

How short videos are rewriting the world

Short videos around the world are huge in quantity. We often watch short videos to learn something in our free time. But how did short videos become popular in the first place?

The birth of short videos began in a company called Vine, which was established by Dom Hofmann, Rus Yuspov and Colin Kroll in June 2012. Vine was an American short-form video hosting service where users could share six-second-long looping video clips. The site was very popular at first, having 200 million users by December 2015. However, it was later shut down due to competition with other social platforms and they failed to support the top Viners who were bringing their success. The later successor TikTok sat on the throne as it has been downloaded more than two billion times worldwide.

Social media that have short videos like TikTok help promote interactions among people and they provide full-time jobs for young people as they are the fuel for the company's success.

Though short videos are convenient to watch, short and informative, they also bring about negative effects. As the popularity of short videos have been increasing among young people, the youngsters become addicted to watching the short videos frequently. There have been serious issues about cyberbullying and misleading contents even before the Internet became popular. But fret not! I believe these issues will be solved as soon as possible.

In the future, I believe that there would be celebrity ads for attracting more users, more fun challenges and product teasers to increase pre-orders. As short videos have played a huge role in our lives, they are also rewriting the world.