

ПОПУЛЯРНОСТЬ МОБИЛЬНЫХ ФОРМАТОВ КОРОТКИХ ВИДЕО: ОСНОВНЫЕ ХАРАКТЕРИСТИКИ И ВЛИЯНИЕ НА ОБЩЕСТВЕННОЕ МНЕНИЕ (НА ПРИМЕРЕ ПЛАТФОРМЫ ТІКТОК)

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В последние годы с развитием мобильного Интернета все большую популярность приобрели платформы коротких видео, и лидером среди них стало приложение TikTok. Благодаря TikTok трендами в эпоху новых медиа являются самопрезентация, получение информации, привлечение внимания. В статье анализируются характеристики и причины популярности коротких видеороликов TikTok, предлагаются идеи автора относительно влияния и роли TikTok как одной из основных платформ для выражения общественного мнения.

Ключевые слова: общение; коммуникативные характеристики; приложение TikTok; популярность; причины; мобильные короткие видеоролики; контент; аудитория.

POPULARITY OF MOBILE SHORT VIDEO FORMATS: MAIN CHARACTERISTICS AND INFLUENCE ON PUBLIC OPINION (A CASE STUDY OF TIKTOK PLATFORM)

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In recent years, with the development of the mobile Internet, short video platforms have risen to prominence, and TikTok APP has become the leader among them. Through TikTok APP, it has become a trend in the era of new media to show oneself, obtain information, increase attention and record life. This paper analyses main characteristics and the reasons for popularity of TikTok APP short videos, and puts forward relevant thoughts on the influence and role of TikTok APP as one of the main platforms for the expression of public opinion.

Key words: communication; communication characteristics; TikTok APP; popularity; reasons; mobile short videos; content; audience.

According to the 52nd «Statistical Report on the Development of China's Internet Network» released by the China Internet Information Center (CNNIC) in Beijing in June 2023, the number of mobile Internet users in China reached 1.079 billion, an increase of 110.9 million compared with December 2022, and the Internet penetration rate reached 76.4%, including 1.026 billion short video users, accounting for 95% of the total number of netizens [1]. Among many short video platforms in China, the TikTok APP, which relies on ByteDance, has developed rapidly in recent years. As of May 2023, the monthly active users of TikTok exceeded 700 million, and in December, the average number of daily video searches of TikTok APP exceeded 400 million. At present, obtaining information and recording life through TikTok APP has become a new trend in the new media era.

The 2018 TikTok Research Report divides the content creators on the TikTok platform in order of percentage into: pure vegetarians, commoners without fame (49.1%); net celebrities and mature KOLs (34.3%); celebrity stars (12.6%); and brand organisations (3.7%) [2]. It can be seen that the participation rate of purely vegetarian users in the TikTok platform is extremely high. Everyone can find his or her own niche, and watch their favourite types of short videos on the platform in combination with their own interests and hobbies.

As «digital natives», contemporary young people, surrounded by all kinds of media, have developed fragmented reading and viewing habits. They like short, flat, fast and easy and lively information dissemination style, the pursuit of cool special effects and visual stimulation, it so happens that the short video community of TikTok is very good to meet the young people of this large audience.

According to the theory of «Use and Satisfaction», from the perspective of audience psychology and audience behavior, the focus of users of TikTok

short videos and the satisfaction they get from watching short videos can be divided into three types: the psychological need for competition, the need to gain new knowledge, and the need for self-evaluation. First, the psychological demand for competition. Users can win attention by uploading and posting short video works they have made, which promotes self and commodity marketing. For example, Li Jiaqi, a beauty expert, captures the audience's attention by shooting a video of herself trying cosmetics, which stimulates the audience's desire to buy. Second, the need to gain new knowledge: by watching some knowledge and educational videos, the audience can gain new knowledge, enrich themselves and improve their self-knowledge. For example, traditional media such as the People's Daily are also active in the short videos of TikTok, which spreads news information for the audience and expands their influence and dissemination range at the same time. Third, the need for self-evaluation. Audiences record their own lives by posting short videos made by themselves, spreading fresh events in their lives, winning more likes and making themselves the protagonists of the Internet era. TikTok voice short video is called «magic short video», in the audience experience presents a diversified, interactive characteristics, different forms of short video content to the audience to bring a different feeling, at the same time to meet the psychological demands of different audiences.

Along with the obvious effectiveness of information dissemination by means of TikTok APP we may define some potential negative aspects of its popularity and related recommendations.

1) Excessive entertainment content, easy to cause public opinion.

Nowadays, the short-video content of TikTok is overly entertaining, with a large gap in quality video content, and the content on the TikTok platform spreads quickly, covers a wide area, and has a variety of forms. These features make TikTok also have a strong influence in public opinion guidance. On the one hand, some socially sensitive and controversial topics spread rapidly on TikTok, triggering extensive discussions; on the other hand, some authoritative organizations and opinion leaders also guide public opinion by releasing professional and authoritative content. On the TikTok platform, users are not only consumers of content, but also creators and disseminators of content. This shift in roles makes users more susceptible to public opinion, and also makes the spread of public opinion wider and deeper. So it also leads to a greater need for creators' content to be refined, high-quality, and positive.

2) Inadequate regulatory system and free expression of public opinion.

TikTok APP is difficult to regulate, has a wide dissemination range and fast dissemination speed, and is prone to produce undesirable information and homogenized information. Therefore, the roles of «gatekeeper» and «opinion leader» are crucial, and the content plagiarism and vulgar information should be resolutely resisted. Therefore, opinion leaders should improve the reporting mechanism of users, and stifle undesirable information at the early stage of dissemination, so as to minimize its negative dissemination effect.

Because of its own development speed is too fast, in the process of development, if not to guide and regulate, it will inevitably lead to its failure to the end, this wave of short video boom will eventually be dispersed one day, so, in the process of the development of short video, we should take the appropriate means, specific analysis of specific problems, with the development of the new media era means to protect its escort, to achieve the quality of the development of communication.

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