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短视频 App 的传播特征分析 —以抖音 App 为例

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Analysis about communication characteristics of short video app

-- take Tik Tok for an instance

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Tik Tok is a sort of short music video social app owned by Bytedance corporation of China. It was gone live in China in September of 2016 and officially published globally in the summer of 2017 with the international version of Tik Tok, which has gained extraordinary attraction. The number of users enjoying Tik Tok in a month had been more than 500 million by June 2018, exceeding the users of Twitter and was about half as many as Instagram. We should, hence, pay attention to its communication characteristics and study the development features of short video app.

.Communication subjects -- diversified and extensive

Communication subjects can be classified into three types: government identities, media identities, and personal identities. Government identities include the organizations of official national government such as courts and security police; media identities include media organizations such as newspapers、television and new media.there were 5,724 government and 1,344 media accounts on Tik Tok, releasing 258,000 and 152,000 short videos respectively, which accumulated 4.3 billion and 2.6 billion thumbs-up.

As it is easy to learn the operation interface of Tik Tok and it has almost no barriers to entry, users can break through the obstacles of diffident on a certain extent. Fresh interesting content and infectious background music arouse intense resonant senses of users and make them a high willingness of imitation. Taking part in communication

activities is a piece of cake for personal accounts, especially as the main existence of communication subjects.

.Communication objects -- young

All accounts are the communication objects of Tik Tok. Users born after 1995 and 2000 dominate the most part, among which about 85% are those born in the 1990s.

A popular challenge among various types is a short video of group actions on the platform, usually, it is a topic aiming at motivating group entertainment, which initiates by platforms、enterprise accounts or KOL. Due to low difficulty in carrying out the video, it is easy to cause extensive group actions , which is infectious to young users.

.Communication media -- mobile phone

With the popularity of the mobile Internet, the mobile phone has become a new medium. Tik Tok is a short social video app directing at cellphone application and utilizes vertical screen mode accustomed by the public, adding the probability of using and retaining applications. The interface UI design of Tik Tok corresponds with the daily habit of operating a mobile phone. Tik Tok got spread in the form of phone video. After finishing their compositions, users can download them to their phones and share them on other social network platforms, which greatly expands the transverse scope of dispensation channels through this mechanism.

. Communication pattern -- interpersonal and organizational mass communication

Tik Tok's communication pattern is typical of mass communication with interpersonal as well as organizational characteristics. The short video shot in vertical screen presents users a better immersive experience. Some videos in Tik Tok , shot in the one-to-one form , manifest its interpersonal communication.

If interested in a particular user's content, one can thump up the video by directly clicking the heart under the avatar on the right , to express his or her love for this work. The video will obtain higher recommendation probability than that of its current on the home page , through the background recommendation algorithm with the thumbs-up number , and can finally reach a rapid cracking diffusion. It will also appear in the "like" list of the users giving thumbs up, where users can watch their favorite short videos at any time. Thus not only the speed of information dissemination but also the coverage of information get improved immensely.

. Communication content -- abundant and various

Tik Tok takes advantage of VR and AR, which helps spread more information in various means with the help of technology.

The main categories on Tik Tok include topics about pop stars, life 、 children、 pets、 music、 and dancing performances、 delicious foods、 games、 technology etc. Besides, there is also information about handmade works, quadratic elements、 body building and fitness、 photography and so on. All these topics mentioned above together form the multicultural concepts of Tik Tok. Fresh、 interesting、 interactive and shareable are characteristics. Tik Tok also shows us an atmosphere which is ecological、 young、 recreational、 social、 individual、 technological、 fashionable、 creative and magic, linking senses of moving、 appreciating and admiring with its contents, and as a result, forming strong emotional resonance.

. Communication effect -- Strength of Weak Tie

Tik Tok is the main part of short video social media. The diversity of communication subjects and objects turned the traditional one-to-many communication mode into many-to-many

communication mode. Weak ties are formed among people on the Internet. The existence of Weak Tie is beneficial to the connection between different user groups, expanding the associated scope, also making users get acquainted with the world beyond self-recognition. In fact, Tik Tok platform meets users ' demands for fast and interactive information, meanwhile, the vertical screen mode immersive experience deepens the users ' sense of identity. Therefore, the interpersonal and group communication of Tik Tok can extend its scope.reaching the expected results.

Ordinary users also have the speaking right on the platform. However, a few numbers of KOL will be emerged among ordinary users due to the recommendation algorithm and operation mode of the platform. point-to-point propagation attaching the one-to-many propagation form greatly improves the propagation effect of Tik Tok platform.

Conclusion

Afterward, numerous countries step into the Blue Ocean area. The short video APP like Tik Tok as a new communication way not only carries plenty of rich messages such as character、 picture、 voice、 music video etc but also owns a better propagation efficiency compared to traditional long video, greatly catering for the tired and busy lifestyles and habits of modern people. Innovating and various short video apps are constantly endeavored to explore the users' habits.

Reference:

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