

Analysis on Tik Tok's Development in China

Hanqi Hui

Overseas Chinese Academy Of Chiway Suzhou, Suzhou, China, 215021

**Corresponding author. Email: 22huihanqi@ocac-suzhou.net*

ABSTRACT

This paper analyzes how Tik Tok makes young people so obsessed by theoretical research and data investigation. From personal needs and satisfaction, manifestations and content, and peer pressure these three perspectives to illustrate the way how Tik Tok making use of people's need of being identified, how to send videos according to collaborative filtering recommendation algorithm and how to make more people to be the users of Tik Tok's influenced with FOMO psychological.

Keywords: *Tik Tok, fanaticism, satisfaction, storytelling, peer pressure*

1. INTRODUCTION

In China, Tik Tok as the most popular short video platform and is an online entertainment social app, especially young people, now its daily active user exceeds 400 million [1]. All of my friends including me will spend about 2 hours per day on Tik Tok, that is really a lot of times based on 12 hours a day. Now almost every young people are crazy about it, Tik Tok seems has a magical power to grab all young people's attention all the time, so this article will find out what mysterious magic does Tik Tok has.

2. ANALYSIS

2.1. Personal Needs and Satisfaction

People in the society need most is the sense of being identified and sense of need. Elihu Katz in the book *The Uses of Mass Communications* mentioned that "People contact and use the media for the purpose of satisfying their own needs, which are related to social factors and personal psychological factors." [2] Tik Tok as a media, it takes the advantage of people's desire for "interaction", brings the whole nation on the one platform for mutual understanding and interaction so that it not only increases the user's social range but also bring satisfaction to the users. The source of satisfaction is because the increasing pressure on young people in today's society, so people urgently need a place to relax and release the pressure and each videos in Tik Tok has enchanting music and beauty scenery in order to make the users free themselves and adjust their mood in the daily tension of life.

In addition to the spiritual comfort that users can get from the video, the person who shoots the video can also get a sense of satisfaction and recognition. When the viewers think the content and style of the video fitting their own aesthetic habits, the viewer will like and comment on the

video, and they are more likely to fans of the publisher of this video so that the video publisher can get a sense of recognition and satisfaction from the number of likes and fans, and then they will continue to take the next video seriously in order to get more likes, fans and attention. The viewers gain inner comfort by watching the content of the publisher's video. Through the interaction of likes and attention, the publisher also gets a sense of satisfaction and sense of identity. In this way, viewers and publishers form a kind of natural interactivity. Both the viewer and the publisher can appreciate the value of oneself and the construction of self-identity on Tik Tok, thus making the audience addicted to Tik Tok.

Also, it's very hard for a normal person to be famous before because person must be recognized by everyone through being a good actor through excellent works if people wants to be famous. But now Tik Tok provides a platform, a chance for everybody to show their ideas and skills and whatever that they can attract viewers' attention and likes. The requirement of being a publisher is very simple and easy. As long as the publisher can make good videos, it is very likely that it will explode overnight and every user from all over the country will know the publisher. No one doesn't want to be well known to the public so more and more users are trying to make good videos and hope viewers like these videos. In this way, more and more good quality of videos will be produced to form the interactivity between viewers and publishers.

2.2. Manifestations and Content

Tik Tok uses videos instead of static photos, images or text to represent the content well. First, videos grab viewers' attention. Our eyes are super sensitive to the movement so videos can grab viewer' attention stronger and deeply than static imagines and text. Second, videos are multimedia messaging tool. Videos are visual, auditory which can contain some speeches and music, also, videos are texture because it can contain dynamic graphs and text. No matter who the viewers are, visual learner, auditory learner or a reader, videos can meet the desire of all learning styles[3].

Besides, Tik Tok is also very particular about the length of the video and it uses the fragmented time well. Each user can post a 15-second video online initial, and users with a large number of fans can apply for 60 second. First of all, 15 seconds are suitable time to ensure the integrity of a small script. As a software that specializes in fragmented time, it is just right. Because our general fragmentation time is also between 15s~60s. 60s can make the plot more extended and complete, and the time is ample compared to 15S. Some people will say that the longer the video, the better. But it's not the case. The shorter the video, the more tests the actors' acting skills, screenwriting and copywriting skills, as well as various special effects. The better works of a 15s video is generally based on special effects, and the better works of 60s is based on plot. If a person wants to make a plot-based video, it is best to choose 60s. If a person wants to shoot special effects or daily 15s, it is better. In this way, when users are browsing the videos on Tik Tok, each video will not take up 1 minutes so users will think they did not take so much time on Tik Tok while scrolling up and down the videos and users will spend a long time on Tik Tok inadvertently. There is another interesting phenomenon is that people are now like watching TV drama series and films on Tik Tok. For some popular video playback platform before such as iQiyi, Tencent Video, it required some time for users to choose which videos to watch and videos were usually very long and it was difficult for users to have intracranial orgasms in a short time. In contrast to Tik Tok, its function tightly captures users' need and people's dependence and has gradually exceeded those video platforms.

The computer algorithm recommendation algorithm used by Tik Tok is mainly based on the collaborative filtering recommendation algorithm and tagging. The core idea of the collaborative filtering algorithm is: "For users A and B who have the same or similar interests, when user A likes an item. At that time, user B may also have a similar interest in this item." [4] So Tik Tok will record the video content that the user likes, comments, and follow to continuously tag the user so that whenever there is a video that matches the user's favorite in the background. For example, user A is interested in videos of animals such as cats and dogs and often likes and comments on such videos. At the same time, user B is also interested in cats and dogs like user A. In this way, the Tik Tok platform

will give both A and B a tag of "cats and dogs", and then push all the videos about cats and dogs and other animals in the background to users A and B. At this time, A and B have the same hobbies. Assuming that user A is also interested in food videos, then according to the idea of collaborative filtering, the Tik Tok backstage will not only push a large number of food videos to user A, but also will be pushed to user B together. Therefore, each user's likes and comments will become labels on them, and these labels will divide them into groups of people with different preferences.

Tik Tok will continuously push what they want to see to the users, according to their preferences and interests. However, this algorithm is like a double-edged sword. For users with self-discipline ability, they will spend time on learning some professional knowledge, through the recommendation algorithm of Tik Tok; they can quickly learn a lot in a short time because there is far more knowledge and information than they can find on their own. So Tik Tok is a shortcut for such users to promote their growth and acquire knowledge. On the contrary, some users who have no self-control will spend time in a variety of entertaining and funny videos, and the recommendation algorithm of Tik Tok is only to meet the needs of users. Therefore, users will always immerse themselves in the world they want to see, and waste their time and energy. This is the current situation of most users right now. If this continues, especially for teenagers with poor self-control, will they let young people lose their time and lose themselves.

2.3. Peer Pressure

People are social animals, and the most indispensable thing in life is social interaction. In society, there is often the phenomenon of "following the crowd" because people always like to be consistent with everyone's actions. [5] There also has a familiar term called "FOMO" and abundant of studies show that "social-driven FOMO stems from a person's primitive desire to belong to a group, with each snap, tweet, or post a reminder of what separates you from them" [6]. Here are the factors people download Tik Tok:

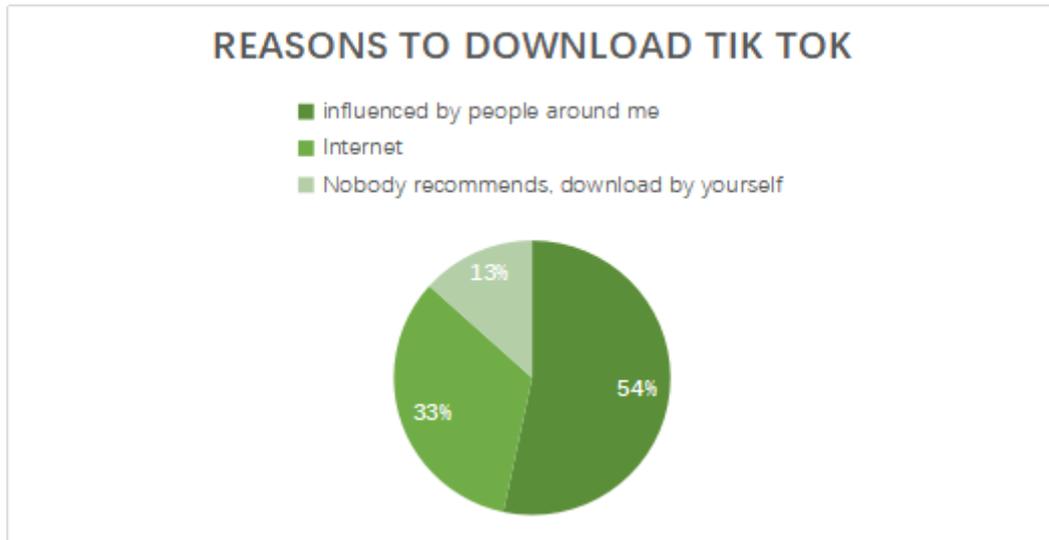


Figure 1: Reasons to download Tik Tok

It is very obvious that more than half of people download Tik Tok is because of people around themselves. It's just like if people are inconsistent, they will feel whether they are separated from the collective and will have a sense of lack. The herd mentality is manifested in the conformity of individual opinions with group opinions. The pressure of conformity will make the individual choose conformity through thinking or unconsciously conform to the actions of most people without the individual's consciousness. Although conformity behavior may not conform to the original intention of the individual, conformity is an individual's voluntary behavior. It is the biggest feature of conformity, like Tik Tok, it can be said that everyone is using it now. Some of the "stalks" and buzzwords people talk about in daily life are derived from Tik Tok, so when everyone is using Tik Tok and a person as an individual do not, this person will lose your right to speak in the collective communication, because he doesn't know what they are talking about, and he will feel that you can't keep up with the group's thoughts, so he will naturally download Tik Tok to understand what everyone is talking about. Only in this way can people not be abandoned by the collective and be able to integrate into the collective.

3. CONCLUSION

In an era where everybody applies Tik Tok in their fragments of time, Tik Tok gradually becomes a global trend. Through this social phenomenon, this article analyzes how Tik Tok can make people so addicted to it from three perspective. First, Personal needs and satisfaction, Tik Tok exploits people's need of being identified to make viewers and publishers form a natural interactivity. Second, Manifestations and content, Tik Tok applies collaborative filtering recommendation algorithm to keep sending users' preferences so that people will spend abundant of time inadvertently. Third, peer pressure,

when all friends around you are using Tik Tok, people will be interested in Tik Tok due to the herd mentality.

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