

## Introduction

With the rapid popularization of network technology, a growing number of Chinese netizens watch short videos. However, there are a lot of false information, network rumors and spam advertisements in the current network short video, which brings great trouble to the short video users to obtain effective information. So, this article focuses on the factors affecting the credibility of short video information.

## Research Questions

In order to explore the impact factors of the credibility on short video information, this paper redesigns the scale on the basis of the existing scale, takes account of the social status of information disseminators, the motivation of information disseminators and the distinguish ability of information receivers and the dependence of users on short video platform which were not considered in the original scale.

## Methodologies

Through the network survey method, this paper collects 802 samples nationwide. By applying exploratory factor analysis, reliability analysis, confirmatory factor analysis, convergence validity analysis and discriminant validity analysis, this paper tests the reliability and validity as well as the stability of the model. By applying structural equation model, this paper analyzes the impact factors via AMOS software.

## Conclusion

The results show that: information disseminator, information content and information dissemination channel have a positive and significant impact on the credibility of short video information, while the information receiver has a negative significant impact on the credibility of short video information.

1) Users' perception of the credibility on short video information is affected by credibility of short video information disseminator, credibility perception ability of short video information receiver, credibility of short video information content, and credibility of short video information dissemination channel. Among them, credibility of short video information content is the most important factor.

2) For the credibility of short video disseminator, disseminator's professionalism, social status and release motivation have positive impact on them. Among them, the impact of disseminator's professionalism is the largest, followed by the release motivation, and then the social status.

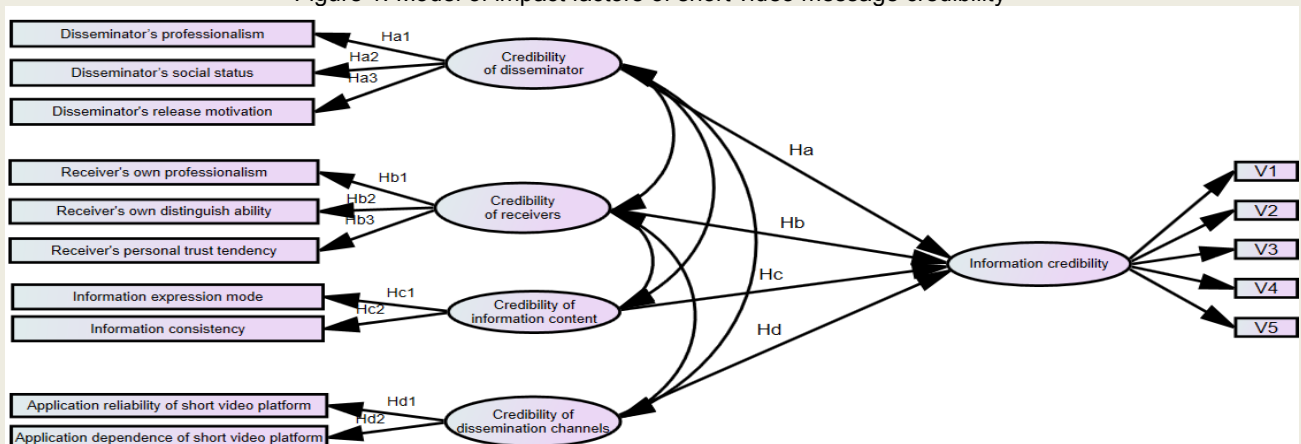
3) Credibility perception of short video receivers is affected by the specialty of receivers' professionalism, distinguish ability, and personal trust tendency. Receivers' distinguish ability is the most important factor, then receivers' personal trust tendency, and finally receivers' professionalism. And the above three factors have a negative impact on the perception ability of the short video receiver.

4) Information expression mode and information consistency affect the credibility of short video information content. The higher the rationality and consistency of information expression mode, the higher the credibility of short video information content.

5) The credibility of short video information dissemination channel is related to the application reliability of short video platform and the application dependence of short video platform. Both of them have a positive impact on the credibility of short video information dissemination channel, while short video application platform has the greatest impact.

**Figure**

Figure 1. Model of impact factors of short video message credibility



## Tables

Table 1. Cronbach's  $\alpha$  coefficient, KMO, AVE, CR value for each level of indicators

Dimension	Cronbach's $\alpha$ coefficient	KMO	CR	AVE
Credibility of disseminators	0.921	0.867	0.952	0.869
Credibility of receivers	0.785	0.744	0.865	0.681
Credibility of information content	0.788	0.849	0.892	0.736
Credibility of dissemination channels	0.800	0.848	0.792	0.651
Information credibility	0.770	0.805	0.833	0.730

Table 2. Path coefficient and hypothesis test results

Hypothesis and Path	Regression Coefficient	Standardization Regression Coefficient	P Value	If assumptions are supported?
$H_a$ : Information credibility < --- Credibility of disseminators	.338	.287	***	Pass
$H_{a1}$ : Information credibility < --- Professionalism of disseminators	.213	.171	***	Pass
$H_{a2}$ : Information credibility < --- Social status of disseminators	.133	.095	.004	Pass
$H_{a3}$ : Information credibility < --- Release motivation of disseminators	.174	.116	.738	Failed
$H_b$ : Information credibility < --- Credibility of receivers	-.231	-.154	***	Pass
$H_{b1}$ : Information credibility < --- Professionalism of receivers	-.157	-.132	.392	Failed
$H_{b2}$ : Information credibility < --- Distinguish ability of receivers	-.487	-.357	***	Pass
$H_{b3}$ : Information credibility < --- Personal trust tendency of receivers	-.325	-.262	***	Pass
$H_c$ : Information credibility < --- Credibility of information content	.615	.539	***	Pass
$H_{c1}$ : Information credibility < --- Information expression mode	.463	.382	.102	Failed
$H_{c2}$ : Information credibility < --- Information consistency	.273	.254	.005	Pass
$H_d$ : Information credibility < --- Credibility of information dissemination channels	.114	.092	***	Pass
$H_{d1}$ : Information credibility < --- Application reliability of short video platform	.317	.235	***	Pass
$H_{d2}$ : Information credibility < --- Application dependence of short video platform	.089	.076	.100	Failed