

Analysis on the Phenomenon of Douyin Addiction among High School Students in Shanghai, China

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Abstract: Douyin, a Chinese short video software, is popular all over China, which is the international version of TikTok. Douyin has brought people new online entertainment experience and innovative business opportunities whereas it has also brought some negative effects to some certain groups. This study takes high school students in Shanghai, China as an example to analyze the phenomenon of Douyin addiction. Through online survey, it was concluded that most of Shanghai high school students had Douyin addiction, which had a certain impact on their study and physical health. This study points out that the main reason for the addiction to Douyin is that it is attractive and interesting, which can relax students' bodies and minds. Starting from this point, this paper proposes that students should be helped to overcome their addictions to Douyin from three aspects: school, Douyin and family.

1. Introduction

Douyin is a short video social software. The internationally famous short video product TikTok is the international version of it. As of January 2020, Douyin has more than 400 million daily active users [1]. According to the 2019 Douyin Data Report, in 2019, a total of 460,000 families used Douyin to take family photos, new parents used Douyin to take photo of their newborn babies for 1.76 million times, new couples used Douyin to record their weddings for 7.09 million times [2]. Douyin has gradually become a national-level short video software, with users or groups in different age groups. However, according to statistics, 85% of Douyin users are under 24 years old [3]. This includes a large number of high school students. Many parents are concerned about the use of Douyin by high school students. They believe that Douyin has a strong attribute of leisure and entertainment, and high school students are easily to be addicted to it. Most of the existing studies on Douyin focus on its commercial value, marketing strategy or operation model, but only a few studies focus on the phenomenon of Douyin addiction. In the literature on Douyin addiction, Shi Huiqin and Huang Li pointed out in their research that the good social value, the interesting content, the background music of "brainwashing" and the simple operating to make users became addicted gradually.[4] But no studies have focused on Douyin addiction in high school students. This study will research the phenomenon of Douyin addiction among Shanghai high school students through questionnaires to explore the manifestation, causes, influences and corresponding countermeasures of the addiction. Shanghai is an international metropolis and the economic center of China so that studying addiction among high school students in Shanghai will help not only them overcome their addiction, but also those in other first-tier cities.

2. Methodology

In this study, the phenomenon of Douyin addiction among high school students in Shanghai was studied through an online questionnaire. The researcher randomly selected five high schools from each of Shanghai's 16 districts, a total of 80. With the permission of the school, questionnaires are distributed to students through each school's Student union. The questionnaire consists of 16 questions and is expected to be completed in 6-10 minutes, in an effort to obtain more comprehensive and specific information related to the phenomenon of Douyin addiction among high school students in Shanghai. At the same time, this questionnaire does not involve personal privacy issues, and the

purpose of the questionnaire has been stated at the beginning and the consent of the participants has been obtained. This survey takes into account the possible delay of receiving information in different schools and grades. The questionnaire was issued on July 13, 2020 and collected on July 20, 2020 for one week.

3. Results

A total of 219,873 questionnaires were collected and among them 20,197 questionnaires are valid. 18,776 questionnaires were invalid because all the answers chose one option or the answers showed obvious rules. The effective questionnaire rate was 91.05%.

When it came to whether to use Douyin, all respondents had heard of Douyin. About a quarter (25.93%) of all respondents had heard of the app but hadn't downloaded it. More than half (51.85%) had heard of the software and downloaded it. About a quarter (22.22%) downloaded the software and uninstalled it for some reason. From this, we can see that Douyin has a high popularity among high school students in Shanghai.

Among the respondents who were using Douyin, 28.57% spent less than an hour a day on Douyin. 35.71% spent between one and two hours a day on Douyin. 28.57% of respondents spent between two and three hours a day on Douyin. A minority (7.14%) spent more than three hours a day on Douyin. It can be seen from the data that Douyin occupies quite a lot of time of Shanghai high school students.

Among the respondents who were using Douyin, 71.43% had never created Douyin videos. 98.12% of those who had created Douyin videos also admitted that they created one or two videos a month.

That may indicate that the addiction to creating Douyin videos is not obvious among high school students in Shanghai. Nevertheless, in order to have a further study about Douyin addiction, this paper still collected the data of creating Douyin videos for Shanghai high school students. Half (51.28%) of those who created Douyin videos said that they did this because they feel the life is boring. The other half (48.72%) created videos because they want to take a chance and see if they could get more followers on Douyin. In addition, it can be found that almost all the people who have created videos spent less than half an hour for video editing preparation. It can be seen that most Shanghai high school students are not keen on creating Douyin videos and will not spend too much time in making preparation for it.

Among the respondents who were using Douyin, 42.86% had never counted the number of times they watch Douyin, and they would watch it as long as they have nothing to do. 14.29% watched Douyin once a day. 35.71% watched Douyin between two and ten times a day. The rest (7.14%) only watched Douyin once every two or three days or more. This indicates that Douyin is a daily "spiritual food" for most Shanghai high school students.

Among the respondents who were using Douyin, 71.43% watched it before going to bed at night. Half (50%) watched Douyin while commuting, 28.57% watched it in the morning after getting up,

4. 1.43% Watched Douyin While Eating, 14.29% Watched Douyin in Class.

About half (50.21%) of those who admitted to watch Douyin videos in class did that four to five times per class. The other half (49.79%) didn't count in detail and often did so. It may suggest that Douyin has a bad influence on the learning effect in class for Shanghai high school students.

More than half (57.14%) of those who admitted to watch Douyin at night watched videos between 10p.m. and 11p.m. 14.29% watched Douyin between 11p.m. and 12p.m., 21.43% watched Douyin between 12p.m. and 1a.m., A minority (7.14%) did so after 1am. The students of Shanghai high school used to burn the midnight oil to watch videos at night, which may also have a bad impact on their physical or mental status.

Half (50%) of those who admitted to watch Douyin at night thought it had only a little impact on their study and life, 30% of them thought it had no influence on their study and life, while 20% thought it had great influence.

Among the respondents who admitted that using Douyin would affect their study and life, 60% of them thought that it would affect their study efficiency if they could not stop. 30% of them thought that watching Douyin for a long time at night would affect their mental state the following day; 15%

of them thought the content of Douyin would disturb them. The rest (5%) believed that they could not help recalling the content of Douyin in class, resulting in a decrease in the efficiency of learning.

More than half (55%) of the respondents who used Douyin do not think the intensity of their current usage will affect their health. 35% of them thought it would have a slight impact on their health. 10% of them thought the intensity of their current usage will make the body feel more uncomfortable. It is suggested that about many students realized that watching Douyin will affect their physical health to some extent. In addition, 77.78% of the respondents who were aware of the impact of Douyin on their physical health thought that it caused their head and neck discomfort. More than half (55.56 %) thought it was causing eye problems. The rest (11.11%) thought that Douyin was causing their overall discomfort.

Less than half (45%) of the respondents who were using Douyin said that they were not addicted to it. More than half (55%) considered themselves addicted to Douyin, which suggests that most students are aware of their status. In addition, 64.5% of people agreed or strongly agreed that they spent too much time on Douyin and it was waste of time. It can be seen that most students have a clear understanding of their addiction to Douyin.

65% of those who were watching Douyin said that they use it for relaxation. Half (50%) of them like watching Douyin because it was quite funny. Others (15%) are more likely to be mentally empty and fashion-conscious (10%). It was suggested that relaxation and fun are the main reasons why high school students are addicted to Douyin.

Half of the respondents who were using Douyin (51.27%) had uninstalled the software to counter the negative effects of Douyin. 31.52% of them set a daily time limit for themselves. 17.21% of them had not done anything about it. Among the respondents who had taken relevant measures, 17.2% of them thought that the above measures were effective. 51.67% of them thought that the above measures did not work well. The rest of them (31.13%) thought it was completely ineffective. From this, it can be seen that some students did not have strong self-control ability to Douyin. Among the respondents who thought the above measures were ineffective, all of them (100%) thought Douyin was so interesting that they could not help watching it. From this, it is suggested that Douyin was quite attractive to Shanghai high school students.

5. Discussion

This research is to study the phenomenon of Douyin addiction among Shanghai high school students through questionnaires, and to explore the behavior, influence, causes and corresponding countermeasures of addiction.

From the performance of Shanghai high school students' Douyin addiction, it is the most prominent phenomenon to watch Douyin for a long time. Meanwhile, there are also behaviors such as watching Douyin in class and late at night, which are harmful to the learning effect and physical health. Many high school students clearly know that being addicted to Douyin has a bad effect on themselves, but they still find it difficult to restrain themselves, or take actions of self-restraint but have little effect. This can also be seen as a sign of Douyin addiction.

From the perspective of influence, Douyin addiction has harmed the physical health and study life of some Shanghai high school students. First of all, some students watch Douyin videos in the evening or even late at night. Such behavior causes their physical discomfort, and some even believe it will cause severe physical discomfort. Secondly, staying up late to watch Douyin will have a bad impact on the students' mental state in class the next day, which will affect the efficiency of learning. Thirdly, some high school students will watch Douyin in class, which will directly affect them. Fourthly, the interesting and attractive video content of Douyin will make high school students constantly recall it in class, which will also affect their studying effect.

The main reason why Shanghai high school students are addicted to Douyin is that most of them like interesting things and have a strong need for physical and mental relaxation. The rich and interesting video content of Douyin just meets the needs of high school students. It is a fact that contemporary Shanghai high school students are facing great learning pressure, which makes students upset and depressive. Meanwhile, the after-school life provided by the school and society is

dull and boring, which makes it difficult to arouse the interest of high school students.

Also, it might explain why high school students like to watch Douyin videos, instead of creating Douyin videos. The preparation process of creating videos is complicated, involving writing script, video shooting, video editing, and music cutting, which makes this behavior less interesting. Students cannot relax their body and mind well.

Douyin addiction should be effectively managed. Measures should be taken from the aspects of school, Douyin and family. From the perspective of schools, schools should hold more innovative and interesting extracurricular activities or competitions to divert high school students' attention from the "Douyin world" to the real world and enrich their after-school life and spiritual world. Although various activities are held in high schools in Shanghai, they are generally not entertaining enough to arouse the interest of high school students and attract them to participate in, such as calligraphy competitions and recitation competitions. At the same time, the school has a low participation rate in many extra-curricular entertainment activities, such as singing competitions and basketball games. Only a few students can participate in them, but most students still have to stay out of the affair and act as spectators. Such activities cannot compete with the strong attraction of Douyin for students. From the perspective of Douyin software, the software has set up login for real-name authentication, which can impose some restrictions on younger users. For example, from 10 p.m. to 7 a.m., users under the age of 18 will only be able to access short videos of news or learning types in the App, and no entertaining content will be updated. In this way, the need of high school students seeking for fun cannot be satisfied, and they cannot relax their body and mind. That may help them get rid of Douyin at night. From the perspective of parents, parents should pay more attention to the spiritual world of high school students. High school students' discrimination and self-control abilities are relatively poor, so they need parents' help to overcome the addiction of Douyin.

6. Conclusion

Through the release of online questionnaires and statistical analysis, this study concludes that there is a widespread phenomenon of Douyin addiction among high school students in Shanghai, which is mainly manifested as long hours of Douyin watching, and watching videos in class and late at night, and difficulty in self-control in watching videos. These behaviors have a negative impact on the health and study life for students. This paper also concludes that most of the addictions are based on the strong interest of Douyin, which can release the body and mind of students. Meanwhile, it also points out the follow-up measures that need the joint efforts of schools, Douyin and parents to help students overcome the addiction. This paper intends to catch attains of Douyin addiction, and help people understand the reasons behind the addiction, which may help Shanghai high school students build a better growth environment.

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