The Influence of Short Video Platform on Audience Use and Reflections—Take TikTok as an example

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Abstract: In the context of the strict prevention and control of the epidemic in 2021, short video platforms have become a popular choice for entertainment, and it is common for TikTok to be the top download of video and audio in the mobile client app download list. In the four months from mid-December 2020 to mid-April 2021, downloads have grown from 5.04 billion to 5.8 billion. While TikTok has a large number of users, its shortcomings, such as vulgar, plagiarism and privacy disclosure, cannot be ignored. How to solve them has become a top priority. Whether TikTok can meet users' demands and guide users to think about whether they can co-existence and how to balance both of them will need to be further explored.

Keywords: Short video; the audience; Precise push; Privacy

1. Introduction

In recent years, the rapid development of short video platforms has attracted the attention of more and more scholars, as a representative, TikTok is the largest platform in the field. Some scholars put forward the problems of TikTok, and the author will also make a deeper analysis and put forward solutions and new thinking.

2. The reasons and disadvantages of TikTok bringing satisfaction to users

TikTok has made entertainment more convenient and easy. Users can just turn on TikTok to get instant visual and visual impact without thinking, if the user doesn't like what's playing, the next little video is ready to go seamlessly. The short video platform with agenda setting displays content far more colorful than users' daily life experience. Hot and interesting content will be recommended in priority, which can continue to attract more users' attention in the shortest time. Simple and short videos can entertain users in a few seconds without worrying about choices. Timed push liberates users' aesthetic choices. Simple participation, varied content, and the expectation of exploding at any time are all important factors for TikTok to attract users. What really makes users addicted is that TikTok's algorithm can create an information environment in line with audience's expectations, so that users' psychological needs can be precisely met.

2.1 The unpredictable content of short video

As individuals with specific needs, TikTok users have a certain purpose in using TikTok, while different users have different demands, such as the need for new trends, curiosity about anecdotes and interesting stories, recreation at leisure and so on.In order to meet the needs of different groups of people, the TikTok system will recommend various types of videos to users. It is the unpredictable pushed content that serves as a window for TikTok users to continuously discover new things, and also meets the diversified needs of audiences. At the same time, the unpredictability of short video content is accompanied by users' time waste, the aimless use and full-screen display mode make users unconsciously immersed in it, which leads to users' inability to reasonably control their time.

2.2 Continuous playing of a short video

The humble looping feature creates a constantly active image, while a video that continues to play can cause temporary discomfort to the audience if it is suddenly paused. Daniel Kahneman, a Nobel laureate, has suggested that the lower sensory areas of the brain receive the first indirect stimulus, while

the prefrontal cortex, which is responsible for rational thinking, is always slower. Therefore, a repeated behavior of thinking rationally after receiving visual and auditory stimuli becomes an unending cycle, and the continuous play of the unconscious weakens the audience's control over time and aesthetics.

2.3 Simple authoring mode

The simple creation mode is another reason for TikTok's popularity。 Users only need to log in to TikTok to post short videos, and even a photo can be made into a short video via the accompanying app. Released anytime and anywhere, the casual usage also fulfills TikTok's philosophy: TikTok, to record the good life. Ordinary users do not need too much creativity, "grassroots video" can also get **attention**, any type of video may get thumb up and attention, shooting short videos like the stars can also compete with the top **attention**, buying popular functions is to improve ordinary users to experience unprecedented exposure. In TikTok, everyone is "We Media" and everyone has a microphone. This not only makes it easy to become famous, but also enables every ordinary user to realize the free conversion among the audience, opinion leaders and communicators.

2.4 Satisfy users' psychological demands

In order to meet the "needs" of users, TikTok accurately statistics whether users have positive feedback on the videos recommended by the system based on big data. If users show interaction such as stopping to watch, thumb up, commenting and following, the system will gradually clarify the types of push to users, thus gradually forming a unified style. TikTok satisfies users' needs through algorithm recommendation, maintaining users' loyalty and increasing the popularity of the topic. However, users lose the right to make independent choices and gradually lose rational thinking in this unconscious process. Selective contact provides the soil for big data statistics. The audience selectively understands and supports the content screened by the algorithm according to their own social relations and values, thus misunderstanding the process of video recommendation by the algorithm as the process of showing the original appearance of the social environment. After receiving more and more homogenized content, the audience more identify with and rely on the original views, and gradually lose balance. The understanding and choice of things become more solidified. The aesthetic way becomes the cage of "freedom", making the irresistible catering a typical example of the short video platform's alienation of audience choice.

3. TikTok provides users with a solution to their usage problems

As a popular platform for short videos, TikTok must shoulder its social responsibilities while receiving accolades and receiving traffic, and put on the agenda the much-criticized problems of vulgarity and plagiarism, as well as the addictions of young users and excessive filtering of big data.

3.1 Strictly review and publish videos

TikTok officials are duty-bound to check the quality of videos and the content watched by users. To adopt the function of keyword screening to automatically screen unhealthy content, and re-audit the video content and comments of the synonyms of playing the edge ball, and prohibit the uncivilized phenomenon from the source. To enable users with the right of supervision, users participate in the review and rating, adjust the video playing threshold standards from the perspective of users, refine the daily management of the platform, and permanently ban the accounts that repeatedly use the platform uncivilized, so as to fundamentally eliminate vulgar productions and kitsch.

3.2 Original Alliance Online

On February 19, 2020, TikTok Originators Union was launched. This function can locate and detect clues of suspected infringing content in an all-round and real-time way, and initiate the process of rights protection with one click. The system will automatically initiate rights protection when it finds infringing content, and then quickly capture all infringing content and take it offline, so that the rights protection process can be queried in real time. TikTok can cooperate with law firms and sign up lawyers to pay instant compensation for infringing content, control the learning scale of creation dimension and provide normative guidance to bloggers just starting out.

3.3 The humanization of anti - addiction system

In March 2019, TikTok upgraded its youth prevention mode and services to protect young users who need to control their entertainment time and content. Users can use the app to turn on Teen Mode on demand, which allows them to watch videos that have been screened to be more age-appropriate. After choosing this mode, teenage users will have a limited time and time interval, and they will not be able to use such consumption functions as recharge and reward. More intelligent technological means and higher degree of control have limited the entertainment of minors. Whether this has forced the change of the free choice of the young audience is also a question to be discussed, the user's freedom of use, the balance between rational aesthetics and use experience is another issue that needs to be considered. This is also a higher level of user consciousness requirements.

3.4 Enhance user privacy protection and self-choice

Users' right to choose independently comes from the non-interference browsing mode. TikTok can try to launch a trial version so that users can independently choose the browsing mode after logging in the platform. While default big data humanity screening mode, alternative privacy protection no-browsing trace mode, heat priority mode and special attention priority mode are available. Keyword search increases the occurrence frequency of different views on the same issue, reduces the guidance of homogenization, and lets the audience try to think independently, so as to remove the dross and extract the essence from the fake and retain the true in the video they browse.For videos that illegally leak users' favorite ads, users can directly complain to TikTok's lawyer and follow up the processing process in real time. TikTok is a direct application of big data, and returning the choice to users will surely make users have a more assured use experience.

4. TikTok considers the balance between satisfying audiences and guiding them

TikTok provides audiences with a freer and simpler viewing mode, which liberates their minds. At the same time, rational thinking is no longer needed when audio-visual stimuli come first, and listening or even blindly following has become the normal use choice.The process of TikTok changing audiences' aesthetic choices is also a process in which audiences rely on algorithm recommendation and lose their imagination, accurate recommendations to cater to users' preferences make the audience satisfied with their original cognition. Continuous receiving of the same information strengthens the opinions held by the audience. The audience firmly believes in the established opinions and even becomes self-satisfied, which makes them unable to think.In the context of short videos, positive guidance is scarce. TikTok needs to strike a balance between satisfying the audience's curiosity and guiding them to publish positive works and comments.

TikTok needs to think the other way around while fighting for audience's attention. Can TikTok invite official accounts to comment on hot topics and comments? Can curiosity-seeking video and title party introduce legal tips to guide individual accounts to take legal responsibility for their content while strengthening official voices? When retrieving keywords, TikTok should push different positions and opinions together, improve the exposure of official accounts on the same topic so that official comments can lead to more important sections, and actively push news that has been confirmed by the authorities. Only by taking such measures, TikTok do meet and guide the audience's needs, meet the audience's use needs and psychological expectations, and promote the healthy development of the platform.

5. Conclusion

Valueless blindly follow the trend, the maximum pursuit of heat, once let the creation of short video under the manipulation of interests become beyond recognition. The needs of the audience cannot be unified with the results obtained. Is the change of the audience's aesthetic choice driven by big data alienation or liberation? Under the background of big data, whether the privacy of audiences can still be protected, and whether the statistics of background data of TikTok exceed the needs of users' independent choice, are questions worth pondering. Whether there is room for change in the default selection when entering the TikTok platform depends on whether the precise push of user portraits is humanized operation or more verification and analysis is needed. These issues are related to the rights of every user and the operation of every short video platform. How to operate can not only satisfy users

but also promote the development of short video platform. Everyone is looking for answers in the context of The Times.

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