

The Era of Short Videos

-- A brief analysis of the characteristics and pros and cons of TikTok

Ningyu Zhang

Hangzhou Normal University, Hangzhou 310000, China

Abstract: Since the 2017 TikTok Short Video APP was launched in major app stores, China's self-media community has set off a short video frenzy. This article starts from the background of the new media era. Taking TikTok short videos as the research object, exploring the hot reasons for TikTok short videos from multiple angles, analyzing its characteristics of communication characteristics, thinking about the challenges faced in TikTok spread, and the prospect of development of TikTok For a reasonable outlook, it was finally proposed that college students should hold the attitudes and practices that should be held in similar things such as TikTok.

Keywords: TikTok; New Media; Facing Challenges; Prospects for Prospects.

1. Introduction

TikTok short video fully meets the desire of modern young people to show creativity. During the production process of short video, choose their favorite songs as the background music according to interest. By using simple video shooting skills Video shooting speed, combined with video editing special effects, making 15 seconds of video creative and attractive. Through smartphones, with the help of short video platforms, contemporary young people realize self-mood regulation and decompression in fast-paced urban life. In a real sense, TikTok has the effect of reducing psychological pressure and is the "pressure reducing valve" and regulator of society.

2. Reasons for the Popularity of TikTok Short Videos

(1) The recommended content is unexpectedly

One of the most popular reasons for TikTok's short video is its unpredictability. You can switch to the next video with your fingers and the content is unpredictable. The type of video may be funny, tender, or a talented talent show, or even a slightly difficult challenge. This unpredictable surprise brings people. TikTok users generally have a sense of only a few videos, but the illusion has actually passed for a long time. This is because users experience fun in the process of behavior addiction, unknowingly alleviating negative emotions and regulating their mood.

(2) Automatically play, you can't stop

When using TikTok to watch videos, users often can't stop because of the automatic playback function of the video. When the user touches the screen with his fingers, the background music of the next video will be played first. If the music happens to be liked by users, this kind of familiarity will bring a pleasant mood. Most scientists believe that this phenomenon is normal. Daniel Caniman, the Nobel Prize winner, believes, "Our brain does receive music and images of TikTok video first, and then we will think about what this video tells. , I will like it, I still want to brush it away. "

(3) Hope to be praised, eager to challenge success

In daily life, everyone likes to send some text, pictures, and small videos related to their own lives in the WeChat circle of

friends. When you see someone like it, you will feel happy. TikTok also has the like-like function. The position of the likes is below the video uploader avatar. This position is relatively smooth. When viewers especially like this video, they will click Hongxin. The praise works can mobilize the author's enthusiasm , Getting likes and recognition can satisfy the author. In addition, TikTok often has challenging videos. TikTok assistant will also launch official challenge activities from time to time. In terms of extent, it can alleviate the pressure of users in real life, which is also one of the important reasons for the popular videos of TikTok.

3. TikTok's Self-media Short Video Dissemination Features

(1) The subject matter is all-encompassing, and life is particularly welcomed by everyone

TikTok has a variety of content transmission from the media, both people live and elegant art; there are serious learning tutorials, as well as funny and funny paragraphs ... Now, many users regard watching TikTok videos as daily life as daily life. One of the ways of leisure and entertainment in life, so they will pay more attention to the content of life. For example, TikTok's ancient style blogger "Li Ziyi" became popular because of shooting rural ancient style, traditional food culture and other content. Fans exceeded 50 million, CCTV gave her high evaluation; TikTok ID "crazy sisters", using photographer's perspective Record the funny daily life of quarrel between girlfriends, and get more than 40 million fans' attention; TikTok ID is "tall and thin and thin", because the funny video of the family has quickly become popular, absorb more than 7 million fans in a year, and the video content is full of positive positive content. Energy makes people resonate ... Long Sheng Jiuzi, each has its own differences. In the huge user group of TikTok, everyone's interest points are different. broad.

(2) Production efficient and high-speed dissemination

The production of TikTok's self-media short videos mainly depends on mobile devices such as mobile phones, cameras. The production time is short and the process is simple. When watching TikTok video, users often pay more attention to the content of the first 15 seconds. If the content of the play during this period is not attractive, the video is likely to be

directly scratched and skipped, thereby reducing the end broadcast rate of the video. To this end, since the media created short videos, it will strive to show the highlights to the viewer in the shortest time. Upload TikTok videos, generally recording through mobile devices such as smartphones, quickly processing with video editing software, and finally uploading to the platform to achieve the efficient communication function of TikTok.

(3) The audience is extensive, and the young people are biased towards young people

In order to attract the attention of young people, TikTok adopts the strategy of a big-name station, and uses the stars that young people like to promote. At the same time, sponsoring the variety show "Hip Hop in China" is loved by the young groups of TikTok. This strategy not only retains young people, but also attracted a large number of other groups. Affected by young people, more and more middle-aged and elderly people have also joined the TikTok platform, and the scope of the audience of the TikTok platform is constantly expanding.

(4) Fragmentation adapts to the modern social environment

The pace of life of people in modern society is accelerating, and can only obtain information and communicate with people in the after-gentle time after work. The short video is simplified. Attract the attention of more people. The pace of life in contemporary society has also brought greater pressure on people. Excessive pressure from society makes it difficult for everyone to form a continuous attention in one thing. Social audiences get effective information during a limited concentration. The development of contemporary media can also use this form of "fine", "micro", and "fast" information dissemination to create short video content that is consistent with the characteristics of new media temperament, and launch more WeChat interest content.

4. TikTok's Self-media Short Video Communication Advantage

(1) Low creative threshold, everyone can be self-media

TikTok short video reduces the threshold for expression and creation, so that many groups that lack full resources even if they do not have a high education, they can also express what they are observed in their eyes through the form of short videos. At the same time, for creators who live in the upset area, this is also the big stage for their dreams. The TikTok ID "Litang Dingzhen" endorsed the hometown, allowing the people of the whole country to know the small county of Litang, which greatly promoted the development of the local tourism industry; A ordinary citizen of Guigang has received the attention of nearly 20 million fans through the operation of TikTok, and has also received good income while realizing his dreams. The TikTok short video platform has given many dreams with dreams to show their opportunities. Everyone can participate in it. Everyone can make TikTok self-media.

(2) Innovative operation mode and promote the participation of the whole people

TikTok is a model of short music videos, live broadcasts, and community operations, which has promoted the interaction between self-media and netizens. For example, a certain song or a certain skill starts from one person to participate, and then spreads into a community's participation through challenges and intelligent recommendations, and finally spreads to the entire network, greatly increasing the activity of platform users. TikTok can also cooperate with the

brand from the media to achieve trading by displaying the shopping link and the live broadcast method of directly interacting with the buyer. In addition, TikTok also has e-commerce functions. Click the icon to jump directly to the Taobao interface, becoming a new e-commerce traffic entrance. When TikTok has accumulated a certain amount from media fans and has a certain influence, this is undoubtedly a good way to monetize the traffic.

(3) Support creators and get income

The creator support plan launched by TikTok Platform is directly distributed to the creator's account through the form of traffic vouchers to make traffic perception more transparent and more autonomous use. At the same time, broaden the monetization channels of the creators, and diversify the income of the creators through stars, live broadcasts, e-commerce and other means, which greatly encouraged the self-media creators to launch more high-quality content and achieve a win-win situation between platforms and creators.

(4) The spread of hot events and promoting the positive energy of society

A lot of hot news events can be seen on TikTok have obtained a high number of clicks and likes. These touching social news events appear on TikTok. Through the spread of the powerful user of TikTok the respect of society has also promoted positive energy to a certain extent and promoted the development of society to a good direction.

5. The Challenges Faced in TikTok Spread

(1) Mixed content, user structure, and difficult supervision

As the number of new media short video platforms gradually increases and the scale is increasing, the government has continuously increased the supervision of short videos and stipulated short videos from the aspects of specific content, but there are still many problems with the governance of short video platforms. TikTok is a platform for users to produce content. Its explosive growth makes the vibrato content lack of specifications. At the same time, the complexity of the user structure makes it difficult to have targeted guidance. Although the TikTok platform also has the function of reporting, due to the entertainment of the content, the diversity of the entrance, and the virtualness of the network, the difficulty of the supervision of the TikTok content has always been a very challenging issue.

(2) The existence of harmful content such as vulgar, violence, and false content

With the development of TikTok, in order to attract the attention of more fans, some users have mixed some vulgar, violent, false content such as vulgar, violence, false content in video creation. Although these performance methods have won the attention of some audiences to a certain extent, it inevitably brings improper guidance and caused the spread of bad social atmosphere. In order to seek benefits, some illegal merchants to shoot short videos on the TikTok platform for false publicity are not only their own lack of integrity and morality, but also the damage to consumers' interests. Fierce disputes in the whole society. Therefore, due to the complex user structure of TikTok, coupled with the dissemination of harmful information carried out by criminals through short videos, it lays hidden dangers for the stability and harmony of society. Therefore, relevant departments and platforms should strengthen the review and supervision of the content of

TikTok, formulate specific measures to regulate the harmful content of supervision, and actively create a healthy new media platform.

(3) Push for too much homogeneity content

Based on intelligent algorithm technology, although TikTok can analyze the data based on the user's browsing, likes and other data, and push it to the user related content, due to the influence of the strong operating model, TikTok also faces the problem of push content with serious homogeneity. And if you watch and pay attention to homogeneous content, TikTok will continue to push more homogeneous content to users. Over time, it may bring a bad perception to users. And the TikTok fast-food consumption model, users watch the same content for a long time. When you do not see fresh content, you will lose users. Although the intelligent algorithm is very good, the intelligent algorithm does not have the ability to judge personal preferences and values, but it is only based on the data generated by the established direction. Therefore, the big data intelligent algorithm needs to be used in the process of use. It is fully combined with human nature. Otherwise, our thinking is likely to be bound in the cocoon woven by the algorithm. It is no longer the problem of the loss of users of the TikTok platform situation.

6. Conclusion

With the intensification of market competition, the problems of the development of new media such as TikTok are becoming increasingly prominent. In the future, it will also usher in a reshuffle period. It is necessary to recognize reality, reform and optimize. Get long-term development.

Just like the view mentioned in "Entertainment to Death", the entertainment tendency of TikTok short videos will inevitably have a certain negative impact on the media, society, and the audience. The relevant national departments should strengthen the supervision and punishment of TikTok, strengthen the platform's regulatory mechanism. For the uncivilized phenomenon on the TikTok platform, the practitioners of TikTok need to conscientiously implement and implement the relevant management regulations. TikTok needs to be united with other short video app platforms to increase the punishment of vulgar and yellow information users. Once illegal behaviors occur, it should be banned for life.

At the same time, the short video app needs to increase the entry threshold for short videos, and supervision should be implemented in all aspects. At present, the TikTok short video users are basically zero threshold access. Therefore, the regulatory system played the role of subsequent processing, and it was only blocked when the bad information was

released. Therefore, it is necessary to strengthen the review of video uploading. Even if the user experience is reduced, and the waiting time for video upload waiting is expensive, it is also necessary to ensure a harmonious and healthy new media environment.

As a contemporary college student, many of us are also loyal users of TikTok. Some time ago, some time ago, the gesture dance of the entire network was hot. University colleges and universities across the country have shot their gesture dance videos to show the youthful charm of the campus. One of the important performances. High-quality TikTok short videos can bring us a sense of joy in the intense learning life. Some of the pictures shown through professional shooting techniques and shooting skills can also improve our appreciation ability and aesthetic appreciation, but all of this They are based on our own correct values and world views. We need to bring thinking and identifying ability to choose high-quality TikTok short videos to watch and gain from it. If you lose your ability to think, you just slide your fingers mechanically and watch a lot of funny videos to get a sense of pleasure. Then, after a few hours of joy passed, the rest is empty. Therefore, in the face of this boom set off by "TikTok", we must face it. It does bring freshness and fun to life, and can get a lot of information from it. On the one hand, it liberated the nature of the owner and released the pressure; on the other hand, it adds happiness and fun, so that life is no longer lonely. But don't lose yourself in TikTok. If you are too indulged in sensory stimuli, you will undoubtedly drink and quench your thirst. You should brighten your eyes, recognize the facts, and look at these new things with dialectical eyes.

Acknowledgements

The author is very grateful to the relevant teachers of the School of Culture and Media of Hangzhou Normal University for their academic guidance and teachings.

References

- [1] The author is very grateful to the relevant teachers of the School of Culture and Media of Hangzhou Normal University for their academic guidance and teachings.
- [2] Wong C .The 'PhD influencers' logging lab life on TikTok and Instagram.[J].Nature,2024,631(8022):724-725.
- [3] Lau N ,Srinakaran K ,Aalfs H , et al.TikTok and teen mental health: an analysis of user-generated content and engagement.[J].Journal of pediatric psychology,2024.7.30.
- [4] Mallari S ,Wu W ,Pei M , et al.Blepharoplasty on TikTok: Healthcare Information and Misinformation[J].Investigative Ophthalmology & Visual Science,2024,65(7):5996-5996.