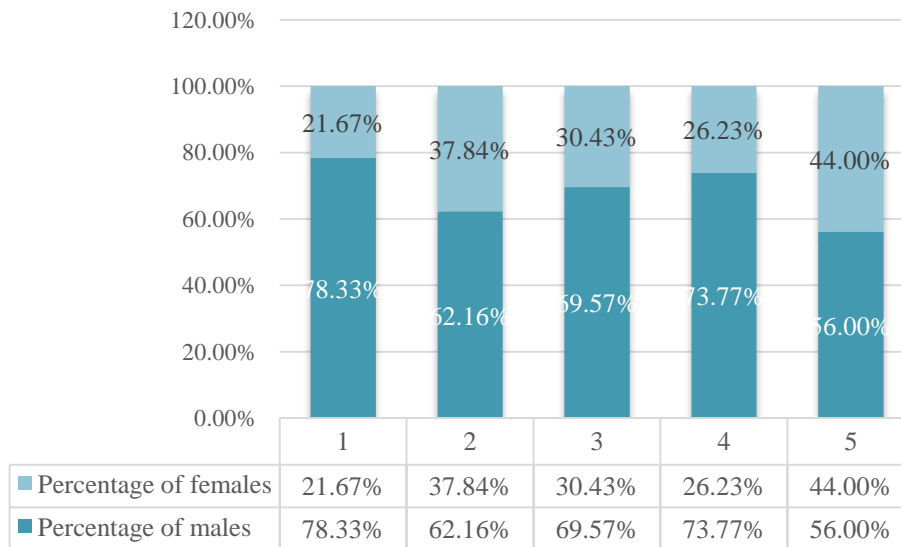|	1	2	3	4	5
■ Percentage of females	6.17%	5.14%	14.47%	5.73%	4.46%
■ Percentage of males	93.83%	94.86%	85.53%	94.27%	95.54%

The high praise videos of "Pan Xiaoting" are mostly small theater-style fancy billiards performances. The duration is short, and the main features are "female" and "goddess" beauty. Males generally account for more than 90% of the audience. Hot words and popular comments are also dominated by keywords such as "goddess" and "beautiful". It is worth noting that the "Pan Xiaoting" account is classified as "star industry" rather than "sports" in the classification of Tik Tok, and the content label is "beauty". The content of the account is mostly short video mode with hot spots and small theater to deliver high-value beauties and the display of skillful billiard movements. It is not a sports account in the traditional sense. The display without billiard technology can be understood as using billiards as a springboard to obtain a large amount of traffic and likes, and it is often ranked within 35 on the "Star Hot List".

3.5 "Zhang Weiwei golf"

Table 4.14" Zhang Weiwei golf" number of likes top5 video titles and related information

Number of likes top 5 video titles	Praise	Evaluation	Transfer	Percentage of males	Percentage of women
Heng Taixin Simulator 270 yards four-bar hole on a green ~ guess the eagle is not	1115	106	141	78.33%	21.67%
World Wonderland # Golf Swing # Picture #@ Tremble Assistant # Disante Golf	775	64	55	62.16%	37.84%
What about the rain? # Golf Slow # Disante @ Tremble Assistant	722	83	58	69.57%	30.43%
Lion Lake 17 holes 4 holes directly through,5 birds 520 with the little white ball	716	100	35	73.77%	26.23%
Only one bird putter in the end today	581	50	45	56.00%	44.00%

Table 4.15 Comparison of the gender of the top 5 popular video

	1	2	3	4	5
Percentage of females	21.67%	37.84%	30.43%	26.23%	44.00%
Percentage of males	78.33%	62.16%	69.57%	73.77%	56.00%

The gender ratio of the "Zhang Weiwei golf" account is relatively balanced, male slightly higher. The high praise content is mainly a small clip of golf action practice. The content type is relatively single, the shooting quality is not high, and the appeal is low. You can use the "Pan Xiaoting" account to conduct short-term action teaching and demonstration; combine current affairs hotspots to construct a small theater to enhance the visibility of the video and the richness of the content.

V.   CONCLUSION
1. Improve the quality of events supply, based on exciting events

The NBA China, PGA Tour, and European Tour have long-term stable high-level event schedules, which provide a large amount of wonderful and high-quality materials for the production of online live broadcasts or short video clips. With the aid of modern technology of photography, video editing, and media, the essence of the clip processing, such as slow-motion playback, adding auxiliary lanes to increase visual intuition, and exciting soundtracks makes online events and event clips more attractive to the audience. Compared with international-level events, China golf events are generally of low level. This results in a relative

lack of raw material resources. Coupled with restrictions on the broadcasting rights of major international events and the copyright of portraits of international stars, domestic golf event accounts lack of amazing materials.

Under the epidemic situation, China golf tournaments have hosted many indoor online golf tournament live broadcasts through simulators. Although the simulator has reduced requirements for space and venue, at the same time the viewing value of golf events has also been greatly reduced. The main attraction of golf is the green grass, fresh air, and warm sun. These advantages cannot be experienced or enjoyed by athletes and spectators in indoor simulator events. Especially for spectators, the camera is aimed at a narrower golfer's swing position, and the sense of restraint is heavier and lacks the openness of the actual court. The fidelity of the animation effects in the electronic simulation screen still needs to be improved. In order to enhance the audience's sense of presence, it can be combined with VR, AR, 3D, and other technical means, and the application of special effects makes the audience more immersive and participating.

2. Cultivate star athletes and exert star effect

Star athletes are one of the core competitiveness of an event[6]. When an event has more famous athletes participating, the gold content, topic level, and exposure of the event will increase, making it easier to consolidate the original fans and attract a new audience. There are many star teams and star players in NBA China events, providing almost uninterrupted topics and high-quality games for NBA China events. Diversified star players also help to expand the basic fan base, attract multiple fans, and spread and penetrate among different circles. Compared with the NBA China, there are not many domestically well-known players on the PGA Tour and the European Tour. Tiger Woods and McIlroy are the leaders. They have a weaker ability to penetrate multiple laps and have a single fan type, and their influence is not easy. Breakthrough the existing golf circle. There are even fewer star players in domestic competitions. The top players such as "Li Haotong", "Wu Ashun", "Zhang Xinjun", "Feng Shanshan" have been fighting in the international arena for a long time, and have failed to provide much help to domestic golf events.

From the perspective of the opening of Tik Tok accounts, there are not many golf professionals who have opened Tik Tok accounts, especially famous players such as "Li Haotong", "Wu Ashun" have no official Tik Tok accounts, which affected the live broadcast of Tik Tok events to a certain extent. Propaganda linkage at the time. Major domestic competitions nurture star athletes. The influence of athletes and the number of fans can feedback the events and sports, forming a positive cycle.

3. Recognize the characteristics of traffic centralization on the Tik Tok short video platform

The traffic concentration of the Tik Tok short video platform is very high[7], far exceeding other short video platforms of the same type. This means that content with higher popularity and more fans will get more traffic and appear more in the audience. In the recommended interface of Tik Tok, and Tik Tok has certain restrictions on the playback of similar videos, double restrictions will cause the traffic of similar content to tilt, and even the "Matthew Effect" the more popular videos get more exposure opportunities and more popularity Low-level similar videos are becoming more and more unpopular. Domestic golf event accounts are in the lower echelon, which has also increased the dissemination of related event live broadcasts and short videos. Event account managers and editors should correctly understand this feature of the Tik Tok platform, concentrate on studying high-quality content, and wait for the accumulation of accumulation. You can also try to link mass sports with niche sports. Different sports have their internal connections. Use the high traffic and high exposure of mass sports to promote niche sports and their accounts through joint live broadcasts and topic connections.

4. Combine current affairs and hot spots to build a small theater

In the video surveys of the above accounts, "Pan Xiaoting"'s account is very closely integrated with the current hot trends. By making good use of popular tags, and adding up to the number of fans of his account, videos are often more popular. At the same time, the videos are all shot in a small theater-style frame, with prominent and accurate themes, and the content and story logic are very complete so that the audience can get instant satisfaction after watching the video of just ten seconds [8]and the positive feedback it brings. The "Pan Xiaoting" account is one of the personal accounts of very successful athletes. Its essence is to use sports as the most personalized label for individuals. It combines current affairs hotspots and fans' cool points to build short stories, making them both unique and very grounded. The seemingly simple sharing has gained tens of thousands of likes and millions of fans. But when learning this model, we also need to be vigilant, clarify whether the essence of the account is a "sports" label or a "star" label, and increase the output of actual sports knowledge in the construction of the story, so that the video will not only gain popularity but also Can spread the value and fun of the sport.

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