

Research on the Dynamic Influence Mechanism of User Value Co-creation Behavior on Video Creators' Revenue in Short-Video Platforms

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Introduction

Short-video platforms have rapidly emerged within the global Internet ecosystem, with China's short-video users exceeding 1 billion, accounting for 96.8% of all Internet users. Short-video content has evolved from entertainment to an important medium for information dissemination. Users engage in value co-creation behaviors such as liking, sharing, tipping, and secondary creation, significantly influencing video creators' revenue. However, existing research largely focuses on user behavior patterns and platform recommendation mechanisms, lacking an in-depth exploration of the dynamic influence mechanism between user value co-creation behavior and video creators' revenue. This study adopts the system dynamics approach to construct a dynamic feedback model, analyzing the interactions among variables such as user scale, user activity, user satisfaction, and secondary creation, and revealing their dynamic impact on creators' comprehensive revenue.

Research Questions

The relationship between user value co-creation behavior and video creators' revenue is mediated through three main paths: the user activity path, the user satisfaction path, and the content exposure path.

Methodologies

Literature Review Method
System Dynamics Approach
Data Analysis Method

Figures

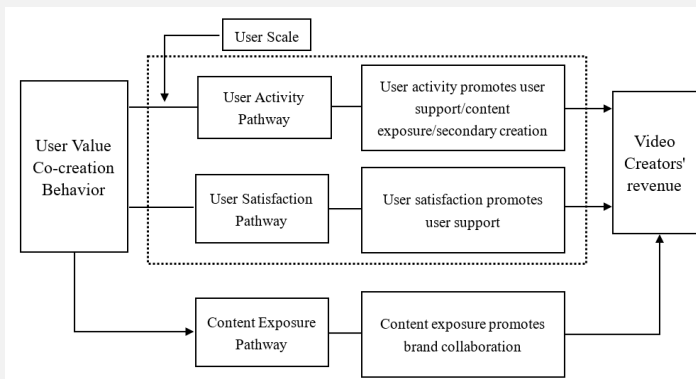


Figure 1. Influence pathways diagram

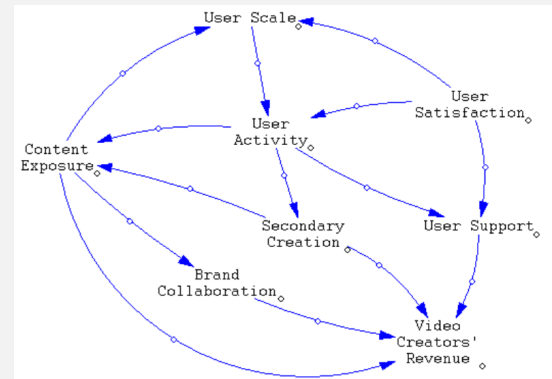


Figure 2. Causal Loop Diagram

Conclusion

User value co-creation behavior affects video creators' revenue through three key pathways: user activity, user satisfaction, and content exposure. Higher user activity drives content exposure, user support, and secondary creation, boosting both economic and non-economic returns. Greater user satisfaction fosters emotional connection, leading to sustained financial support. Increased content exposure attracts brand collaborations, further enhancing revenue.