Analysis of the Reasons and Development of Short Video Application——Taking Tik Tok as an Example

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Abstract: With the rise of mobile internet technology, a variety of short video software has opened up a short video era for the audience, giving the video a new era connotation. Pear video, Meipai, Kuaishou, Tik Tok and other applications are full of people's lives, so many people have a sense of dependence on video software. Among them, the Tik Tok application has been favored by young people since its creation with clear audience positioning and unique communication strategies. This paper starts from the overview of the Tik Tok, the reasons for the popularity, and so on, and makes recommendations for its sustainable development.

1. Short Video General Situation

The meaning of short video

The length of a short video is usually measured in seconds. It refers to a new short video that is played on the network platform for people to watch, browse and share at any time, from seconds to 5 minutes. It spreads to the audience through mobile internet technology, with entertainment, science, singing, and fashion as the main content, so as to gain the attention of the audience.

2. Short Video Features

It is simple to make and spreads fast. Compared with long videos, short video creation is more easily accepted by ordinary audiences, and the threshold for creation is not high. In recent years, after the rise of apps such as Kuaishou and Pear Video, it has simplified the complicated operation process of video production in the past, and added some practical and instrumental functions, so that users can fully exert their creativity.

Short videos are rich and engaging. It rejects the unique forms and logic of traditional video in the past, and presents simple and interesting features to the audience. Not only that, the creators of short videos are mostly ordinary grassroots, and such groups play the role of content producers and recipients. Therefore, they can shoot short videos that are popular with the recipients from the perspective of the audience. Such videos can achieve good communication results.

The short video propagation mode is fragmented. The length of a short video is usually measured in seconds, so that the audience can also get spiritual pleasure in the piecemeal time. The fragmented video allows people to browse during their leisure time in life and work, thus greatly facilitating the acceptance and dissemination of information.

3. About the Tik Tok Application

Tik Tok is a music creative short video social software, which is a 15-second music short video community based on contemporary young people. Users of this software can choose their own music interface, add special effects such as beauty and slow motion, and then create their favorite short video of music.

3.1. Audience for the Tik Tok Application.

(Quail, 2009) mentioned that the audience is not a passive passive recipient. On the contrary,

they are active participants and can even be said to be the most active decisive factor in the overall communication activities.[1]According to statistics, among the user groups of Tik Tok, 68.97% are less than 24 years old, and 73.69% are less than 30 years old. People with Tik Tok products once said that most of their main groups are after 95 or even after 00. After being launched in September 2016, the Tik Tok is based on the personality traits and life tastes of young people, highlighting the desire of contemporary young people to express themselves, helping them realize their personal values and enhance their creativity.

3.2. The Reason Why the Tik Tok is Popular.

(Hasebrink, 2012) thought about it" How are transcultural phenomena revealed in different circumstances?" [2]The Tik Tok will implement the function of accurately pushing content according to the user's preferences and needs. Tik Tok can grow at such a rapid pace that it is closely linked to its sophisticated production level, stylish content, full star power, and interesting advertising ideas.

3.3. Sophisticated Production Level.

The establishment of the Tik Tok is to provide a short video social platform for young people. Its growth relies on mass communication theory. In the words of (Mancini and Hallin, 2012) Helping the public to express themselves and record a good life is the meaning of the existence of the video.[3]After entering the homepage of the Tik Tok, it is the content recommended by the Tik Tok for the audience. The mobile phone user can switch freely or slide. Double click on the screen for the content you are interested in to like the collection. The message function on the right side of the screen also allows the audience to participate in the interaction and comment in real time. The message function is the forwarding function, in which the audience can share this video to WeChat, QQ friends, or share to Weibo, friends circle, the operation is simple and convenient, and can meet the various requirements of users in a short time.

3.4. Fashion Disseminate Content.

Today, "the" standard form of communication analysis is usually equated with research methods based on Roessler's (2012).[4]The users of the Tik Tok are mainly young people, and the most distinctive feature of this group is their keen insight. In the Tik Tok, fitness shaping, emotional interpretation, beautiful scenery and other content are all popular with the audience, which can be said to keep up with the trend of the times. Whether it is a handsome boy, a beautiful girl, or a milky baby, their dress, background music, and physical movements are all representative of the current fashion trend, so its popularity is not accidental.

3.5. Full Celebrity Effect.

In the era of mobile internet, the short-term popularity of new products is largely related to the recommendation of stars and the power of fans. In the early stage of the promotion of the Tik Tok, after Yue Yunpeng's brand exposure on Sina Weibo, the search index of the second day of the Tik Tok has climbed to more than 2,000. After that, the Tik Tok sounded more attention to brand promotion, and invited the popular stars such as Lu Han and Yang Mi to enter the Tik Tok. After Lu Han released the MV of the new song in the Tik Tok, only two days ago, the amount of Tik Tok playback was close to 20 million, and the number of fans of the music account was as high as 1.1 million, which greatly promoted the promotion of the famous star.

3.6. Interesting Advertising Ideas.

In order to maximize the attention of the audience, the Tik Tok is unique in advertising creativity. Reduced the cost of expression, increased content fun can contribute to the rapid spread of video. (George & Bennett, 2005).[5]In the recent world-famous paintings of the popular on friends circle, Tik Tok has given dynamic effects to static paintings, which is refreshing. The designer added interactive design to the high-end culture in the past, and the music is full of magic. The user can freely choose the characters and fully "live" the characters in Van Gogh and Mona Lisa. The interaction and interest have attracted the attention of netizens. In addition, the Tik Tok has also

initiated topics such as "in-site challenge activities" and "world famous paintings shaking up" to attract users to participate.

4. The Deficiency of "Tik Tok"

4.1. Content Homogeneity is Serious, Easy to Produce Aesthetic Fatigue.

Due to the shortness of the Tik Tok entering the market and the lack of strict supervision and management, some creators have copied the video content that has been popularized in order to quickly become popular, thus generating homogenization of content. Not only that, there are more content in the Tik Tok, beauty makeup, weight loss, emotion, etc. Users will automatically recommend this kind of content when they enter the Tik Tok homepage. This type of Tik Tok is usually a popular video or a video with a large number of comments, if the user Not interested, after the passage of it, there will be similar short videos, which is extremely easy to cause the user's aesthetic fatigue.

4.2. User Coverage is Narrow and Spending Power is Limited.

At present, the target audience of Tik Tok is mainly young people aged 20-29, so its relatively narrow positioning makes its market share limited. The users at this age are usually students or people who just started work, lacking long-term stable income. Source, so it is more difficult to get a relatively good profit. In addition, although the live broadcast function of the Tik Tok has been turned on, the creators of popular videos have not yet begun to make profits, and it is difficult to continue to create more beautiful videos, so this issue will have a certain impact on the future development of the Tik Tok.

5. Sustainability Recommendations for Short Video Applications Like "Tik Tok"

5.1. Set Awards and Encourage Adherence to Originality.

After setting the short video awards, it will have a role in the creation and release of video content. The rules of the awards will be used as a reference for the development of the video. The selected winners will play a role in leading the role and will also be on the video. The creator lays the foundation for a longer-term development and a fame effect. Therefore, the Tik Tok short video platform can set multiple awards within the industry, further enabling the creators to seamlessly integrate the content and communication specifications to achieve the unity of platform value and self-worth. At the same time, the government can also set up official awards to encourage users to innovate, consciously abide by and maintain the rules and order of Internet communication, and provide healthy and rich content for the majority of Internet users.

5.2. Increase User Interaction and Experience.

Nowadays, short video applications are not only a collection of functions such as user comments, uploads, forwards, and likes. Each user can initiate a live broadcast and interact with their fans. Therefore, software developers should further improve the live broadcast mechanism. Users create a good experience and communication platform. At the same time, the short video platform can further improve the sharing mechanism and process, and conveniently share the user's favorite videos to social media such as WeChat friends circle, QQ zone Sina Weibo, and further expand their brand influence. For example, in the current use of the Tik Tok application, many users report that they can only share ten seconds of video when sharing to a friends circle, which is difficult to achieve a good sharing effect, so it is still necessary to further develop and improve the platform function. The biggest difference between network communication and other modes of communication is that fission propagation can produce huge propagation effects on the Internet, so a good sense of experience and interactivity will further play the role of fission.

Strengthen the supervision and review of video content. As Hayes (2005) explains that the aesthetic needs of the audience cannot be ignored at any time, and only good content can attract the

audience.[6]The short video application is difficult to supervise, spreads widely, spreads quickly, and is prone to bad information and homogenization information. Therefore, the role of the audit department is crucial. It should resolutely resist content plagiarism and vulgar information, and improve user reporting. The mechanism kills bad information in the early stage of dissemination and reduces its negative communication effect to the maximum extent. At the same time, the video uploading review process should raise the threshold, and use the rich channels, strict auditing, high sense of mission and sense of responsibility to ensure the last level before the dissemination, strictly eliminate false information, homogenize information, Negative information pollutes the network environment, affects the public opinion environment of the society and the experience of netizens, and strives to contribute to a healthy, green and harmonious communication environment.

Relevant departments have issued relevant laws and regulations. At present, China lacks strict laws and regulations on the network video platform. Therefore, there will be a phenomenon in which violations of laws and regulations are unruly and unacceptable, which greatly threatens the network environment in China. Therefore, relevant departments should formulate relevant laws and regulations and strictly manage the network video platform. Only by formulating document provisions suitable for the current communication environment can we promote the long-term development of short video applications.

6. Conclusion

Today, with the rapid development of the information age, every second of human society can bring us an extraordinary life experience. After the introduction of the short video of the Tik Tok, the user's praise was won by the fine dissemination content and clever advertising creativity, which became a fashion in the youth group. In the future development, such applications should further improve themselves and create a sustainable development situation in which the platform and users live together and grow together.

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