

# Research and Analysis on the "Standing Out from the Crowd" Hits of Music Short Videos on Bilibili in Terms of Viewing Volume—Taking "Zuya Naxi" and "Peng Peng Peng Peng Peng" of Bilibili's Top 100 UP Owners in 2020 and 2022 as Examples

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**Abstract.** In recent years, a phenomenon has emerged in many works submitted by UP owners on Bilibili—that the viewing volume and the number of likes of one or several videos are far higher than their number of fans and average viewing volume. In this research, two music UP owners meeting the research criteria were selected from the "Annual Top 100 UP Owners" list on Bilibili, and three videos with the highest viewing volume for each were chosen, totaling six videos, aiming to find the commonalities among them.

**Keywords:** short video; music; characteristics of works; influence.

## 1. Introduction

With the popularity of short video culture, music videos on Bilibili have also developed rapidly. The main forms of secondary creation widely favored by the audience include cover singing or playing with musical instruments. Through extensive observation, it is not difficult to find that the viewing volume and the number of likes of each submitted video of the same UP owner are related to multiple factors. What are the similarities among them? What "traffic passwords" do they contain? This article will focus on the aspect of "selected music" and conduct a comparative study taking "Zuya Naxi" and "Peng Peng Peng Peng Peng(碰碰彭碰彭)" (hereinafter referred to as Peng Peng) of Bilibili's Top 100 UP Owners in 2020 and 2022 as examples.

## 2. Selection of Research Cases

Entering the personal homepages of the two UP owners, their submitted videos were re-sorted according to the standard of "viewing volume from high to low". As of January 19, 2023, the number of fans of Zuya Naxi was 2.225 million, and the general viewing volume of videos ranged from 100,000 to 800,000. After sorting, the viewing volumes of the top three videos were 40.08 million, 28.601 million, and 8.051 million respectively. The number of fans of Peng Peng was 2.658 million, and the general viewing volume of videos ranged from 200,000 to 800,000. After sorting, the viewing volumes of the top three videos were 13.638 million, 11.461 million, and 11.664 million respectively.

The audiences of music area UP owners' videos can be roughly divided into two categories: their own fans and the fans of the selected music pieces. For the UP owners selected in this article, the viewing volume provided by their own fans fluctuates less, so their number of fans is used as one of the reference standards for the average viewing volume of videos. Therefore, the viewing volume provided by users interested in the music pieces for secondary creation has greater research value.

The top three videos of Zuya Naxi's independent creations (videos not co-published) are cover versions of the songs "Xi", "Lonely Warrior", and "Under the Sea". Peng Peng played the guzheng for the songs "Ambush from All Sides", "See You Again", and "Chi Ling". It can be found that these songs that provided the "hit" opportunity all experienced a rapid increase in the number of listeners in a certain period, and were often used as BGM by users on short video platforms such as Douyin

and Bilibili, resulting in a soaring popularity. Or they are classic songs that have been widely circulated for many years and have a huge fan base in themselves.

### 3. Analysis from the Bilibili User Portrait

Chen Rui, the chairman of Bilibili, publicly stated at the 5th Internet Audio-Visual Conference that the Bilibili user group is the youngest group among Chinese Internet user groups, with 90% being users under 25 years old, mainly composed of the post-90s and post-00s. It is estimated that more than 50% of young urban netizens and more than 80% of middle school and college students in first-tier cities are Bilibili users.

80% of the users are young people under 24 years old, mainly distributed in developed coastal areas of first- and second-tier cities. From the perspective of age proportion, the majority of Bilibili users are concentrated under 30 years old, with the post - 90s and post - 00s accounting for 78.67%, among which those under 18 - 24 years old account for 60.28%, and those between 25 - 30 years old account for 16.71%.

From the above data, it can be seen that the proportion of young users on the Bilibili platform is the largest. In this user group, if well - known songs are subject to secondary creation, they are often more favored and gain higher popularity, mainly reflected in the viewing volume, the number of likes, comments, and the interaction volume of bullet screens.

### 4. Analysis from a Cultural Perspective

In the current era, it is an era of firmly walking on cultural confidence. China's characteristic culture has received increasing attention, and contemporary young people have contributed a lot. Specifically, the audience will pay more attention to songs that can spread Chinese culture.

#### 4.1. Integration of Traditional Culture and Songs

In recent years, Chinese traditional culture has been widely loved by young people. National musical instruments such as the guzheng, guqin, pipa, and bamboo flute have entered more people's life. Among them, the suona is an important member of this "national trend fever". After the spread and popularization through the Internet, the term "suona" is no longer a symbol of rural wedding and funeral customs. With more and more people's re - recognition, the suona, with its high and majestic sound, has become the "king of all instruments" in the hearts of many national music lovers.

In 2020, the explosion of the song "Xi" was complementary to the revival of Chinese suona culture. The highly penetrating suona sound in the chorus part is very characteristic and impressive, endowing the music work with energy. Coupled with the sad story described in the song, it is very infectious and makes many listeners feel deeply. Many UP owners chose this song as the background music for their respective edited videos. Through this combination of sound and image, the sad emotion of the edited video was better conveyed. This further promoted the spread of "Xi", making it rank first on music platforms such as NetEase Cloud Music and QQ Music, rapidly expanding the number of listeners and also increasing the popularity of national music again.

In 2019, the popularization path of the song "Chi Ling" was very similar to that of "Xi". Also in the context of the revival of the national trend, the characteristic singing method of "Xi - tone" was added to the national style music, bringing a sense of freshness and story to the listeners. With the beautiful lyrics and music, it depicted a group of actors born during the Anti - Japanese War who were neither humble nor arrogant in the face of national righteousness and firmly chose to sacrifice themselves. The lyrics "A humble position does not dare to forget to worry about the country" are very solemn and stirring. In this "fast - food - style" cultural dissemination environment, being able to be loved for a long time on the network has a great relationship with the connotation behind this song. A large number of listeners thus paid attention to Chinese opera culture. The reason why Peng Peng was widely loved by fans when playing "Chi Ling" on the streets of France was that this song

greatly aroused the patriotism of the Chinese people. Being able to hear the voice of China in a foreign country also triggered the homesickness of many people studying and working overseas. The familiar melody resonated.

In addition to newly popular songs, classic folk music pieces that have undergone historical precipitation can also bring an auditory feast to the public. The "Ambush from All Sides" (also known as "Huaiyin Ping Chu"), which takes the real historical story of the Chu - Han contention as its core, is a famous piece for the pipa and guzheng. The score has been polished by history and has been passed down to this day, with a very wide range of listeners. The melody line of this piece is strong, and it also has a strong lyrical flavor. The music is like the scene of the ancient army marching with all kinds of pipes and flutes playing together, depicting the disciplined army marching forward bravely and fearlessly with great momentum. The increasing speed makes the emotion more tense. Playing this traditional piece with Chinese instruments on the streets of France is undoubtedly recognized by a large number of fans in terms of cultural output.

These pieces closely centered around traditional culture themselves have strong Chinese characteristics. Playing with national musical instruments will bring a "sense of fit" by itself, and the dissemination efficiency will be increased through new media.

#### **4.2. World - class Popular Songs and Cultural Output**

In the top three videos of Peng Peng in terms of popularity, there is an adaptation of an English song - "See You Again".

"See You Again" won the championship on the music charts of more than 20 countries such as the United Kingdom, the United States, Australia, and Germany. On July 10, 2017, the music video of the song, with 28.94 billion views, became the most watched video on YouTube.

The combination of European and American golden songs and the Chinese guzheng is a new attempt, which can arouse the curiosity of the audience. When Bilibili users browse the page, if they see the push of this video, many people will want to know what artistic effect such a European and American style song will present if played with Chinese instruments.

Moreover, the content of Peng Peng's video is playing the guzheng in Hanfu on the streets of France, spreading Chinese culture through this form of street art. Most of the pieces she played are more in line with the preferences of Chinese netizens, with Chinese songs accounting for the majority. In the eyes of local listeners in France, it may be limited to "street performance", but the song "See You Again" has a very wide range of popularity around the world. Hearing the familiar melody is more likely to resonate and will have a different effect in terms of cultural dissemination. The pieces of secondary creation of the guzheng can go from the nation to the world, which is exactly what Chinese netizens want to see.

### **5. Analysis from the Perspective of the Original Intention and Emotion of Song Creation**

Creation is derived from a certain emotion, and music creation is no exception. Standing on reality and conveying clear and strong emotions can often make the listeners empathize.

Among the three most popular songs covered by Zuya Naxi, the popularity of "Under the Sea" and "Lonely Warrior" can be attributed to such reasons.

The melody of "Under the Sea" is beautiful and soothing, and it can bring inner peace after listening. The creator of this song, "A single durian", stated on one of the release platforms, NetEase Cloud Music, that the original intention of creation was to hope that people would have more understanding and tolerance for the depression group, and also hope that people in negative emotions could believe that no matter how difficult the present is, there will always be someone who understands and brings warmth.

It is undeniable that with the penetration of "involution" into all aspects of life, the pressure on people is increasing day by day. Keywords such as "depressive culture", "emo", and "crazy literature"

are widely used by netizens on the Internet. This pressure mainly comes from the increase in competitiveness and the acceleration of the life rhythm, and the consequences generally manifest as low mood, anxiety, being in a negative emotion for a long time, and even more seriously, it may lead to depression. In the present, the depression group is an ineluctable existence, and this emotion is being increasingly recognized by people and has attracted widespread social attention. The "2022 National Depression Blue Book" jointly created by the People's Daily Health Client, Health Times, etc. shows that the proportion of patients with depression under 18 years old in China accounts for 30.28% of the total number. Among the depression patient group, 50% of the depression patients are students in school, 41% have taken a leave of absence due to depression, and academic pressure has become a huge mountain on the shoulders of adolescent depression patients. In addition, workplace depression, postpartum depression in women, menopause depression, and elderly depression groups should all attract the attention of society and families.

The melody and lyrics content of "Under the Sea" can meet the needs of people living in a fast-paced life for a short rest, and its original intention is to enable people to turn sadness and hope into the power to continue living.

"Under the Sea", with its warm original intention and precisely conveyed emotions, enabled numerous netizens to disclose the stories deeply buried in their hearts and became highly popular on video websites like Douyin and Bilibili for a time.

The "Lonely Warrior" is a declaration of war against the hardships of life. This song is the Chinese theme song of the "League of Legends: Arcane", an animated series derived from the game "League of Legends" which has been in preparation for six years. Standing on the basis of paying tribute to ordinary heroes, it conveys through the song that every ordinary person can overcome difficulties with courage. Hardships in life are common, but everyone always has to fight for their dreams. This theme coincides with the belief of many people who persevere and work hard at present, giving every person who summons the courage to face life's setbacks the motivation to move forward.

"League of Legends" is the computer game with the largest number of players in the world. Looking around the world, its fan base is extremely large. The singer invited for "Lonely Warrior" is also very popular, Eason Chan. Once the song was released, the viewing volume increased rapidly.

For the Bilibili platform, the self-made videos submitted by netizens account for a not-small part of all videos (such as life vlogs, personal clips of film and television characters or real people, original video stories, etc.). "Lonely Warrior" is widely used as BGM in many videos of UP owners on Bilibili.

When a popular song becomes popular, a large number of fans will pay attention to video works related to the song, which forms the so-called "self-contained traffic". Zuya Naxi and Peng Peng also grasped this opportunity and released covers and performances during the period when the popularity of popular songs remained high, making their works more likely to be discovered by more users.

## 6. Conclusion

With the development of the network, the means of music dissemination have become diverse. Besides the most traditional form, a piece of music has obtained various new forms of "breaking out of the circle" and "becoming popular". A self-media blogger also has more opportunities to expose his or her works. A work may obtain a large amount of viewing and attention under a certain opportunity and achieve "overnight popularity". This is the opportunity brought by this era. However, at the same time, the fast-paced life has made the "short video" this new media dissemination form more and more popular. The audience prefers to stop for content that can "catch the eye" quickly, which also promotes the development and optimization of works towards higher quality.

For bloggers in the music area, in terms of the selection of pieces for secondary creation, it is crucial to quickly grasp the latest trends and integrate their own characteristics. The popularity of a piece of music has "timeliness". Releasing a secondary creation work when its popularity is rising

rapidly and at its highest is undoubtedly the most favorable for the growth of the work's traffic. At the same time, as a blogger in the music area, one should also know how to innovate and keep pace with the times. While retaining one's own creative style, some appropriate innovations can be made, such as video style, lens performance, improving one's own skills, and appropriately collaborating with other bloggers, which will be more helpful for continuously attracting new fans.

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