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Research Topic

**Will the behavioral strategy used by TikTok become a worldwide success? - Research
based on Chinese users**

Master Thesis

Geneva Business School

Master in Digital Marketing

Submitted by:

Jie Ma

Geneva, Switzerland

Approved on the application of:

Dr. Philippe Vedel

And

Dr. Damien Bezançon

Date: 07. 06. 2020

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Name: Jie Ma

Signature:

A handwritten signature in black ink, appearing to be the Chinese characters '马捷' (Ma Jie), written in a cursive style. The signature is contained within a light gray rectangular box.

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Abstract

In recent years, the widespread use of the Internet and the popularity of smartphones have given birth to several emerging media formats. Among them, the most rapid development in 2017 was the instant video clip called "Standing in the Internet Industry". The number of registered users and active users of the video clip has shown a rapid growth trend as well. ByteDance has produced two versions of short video apps, and both versions of the short video app have been successful. One is a video clip app for the Chinese market-Douyin, and one is a video clip app for the international market-TikTok. Among all the video clip platforms, "Douyin" and TikTok occupied a dominant position. However, it still faces many challenges. This study will take Chinese users as the research object and analyze the user behavior strategy of Douyin in combination with the international market.

Before identifying the research subjects, the author explored the overall characteristics of the users of the instant video clip app. The study found that users who use short-lived video apps are mostly young; their common feature is the pursuit of personalized, fashioned culture, the love of music, dance, and other fresh elements. Therefore, the author chose the vertical segment of music video clip as the starting point from the various instant video clip apps, then select the typical instant video clip "Douyin" as the research object. The article begins with a brief overview of the instant video clip development history and media characteristics. It analyzes the rise and development of instant short music videos and the media characteristics of instant short music videos. In an in-depth study of the users of the "Douyin" video clip, the author found that the users of the Douyin platform mainly fall into four categories: video producers, video viewers, video spreaders, and consumers. With the help of questionnaires, the author analyzes the above four types of users behavior through demographics and psychology. By analyzing the sample of the instant video clip works, the author found that the "Douyin" instant music video clip community has gathered a large number of young users who pursue individuality. In this online community, users of the "Douyin" enjoy entertainment and release. In the process of using this new media tool, the satisfaction of changing the mood, interpersonal communication, and self-identification was achieved. They have the characteristics of pursuing fashion and being impulsive to consume. They are more willing to expend for education products. At the same time, they will also feel guilty for using Douyin for too long time. This study, combined with the analysis of Chinese users' behavior and psychological needs, and then combined with the overseas development situation, put forward suggestions on the users' development strategy of the international market. The author believes that in the future, based on the "Douyin" branding, it is necessary to further strengthen the standardized management and privacy and security monitoring and management. Only in this way can it go further in the international video clip industry.

This study focuses on the novel topic in the emerging field of Internet Users Behavior research, the video clip platform. It provides some inspiration for the innovation of theoretical research on video clip development, and also provides reference for the development of other video clip platform.

Chapter 1 Introduction

1. Research background

With the advent of the mobile Internet era, people's media contact methods are becoming more and more abundant, and they are no longer limited to traditional media such as newspapers, radio, television, etc. Mobile Internet is becoming the main media for mass communication with rapid momentum. Accessing information through online media has become a common way of life for people. At the same time, online media forms are becoming more and more abundant. New media such as blogs, Weibo, WeChat, and mobile apps have emerged. Among these new media, mobile video clip apps are due to their instant shooting, and fast Features such as production and convenient sharing attract a large number of users.

1) Era background

According to the 45th "Statistical Report on Internet Development in China", as of March 2020, the number of Internet users in China reached 904 million, compared with a total of 75.08 million new Internet users at the end of 2018, with an Internet penetration rate of 64.5%, an increase from the period of 2018 4.9 percentage points. [1] The rise in Internet penetration has made more and more netizens generally understand, contact, and use emerging media, including mobile video clip apps. The report also shows, "As of March 2020, the number of mobile Internet users in China reached 897 million, an increase of 79.92 million mobile Internet users from the end of 2018. The proportion of Internet users using mobile Internet access increased from 98.6% in 2018 to 99.3%. An indispensable device for netizens to access the Internet." The increasingly strong users base provides a deep audience base for the rise and development of mobile video clip apps. The figures marked the per capita weekly Internet market for Chinese netizens was 30.8 hours, an increase of 3.2 hours from the end of 2018. Affected by the new coronary pneumonia epidemic in early 2020, netizens have significantly increased the length of time online [2]. Mobile netizens accounted for 99.3% of all netizens in March 2020, meaning that every Chinese netizen is using a mobile phone to get online. This provides a good users base for video clips. As of March 2020, the proportion of mobile netizens aged 20-29, 30-39, and 10-19 were 21.5%, 20.8%, and 19.3%, respectively, higher than other age groups, and the three age groups added together It accounts for more than 60%.

According to ComScore's data, the number of mobile phone users worldwide has exceeded that of the computer [3]. In 2019, there were 204 Billion downloads of mobile software applications worldwide, which is an increase from 194 billion in 2018. The time spent using mobile phones increased from 3 hours to 3.7 hours. People's mobile spending has increased from 101B in 2018 to 120B (USD). This means that more and more people use mobile phones around the world, and the market for using mobile phones has a clear growth trend, and people are more and more willing to pay for mobile phone mobile software. [4]

The above can be seen that the number of people using mobile phones to surf the Internet is growing, and China is the country with the most significant amount of mobile phone users in the world. This provides a massive market for mobile phone applications, but it also means that competition will be very fierce. Mobile phone application developers need to analyze customer needs and users behavior and how to induce users consumption to analyze users and specify corresponding strategic plans.

2) Industry background

Looking specifically at the online video industry, as of March 2020, my country's online video (including video clip) users reached 850 million, an increase of 126 million from the end of 2018, accounting for 94.1% of the total netizens. In early 2020, affected by the new coronary pneumonia epidemic, the users scale and duration of online video applications have increased significantly. Since 2015, the entertainment industry chain has shown tremendous commercial value, and the users scale and growth rate have both increased dramatically. In the first half of 2017, the number of online video users has continued to grow at a high level.

In the video clip industry, the number of video clip users was 773 million, an increase of 125 million from the end of 2018, accounting for 85.6% of the total netizens. Relevant company's financing data shows that as of January 2018, Kuaishou received a total of nearly 1.4 billion US dollars of investment from the 2012 angel round to today's E round of financing; today's headline behind Douyin has received almost 12 years of investment Billions of dollars;[5]

In recent years, with the reduction of mobile tariffs and the increase of network speeds, the rapid spread of short online video has become a reality, and the following is the popularity of online video clip platforms and the celebration of universal video consumption. With the launch of the Douyin platform in 2016, everyone's attention and research on the platform are also increasing. Before 2014, mobile Internet is still under construction, and video clip growth is slow. The video clip didn't "make a hit" for the first time, but was in preliminary adjustment and brewing. In 2016, the video clip entered the blowout period.

As an emerging entertainment product, the video clip is a platform for young people to socialize and relax with non-acquaintances, reflecting the current social situation in which the proportion of empty nest groups is rising, and young people are socially isolated. Compared with live broadcasting and knowledge payment, the video clip further lowers the threshold of Internet content creation. Users will have the opportunity to gain widespread attention while showing themselves, thus turning traffic into actual economic benefits. Since the rise of the video clip, players from all walks of life have entered the game, and the giants have launched a battle for traffic. Today, Toutiao focuses on the layout of video clips, has launched Douyin, volcano small videos, watermelon videos, and acquired overseas popular video clip Musical.ly, which has established a considerable traffic empire in the field of video clips. The flow of video clip blowouts and outstanding marketing effects have also prompted major traffic giants to enter the game or add video clips. TikTok, the overseas version of Douyin, which only landed on the international market in September 2017, was quickly recognized by many foreign users. It can be said that currently looking at the domestic Internet industry, in terms of internationalization, Toutiao won the top spot with vibrato. As the main camp of the Internet, American media reports on Douyin also prove to some extent that Douyin is being paid attention or even recognized by the overseas Internet industry.

3) Social background

It is not difficult to find that mobile Internet media has brought about considerable changes in people's reading habits and lifestyles. People have changed from the in-depth reading of text and pictures in the traditional media era to the "fast food" of short text, sound and image information, and dynamic video. "Browsing" reading. The development of network media and the popularization of mobile smartphones have cut people's daily work and life into a large number of fragments. Therefore, mobile video clip apps that meet people's "fast-food" reading habits and fill people's fragmented time came into being. To meet people's massive demand for video, and quickly attracted a large number of users, becoming a new product developed by Internet companies. At the same time, the increasing improvement and popularization of 4G communication technology have also provided strong technical support for the rise of mobile video clip

APPs, which has enabled all people to enter the video social age. Under this social background, the form of social networking on the Internet has been rapidly advancing from plain text to graphic matching to the video clip, and moving video clip apps has become a new force in the social field.

2. Research significance

The rapid development of smartphones promotes the rapid growth of mobile Internet technology and creates the right conditions for the development of the video clip. At present, video clips have entered people's lives and become the main tools for people's daily leisure, entertainment, social interaction, and information interaction. In this case, large Internet companies and investors have seen the huge development potential of the video clip market. 2018 is a memorable year for the video clip market. Video clip platforms such as "Douyin" and "Quick Hand" have sprung up in many media. The number of registered users and average daily active users continues to increase, marking the Chinese video clip market. Development gradually matures. In the fierce market competition, "Douyin" has an absolute advantage, but it is not a unique company. From the current development point of view, "Douyin" and "Kuaishou" can be said to be equally divided and almost the same. Although there are individual differences in positioning between the two video clip platforms, they are mostly video clip platforms, and there is inevitably fierce competition in the development process. At the same time, other video clip platforms' market position for "Douyin" and "Kuaishou" can also be said to be eye-catching. The second camp mainly based on "MeiPai," although compared with "Douyin" although registered users There is still a significant gap in terms of number, average daily active users, and market influence, their development speed should not be underestimated. Douyin has developed actively in China. TikTok has topped the app download list in several countries in the past two years [3]. Tiktok has threatened the market share of Facebook and Instagram. Snapchat listed TikTok as a competitor for the first time in the regulatory documents submitted in February 2009. Facebook, Twitter, and Snapchat were all competitors in the past, but they have all listed TikTok as a competitor. Because they have all realized that TikTok poses a higher risk than the crisis they bring to each other [4]. In the end, this app that makes major social software companies feel crises and how they have followed suit has quickly developed and succeeded. This is one of the reasons I chose to research Douyin.

3. Research methods

1) Literature research

Through China Scholars Google Scholar and Study-aids.co.uk, to search for research materials related to the development of video clip, the development of Douyin in China and overseas, the characteristics of Chinese mobile phone users behavior, and the impact of mobile video clips on youth socialization, to sort out and analyze a large number of relevant literature on users behavior analysis at home and abroad. Through literature analysis, based on the actual situation in China, summarizing the outstanding research achievements or research experience of the predecessors, it has laid an essential theoretical and literature foundation for the in-depth study of this article.

2) Questionnaire

The questionnaire survey method will be used in various observation methods of social research. This article will use the constructed model to draw on the mature refinement scale in other people's research and establish the refinement scale of this study in conjunction with the interpretation of related concepts.

Questionnaire design This article will compile the questionnaire through the questionnaire star platform and distribute the survey in the form of WeChat and Weibo social platforms.

Through the questionnaire, results to analyze the users' behavioral motivation and psychological activities.

3) Descriptive statistics

Descriptive statistics is a general term for statistics describing or summarizing the basic situation of observations. Describe how statistical research can obtain data reflecting objective phenomena, process and display the collected data in the form of graphs, and then obtain the regular quantitative characteristics reflecting actual aspects through comprehensive summary and analysis. In this paper, after receiving the questionnaire, the sample data collected by the survey will be descriptively analyzed. Then users analysis will be conducted from demographics and psychology to understand the users' psychological needs and thus judge the users' behavior.

4) Innovation

First of all, the topic of this research is relatively novel, and the video clip platform is the research object. Video clip platforms have emerged from the Internet tide in recent years and are another essential form of Internet economic development besides the sharing economy. This article selects the video clip platform as the research object, and the topic itself is relatively new, which belongs to the emerging field of Internet economic research. Secondly, this study takes Douyin the video clip application as a specific research object. In the study, it initiates a survey to the users using questionnaires and then analyzes the users of Chinese Douyin from the perspectives of demographics and psychology. Find Douyin's users behavior development strategy in China and explore whether the strategy applies to other countries. According to the existing policy and users' survey conclusions, put forward the problems in the plan, and formulate a users development strategy that can be used by other countries. This is also an innovation in theoretical application research. Finally, the current literature does not thoroughly analyze the users strategy literature of Douyin and Tiktok. Studying whether Douyin's users strategy in China applies to other countries also fills an academic gap.

4. Research content and framework

Due to the popularity of the video clip industry in recent years, this article analyzes the reasons for the rapid popularity of Douyin in China. Focus on analyzing the users behavior of Douyin on the video clip platform, and research the future users behavior development strategy of Douyin. Through a series of survey data to understand users behavior in China, and then explore the reason why Douyin is popular in China. Analyzes various factors that affect users behavior and finds out a series of problems existing in operation and promotion of the current platform. Then, combining Tiktok's international development, it provides some help and inspiration for Tik Tok's international global development strategy adjustment and optimization and puts forward corresponding countermeasures. Through this research, we will consolidate Douyin's position in the video clip market and promote its sustainable development, while providing a reference for the development of other video clip platforms. This study can be divided into five parts in terms of content. The research contents of each part are as follows:

CHAPTER 1: INTRODUCTION

This part of the research mainly introduces the research background of the "Douyin" video clip users development strategy, introduces the development of the domestic video clip market and the current status

of the "Douyin" development. The research methods and innovations are introduced, as well as the main content of this research.

CHAPTER 2: SUMMARY OF LITERATURE REVIEW

Introduce the theoretical basis and model sources of this article. The relevant literature related to the research, such as the current situation of Chinese netizens, related literature on users behavior of Chinese netizens, mobile phone software use motivation and behavior research, psychological theory research, domestic and foreign research on vibrato The research analysis summarizes and discusses the relationship between Internet users behavior strategy and usage motivation and behavior, and provides guidance and reference for later study.

CHAPTER 3: BODY OF THESIS

Analyze the users behavior of Douyin video clips in China, and analyze the users psychology and needs of "Douyin" video clips based on the data collected from the users questionnaires issued.

CHAPTER 4: FINDINGS

According to the results of users analysis, find out the users behavior development strategy of the "Douyin" video clip in China. They are combined with the obstacles encountered by Tiktok's overseas development to analyze whether China's users behavior strategy applies to other countries, and what problems exist.

CHAPTER 5: SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

In response to the strategy implementation guarantee of Douyin video clip, some countermeasures were proposed, including information security. Aiming at the strategy implementation guarantee of "Douyin" video clip, corresponding countermeasures, and suggestions are put forward.

Chapter 2 Summary of literature Review

1. Theoretical Basis

1) Maslow's five-level theory of needs analyzes the needs of self-actualization

Maslow's hierarchy of needs [hierarchy theory of needs, also known as the "basic hierarchy of needs theory," was proposed by American scientist Abraham Maslow[5]. Maslow's demand theory divides human necessities into five categories, namely physiological needs, safety needs, social needs, respect needs, and self-realization needs. Among the five levels of demand from low to high, the needs of the lower level will be developed to a higher level after the requirements are relatively satisfied. Among them, physiological needs, security needs, and emotional needs are low-level needs, and low-level needs can be met through external conditions. In contrast, respect needs and self-realization needs as high-level needs can only be achieved through internal factors, and people's pursuit of senior requirements It is endless.

The highest human need is self-realization. Maslow believes: "In the creative process of human self-realization, there is a so-called peak experience emotion. This time is when people are in the most exciting moment, the highest, most perfect, and most harmonious existence of human beings. At this time, people have a feeling of ecstasy." [6] The pursuit of self-realization needs is the highest level of human needs. In the process of self-realization, people fully realize their potential. Pursuing the realization of self-worth is of considerable significance to social development. It can be seen that people finally have the psychology of acquiring self-realization needs. Because of their characteristics, online media give netizens more opportunities to obtain self-fulfillment satisfaction, they gain more recognition and understanding in the network and provide a full play to their potential. Internet media provides an excellent platform for satisfying this self-fulfilling need.

2) "Use and Satisfaction" Theory

The theory of "use and gratifications" originated in the 1940s. The research on it started by examining the use of different media forms by the audience. The early research began by meeting the basic needs of individuals and revealing the audience's contact: individual psychology, interest, and other factors in the process of mass media. "Schlam and other scholars pay more attention to the social motivations of the audience when they come into contact with the mass media, including their political, economic and cultural background, social status, values, and group ownership. In 1974, Katz and others Published "Personal Use of Mass Communication," the process of contact between the audience and the media is summarized as a causal chain process of "social factors + psychological factors + media expectations-media contact-demand satisfaction." In 1977, Japanese scholar Yuri Take This "use and satisfaction model has made several additions, increasing the two conditions for actual contact behavior, the possibility of media contact and the media impression based on previous media contact experience, and at the same time considers the result of contact behavior, regardless of whether the needs are met and No, it will affect the future media contact behavior." [7]

The difference between the theoretical study of "use and satisfaction" and the previous mass communication theory is that "it is no longer centered on the media but on the audience. The audience

members are regarded as individuals with specific "needs." Their media contact activities can be viewed as "use" of media based on specific needs and motivations. By analyzing the audience's motivations to contact the media and what needs these contacts meet, they can examine the psychological and behavioral effects of mass communication to the audience. "As Dennis McGuire pointed out, "Usage and satisfaction theory" is not to study what the media has done to people, but to let us consider what people have done through the media."[8]

3) "Use and Satisfaction" in the Internet Age

"In the Internet age, the relationship between the messenger and the recipient has changed dramatically. The one-way nature of communication has been broken. The audience is no longer in the position of passively receiving information, but is actively acquiring information, and can freely change its role to become a communicator. "Therefore, "the biggest difference between online communication and mass communication is the evolution of the relationship between transmission and reception, and the audience in the traditional media era is also gradually changing to the users in the Internet era." Studying the "use and satisfaction" of the Internet era, Taking "users" as the starting point, by investigating users' motivations and behaviors to understand the differences between users' habits when using Internet products and the traditional media era, and further discovering the various needs of the Internet era to different users "Satisfy."

4) Consumer behavior

As an academic field of study is generally considered a separate discipline from marketing. It emerged in the early 1980s from a variety of disciplines including psychology, sociology, anthropology, economics and general education to examine consumption in many forms and contexts. Consumer behavior is primarily concerned with investigating psychological and physical factors that influence an individual's decision making, in order to explain or predict behavior patterns(Schiffman Kanuk, 2010)[9]. From this perspective, researchers seek to answer questions related to consumer behavior to inform management practices. The answers to these questions are of value for the development of marketing initiatives by organization, to optimize the delivery of its products and services.

Consumer behavior is a concept that can be defined from multiple perspectives. It is classified from the discipline to which it belongs, and consumer behavior can be attributed to the field of economics. Therefore, the research field of western economics has always regarded consumer behavior as a hotspot. The research on consumer behavior emerged endlessly in the 18th century. The first industrial revolution promoted the first revolution in consumer behavior. Although this revolution originated in the United Kingdom, it soon spread around the world. The consumer concept has undergone revolutionary changes, which has led to the transformation of marketing methods into the 20th century. Capitalist countries have entered the era of universal consumption. Every citizen has become a consumer, and the study of consumers has not only been limited to the economic field but has become a social phenomenon containing various disciplines. Consumers are the primary concern to study their needs and formulate marketing based on consumer analysis. The strategy has become the key to business success. Since the 1960s, many companies have established consumer-centric marketing values[49]

Based on this, marketing has gradually joined the field of consumer behavior research, and consumer behavior research institutes have also used many other social sciences. By the 1980s, the study of consumer behavior revolved around economics, psychology, and marketing. But after this, the research of consumer

behavior jumped out of this framework, and more social sciences joined the research field, such as sociology, humanities, etc. that have provided valuable clues for the research of consumer behavior. By studying the relationship between consumer behavior and culture, social environment to consider the factors that affect consumer behavior, and based on the economic background of the entire society, you can conduct a more in-depth study of consumer behavior and develop new research perspectives.

2. Literature review of video clips

Gibbs and Colin (2007) introduced video clip applications in the article "Short-form may be long-tail for mobile video," and predicted that mobile video clip applications would inevitably become an indisputable place in the media market [10].

Luck Chitwood (2013) "Social video success for brands on Vine and Instagram: your 6-to-15 seconds of fame", the author explores the value of video clip applications by studying the two video clip applications of Vine and Instagram [11].

The characteristics of video clips. Chenget X.et al used a period of 1.5 years (February 2007 to September 2008) to conduct in-depth and systematic measurement research on the characteristics of YouTube videos. They paid close attention to the social network aspects of YouTube. It is believed that this is the vital driving force for its success, which has formed an interconnected network world among users of video producers. [12] Miriam Redi. et al. created a data set of more than 3800 micro-videos, which is aesthetic Modeling and analysis of value and fun; it is proposed that video clips has high creativity [13]. Troy Wolverton compared and analyzed the differences in the operating modes of Hulu and YouTube in his research. He believed that the main reason why YouTube can attract more users' attention is that its video-sharing function can meet the desire of most users to create, and the information of the video. The propagation speed is much faster than text, pictures, and other forms, and its data carrying capacity is much more. More important is that the video has a certain sense of mystery. Only by playing can the content of the video be indeed known, and its dynamic display method is more in line with the users Demand [14]. From the perspective of the main body of communication, Yan Mei believes that it is a video clips that is shared and spread on the online quick video platform by the video of original content made by the individual [15]. Zhang Zixuan and others, Zhao Xian and Wang Yongze and Wang Xiaohong, all proposed that video clips are short, powerful, and rich in content. Only relatively simple editing and beautification can quickly achieve communication and sharing and have useful social functions[16][17][18] Yan Xiaofang, and Li Peipei believe that most video clips use public figures to drive their development, adopting the typical "celebrity effect" development strategy, trying to quickly attract the attention of the public, expand the size of users, and have a high audience acceptance[19][20]

The commercial value of video clips. The social network established by the video clips proposed by Cheng X has created many business opportunities for business publicity, media, etc., and has instrumental commercial development value [12]. Ryu S., after comparing the economic profit effect of advertising on long video and video clips, it is found that customers have a more profound impression on a video clips and a stronger willingness to buy. Therefore, a video clips will be a critical favor of advertisers [21].

In 7 creative ways brands are using vine by Humayun Khan (2016), the author makes an in-depth analysis of the commercial value of mobile video clip application vine, and believes that video clips plays an essential role in marketing [22].

1) The development status and direction of the video clips.

Zhao Yu and Wang Yongze (2015) "Analysis of the Status of Video clips Communication." The author summarizes and analyzes the characteristics and status of video clips communication by investigating three popular quick clip application platforms: second shot, micro view, and American shot. [22].

After thoroughly analyzing the economic benefits that video clips bring to advertisers, Jiang Ningping and Lei Pan believe that video clips will become the new darling of advertisers in the future [23]. Hua Jie made a detailed analysis of the management and development of video clips such as Meipai and Sec. and pointed out that in the development process of the video clips, it is necessary to ensure the quality of content and meet the needs of users [24]. Gao Chong and Yang Bo took the "second shot" as an example, after analyzing videos with more than 2,000 reposts, they believed that video clips based on life content would be an important trend in the future [25]. Zhang Lu researched the development of the video clips "Weishi" and analyzed in detail the various factors that affect the development of the video clips. The important reason is the lack of characteristics [26]. After comparing the development path and scope of video clips at home and abroad, Zhang Lufeng and Xu Dan found that the in-depth combination of video clips and news media will become the main development direction of the video clips.[27][28]

Wang Xiaohong, Bao Yuanyuan, and Lu Qiang (2015) discussed the future development path of mobile video clip applications in my country from four aspects: development status, problems, and trends. They believe that short-term video development mainly has the following issues: 1. A flexible content production system has not been established; 2. The position is not clear, and the content homogenization is serious; 3. The profit model swings left and right, lacking a successful target and short-term mobile video in the future. The development of the company puts forward two points of thinking: 1. Will the development of tool video function become a new competitive store? 2. Will the addition of the "small video" function on WeChat change the market pattern? Today, these two points of thinking can almost be answered in the affirmative. Although the current Douyin and Kuaishou have divided most of the market, due to the accurate positioning and durable tooling of US photography, WeChat small video has also brought massive traffic with WeChat's audience. So these two apps have a very high market share, which affects the market pattern [29]

Park Minsu believes that video viewing has become one of the most common media activities on the Internet [30]. For the first time, Siqi Wu conducted a large-scale measurement of the video-level aggregation participation in the public data stream of 5.3 million YouTube videos released in two months of 2016, and proposed that users' participation in video clips should be related to the integration of video clips with other industries. It is a significant factor [31]. Neil Davidson analyzed YouTube's MCN model and believed that MCN institutions had made video clips production professional, corporate, and team-oriented, which is the result of video clips users competition. It is also a necessary measure to ensure the quality of the short-video video. For short-video operators, this model is a win-win move and helps to improve the quality of short-video video [32].

Video clips marketing research. Su Luo believes that video clips is an important marketing method to further deepen the customer experience through visual and auditory stimulation [33]. Through a questionnaire survey, Zhang Rui gave an in-depth description of the content of "micro view" and users positioning and proposed how to improve the quality of video clips, increase the number of users, and cultivate marketing strategies for users loyalty and freshness [34]. The case of Feng Lei combined with the Papi sauce provides constructive advice on how companies can use video clips for proper publicity [35]. Zhang Qinghe studied the strategy of placing ads on video clips [36]. He believes that video ads for video clips are mainly aimed at interested users, so the conversion rate of ads is greatly enhanced. Huajia analyzed the advertising formats of two video clips producers, "One Reading" and "One Article". He believes that

video clips has created good opportunities for self-media advertising and also provided good conditions for the commercial operation of users. [37]. Xie Zheng believes that the emergence of video clips provides the possibility of precise marketing for small and medium-sized enterprises and individual industrial and commercial households [38].

2) Research on users behavior of video clips.

For the research on the usage behavior of the video clip app audience, most scholars have conducted specific investigations on all aspects of audience usage behavior through empirical research. For example, scholar Liu Bing explored the audience's video clips consumption behavior and habits through a questionnaire survey, analyzed from various aspects such as video clips viewing and production, application platform, and usage scenarios, and provided detailed data reference for related research. Xia Ying conducted sample surveys in Henan, Guangzhou, Hubei, and other places, combining questionnaire surveys, online questionnaire distribution, and personal in-depth interviews with studying the impact of micro-videos on various aspects of college students, from the perspective of culture and audience perception. From a view to exploring the role of micro-video in the college student population [39]. Zhao Liang took college students from three universities in Changsha, Xiangtan, and Zhuzhou in Hunan Province as samples. It used questionnaire surveys and in-depth interviews to study the specific methods of using micro-video for college students. However, some of these research objects are too. It is too broad, and there is no particular audience for video clip apps, and some are too narrow. For example, the research on the use of micro video in college students is relatively simple, easy to generalize, and not broad.

Also, some scholars have combined communication psychology theory with the research on the usage behavior of video clip app audiences. For example, Xu Xiaoqing and others used Tencent Micro as a research sample to start with users behavior and communication psychology. They analyzed the communication characteristics of Micro vision by analyzing users behavior. Combining the theory of communication psychology to explore the internal psychology of users[40].

Taking Xiaowei as an example, Xu Xiaoqing and Liu Kaihua found that video clips not only meets the needs of individual emotional expression and cognition but also widens and deepens the users' circle of friends [41]. Qi Xuan used "beautiful shot" as an example, comprehensively used models such as technology acceptance, supplemented with a questionnaire survey, analyzed the basic situation, motivation and emotional perception of users of video clips audiences, and proposed that only fully grasp the users' motivation and satisfaction Only by maintaining the enthusiasm for video clips can we promote the sustainable development of video clips [42]. Yin Wenxin analyzed the psychological characteristics and changes of video clips users in the all-media era. And on this basis, it is concluded that the development of video clips plays an essential role in social and economic development, including the construction and maintenance of city image, brand building, etc. [43].

Gao Cunling's "Study on "Usage and Satisfaction" of Video clip apps on Mobile-Taking Kuaishou APP as an Example" Applications can stimulate the users' "demand chain" and continue to meet the needs of all levels of the demand chain. This is the root cause of its popularity" [44]

Harris Ryan analyzed the differences in the impact of audiences between Instagram and Vine in the research. In the study, it is found that the effects of a mobile video clips on the audience is mainly focused on video clips positioning and content quality. Vine is a fun video sharing Software; the impact on the audience is focused primarily on hobbies; Instagram is primarily focused on the information disseminated. [45]

Shu Yu (2008) put forward in "Video clips: A Tool to Promote the Main Melody," "Mainstream media should seize the video clips to make positive publicity to make the main melody louder and more positive energy." "To make the main melody louder. In addition to creating high-quality video clips, we must also consider how to reach the audience and achieve wider coverage." [46]

Li Hongwen's "50 Million Level Main Melody "Explosion" How to Make It-From the Video clips <Xi Jing Female Nurse> Seeing <Jing Bao> "Video First" Exploration" [47], Zhou Huihong's's "Let the Video clips Be Positive Articles such as "Li" also affirmed the attempt and innovation of the video clips in promoting positive energy and the main melody. This attempt is also the content adjustment of the video clips after undergoing a series of rectifications. Although there are still very few related research papers, it is just After more and more energy-related video clips, academic research on it will become a new trend. [48]

3. Literature review on Douyin and TikTok

The author used "Douyin Video clip app" as a key word to search on China Zhiwang, and got a small number of related papers. This shows that the new online video clip app "Douyin" has not been deeply studied by the academic community. Research, so the author tries to find a new research perspective for the "Douyin" video clip app through the research in this article, focusing on the audience (users) research of the "Douyin" video clips PP, in an attempt to fill this The research gaps in this area will be a guide for future research.

Although there are no relevant papers presented in the users research of "Douyin" video clip App, the author expanded the search scope and searched with "Douyin" as the keyword, and got three related papers. Among them, Tian Gaojie analyzed the ritual components of the "Douyin" video clip app based on the perspective of the interactive ritual chain, the users' interactive behavior, and the emotional energy generated through the ritual interaction, thereby exploring the reasons why the short music video is popular with the audience[50]. Li Huiying analyzed the spreading dependence of the "Jiaoyin" video clip app and found that the reason for "Jiuyin"'s rapid "fire" since its launch in September 2016, mainly relied on its advantages and reasonable and suitable transmission methods and channels. , Mechanism, etc. The same is the reason for the popularity of the "Douyin" video clip app[51]. Wu Jiani found that through the marketing promotion strategy and the theory of "use and satisfaction," "The accurate positioning of the Douyin video clip app and the effective online and offline promotion strategy. And its satisfaction with the audience's use of music makes it a popular video clip app.[52]

4. Explanation of related terms

1) UGC

Users-generated content, or UGC for short, is any content that has been created and published by unpaid contributors. Often, those contributors are fans who promote a brand instead of the brand promoting itself. UGC can be content of any type, including blogs, website pages, images, social media posts, and testimonials. "The next wave of the Web is going to be users-generated content." –John Doerr, Venture Capitalist. [53]

In a 1986 theory penned by MacMillon and Chavis, there were four things that encouraged people to feel like part of a community.

1. Membership
2. Influence
3. Integration and fulfillment of needs

4. Shared emotional connection

Point 2 and 4 are of particular interest with UGC. Influence has to work both ways – members also have to feel like they have influence over the community, an element that UGC puts on the table. Shared emotional connection is pushed through UGC, too. MacMillon and Chavis stated that healthy communities have a story, and this is what brings them together.

2) PGC

The PGC team can invest more time, energy, and money in making videos because they pay more attention to high-quality content and information sent to viewers and customers. Compared with UGC, PGC can ensure not only high-quality content but also have good business and operational capabilities. Unlike UGC, they plan to be authentic and formal when promoting their brand. Because of the best content and transactions, the PGC platform usually attracts a large number of viewers and customers. The main problem with videos or material produced by professional production companies is the perceived value given by high-quality content. For those involved in this process, the level of PGC is also very high, because it is necessary to study and understand people's interests and values and what they are looking for. In Jin Kim's research (2012), the institutionalization of YouTube: its transformation from users-generated content (UGC) – oriented as a virtual village – into a professionally generated content (PGC) video site, especially after being purchased by Google[54]. Therefore, it is a trend of video platforms from UGC to PGC.

3) PUGC

Professionally curated users-generated content refers to the content production model that combines UGC+PGC in the mobile audio and video industry. It is professional audio content that is relatively close to PGC in UGC format. The PUGC ecological strategy combines the dual advantages of UGC and PGC. With the breadth of UGC, the professional content generated through PGC can better attract and precipitate users[55].

4) AI

So far, there is no accurate definition of AI in academia because AI changes over time. For Schank(1990) AI is a distributed phenomenon "potentially...the algorithmic study of processes in every field of enquiry"-- a broad description but one that is narrowed by a list of ten features which he considers to be characteristic of AI. The features are:

1. Representation-how do we represent what we know in a machine?
2. Decoding-translation from the real world into the representation selected;
8. Inference-the process of figuring out the significance and full meaning of a collection of knowledge represented explicitly or sensed directly;
4. Control of Combinatorial Explosion-finding ways to limit the potentially limitless inference process;
5. Indexing-organization and labeling of memory such that relevant items can be located quickly;
6. Prediction and Recovery-ability to predict from current knowledge and recover from inevitable mistakes;
7. Dynamic Modification-"the quintessential AI issue," learning: knowledge structures must change over time;
8. Generalization-the process of drawing conclusions from disparate data, the basis of creativity:

9. Curiosity-a process of probing beyond the known and understood, of constructing both questions and explanations;
10. Creativity-the process of generating new information, often viewed as generating useful relationships between known items that were previously thought to be unrelated.

Schank admits that AI is a shifting phenomenon: What was AI yesterday may not be AI today. The field of AI is prescientific. "We all agree that we would like to endow machines with an attribute that we can't define." Hence, he presents the list of features, which we have given above, as one way to attack this definitional problem. None of the features defines intelligence, but each one is an integral part of intelligence in its way, so Schank claims.

5) KOL

KOL is an acronym for Key Opinion Leader. It can be defined as someone who is regarded as a connoisseur of a particular subject and is respected by the public for its development trajectory and its reputation. Therefore, KOL has obtained the status of an expert and is considered to be a recommender in its field. Their achievements and skills are well known, giving them a halo of authority.

“KOL is an acronym for Key Opinion Leader and can be defined as someone who’s considered a connoisseur of a certain topic and whose opinions are respected by their public”[57].In this regard, these profiles may be treasured for performing marketing activities, because they have won the respect of the community, and their views will always attract people's attention and credibility.

5. Analysis of Douyin Industry Chain

The video clips industry mainly includes video clips production platforms, video clips browsing platforms, consumer platforms, and regulatory authorities. The relationship between them is shown in Figure 1-1.

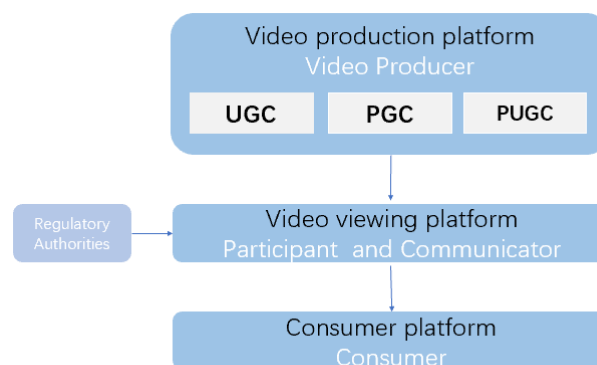


Figure1-1 Industry Chain of Video clips

In the video clips industry value chain, the video clips platform as the core node connects the resources of all parties. The types of video clips platforms can be divided into the following three classes. First, the social video clips platforms are typical of foreign Ins, and their content can be roughly divided into themes of entertainment, food, star life, etc. Today, Instagram monthly The actual number of video clips has already exceeded 100 million, which has become one of Instagram's essential functions. Instagram's "one-click

sharing" function can be interconnected with Weibo, Facebook, and other significant social video clips to realize the real-time sharing and dissemination of video clips quickly. Second, tool type. The domestic beauty shoot represents the tool-based video clips platform. This is a video clips platform under the name of Meitu Xiuxiu. It is well known that Meitu Xiuxiu is known for its powerful automatic image retouching function. Meitu is a Meitu Xiuxiu The main video clips, shooting a video clips, comes with beautiful pictures, filters, face repair, and other features. Third, the media type. The media-type video clips platform is represented by Microsoft's Vine and has a close relationship with media news. All major news media will publish the latest video clips news on Vine so that the latest news can be spread and known at the fastest speed.

There are two types of content production end, which are produced through Users Generated Content (UGC), which contributes to a wide range of sources: improve the video quality through Professional Generated Content (PGC) and do an excellent job of head traffic. UGC can enhance the users' activity, have the function of entertainment and socialization, and can better enrich the features and forms of the platform by attracting original creators and viewers to precipitate customers in both directions. However, there is a single content, the unique theme is entertainment services, the quality is uneven, and the audit strength is significant, which is not suitable for large-scale communication. Therefore, the introduction of professional production content PGC, thanks to expert knowledge and qualifications, PGC covers vertical professional, traditional media staff, self-media team, and professional entertainment team, professionally improve the quality of the video clips, from the promotion aspect, more Suitable for the full spread.

Video clips occupy a lot of users' time, and the value of brand marketing has attracted a large number of advertisers to enter the industry. At the same time, advertisers are also an essential factor driving the development of the sector. Advertisers make their products and services reach potential customers by placing advertisements on video clips platforms.

Users are divided into video producers, viewers, and consumers, of which viewers are divided into viewing and sharing types. The viewing audience is the basis of all revenue of the video clips platform because the viewing audience has an extensive exchange with advertisers and e-commerce. The network-external sharing audience satisfies their strong desires by sharing life, scenery, and food, and supplements the content of the platform.

6. Research Status

Throughout the above literature, in the field of video clips APP research, there are few research kinds of writing about the audience, and the research methods are not innovative; secondly, in recent years, there are specific problems in the research on video clips:

One is the lack of innovation from the research perspective. The research on the use of mobile video clips APP audience mainly focuses on the attitude and cognition of the audience on the mobile video clips app. Still, there is a lack of in-depth discussion on the behavior of the audience using the mobile video clips app.

The second is that the research object is not specific enough, the definition of the mobile video clips app audience is not clear enough, and the division of the audience is not clear enough.

The third is that the research methods mostly use case studies, which fail to cover different types and different characteristics of video clips apps, which are often easy to generalize and lack macro-level conclusions. Although some scholars have conducted empirical research on video clips app audiences through questionnaire surveys, only stayed on the descriptive analysis of the survey results, did not provide more targeted and persuasive empirical data.

The fourth is that Douyin consumer behavior has no targeted analysis. Scholars in domestic economics, psychology, sociology, and other disciplines start from their perspectives, based on the characteristics of each subject and its relationship with consumer behavior, from different perspectives Researched consumer behavior These studies have had a positive impact on economic development and decision-making, making the development of enterprises a significant step forward. However, although these studies have achieved some notable achievements, there are still insufficient researches on consumer behavior. The first is that the integration of disciplines is not reliable. Although there are many subject areas for consumer behavior research, most of the regulations are independent. Research from the perspective of their disciplines and methods, less communication and reference with other disciplines, cannot play the dominant function of the overall analysis of all subjects. The second is the comparison of one-sided research methods from a single research perspective and no global research. Finally, the practicality of the study is not reliable. Most scholars' analysis is based on the research of consumer behavior theory, and there is relatively little research on practice, and the theory and practice are not combined. Therefore, the research results are often inconsistent with the actual situation, and the analysis of actual consumer behavior is of little significance. It is impossible to guide the specific marketing activities of enterprises. For example, many studies currently use consumer function theory to study consumer behavior. Still, this study assumes that the market is in a relatively stable state, and the current actual situation in China is not in line with this. On one condition, because China is currently in the primary stage of socialism and the market economy is continually developing and changing, the market is relatively unstable. And because the system is in the process of change, it will inevitably have an impact on consumer behavior. Therefore, the study of consumer behavior should take into account the overall status of Chinese society and the current actual market conditions in China and adjust the research indicators promptly. Otherwise, the research results can only be seen on the surface, without practical guidance.

Chapter 3 Body of Thesis

3.1 Video Clip & Douyin

3.1.1 Description of Video Clip

At present, the development of video clip in China has formed a complete chain from production to dissemination. There are not only organizations that specialize in professional generated content (PGC), but also institutions that specialize in users generated content (UGC), as well as a combination of both.

With the widespread popularity of video clips, the most striking among all video clip formats is music video (MV), which is the beginning of the development of video clip industry in a strict sense. Dubsmash is the earliest mobile terminal application of video clips, which is a video messaging application created by Germans. After this application has appeared on the market at the end of 2014, it quickly swept through European and American markets, forming a boom in whole video clip industry. Dubsmash has pioneered the video clip industry, not only innovating short music videos' performance, but also providing a new way of recording or soundbite from movies, shows and so on.

1. Definition of Video Clip

Video Clip is also called video clip, which is a kind of Internet content dissemination method. Generally, it is a video with duration less than 5 minutes, spreading on network news media. Video clip is a new video format that spread to the audience through mobile internet technology, with entertainment, popular science, singing, fashion as the main content, so as to gain the audience's attention. With the popularity of mobile terminals and the acceleration of the network, short and fast high-traffic contents are gradually gaining the preference of greater platforms, fans and capital markets.

2. Classification of Video Clip

There are many types of video clips, including information video clips, singularities, special effects video clips, music video clips and so on. With the development of mobile internet technology, various video clip applications have opened up an era of video clip for the public, given videos a new developing significance. Since the birth of video applications, Douyin has been favored by young people because of the clear audience localization and unique public communication strategies. With diverse characteristics of high information capacity, strong

visualization, flexible leisure contents, video clips provide users to obtain large amounts of information available in fragmented time. In the future, video sharing will become a kind of mainstream culture as text and pictures. And our social environment will be translated from static connections to dynamic and real scenes. Due to its advantages, Douyin has achieved great success in the short term. With the strong background of Toutiao application, it has risen rapidly in the past six months, but it still needs further planning for better long-term development well. A series of actions accompanied by Toutiao and Unknown industry changes in 2020, there are lots of challenges on the way to go further and better.

3. Features of Video Clip

With the development of smart phone hardware, increasingly powerful mobile phone's camera functions allow everyone to record high-definition videos. And the emergence of 4G network allows mobile phones to upload video clips whenever and wherever people can. In the Internet era, time fragmentation of users is becoming more and more serious. In fragmented non-block time, video clip is a better choice for recreation. First, comparing with graphics and text, video clips inherit vivid advantages, which can spread information more intuitively through dynamic vision and stereo sound. In addition, video clips are more in line with mobile users' habits in terms of time.

With the comprehensive popularization of 5G, the network speed has been greatly increased, and the cost of using has continued to decline, which will further release more potential of video clips. The mobile, fragmented, socialized and low-threshold features of video clips meet the needs of users for relaxation, information acquisition, social interaction, and self-expression. It changes the video ecological pattern profoundly, and also changes the way of users to receive and consume information. But multi-screen coexistence, long video, video clip, TV and other video forms will still develop together for a long time, which affects each other and further present a trend of differentiation and integration. At present, Chinese users of video clips reach 648 million, and the proportion of Internet users is 78.2%. QuestMobile data shows that in March 2019, the monthly active users in whole Chinese video clip industry reached 800 million, an increase of 42.2% year-on-year, and the average monthly use duration is 22 hours, compared with 17.6 hours in the same period last year.

1) Simple production and fast spreading

Compared with long videos, video clip creation is more easily accepted by general audiences, and the threshold for creation is not so high. In recent years, after the rise of applications such as Kuaishou and Pear Video, it has simplified the more complicated operation process of video production in the past, and added some practical and instrumental functions, so that users can give full play to their creativity.

2) Attractive content

Video clip abandons the unique form and logic of the traditional video in the past, and presents the features of simplicity and fun to the audience. Not only that, most of video clip creators are ordinary and non-professional, who play the role of content producers and receivers. Therefore, from the perspective of audiences, they can shoot video clips that make recipients loved, which can achieve good communication effects.

3) Fragmentation of propagation mode

The length of the video clip is usually measured in seconds, so that audiences can get spiritual pleasure in a fraction of the time. Fragmented videos allow people to browse in their spare time of life and work, so it facilitates greatly the reception and dissemination of information.

3.1.2 Introduction of Douyin

Background of Douyin

In August 2012, five months after the establishment of ByteDance, Yiming Zhang who is the founder of ByteDance, launched his first version of mobile device application Toutiao, which is a daily personalized news delivery service driven by artificial intelligence. In 2016, Yiming Zhang expanded its product line and launched the video sharing application "Douyin" in the Chinese market. In 2017, he launched the overseas version of Douyin, named TikTok. In the same year, ByteDance bought Musical.ly for about US \$900 million, which is a Shanghai-based social media application with more than 200 million users worldwide and a large number of fans in the United States. This acquisition combines Douyin's artificial intelligence to deliver audiovisual streaming and revenue-generating past success, as well as Musical.ly's product innovation and mastery of Western users' needs and tastes.

Douyin was established in September 2016. After six months of dormant exploration, it quietly passed the exploration period of products. Accumulating a certain amount of high-quality users-generated content, it appeared in people's eyes. Douyin is a 15-second music video clip community focused on young people. Users can share their lives through Douyin video clip application. At the same time, they can also meet more friends and learn various anecdotes here. Douyin, a music creative video clip application focused on the new generation, is provided to young people's social community, which displays creative contents in the form of shooting-music-video clip, with a clear brand image. According to the situation of downloads: Douyin started a broom rapidly in March of 2017, not only because famous comedian reposted his video on Weibo in March to imitate his video, which brought a large number of new users, but also existing high-quality contents of Douyin accumulating on itself platform is necessary. This short music video product is gaining strong momentum. Since appeared on the market, Douyin has been the top of video clip application market many multiple until now, which has

become the most popular video clip platform with 800 million users, 150 million daily activities, and 300 million monthly activities

On November 10, 2017, ByteDance completed the largest acquisition in its history, buying it for up to \$1 billion. After the acquisition, ByteDance merged the Douyin international version previously launched in Southeast Asia, Japan, and South Korea and other markets into a unified TikTok.

In August 2018, a video clip product that was once named Musical.ly changed its face and re-entered the US market under another name, TikTok. In 2019, it became the first place in the US social software download list.

3.2 Users characteristics and types

3.2.1 Users play the roles of producer, participant, communicator and consumer

Audience, which is used frequently in journalism and communication, is self-evidently understood as a passive information receiver. The passive nature of Audience is actually determined by the one-way communication characteristic of traditional media. In the past, the initiative of dissemination has always been in the hands of producers on traditional media. Nowadays, various innovative information terminals have been emerging. After these terminals are part of news organization's product clusters, producers will face not only traditional audiences, but also kinds of users including mobile Internet users, website customers, e-reader users, iPad enthusiast, etc.

With the support of new media technology, video clip applications are as a form of emerging news media, whose audiences have changed in two sides. First, users as producers, participants, and media content disseminators, which is a huge change between transmitters and recipient in the traditional media. Second, users can use video clip applications at command as news media tools, and even occupy a dominant position in the production of video clip contents.

3.2.2 Users types including Internet celebrities, followers, and browsers

Users types of Douyin can be divided into the following three categories.

1. Internet celebrity users.

Internet celebrities or Internet stars are the center of attention and become popular on the Internet because of one certain behavior or series of behaviors. Douyin recruited about 300 celebrity users in the early stage to train them, which can make interesting video clip contents

and attracted more Internet celebrities with strong self-expression wishes. This type users is the main content producer of Douyin, who has a very high passion for music, self-creative video production and editing, and hope that their videos can be spread to more people. Users mainly express themselves through the platform and satisfy their own desire to express. Their characteristics are: recording daily life, pursuing freshness, having a strong desire to imitate, and gaining attention by expressing themselves. Douyin currently has no main celebrities, which creates an exposure opportunity for more ordinary people. As long as the shooting is good, it can also harvest a lot of attention, thus attracting a large wave of young users.

2. Follow-up users.

This type users enjoys interesting videos made by celebrity users. While watching video clips on Douyin, they long to gain huge clicks and fans. Therefore, they are eager to shoot similar cool videos. They find video clip experts on Douyin. Then follow them, learn from them, and participate in activities on Douyin. in some sense, follow-up users can be regarded as content sub-producers on Douyin.

3. Browsing users

Although all video clips on Douyin are original, the majority of Douyin users are content consumers and video sharers. They use Douyin video clip application for entertainment and enriching their fragmented time, as well as social topics. Normally, this type of users can bring most of the DAU (Daily Active Users) to the platform, but still base of front two type users. Browsing users mainly consume time to get entertainment through the platform, which is characterized by a particular interest in music, a specific entertainment demand, and a weak desire to express. They like music with a strong sense of rhythm, contact with trendy things, and pass the boring time. Most of the users who use the vibrato platform are young users. The soundtrack is mainly electronic music and dance music. The video is mainly divided into two schools: dance school and creative school. The common feature is: there is a sense of rhythm, and users watch the vibrato to kill the fragmented time.

3.3 Model design

Through the literature review and the research on users behavior, this article will analyze users behavior from two aspects of demographics and psychology.

From demographics, I will be based on age, gender, place of residence, occupation, education, income, and time-using on Douyin, which analyze a portrait of users who are mainly current Douyin audiences. In view of this article's definition of Douyin users who have downloaded and registered Douyin, the seventh question in the questionnaire will distinguish people who filled out the questionnaire. The specific question is "Did you download and

register Douyin." If the person chooses in the negative option, this kind of users group that will not be regarded as target population and it will stop answering the questionnaire immediately. Users who choose in the positive option will be included in the scope of the research object as Douyin users group, whose questionnaires will be regarded as valid questionnaires, and the data obtained from the questionnaires will be used as the research data in this article.

Then it has conducted psychological analysis on the needs of three users types including producer, participant, communicator and consumer, basic on Maslow's hierarchy of needs and using and satisfaction theory to analyze users' psychological needs. Finally, it combines with demographic analysis and psychological analysis to find out the motivation of users' behaviors and psychological needs, as well as combined with the current users behavior strategy of Douyin to make shortcomings and give suggestions. In summary, the research model of users' behavior willingness on Douyin has shown in the below Figure 3.3-1.

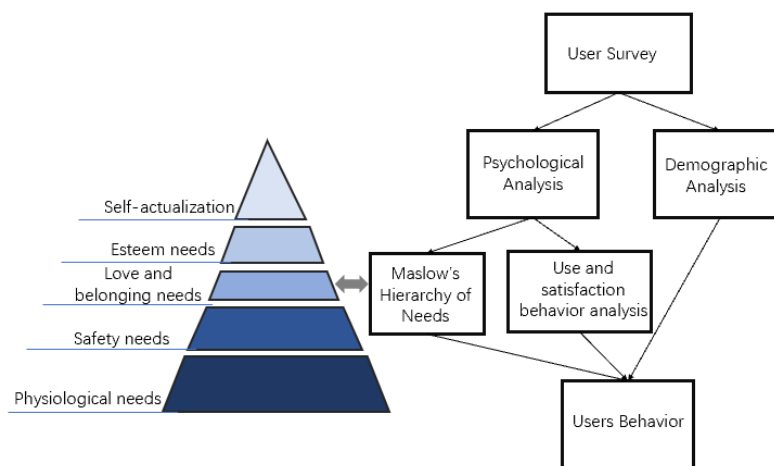


Figure 3.3-1

3.4 Research methods

3.4.1 Questionnaire survey method

The questionnaire survey method is also called the questionnaire method, which is a survey method in which the investigator uses a uniformly designed questionnaire to understand the situation or solicit opinions from the selected respondents. A questionnaire survey is a research method to collect data by asking questions in writing. The researcher compiles the questions to be researched into question forms and publishes them on the online social platform in the form of electronic questionnaires for users to fill out, so as to understand the participants' opinions and opinions on a certain phenomenon or question, so it is also called the question form method. The key to the application of the questionnaire method is to compile the questionnaire, select the subjects, and analyze the results.

3.4.2 Cluster analysis

Cluster analysis or clustering is the task of grouping a set of objects in such a way that objects in the same group (called a cluster) are more similar (in some sense) to each other than to those in other groups (clusters). It is the main task of exploratory data mining, and a common technique for statistical data analysis, used in many fields, including pattern recognition, image analysis, information retrieval, bioinformatics, data compression, computer graphics, and machine learning.

Popularly, cluster analysis can help operators to sort and categorize data in a confusing situation, and finally sort out the operating data such as users characteristics based on the data. Clustering can, therefore, be formulated as a multi-objective optimization problem.

3.5 Questionnaire design, distribution and recycling

This study is based on the model built by self to design the questionnaire. The questionnaire of this research is mainly divided into four parts.

The first part is about the collection of users' basic information including the users' gender, age, education, professional status, annual income, long-term residence city, time-using of Douyin, weekly using duration, and reasons for downloading Douyin. In this section, we hope to collect the basic information of Douyin users to form a preliminary Douyin users model and compare the users model in the questionnaire survey with the users data to judge whether the users data in this article are universal as research data.

The second part is a survey of the users who make videos. The questions in this part include three sides. Do you have the idea of downloading Douyin? Why do you want to download Douyin to make videos? What are the reasons that you don't want you to make videos?

The third part is a survey of users who browsed Douyin and shared Douyin. Questions of this part Investigation include what is the purpose of your video browsing on Douyin? Whether you will feel guilty when you browse the video for a long time? Have you ever thought about stopping your fascination with Douyin by uninstalling Douyin?

The fourth part is about the consumer users survey. Questions of this part investigation include have you ever bought anything on Douyin? Do you believe in the products sold on Douyin? Have you ever realized that when you watch Douyin that time goes by very fast? What types of products would you buy on Douyin?

In this paper, the questionnaire is compiled through the Wenjuanxing questionnaire platform, and the questionnaire is distributed online. The questionnaire is mainly distributed through WeChat and Weibo social platforms, and the scope of questionnaires is expanded by forwarding. Total 429 questionnaires were collected in this questionnaire distribution. 79 questionnaires stopped answering in the seventh question. The questionnaires will be regarded as invalid questionnaires and 350 questionnaires will be valid questionnaires. This data shows that the number of people who downloaded and registered Douyin accounted for 81.58%, and the number of people who did not download and registered Douyin accounted for 18.42%. (As shown in Table 4.1.1-1) It can

be known that in this survey, the number of Douyin users exceeded half of the number of Internet samples, combined with the proportion of Chinese Douyin users described during this article, It proves that the current number of Douyin users in China is indeed very large. Therefore, this article is necessary to study the behavior intention of Douyin users. In terms of the number of samples in this article, according to Gorsuch (193), which believes that the size of the research sample should ensure that the number of measurement items and the number of respondents are above 1:5, while the measurement item in this article is 21. In terms of items, the number of samples is more than three times the number of 100, so it is said that the theoretical number of samples is sufficient in theory.

Question	Options	Number of people	Proportion
Have you downloaded and registered Douyin?	Yes	350	81.58%
	No	79	18.42%

3.6 Data analysis

3.6.1 Analysis from a demographic perspective

1. Purpose of data analysis

Through data analysis to understand the users' essential information, gender, age, education, occupation, location, etc., to analyze the users' behavior and use psychology, so that Douyin can be divided into target groups for precise marketing. Based on data, establish users portraits, use tags, and let the system intelligently group to obtain different types of target users groups, and plan and push targeted marketing for each group.

2. Analysis process

1) Gender factors

Figure 3.6.1-1 stats showed that a more significant proportion of male users in China: around two thirds.

According to the new Beijing news release of the "Douyin Report"[58] shows that among high-traffic content publishers with more than 10,000 followers or 10,000 likes in Douyin, female users aged 20 to 30 accounted for 65.4%. The male users have attracted to the video creators as the female video users are higher, and this may be the reason why the male users are more than the female users.

2) Geographic factors

Geographically, Users are mainly concentrated in first-tier cities, with new first-tier cities

accounting for 66.86%, which is quite large, which accounts for a large proportion. Similarly, the producing origin of headline contents is concentrated in these places as well. (Figure 3.6.1-2)

3) Age factors

From the data analysis, nearly 80% of Douyin's users are concentrated under the age of 35, of which the number of users under the age of 24, 25-30 and 31-35 is basically the same. 85% of Douyin users are under the age of 24, and the main people and users are basically after 1995, or even after 2000. (Figure 3.6.1-3)

4) Educational factors

The primary education background is high school education background and undergraduate education background, accounting for 38.57% and 36.86%, respectively. The high education background group accounts for a small number, which is characterized by impulsive consumption and irrational consumption. At the same time, highly educated people know more about time management, and this video social software has limited appeal to them. (Figure 3.6.1-4)

5) Occupational factors

Students accounted for up to 38%, followed by self-employed/Freelance and Employed, 33.14%, and 17.71%, respectively, a total of 50.85%. According to their age group, it can be known that half of the users of Douyin are 21-30 years old. (Figure 3.6.1-5) This group of people has just entered society, has a young mind, is willing to accept new things, and has the intention to consume online. The rejuvenation of Douyin users is undoubtedly a good thing to promote people's consumption on Douyin.

6) Consumption Distribution

Judging from consumption levels, the highest proportion of users is 41.42.% for medium and low consumers, followed by 34.29% for medium and senior consumers. (Figure 3.6.1-6) Typically, medium consumers have a robust daily consumption bias, such as online shopping, lifestyle services, travel, etc. Middle-high consumers are with a particular investment and high-end business travel consumption bias.

7) Average daily time

Judging from users usage data, Douyin uses 2.4 hours per person per week, with an average of 34 minutes per person per day. (Figure 3.6.1-7)

3. Conclusion

From the data analysis results, male users are larger than female users, which has a lot to do with many female video producers. The audience of the Douyin is concentrated in the 21-30 age range. Audiences in this age group use mobile phones for a long time and are also good at accepting new things. The audience of this age group is the most active users group of Douyin, which also meets the target group positioning of Douyin's "15-second music video clip community focused on young people". It can be seen that one of the fundamental characteristics of users of Douyin is that the audience is more youthful. They are in the youth stage of life. They have a strong ability to accept and recognize new things and are happy to explore and use personalities and trends New generation mobile app. The new generation of mobile APPs, therefore, the "post-90s" and "post-95s" users groups, can be said to be the leaders of the "Douyin" video clip community and the backbone of the production, distribution, and consumption of quick video media. Its precise target group positioning makes "Douyin" stand out in many video clip apps and attract a broad audience. The combination of age and gender shows that the users of Douyin use this application more out of "fun" psychology, and regard "Douyin" as an entertainment pastime in their spare time.

Through the users area distribution data, it knows that Douyin is aimed at young audiences in first-tier and second-tier cities. According to information detected by Aurora Big Data, city distribution data shows that more than 90% of Douyin users live in first-tier and second-tier cities. With comprehensive analysis, we know that Douyin users are mainly young users living in first-tier and second-tier cities of China. From the beginning of products, Douyin has located itself to establish a music video clip community for young people. And it is committed to guiding young users to put on performances by music video clips. At the same time, the operation team believes that music naturally has strong expressive characteristics, and video clips will be a popular and potential way to inherit culture for young people. Therefore, the music video clip coincides with the expressions demands of young people, which can be a suitable product entry point.

According to the monitoring data from Qian fan. Analysys.cn in February last year(Figure 3.6.1-8), the active period of Douyin users lasted a long time, and it has approached 30 million people from 9:00. Since then, it has been active until 11:00 p.m. It can be seen that in addition to the sleeping time, people always use Douyin. Whether it is an office worker or a student party, it takes no harm to touch a fish in 15 seconds. Therefore, it is inferred from the peak hours of users' use of Douyin and the average duration of daily use that people use Douyin at any time, thanks to the video clip of Douyin that meets people's fragmentation needs. It may be taking the bus to the subway, eating at noon, and brushing before going to bed at night, and the advantage of video is more considerable than text. Many social platforms are pictures, such as Instagram. Its ten-second video clip function is also very popular with users. Knowing video clips is a development trend, and people's reliance on video may be higher than social platforms with only text and pictures in the future.



Figure 3.6.1-8, Daily number of active users

In terms of consumption power, the current consumption power of Douyin users is mainly in the middle and low levels. For this group, they belong to the impulsive consumer group, and the personalized products with good quality and low price are particularly attractive to them. Therefore, placing more of these products on the Douyin platform will be purchased by many people. Besides, statistics show that education products are most popular with consumers, so Douyin can also put in more cheap or high discount online education products. Both will be able to realize the Internet Traffic monetizing.

3.6.2 Users Psychoanalysis

1. Purpose of data analysis

Users are an important key to survive and develop for Douyin. Douyin has to be more advantageous for using and dissemination. Judging from trends in the past year, Douyin has taken a uniform development process from May to October 2017. The average daily number of equipment increased slowly to 20 million units and began to grow rapidly after November 2017. It doubled from 20 million to 40 million during three months. After that, Douyin showed an explosive growth trend, and the average number of independent devices per day was close to 100 million units by April of 2018.

Catapulting Douyin to fame is attributed to positioning clearly. Douyin is focus on recording and sharing high-definition video and audio, which catch on users' requirements among similar video clip products. By a large number of professional musicians and dancers to guide ordinary users, launching fresh or challenge topic videos promotes users to produce contents on Douyin.

In 2018, Chinese video clip industry showed an overall blowout growth. Until to December of 2018, Chinese video clip users reached 648 million, accounting for 78.2% of the total number of Internet users and the growth momentum was far exceeded online video and mobile live broadcast. The using time of video clip users accounted for 11.4%, far exceeding online video 8.3%.

So, what strategy is adopted for Douyin to change users behavior? We analyze the users behavior of the production, use, dissemination, and consumption of video clips from a psychological perspective, and perhaps we can find the causes.

2. Analysis process

Production Behavior of Video Clip Users

1. Statistical Analysis

According to statistical results, 82.86% of people use Douyin to make videos and have the urge to make videos. (Figure 3.6.2-1). From asking the reasons for making videos, we know that most people want Express Myself, reaching 67.14%, followed by Be followed and to pressure personality. 44.57% and 45.14% people. So the needs of video producers are mainly the need to express themselves and the desire to be concerned. (Figure 3.6.2-2). The reason why people don't make videos is that Be followed by people who don't like accounts for 65.43%, followed by No one follows and Complex to make, which account for 54% and 40% respectively. (Figure 3.6.2-3)

2. Needs and psychological analysis

a) Respected needs

According to Maslow's hierarchy of needs, it belongs to the fourth level of the needs theory. Respect needs can be satisfied, which can make people full of confidence in themselves, full of enthusiasm for society, and experience their useful value in life. In terms of internal respect, the person who has the idea of making a video is confident in himself, thinks he is competent and has the skills and independence. Analyzing from external respect, Video producers hope that they can receive attention, respect, trust, and high evaluation from others through their valuable and funny videos.

b) Vanity needs

If Douyin is also regarded as a medium, behind its popularity, it just fits the chain process of this need and satisfaction. People publish their works through the medium of Douyin, and get tens of thousands or even millions of likes overnight, turning from grassroots into a celebrity with tens of thousands of fans.

The Douyin platform has made many ordinary people famous. After more and more grassroots stars rise, people imitate them, eager to become famous like them overnight, and are widely concerned and sought after.

c) Creative needs

Some people are good at editing pictures. Some people are good at editing videos. Douyin is a trendy video creation software that meets the psychology of young people who like to express themselves and like to challenge themselves. Unlike Facebook and Instagram, which mainly send photos and text, the 15-second video is easy to hold. Although Ins also has the function of video clips, no matter how convenient it is to make, or the type of filter, which cannot compete with Douyin. Douyin meets the creative needs of young people who is willing to express themselves in a refreshing fashion and chase their unique personality.

d) Social needs

According to Maslow's hierarchy of needs, this is the third level of the needs theory. People want to interact with more people by shooting videos, but this ratio is not very high, which means

that most of the video producers' basic needs have been met. They make videos for higher-level needs, respecting needs and self-fulfilling needs. They are more willing to express themselves, eager to be concerned is their main motivation for shooting video.

e) Expression needs

People express themselves through social platforms, even using different social platforms to express different ideas for creating different images. And some platforms are used to show life. Others show their own specialties, and some platforms teach you professional knowledge. People are not always positive and also need a platform to express their negative emotions, so that now young people will use different social software to build different images. [59]In the era of the Internet, young people are more and more concerned about the highlight of individuality. Many young people have a strong desire for performance. They need a platform to show themselves to get attention and recognition. Star users show their daily life after leaving the spotlight. Ordinary Internet users show their various skills, such as dance, photography, makeup, home furnishing, adoration, etc. with video templates, teaching video, and other functions, the cost of users shooting is reduced.

f) Private needs

No matter whether it is real life or virtual world, people hope to retain a certain privacy space. Although this is a social software, the research [60] shows that people have the characteristics of gender interchange in the virtual world. Whether it is through different software to express their different sides, or through the virtual world to exchange roles, these are many people do not want to be concerned by unfamiliar people. This is why many people in the questionnaire choose not to make videos because they are followed by people who do not want to follow in reality.

g) Need for convenient operation:

The popularity of smartphones and the improvement of photography functions have lowered the threshold for shooting videos. Ordinary people can simply use their phones to shoot, upload, and share videos. The 15-second video clip breaks the inconvenience that the long video had to be transmitted using a computer, and achieved instant shooting and sharing. High and video clip production is simple; as long as you have a mobile phone, you can shoot what you want. Douyin application is easy to operate, you can shoot with one key, and there are filters, music sound effects, and various beautification stickers for users to choose. Shoot, edit, and publish the "one-key generation" minimalist mode, from the elderly to the children, can easily take a video clip work of their own.

The threshold for video clips is lower, and everyone can create or watch. The creators are mainly professional content operation companies (PGC) and ordinary users (UGC). The diversity of creators makes the content of video clips very diverse.

Use and communication behavior of video clip users

1. Statistical Analysis

From asking the purpose when browsing Douyin videos, the data showed that Novelty seeking, Entertainment and Self-improvement choose the largest number of people, 57.43% of them said that the purpose of viewing the video is because of Novelty seeking, 48.29 is for Entertainment, and 46.29 is for Self-improvement(Figure 3.6.2-4). 83.14% of users said that when using Douyin, they felt that the time lapsed quickly, and 86.29% users felt guilty when they browse the video for a long time. 88.86% users have thought to stop addiction to Douyin by deleting Douyin. (Figure 3.6.2-5, Figure 3.6.2-6, Figure 3.6.2-7)

2. Needs and psychological analysis

a) Out of mind

The singularity psychology is also the curiosity as we known. It is a psychology that everyone is born with. People have a strong curiosity about things he is unfamiliar with and has not been in contact with, and wants to fully understand the thing through some means to obtain a sense of satisfaction. Psychology believes that curiosity is the psychological tendency of individuals to pay attention and operate when they encounter novel things or in strange environments. Curiosity is the nature of human beings. Healthy curiosity always shows miracles, which promote human progress and satisfy people's curiosity for knowledge. For example, one of reasons why many audiences download Douyin is that their favorite celebrities have settled on Douyin. Through this platform, people can see the other side of them. Being curious about the celebrities' life, the psychology of curiosities drives audiences to download and use Douyin.

People tend to choose relaxing activities during leisure and entertainment. Because of funny and humorous, wanton and free, deliberately funny in the vibrato videos, which do not need to express too many thoughts and emotions, and is not difficult to understand. It is easy to attract people's attention, especially young people who are interested in novel, weird, and absurd things with eloquent characteristics. Video clips contain a spoof component, with a humorous and funny attribute. People are often willing to accept it as a pastime for entertainment out of curiosity and freshness, and then it is out of control.

b) Convergence psychology and conformity psychology

Convergence psychology, also called compliance, refers to the psychology that individuals want to be consistent with the majority opinion in the group and avoid being subject to group sanctions because of isolation. You need to find a sense of belonging in the network and seek group identity.

The conformity is a phenomenon that individuals give up their opinions and violate their own opinions under the influence or pressure of the group to keep their speech and behavior consistent with the group is called the herd psychology, which is commonly referred to as the public flow. Most of the participants on Douyin were out of curiosity and participated in it. Technology is very tempting because it can make up for the fragile side of human nature. And we are indeed very vulnerable and sensitive species. We often feel lonely, but we are afraid of being bound by intimacy. The digital social relations and robots are just right. It creates an illusion for us: we are accompanied, but we do not need to pay for friendship. First, the audience using Douyin mainly concentrated between the ages of 20-30, this group of people grew up in the Internet age in the United States,

which know more than their older ones. Immersed in the virtual world created by the Internet for a long time, it will also break away from the normal society. As container people, they are also aware of this, trying to achieve a balance in social interaction through communication and interaction on the Internet. The psychology of participation stems from the herd psychology of human beings, conformity refers to the tendency of people to adopt the behaviors and opinions of other group members. Second, Douyin has gradually become a part of people's lives and become a topic of discussion. In order not to be excluded, and to find a sense of belonging in the group, the audience began to follow the crowd and began to use vibrato. The explanation with the silent spiral theory is that the party using vibrato will grow louder and louder, while the party not watching vibrato will become more and more silent, continue to be silent or echo. In order to prevent themselves from being isolated, some people start to watch video clips and build a common topic.

c) Social interaction psychology

While watching video clips, users on Douyin will also interact with other users through likes, comments, and reposts. Therefore, the use of Douyin on social purposes has same tastes, interested people communicate and discuss, share content, and get a sense of belonging, which is also a big motivation for users on Douyin.

However, the audience's media use is not all very purposeful. In fact, sometimes without motivation is also a kind of purpose. Users of Douyin have both celebrities who are active online. There are also users who continue to watch offline without shooting behaviors. The reason for this difference is precisely because of their different motivations. Some users are good at expressing themselves and willing to show their talents. Video clip applications as platforms establish an image and establish an attitude. Another part of users enjoy the process of entertainment and relaxation, and regard video clip applications as a tool to adjust daily life, and have not yet built their own image in the virtual world.

Compared with long videos, video clip users have a stronger willingness to interact, and many video comment areas are particularly active. In these comments, video clip users interact frequently. On the one hand, people are keen to like each other or spray each other. On the other hand, when they are chatting, they will invite friends together. Many users prefer video clip reviews rather than video clip content itself. In other words, content is just a carrier or portal, and writing and viewing comments becomes the main manifestation of short-video users communication behavior. This social attribute based on strong interaction has become the main motivation for extending users duration and increasing users stickiness. If long video belongs to media. It only provides the connection between the users and the content, then video clip belongs to social media. It can achieve a wider connection between users or users-content. It is just a general video website, and it is more suitable to be called a community. The key to the flow of content in the community is social, and the essence of social is to build relationships. The flow of content based on relationship building is the real motivation for video clip users to generate high-viscosity usage behavior.

From the perspective of interaction, Douyin users prefer to be on the sidelines. The main form of interaction is to like and comments. If viewed from the perspective of relationship construction, Douyin users reflect the connection status of weak relationships and interactive behaviors. But the relationship between them is relatively loose. The different users behavior is obviously closely related to the product positioning of video clip platforms. From an operational perspective, the

essence of relationship building is connectivity. It is impossible for users to directly connect with each other, and they need to be connected through an intermediary connector which is contents.

d) Sharing psychology

Compared with long videos, video clip is a platform that integrates content production and content distribution, which not only reduces the cost of users content production, but also provides a new form of communication and communication channels, and provides new opportunities for the innovative development of the video industry. With the continuous deepening of media integration, short-video news reports have sprung up, and mainstream media have deployed the short-video industry. For example, in the reports of the Central Radio and Television Station, People's Daily and Xinhua News Agency celebrating the 40th Anniversary of Reform and Opening Up, the three media have created relevant video clip contents actively, and used the video clip platform to expand the volume of sound and continue to attract people. At the same time, TV variety shows and online variety shows are actively seeking cooperation with video clip platforms to release filming highlights and topical challenges, which greatly enhances the network communication effect of the program. Precisely cut video clips have become a new force in the spread of TV dramas, further innovating new TV marketing models.

The video clip platform has also become an important promoter of creating explosive content. For example, Xi'an, Chongqing and more cities in China use video clip platforms to spread beauty, food, folk customs, etc., which can promote the city's image propaganda and a series of online buzzwords also spread on video clip platforms, and are widely used and disseminated. The formation of these explosions benefited from the fission-type diffusion of information in the platform, and the diffusion process reflects the users' communication and sharing behavior. The essence of this communication behavior is interaction. For example, Vipshop cooperated with celebrity to launch brand customized video clips during shopping festival, not only boarding Weibo, but also bringing 55 million video views and 200,000+ interactions. The rich inner monologue and emotional performances are both funny and arouse people's resonance. In the impetuous era and depressed life, personality needs more release and catharsis. Whether it is vibrato or other self-media platforms, if you want to achieve long-term suction, you must insist on continuous output and update of video content. Nowadays, the vibrato has been more popular. In addition to holidays, they can update a video every day.

China has a huge number of netizens, and most of them are teenagers who are the main force on the Internet. Douyin also conforms to the characteristics of Internet democracies and tends to be younger. Young netizens use more imagination and creativity to express themselves on Douyin as well as take a continuous stream of fresh blood into Douyin. Unconscious communication is the behavior of the communicator to promote the transmission of social information and the operation of social information systems in an unconscious state. In the Douyin's era, people are keen on Douyin. When they find a certain interesting content, many people will unconsciously enter a forced broadcast mode, even though he is not intending to spread it.

e) Psychology of entertainment

People are addicted to what they are good at, because being good means more frequent sense of accomplishment. According to the addictive principles of cognitive neuroscience, [61] if you are proficient, you can frequently experience a sense of success and sense of accomplishment,

and you will become addicted. In fact, you activate the reward circuit in the brain. So staring in this state, people are easy to operate, and make high quality videos in short time.

The concept of IA is generally characterized as an impulse disorder by which an individual experiences intense preoccupation with using the Internet, difficulty managing time on the Internet[62]

However, as time goes on, people will find that the more they brush, the more tired they are, and they are not so happy like the beginning. Their eyes are sore and the neck hurts. In the end, they become completely unintentional. When the users stops sliding, the users does not know whether he wants to slide, or whether the Douyin makes him slide. A successful product can always grasp people's needs, make people forget the existence of time, and let people who use Douyin change from curiosity to a habit [63]. At the same time, products needs to prevent people against feeling guilty because they are too fascinated by Douyin and 80% of people have thought about stopping their fascination by uninstalling Douyin application.

f). Fragmented time and effective use of psychology

In the rapidly developing mobile Internet era, short-video social networking will be a more popular social form for users. The rhythm of modern life is accelerating. The pressure of work and study that people are facing is increasing. Besides, the phenomenon of overtime is becoming more and more serious. People need to use the fragmented time to relax. Therefore, the video clip community came into being. It not only satisfies the users' entertainment needs but also does not take up the users' time too much. It can also be convenient for users to watch on the mobile terminal of the mobile phone anytime and anywhere.

The characteristics of short vibrato time and fragmentation meet the needs of modern people. A video clip is 15 seconds, and the more concise video content meets the fragmented reading habits of contemporary netizens. In the social age of "attention is king," Douyin quickly and efficiently attracted people's attention through each video of about 15 seconds.

g). Pursuit of simplicity psychology

The overall design of Douyin is mainly black and white, and the color scheme is low-key. The style presents a relaxed feeling. Almost all the components are designed to bring out the content or to make the content more distinctive and prominent, and the design is simple and unified. Double-click to like, slide up and down to browse other videos, slide right to enter the profile page, and click the function button will also display animation. When entering the application for the first time, the default stays on the homepage, and the website is a full-screen shot video that automatically plays. Swiping up and down can switch other videos in the recommended list, allowing users to enter the state and watch immediately as soon as they enter the application. Double-tap the screen or click the white heart. The white heart turns red, and there is an animation effect to give users who like its feedback. Also, users can double-click any blank space on the screen during watching, and they can also like it without affecting the video to continue playing. The comment function is collapsed. Posting comments and watching other people's comments requires clicking the comment button to expand. It will not be displayed using the barrage and scrolling, which affects the video viewing experience. The name of the music in the video will be displayed at the bottom of the playback page. Click to enter the homepage of the music to view

other video clips that are also suitable for the creation of this music. The theme of the music will meet the needs of users. The video playback page only has various function buttons placed on the edge of the playback page, and the pop-up comment area is also translucent and does not affect the playback of the video. These UI designs not only cater to the needs of young people seeking simplicity and high style but also reflect the essential function of Douyin or the playback of videos. Meet the needs of young people in pursuit of simplicity and high fashion.

Use and communication behavior of video clip users

1. Statistical Analysis

70.29% said that they had consumed on Douyin, and 64.86% said they believed in Douyin's products, which means that most people have the intention to buy on Douyin and trust the quality of Douyin's products. When they saw their favorite products on Douyin, 52% of users said they would go to other application to compare prices first, 48% of users said they would buy without hesitation, the proportion of these two people is similar, this shows that Douyin's impulsive consumers and rational consumers account for half of each. 67.71% of users indicated that they would prefer to spend on education, followed by daily consumption and mobile payment with 42.29% and 50.57%, respectively. (Figure 3.6.2-8,9,10&11)

2. Needs and psychological analysis

a) Impulsive consumer psychology

I. Impulse caused by celebrity effect

People often admire social celebrities. One reason is to appreciate their character or talent, another reason is to show their status, identity or wealth through some kind of connection with famous people. This motivation reflects the celebrity effect in the consumption process, and the resulting shopping impulse occurs from time to time.

II. Impulse caused by external stimuli

Every consumer lives in a specific consumer group, and the consumption habits and lifestyles of others affect the consumer's consumer psychology and consumer behavior. When external influences constitute a strong stimulus, consumers will be unconsciously infected, resulting in an impulsive consumption mentality. For example, when Douyin is engaged in activities to visit holy places through exquisite videos, it is often interested in local folk customs and customs. Many users will follow the videos to travel to punch cards and rush to buy commemorative tourist products. In this atmosphere, As consumers of tourism, they will naturally have impulsive consumer psychology.

III. Impulse caused by seeking novelty

The objective world is unpredictable; many things people have never seen or heard of. It is full of mystery and often arouses people's great curiosity. As far as commodities are concerned, there are also many novelties that people do not understand or recognize. Therefore, it is

reasonable to have an interest in consumer psychology. Driven by curiosity, consumers may form impulsive shopping desires and behaviors at any time. Some consumers like to be different in their lives because of their dynamic personalities. In addition to their general curiosity, they also develop seeking novelty curiosity. All the products they think are peculiar, regardless of their unique style, function, and shape, as long as they can satisfy their curiosity, they will become the objects of their seeking novelty. These people will often become leaders in the consumption of new products.

b) Vanity meets psychology

Vanity is included in human nature, and the satisfaction of vanity is based on interaction with others. That is to output information to other people and interact with others to get attention. With the rapid development of capital and material civilization, in the face of tremendous work and life pressures and complex interpersonal communication environments, people are eager to receive attention from the outside world to satisfy their vanity. The widespread online video clip phenomenon is a real demonstration of the ideological and behavior habits of the current civil society. More and more people in China are giving presents to the live streamer of Douyin. They feel that the more money they give to the live streamer, the more self-respect they have. The live streaming room will display the name who gave the gifts, and the live steamer will notice them. At this time, the steamer will call them names in the live broadcast to thank them. Therefore people's vanity is satisfied.

c) Herd mentality

Patrick J. McGinnis coined the term FOMO-Fear of Missing Out (2004)[64]. They are afraid of missing the latest news and trends, they are so scared that others have products what they do not have, they are also worried that they do not know that others already know gossip and hot spots.

Failure to buy the latest items will make them feel that they are not keeping up with the trend, because it means falling behind and leaving the masses. So if this product is recommended by a lot of people and given good reviews, they are willing to follow to buy. So users are also the same on Douyin. They are afraid of missing the latest gossip, fearful of losing the latest of products, so herd mentality will prompt them to consume on Douyin.

d) Popular psychology

Popularity refers to the widespread of specific language, thought, and behavior in a certain period, as well as the following and pursuit of this phenomenon by groups. The success of Douyin lies not only in keeping up with fashion but also in creating fashion. This is in line with the consumer psychology of people who are keen on fashion and pursuing fashion; this is one of the reasons for Douyin popularity.

The age of the users in Douyin is mainly at 21-30., which is in line with young people following the trend and willing to buy trendy items. Therefore, Douyin needs to recommend practical and novel products to young people. They will be ready to try to buy them.

e) Educational consumption psychology

It can be found from the survey that the vast majority of people are willing to pay for education. According to the "2018 China Internet Consumption Ecology Big Data Report", the post-80s generation is the backbone of China's Internet consumption[65]. But the post-90s consumption

power is catching up, and online per capita consumption continues to rise, becoming an important driving force for this round of consumption upgrades. In terms of learning, the post-90s have a strong willingness to continuously learn knowledge in different fields, improve themselves, broaden their horizons, and increase their skills. The post-90s generation has become the core users of online paid content. Paying for education This is now a consumption trend among young people. Today's young people are willing to learn knowledge through online courses to improve one of their skills. Therefore, Douyin should seize this opportunity to promote the knowledge payment section on Douyin.

3. Analysis of teenagers' consumption behavior

4. Conclusion

Douyin is mainly aimed at young people. They focus on shaping their social image, dare to try, dare to challenge, love creation, and accept and understand new things very strongly, while the Douyin provides them with a platform to show themselves. Therefore, whether it is a video clip, comment section, or the way of the private message on Douyin, it reflects the strong social desire and social needs of this audience, and the need for a self-personality extension.

Video clips set off a mass revelry of the mobile Internet under the combined effect of fragmented communication and consumer culture. With the advent of the circle-level consumer era, relatively niche vertical video clip content began to attract audiences' attention. Video clips in vertical categories such as sports, military, public welfare, and history have been welcomed by some video clip users. At the same time, creators of vertical video clips are constantly emerging, and many excellent vertical video clip IPs continue to gain popularity. The video clip platform is also showing a vertical segmentation trend, targeting the target audience of different circles.

At present, the major video clip platform users are mainly composed of young people under the age of 35, accounting for more than 40%. This part of the group has higher requirements for content, and is both a producer of rich and diverse content and a heavy group of video clip content consumption. In addition, some middle-aged and elderly groups have relatively ample time, strong spending power and high demand for spiritual entertainment, and are rapidly becoming a new growth point in the video clip market. Video clips have become the cultural life and spiritual sustenance of the elder.

At present, users of major video clip platforms are mainly composed of young groups under 35 years old, who have higher requirements for the content, not only the producers of rich and diversified content but also the heavy consumers of video clip content. Besides, some middle-aged and elderly groups have relatively abundant time, strong consumption capacity, and high demand for spiritual entertainment, which is rapidly becoming a new growth point of the video clip market. Video clips have become the cultural life and spiritual sustenance of many "empty nesters."

In 2019, with the development of video clips, government strengthens supervision and platform strengthening audits, users consumption behavior has gradually been incorporated into rationality and regulation. At the same time, more consumer demand has been discovered, from entertainment consumption to life services, and then from life services to government affairs. As new media for government affairs settled on video clip platforms, the functional value of users' participation is also developed. Socialization is also a very important consumer demand. For

example, the "multi-flash" derived from Douyin is to meet this demand of young people. The mobile video clip industry has developed at three ends including the C-end (consumer), the B-end (merchant) and the G-end (government) all shown strong demand.

The rapid increase in the number of video clip users in 2019 and the increase of using time are not only platforms' deep insight into the users' multi-level needs, but also the result of platforms' product positioning and its operation guiding users, and formed on this basis Douyin. It builds a media form that focuses on content ecology and a community that focuses on interaction. However, as a phenomenon-level application, video clips cannot simply cater to users' needs. The government should strengthen the guidance of users behavior from three aspects. The production behavior should be encouraged and supported by mobilizing various positive factors. In terms of communication behavior, constantly improve media regulations to correct video clip transmission behavior, and strengthen the supervision of video clip platforms. For consumer behavior, on the one hand, use education to guide and influence healthy and upward popular cultural consumption. Another hand, it will increase the output of excellent video clips and provide more netizens with more spiritual food that conforms to the core values of socialism.

1. Video producer

The psychological needs of video producers are combined with Maslow's hierarchy of needs. Video producers hope to meet their high-level needs by making videos: esteem needs and self-realization. Love and belonging needs are secondary. There are also concerns about privacy. Douyin has a powerful AI function which can recommend related friends and also push videos that may be of interest to you. But if you want to retain those who are more concerned about their privacy as well as want to express themselves. For those users, Douyin needs to improve the function of personal privacy, strengthen the push of AI's familiar people, and avoid recommending unknown people or unfamiliar people. Take FB as an example. The young people who used fb were because a large number of parents joining fb only allowed them to switch to Ins. Young people will always hope to not be in the same trendy social software as their parents[66]. Otherwise, they may be replaced with other software. In addition to family members, colleagues, and former girlfriends, those who do not want to know will be very uncomfortable to be pushed. I originally hoped to show a different self through a platform. People's social needs are not strong, which means that people do not want to make acquaintances with them, and more people who want to get acquaintances have to pay attention. Taking FB as an example, as family members join, more and more young people have moved to other software. So in order to avoid such problems, one, do not bind the address book.

Combined with knowing, it is a question: What is the most embarrassing thing you encountered on Douyin? 80% of the answers are that people who do not want to meet on Douyin, they may be the former female/boyfriend or parents, teachers, distant relatives, colleagues and so on.

Although Douyin is convenient for shooting videos, people have not stopped pursuing high-quality picture quality. According to relevant data, 63.8% of the respondents believe that the technical requirements for short-video APP shooting and production are not high and easy to operate, while 49.3% of the respondents believe that the quality of the video produced by short-video APP shooting is not clear enough and think that many functions 38.8% of respondents were too rough. The development of electronic products such as mobile phones and the mobile Internet

has brought great convenience, but at the same time, there are also picture quality and technical deficiencies, which require the platform to find a way to solve and respond. This can attract more video producers with high quality requirements to use vibrato.

2. Video viewer and communicator

In conclusions, for Douyin, on the one hand, the mutual communication between Douyin users has enhanced their brand awareness and product reputation, which helps them obtain more users faster and at lower cost, creating greater economic benefits. On the one hand, if regulatory lapses cause users to share vulgar music video clip content to social channels, it will have a huge negative impact on the brand image, and even cause users churn, and will face administrative and legal sanctions from relevant departments. Cause unpredictable risks and losses. It may also cause its operating costs to rise and increase operating pressure, but at the same time it will force it to further enrich and optimize the platform's video clip content and promote better product iterations. For users, it has lost a good opportunity to enhance social influence, but it will also make it more rational to use Internet entertainment products. When sharing video clip content created by others, they can make more friends with similar habits, which enhance the relationship with similar preferences in the existing net relationship circle. People share original video clips on Douyin, which satisfied his celebrity psychology, shaped his interpersonal image, and may become famous and obtain potential commercial gains.

It is easy for users to get satisfied when browsing on Douyin, which will increase the users' stickiness. This is the key to a success of the product. Cultivating them to take out mobile phones and brush videos anytime and anywhere means that Douyin has a high customer stickiness. The more users are addicted to Douyin. However, with the negative impact of young people's fascination with Douyin, the duration of use is proportional to the sense of guilt, and young people may realize that they have wasted too much time on Douyin, so take some measures, the most effective measure is to remove the application. How to prevent people from unloading Douyin? We need to start by reducing their sense of guilt, such as increasing their sense of harvest, not just funny videos. First of all, Douyin invites more news media to settle in. When people get news, it will be regarded as doing something meaningful, which will reduce people's guilt. Secondly, Douyin needs to increase the investment in the education sector. For example, some outstanding people from all walks of life can be invited to open an account and record videos.

3. Consumers

It can be seen from the data that people have a high willingness to consume on the Internet, and the attitude of users to consume on Douyin is positive. Compared to other paying applications, people are more willing to pay for knowledge and daily necessities on the Internet, which means that it will be very necessary for Douyin to increase the knowledge payment section. Not only can we eliminate the guilt caused by Internet addiction, but also stimulate more young people to consume.

Use the KOLs strategy to positively influence the consumption of young people, as well as focus on middle-aged people over the age of 30, who consume more rationally and are more willing to consume for high-end, high-quality, cost-effective things.

For the functional value and emotional value of video clip users participation, merchants and platforms collaborate to explore the commercial value. They not only use recommendation

algorithms for precise marketing, but also plan and organize various creative marketing activities from time to time. KOL is also contributing to this. In April 2018, the video clip industry ushered in the first wave of government regulation storms. The content of multiple platforms was rectified. After the introduction of the video clips industry specifications, the platform's requirements for video clips will become higher and higher. "eye-catching" turned to the boutique road of "triggering thinking", and let video clips bear the great responsibility of spreading positive energy.

Chapter 4 Finding

4.1 Users behavior strategy of Douyin

4.1.1 AI strategy

1. Precise serving of AI ads

At present, Douyin has made some achievements in this regard. For example, full-screen ads may appear as soon as the app is opened, and users will also randomly insert ads after watching a certain number of videos, but these inserted ads are displayed in an interesting video format, which will not affect the users experience too much. Soft content placement marketing focused on native advertising. Incorporate the company's development history and changes, as well as product functions and concepts into video clips, and accurately transmit product information to watch customer groups through video clips playback. The vivid video content enables young consumer groups to accept advertisements in a subtle way, thereby enhancing consumers' desire to purchase products and application of products, which has a high users experience value. This soft content marketing embodies the flexibility and interactivity of Douyin video clip production. Due to the short production period of Douyin video clips, it can be made at any time and uploaded at any time, which has strong flexibility. At the same time, due to the short duration of the video, it can well cooperate with the overall marketing of the advertisement and adapt to the sudden change of the plan. At the same time, operators of Douyin Video Clip Application can interact and share information with users very well. Through attention, comments, likes, etc., operating advertisers can quickly and effectively grasp the preferences of young consumer groups in a timely manner. Understand the changes in the market, and at the same time, consumers' evaluation of products, feedback product information to the company in a timely manner through attention, comments, interaction, etc., which help companies better launch marketing activities.

2. AI establishes social relations

TikTok's many aesthetic and functional similarities with Vine, Snapchat, or Instagram obscure a core difference. TikTok is more based on machine algorithms than interpersonal social. Traditional social media is built based on the users' social relationship. The users first establishes a relationship with others. After the exchange of information occurs, the content begins to be generated and spread. Your preferences and tendencies can be analyzed and learned during this human interaction. And their algorithm recommendation is also based on this friend-centered mechanism. Douyin adopted a different algorithm for recommendation. You need not to establish a social relationship first anymore, and it has pre-supposed your preferences and tendencies, through torrent-like push. During your browsing, the algorithm will continue to be revised, and then make more accurate, torrent-like recommendations. In this process, most of the topics and users

that you pay attention to are recommended by the algorithm, which is guiding your attention and is assisting you invisibly to establish a social relationship on Douyin.

3. Precise push service of AI videos

On Douyin, the algorithm recommendation shows us its powerfulness, which is so powerful that it no longer requires your social relationship to vote for you. When you turn on Douyin, you watch the video pushed by the algorithm. You follow the author of the video or follow the algorithm to give you a good way. You imitate the hot video, and your video is imitated by the next person. The same content is constantly being produced, and users are carrying out carnivals one by one across the phone screen. In the universe recommended by this algorithm, users can have a lot of fun on social media without much brainwork and social interaction, and they think it is very sci-fi and post-modern! The similarities in aesthetics and functions are reflected in that Douyin, like most other social media apps, has attention and message functions. On the platform, there are strangers, your good friends, and more popular celebrities. The same formula, familiar taste, and the experience of using it is similar to other APPs. Most people can easily get started without the adaptation period.

Cold start traffic pool exposure, which means that if Douyin uploads 100,000 people every day, Douyin will randomly assign a traffic pool with average exposure to each video. Data selection, after the first step, the Douyin platform will analyze the likes, attentions, comments, and reposts of the video clip, and then find the video with more than 10% of these data. Exposure volume, and so on for the next round of traffic pool recommendation. Popular recommendations, after speaking of the first two steps, Douyin will put these videos into popular recommended videos, so we can sometimes see millions of video clips of likes and comments through this funnel mechanism. Here comes.

4. AI's promotion of video operations

The most important core point of operation is to obtain the official recommendation of Douyin by increasing the like rate, attention rate, forwarding volume and other indicators to obtain more exposure. People can't underestimate the release time. According to statistics, 60% of users will sound vibrato before lunch and dinner and before going to bed, while only 10% when going to the toilet or on the road. Therefore, according to the time of work and rest, 12 o'clock, 18 o'clock, 20 o'clock to 1 o'clock, and Friday night to weekend are relatively concentrated time periods for users. These are for reference only. The release time also needs to be based on the accurate fans and content relevance of your content. At night, it is the easiest time for everyone to be sentimental, so it is easy to recommend some video clips of chicken soup at this time. For the release time, when it's appropriate and not the best way to say it, still watch the video content. There are four general video indicators including like, comment, repost, and end rate. The first three are not new to many people. When watching some videos, there will be up with like, comment and forward. And the Douyin algorithm mechanism is to help your video to recommend through these four items, so if you want to get more recommendations, you must use all the resources to improve these four

indicators. For example, the video description guide allows users to complete three consecutive quality or finished descriptions, similar to "the last surprise", "my likes are different", etc. What is to guide users to improve their own completion rate. There are also many people who will release a video and leave an interactive sentence, which also promote interaction with users to improve their comment volume and repost rate. Participate in topic challenges, similar to activities such as rubbing hot topics, this kind of cold start traffic pool exposure, which means there are 100,000 people on Douyin every day.

5. The filter function of AI

Douyin's powerful filter function can smooth the skin, enlarge eyes and thin face, which is very popular among young people. In the article Beauty Cameras' Present and Future [67], around August 2016, the number of beauty camera users reached 460 million. It mainly uses face recognition, real-time filter and other technologies to beautify the face and environment to achieve the users' expected effect. The users characteristic is that they like taking selfies. Caring about others' views on their appearance, hoping to show their best. Users demand is that the photos already taken are not satisfactory, and want to beautify the local appearance. If you want to take satisfactory photos quickly, no post-editing is required. The same photo wants to set different styles. Heart of beauty in everyone. Women have a natural relentless pursuit of beauty, and photo retouching apps are basically standard on every young woman's mobile phone. Many people will send their beautiful selfies to the circle of friends, satisfying vanity, and the likes and comments of friends can enhance self-confidence. But now, users are not only seeking beauty, but also to be "natural" to remove the flaws on their faces without distortion. Although not everyone likes retouching, many people use the retouching app because of herd mentality. All the girls around are using it, but they don't have it.

In addition to becoming more beautiful, AI can also make people see how old or young they look. Take Snapchat as an example, [68] Snapchat has launched a hilarious new filter called 'Time Machine', which transforms your face from young to old. The filter uses advanced training models and a robust neural network technology, which transform not only your face, but also your hair, almost immediately. Snap executives have credited the popularity of these AR effects as fueling much of the app's growth over the last year. The app has added more than 20 million new users in 2019, following a year of negative growth in 2018. [69] The powerful filter function of Douyin allows people to show themselves more beautiful, and saves the editing time of professional video software. That's why it is very popular among young people.

4.1.2 KOLS Strategy

In reality, consumers are interested in the opinions of others and form certain relationships with the opinion-providers. Consumers who are attracted by the opinions of others are called fans, while consumers who attract others are called friends[70]. The Fan economy generally refers to

business income-generating behavior based on the relationship between fans and followers. It is a business operation mode that can enhance customer loyalty and obtain both economic and social benefits through Word-of-Mouth (WoM) Marketing. KOLs who are more knowledgeable and insightful than others in a field and are always preferred and followed because followers who believe in KOLs' abilities in this field[71]. A fashion design KOL aims to transmit high-quality content marketing through screen and media. When the identity of network celebrity highly corresponds to production quality, the personal image of the network celebrity realizes the branding.[72] The new-generation music video clip community is destined to have a large amount of inclined traffic to the head users of KOL (users with high fan levels and high-quality content), as well as strong manual intervention in the operation of the traffic pool. It has formed a relatively fashionable, cool, enjoyable brand display effect.

KOL users who rely on platform traffic tilt have weaker stickiness. Therefore, Douyin, which is driven by "centralized" traffic distribution, needs to cooperate with strong operations to attack. From the early stage, product features have focused more on video clip games including various topics and challenge activities which can stimulate users activity. At the same time, the six initial versions continued to polish the experience around the core functions and established a good reputation for early users experience.

Douyin users mostly live in first-tier and second-tier cities. Information barriers and consumption channels will be relatively low. After seeing KOL recommend a certain product, they may first go to Xiaohongshu to see the evaluation, or go to Taobao to compare the price, from planting to conversion. The path is relatively long. However, based on Douyin's centralized traffic distribution logic, KOL's high-quality content is more likely to become an explosive model, helping fashion brands create shaking red models and achieving popular brands on Douyin. In short, remember this sentence, you have to swipe the screen, want to explode, and look for vibrato. According to the data reported by Taobao Alliance, the best conversion effect on Douyin is apparel shoes and bags. Therefore, it is recommended that some apparel brands can use Douyin's KOL for delivery, and the effect may exceed expectations.

Douyin started a video clip social marketing attempt in 2017, and jointly launched a theme challenge (Pizza, Michael Kors, etc.) with brands. The challenge for Michael Kors attracted more than 30,000 Douyin users to create video clips spontaneously within one week, gaining more than 200 million views and 8.5 million likes. From 2015 to 2017 years, the overall online video advertising market has grown rapidly. Among them, native video ads (referring to ads that are video ads and do not depend on video media platforms) have grown from 5% to 23.2%.(Figure 4.1.2-6)

Take vivo plus Douyin Super AI Makeup Challenge as an example. In July 2018, vivo released the new machine X21 Charm Purple color. To expand the volume of new products, Douyin applied the first commercial AI makeup stickers to the theme challenge initiated by vivo. In the customized brand music Magic Night Purple and brand stickers, the brand spokesperson Zhou Dongyu led the Douyin Daren to promote the trend and bring new product information to the target audience. Simple operation combined with cool AI make-up effect attracts many young people to participate in shooting video clips of cross-dressing. Starting from the insights of young people who love selfies and beauty, through a variety of marketing strategies such as blessing with AI makeup technology, customized brand music product information disclosure, and content-driven three-dimensional interactive circles, vivo joined hands with Douyin to create a new product Marketing.

Another case is that Weibo Yi planned a video clip challenge online event for Suning's 628

mid-year celebration about ice washing product marketing node, creating sound volume and attracting consumer attention.

4.1.3 Marketing strategy

- 1) Incentive marketing, attract users to participate in activities through reward mechanism.
- 2) KOL joint promotion, inviting KOLs in different vertical fields to produce different content and ideas based on the same theme, to guide users to familiarize themselves with gameplay.
- 3) Use video clips UGC contents to create and participate, and inspire more users to participate or follow.

Marketing effect

Topics challenge number of participants is 106,000. 5 KOL celebrities of original challenge video clips on Douyin are played 10.04 million, and praise 30.5.

It can be seen that the good use of KOL (fixed leader) celebrity resources can be considered to have a great influence on brand manufacturing. KOLs drive their own fan base and directly convert into huge sales. With the implementation of social e-commerce channels, the huge traffic potential hidden in KOL Internet celebrities is gradually being tapped. They are extremely influential in the young people's collective, more affinity than celebrities, product sharing recommendation is more natural, and the appeal is not bad. Douyin is one of the most perfect marketing methods we have seen so far combining marketing skills with brand promotion content. Its social e-commerce features can help the brand improve its exposure rate; it can stimulate customers to participate in voluntary communication, and help customers build vibrato to promote media matrix and content creative planning.

4.1.4 Brainwashing Communication Strategy of Music Video Clips

The users of Douyin are mainly users of the age of 21-30, and most of them use Douyin pastime. The deep ones are songs that can have such a slight resonance with the users, and the songs that need deep interpretation or slow emotional input are generally not good. It is understood that 77.8% of Douyin users have stimulated their creative desire by seeing interesting videos posted by others. For Douyin users, the impulse to shoot and upload videos often comes from imitation. This makes many people follow the trend after a video becomes popular, which promotes the further spread of background music. And music that caters to the users' psychology can make the communication effect grow exponentially. Since the rise of the internet celebrity economy, Douyin has been no exception. Among the top celebrities of Douyin, as long as the new video is released, it will attract a lot of likes and reposts, and the background song will become popular and it will be reasonable. Obviously, there are also adorable pets, the cat dimension economy is intensifying, and the cat sucking party has moved from Weibo and public accounts to vibrato. A

cute cat video can even bring hundreds of thousands of likes. The spread of Douyin Divine Comedy contributed an important force.

Viral melody and lyrics

Let's start with the song itself. The popular songs on Douyin are of various types, from love songs to rock or news clips. However, from the melody point of view, it must be viral, and it is nothing more than two routines. One is remembered. It is often called saliva song in the field of professional music. The melody is simple and easy to catch. Many songs can be sung even if you listen to it twice, which means that it's not far from popular.

Brainwashing

The magic mainly refers to the repeated brainwashing, which stops abruptly at the moment when you are about to be annoyed. When your brain is echoing sentences of songs, I am afraid that it is poisoned by Douyin. From a professional academic point of view, this phenomenon is the ear bug, that is, involuntary music imagination, which keeps you whirling these melodies in your mind so that you can't forget it.

Obviously, the magic may also break the routine and achieve the brainwashing effect. For example, "Taishan next door", which was originally well sung, suddenly inserted a wailing "wailing" howl, forcibly creating memory points, and quite catching up with the momentum of the god song "What does the fox say". This is full of dramatic transitions within a dozen seconds of music, and there is a lot of room for shooting videos. It is no wonder that it will be favored by Douyin users.

The lyrics of Douyin Divine Comedy are more distinctive. The first is the scene. In order to make the characteristics of Douyin video clips better in less than ten seconds, the song often intercepts three or five sentences. The lyrics are very scene-oriented and use a lot of verbs to match the action of the video shooting. For example, "123 I Love You", which made Bixin Cat popular, "Gently close to your ears, Sharon Hey", let the cat move one stroke after another according to the lyrics, a simple "gesture dance" for a few seconds. Countless fans, including background music.

4.2 Inadequacy of Douyin Strategy

Serious homogenization

Some specific types of music are very similar to most of the video content under the challenge, and the personalized recommendation algorithm used by Douyin will recommend according to the users' interests. In the long run, the content recommended by it will become more and more homogeneous. There are more and more brainwashing god songs that follow the trend, the melody seems familiar, the lyrics are unknown, so the connotation is simple and vulgar, all aspects have

been criticized, and even contributed to the emergence of plagiarism. The market is also brainwashing the public from round to round, and has become immune or even disgusted with the so-called Divine Comedy. The comments have also ranged from the initial "What is this magical song" to the one that is heard the song to hide away with ears. Douyin needs to optimize its recommendation algorithm. In addition, it constantly launches different challenges to dilute the coincidence rate of content and increase diversity. It is necessary to increase the click-through rate of pages in nearby sections to help stimulate the users' creative desire. At present, the videos of nearby pages are only sorted and pushed according to geographical location and time. It is recommended that the number of likes and the number of plays of the work can be used as the sorting factor to stimulate the users' passion for creation and improve the quality of the work. Due to the short time for Douyin to enter the market and the lack of strict supervision and management, some creators copied the currently popular video content in order to quickly become popular, thus creating a phenomenon of content homogeneity. Not only that, in Douyin, there are many contents such as beauty makeup, weight loss, emotions, etc. When users enter the Douyin homepage, such content will automatically appear. This type of video is usually a popular video or a video with a large number of comments and likes. The users is not interested, and there will be video clips of the same kind after being crossed, which is extremely easy to cause visual and aesthetic fatigue to the users.

Information security issues

With the release of Douyin's overseas version, Douyin's information security issue has become a very important issue in various countries. By the powerful algorithm of byte beating, it actively pushes light and interesting videos to users, and this gradually personalized content stream attracts users very well. Before this, it was difficult for brands from Chinese technology giants to find followers in the European and American markets. As technology companies that dominate the Chinese market, Alibaba and Tencent struggled most of the time in overseas markets. ByteDance is changing this trend and has received more scrutiny. For example, US regulators and privacy protection organizations have raised concerns about child activities and users misconduct on the company's platform.

Take the overseas version of TikTok in the US market as an example. Tiktok ranked third in the world in terms of installs in the first quarter. So far, the application has about 104 million downloads in the United States, and close to 1.2 billion globally. ByteDance was established in 2012 and has developed many popular video applications and information aggregation applications in China. ByteDance is currently trying to continue to develop through the overseas market. In fact, TikTok was only launched in the US market in 2017. ByteDance employs thousands of content reviewers in China, the United States and elsewhere, and solemnly promises respect for users privacy. A ByteDance spokesperson said: "Promoting a safe and active in-app environment is our top priority at TikTok."

Security issues of AI facial recognition

Data breaches also occur frequently. From the sale of the personal information of 130 million consumers on the dark website to the leakage of Facebook users data, and on December 12, 2019,

the US Fortune magazine reported that Kneron, an artificial intelligence company in San Diego, used high-definition 3D Masks and photos have successfully deceived face recognition systems in many parts of the world, including Chinese WeChat and Alipay. The team also claimed that they entered the Chinese railway station in the same way. People's personal privacy and security issues are getting more and more attention. In particular, Douyin's AI filter needs to scan the entire face. If users information is leaked, as more and more software implements face scan login, such as mobile phone login, computer login and payment, there is a face scan function. If facial information is leaked, these functions will also be at risk of being logged in by others in the future.

In view of the current status quo, we will generally find a way to choose different combined authentication methods according to the requirements of the security level during the entire authentication process. Under the requirements of different security levels, balance the balance of convenience and security, so as to make more reasonable solutions, such as multi-modal combination authentication, increase the security level of identification, and build a complete set of biometric security system to ensure safety.

Cost and content review

The dialectical relationship between content review and its own creation. If Douyin enables a content review team with a scale of several thousand people in addition to intelligent algorithms, it has to be said that while increasing costs, and it will bring a heavy burden to business model innovation. Another point is the actual situation of Douyin in China. After the users-supplied ecology was cut off by WeChat and Tencent Ecology, how to improve its own ecological hematopoietic capacity is also a pressing issue that can be calculated in days.

Negative impact on youth

People who use Douyin tend to be younger, which can't help but make the country wary of such a software. According to CNMO news reports, India banned Douyin just to stop letting more users download Douyin, and users who already use it are not affected. The reason is that the Indian government believes that Douyin's lethal effect on teenagers is too strong, and the offensive content is repeatedly banned. Douyin caused great harm to the physical and mental health of Indian teenagers. On the one hand, Douyin has a lot of pornographic content, which will affect the minds of young people. In addition, Douyin's algorithms, forwarding and other functions are likely to expose some teenagers' private information. Entertainment is a prominent feature of popular culture. Because of this feature, popular culture has played a positive role in satisfying people's entertainment and leisure and alleviating negative emotions. However, under the control of market logic, popular culture began to only pursue entertainment effects. Give up the ideological connotation and artistic value, that is, there is a tendency to over-entertainment. With the increasing popularity of Douyin video clip application, more and more people have become heavy users of Douyin. While brushing Douyin, they are addicted to themselves and cannot laugh at themselves. "I am addicted to the body, I have been poisoned." There are also ridiculous paragraphs such as "shaking sound for 5 minutes and an hour on earth" on the Internet. It can be seen from this, Douyin brings recreational entertainment and fills up fragmented time to the majority of users. At the same time, due to the lack of users self-control capabilities, it also affects

normal life to a certain extent. In fact, in addition to short-term consumer entertainment needs, users should also have more advanced learning and speculation needs. If you blindly indulge in Douyin, you will fall into a "entertainment to death" situation as Neil Bozeman predicted. This problem for users can be the common problem facing the current Internet environment, the operator of the Douyin video clip application should assume social responsibility, unify the economic and social benefits, and take certain measures to guide users to use Douyin correctly.

In China, Douyin has a youth version specially designed for teenagers. As long as the users enters the age and the age is within 18, the recommended content will be a strictly screened and positive video. This greatly guarantees the risk of inviting teenagers to be affected by low-level video. If this is done overseas, it will undoubtedly increase the labor cost of Douyin's audit. But the supervision of video content is indeed a top priority. It is also the most difficult problem to be solved by Douyin.

4.3 Whether Douyin's users behavior strategy is applicable to other countries or not

The current users behavior of Douyin is reproducible, but different countries have different national conditions, and strategic adjustments should be made according to the national conditions of each country.

According to the powerful AI strategy, TikTok, the overseas version of Douyin means that according to the powerful algorithm of Douyin, it can recommend different types of related videos according to the preferences of people in different countries. In Japan and South Korea, it is a paradise for cute girls and beautiful dancers; in India, it is a funny collection similar to their military parade. In Europe and the United States, it is a show of stature and parkour. Walking leopards and driving sports cars is normal in Arab. For different users in different regions, TikTok separately differentiated users portraits, and stimulated users creation enthusiasm and enhanced users viscosity from four aspects of talent marketing, content co-building, mobile video clip, and native advertising. According to KOLs and the 15-second video clip strategy, it quickly attracted the attention of young people. It is not difficult to enter the market of other countries, but with the growth of Douyin users, there are still many problems that need attention.

Information security and its negative impact on young people, and different cultural, political, and religious backgrounds in different countries mean that Douyin's behavior strategy in China needs to be adjusted accordingly. Especially information security is the most important issue to be solved. Some countries are very sensitive to Chinese software, especially the extreme distrust of information security, which will hinder the development of Douyin's overseas version. Therefore, strong security guarantees, adapting to different policies and national conditions of different countries, will be the cornerstone of the stable development of Douyin's overseas version.

4.4 Douyin Overseas Version Strategic Goals

In the future development, Douyin should adhere to the strategy of innovative development and continue to consolidate and improve the position of Douyin in the global video clips market. According to the characteristics of this strategy, it believes that the strategic development goals should include the following views.

First, continue to maintain existing users resources and increase users stickiness, Which is an essential goal of TikTok's future development In the field of video clips, the domestic Internet dividend has basically peaked, and smartphone penetration is also nearly saturated. In the course of future strategic development, Tiktok will retain the existing customer base, and then further expand the new customer base on this basis. Insisting in this way can help it grow and strengthen on the basis of continuously consolidating its market position. Whether this strategic goal can be achieved or not depends mainly on whether Douyin's functional design and human-computer interaction can be more in line with users' usage habits.

Second, develop overseas markets and expand the number of users. At present, the users traffic dividends in first-tier and second-tier cities are gradually disappearing, and there are still many opportunities for third- and fourth-tier cities and overseas markets. Douyin needs to use its strong operational and technical capabilities to copy domestic product advantages at low cost to occupy new markets.

Third, continue to expand business functions. From the perspective of commercial development, Douyin video clip application contains huge business opportunities, which is determined by the number of registered users and the number of daily active users. However, for the content industry, between users experience and monetization, there is always an irreconcilable conflict. Although Douyin uses algorithm matching to minimize users harm, content such as information flow advertisements and e-commerce diversions are still prone to users' resentment. How to deal with the relationship between platform development and commercialization, which is also an important goal in the future development of Douyin. And it is an important issue that must be solved, otherwise it may directly affect the users experience.

Fourth, according to the national conditions of different countries, targeted video content should be supervised. To cater to the preferences of local people, we must also respect the policies of this country, and create high-quality video clip software that young people love on the premise of information security.

Chapter 5 Summary, Conclusions, and Recommendations

5.1 Summary

In this paper, it conducted a research on the users of Douyin video clip application by means of an online questionnaire survey, and came to the following conclusions. First, the users of Douyin video clip application play the roles of producer, viewer, communicator and consumer, and they mainly have three types including celebrity, follower and browse. According to the analysis of the geographic map of the questionnaire, it is learned that the users composition is rich and diverse, and the young group is the most active users group of the Douyin video clip application. They come from all walks of life, generally have higher education, and are always shaking sound. According to psychological analysis, video producers use Douyin to realize the desire to express themselves and gain attention. Video viewers and communicators use Douyin to entertain themselves and pass the time. Most consumers are impulsive consumers and are willing to pay for online education. There are five main motives for users to use the video clip application for entertainment, warm-up and awakening, spectating and hunting for self-improvement and social interaction. Douyin provides a platform for users of producers to express themselves, gives users as participants the right to express themselves freely, and users as communicators to meet the needs of social interaction, while also giving consumers a safe and convenient shopping platform.

Through the analysis of users behavior, the behavior strategies of Douyin are basic on AI, KOLs and 15-second music video clip strategies. Douyin provides users with better services through powerful computing capabilities. From the perspective of consumers and producers, video producers is that AI also supports content creators to design viral videos. It simplifies video editing and improves components such as music, hashtags and filters based on categories, which are becoming popular or proven to be popular. After the video production is completed, Douyin's AI has the opportunity to be recommended by the official popular and obtain more exposure by calculating the like rate, attention rate, forwarding volume and other indicators. For browsers and sharers: Douyin provides users with accurate advertising and accurate video push through powerful AI analysis. For consumers, Tik Tok's algorithm can quickly absorb personal preferences. They capture users' likes and comments, and record the duration of each video they watch. Because the video clip is very short, its algorithm can quickly build a huge data set. KOLs strategy is in line with people's psychology of admiring authority and following the trend. The brainwashing communication strategy of music through repeated broadcasts, combined with the promotion of KOLs, allows people to associate brainwashing music and vibrato, which undoubtedly has a significant positive impact on the promotion of Douyin.

Chinese users behavior strategy is not fully applicable to other countries, mainly due to the negative impact of information security and vulgar video on young people. Douyin's overseas incarnation, TikTok, went online in the Google Store in May 2017, and has achieved good results in Indonesia, India, Japan and other countries to date. However, the Douyin overseas version has

been repeatedly punished by the local government and boycott. The incidents are constantly exposed. Throughout the world, every effort has been made to formulate laws that specifically protect personal privacy or sensitive information and data through various means, including various activities such as public and private entities collecting and using personal sensitive information. In addition to protecting privacy, many countries and regions have issued policies or regulations that guarantee children's privacy and protect children's rights in speech, information search, and publication. Because of this, TikTok has been banned or punished in many countries and regions in recent years. In July 2018, Indonesia banned TikTok. The reason given by the Indonesian Ministry of Information and Communications was that TikTok disseminated content that adversely affects young people. Seven days after TikTok cleaned up the content on the platform, the local regulator stopped the ban. In the United States, Musical.ly, which merged with TikTok, was accused of violating the local Children's Online Privacy Protection Act and was therefore fined up to US\$5.7 million. In the process of globalization, Douyin should fully understand the cultural differences and moral standards of different countries and regions. As a public platform, it has unshirkable responsibilities for review and guidance. The faster it develops, the more cautious it should be. In addition to strengthening the review of the content of the platform, the platform should also be combined with local specific circumstances and adapt to local conditions to ensure that the products operate normally and reasonably.

It draws conclusions about Douyin users through research, and then analyzes users behavior strategies used by Douyin in China, so as to predict whether Chinese users behavior strategies are replicable in other countries. According to the obstacles encountered by Douyin in the development of foreign countries in the past few years, it puts forward development suggestions and users development strategies. But at the same time, due to limited research capacity and insufficient academic level, as a whole, there are still some areas for improvement in this research. On the one hand, due to the large number of users of Douyin, the author failed to conduct a large-scale survey with these users. The sample selection method is relatively simple, and the sampling is relatively concentrated, which is not enough to represent the whole. On the other hand, because this research uses the method of online questionnaires, there will be more or less subjective tendencies in the process of question placement, and it cannot fully cover the needs and behavioral motivations of psychology. And the development strategy for overseas users is not specifically analyzed for a country, so development recommendations can only be put forward at the macro level, and the situation of each country needs to be adjusted accordingly. The lack of the above research brings regrets to this research, but also provides some lessons for subsequent research, leaving more research space.

5.2 Conclusions

Douyin's success in China or the world comes from its understanding of market segments, clear goals, and precise pushing service. Relying on its powerful AI computing technology to meet the needs of users, Douyin has a group of users with high viscosity. However, the replacement of

social software is easy to like new and old in the era of developed Internet. Douyin is still in an unstable period. Various voices of doubt are still there. How to make users continue to be attracted and maintain a long-term viscosity requires thinking. Both Douyin and TikTok have an in-depth understanding of users' needs, technology upgrades, and timely adjustment of users development strategies according to changes in customer needs and different national conditions.

In 2019, the global using time of TikTok increased by 210% year-on-year. [73] This is mainly due to the expansion of its users group and the increase of using time. At the same time, its advertising platform is based on a steadily increasing users base and attracts more audiences for brands by displaying various selected videos. In 2019, the using time of Chinese users accounted for 80% of the total using time of TikTok, but the usage of the application in other markets also showed a sharp increase. In 2019, Douyin ranked fourth in the global application downloads. The other four software's in the top five are all owned by Facebook, which means that byte bounce has shaken Facebook's position, so the next development strategy of Douyin should also prevent Facebook's counterattack. Douyin, the download list of social apps in 2019, ranked first in Canada and India, and second in the United Kingdom and the United States. The global expansion that occupies Douyin from data has achieved objective results. Next, Douyin's global development route needs to continue to develop the European and South American markets.

The overseas version TikTok relies on the Chinese version Douyin users development strategy combined with the adjustment of cultural differences, ethical standards and information security regulatory policies in different countries. The dual-version strategy of Douyin makes TikTok the first social software to go abroad in China. The reproducibility of its strategy is of reference to Chinese social media entering the global market or software that wants to enter the Chinese market.

5.3 Recommendations

According to the users development strategy of Douyin in China and the overseas version TikTok encountered obstacles in the United States, India and other countries, the following development suggestions are given.

Guided by correct values

TikTok has been blocked in India because of its vulgar content, so even though the content recommendation algorithm adopted by Douyin is even more powerful, the algorithm has no values and the algorithm will only recommend based on users interests. Without the guidance of values, let the algorithm control, the content will be out of control. So after entering the period of rapid development, Douyin must have embarked on a path of self-censorship. Open cooperation with the government, media, and public welfare organizations to create a series of challenges and improve their social image. What are very important. Social Responsibility Plan includes two functions. One is a risk reminder function to inform users of the risks of participating in challenges and imitations. The other is an anti-addiction system to help users control the duration of application use.

Strengthen information security supervision

According to the laws and regulations of different countries, it conducts industry norms on technologies involving personal biological information, and reviews the enterprise units that have used related technologies including the ban and the rectification. Supervision and precautions should also be strengthened, such as formulating relevant access rules, regulating industry standards, and using laws and regulations as the criterion to regulate the use of such technologies. Insisting in this way can help prevent people's personal biological information from being misused and truly protect the public, which make people in other countries increase their trust in Douyin.

It attempts to make suggestions for solving problems in the Internet industry, especially in the field of video clip applications. In view of the lack of practical experience, there is a lack of in-depth understanding of network security supervision and legal issues. Here I will only analyze the significance of relevant countermeasures for future researchers. And relevant practitioners to provide reference.

Promote the construction of relevant laws and regulations in the Internet industry, improve the security system of mobile Internet, protect the intellectual property rights and legal rights of Internet users effectively, and cooperate with the Internet supervision of various countries to purify the network environment and create a clean network space. From a social perspective, the whole society conducts objective and fair evaluation of emerging media such as video clip applications, encourages the development of new things that are beneficial to society, and strengthens public opinion guidance for some negative phenomena, which can form a virtuous circle in the whole society and promote the Internet Development of the industry. From an industry perspective, the major operators of video clip applications strengthen industry self-discipline, consciously abide by the laws and regulations of the Internet industry, and guide users to use video clip applications correctly to resist the spread of bad information, which can contribute to the development of video clip applications industry and create a safe and orderly cyberspace.

Increase meaningful contents

From the analysis of the questionnaire survey, we can see that users of Douyin feel that time passes quickly when they use Douyin, which makes them feel guilty. As a result, lots of people will choose to delete Douyin for cutting off their fascination with Douyin. If Douyin wants to develop for a long time and is struggling to develop in a positive direction, according to the expectations of users on social media. One of the developing suggestions is news acquisition and knowledge acquisition. Settle in and let the news be delivered in the form of video clips. Second, invite experts from various fields to settle in and impart knowledge to everyone on Douyin. Make Douyin's video contents more meaningful, and make Douyin be a platform for consulting and knowledge acquisition. Thereby alleviate the sense of guilt caused by using TikTok for a long time.

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Appendices

Questionnaire

1. Your gender

- Male female

2. Your age

- Less than 19 20-24 25-29 30-34 35-39 More than 40

3. What is the highest degree or level of school you have completed?

- Less than a high school diploma
 high school degree or equivalent
 Bachelor's degree (e.g. BA, BS)
 Master's degree (e.g. MA, MS, MEd)
 Doctorate (e.g. PhD, EdD)
 Other

4. What is your current employment status?

- Studying
 Self-employed/Freelance
 Employed
 Homemaker
 Retired
 Other

5. What is your annual household income?

- Less than \$25,000
 \$25,000 - \$50,000
 \$50,000 - \$100,000
 \$100,000 - \$200,000
 More than \$200,000

6. Where is your home located?

- First-tier cities: (Beijing, Shanghai, Shenzhen, Guangzhou)
 New first-tier cities (Chengdu, Hangzhou, Chongqing, Wuhan, Xi'an, Suzhou, Tianjin, Nanjing, Changsha, Zhengzhou, Dongguan, Qingdao, Shenyang, Ningbo, Kunming)
 Second-tier cities: (Xiamen, Fuzhou, Wuxi, Hefei, Kunming, Harbin, Jinan, Foshan, Changchun, Wenzhou, Shijiazhuang, Nanning, Changzhou, Quanzhou, Nanchang, Guiyang, Taiyuan, Yantai, Jiaxing, Nantong, Jinhua, Zhuhai, Huizhou, Xuzhou, Haikou, Urumqi, Shaoxing, Zhongshan, Taizhou, Lanzhou)
 Others

Douyin

7. Have you used Douyin before?

- Yes
- No

8. How long have you used Douyin

- Less than one year
- 1-2 years
- 2-3 years
- 3years+

9. Approximately how many hours do/did you spend on your Facebook account each week?

- Less than 1hour/week
- 1-2 hours/week
- 3-6 hours/week
- 7-14 hours/week
- 14+ hours/week
- Not applicable

10. What reason(s) do you download Douyin (MCQ)

- Curiosity
- Kill time
- Friends recommended
- Advertising attraction
- A fan of celebrities /internet celebrities
- Celebrities /internet celebrities recommendation

Production Behavior

11. Have you ever thought about producing video on Douyin?

- Yes
- NO

12. What is the purpose of your video producing? (MCQ)

- Be followed
- Express myself
- To pursue personality
- Conformity
- Other

13. What makes you not want to post a video? (MCQ)

- No one follows
- Followed by people who don't like

- Complex to make
- No inspiration

Browsing Behavior:

14. What is your purpose when browsing Douyin videos?

- Entertainment
- Novelty seeking
- Self-improvement
- Follow celebrities /Internet celebrities
- Others

15. Will you feel guilty when you watch the video for a long time?

- Yes
- NO

16. Have you ever realized that when you watch Douyin, time goes by very fast?

- Yes
- NO

17. Have you ever thought about stopping your fascination with Douyin by uninstalling Douyin?

- Yes
- NO

Consuming Behavior:

18. Have you ever bought anything on Douyin?

- Yes
- no

19. Do you believe in the products sold on Douyin

- Yes
- no

20. If something on Douyin appealed to you, would you?

- Buy without hesitation
- Compare prices with other software, buy the one is cheaper

21. What type of products would you buy on Douyin?

- Daily consumption
- Education and learning
- Mobile payment
- Drink health

High-end consumption

Chart

1. Questions: **Your gender?**

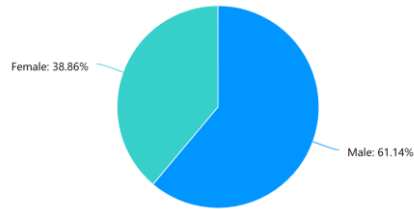


Figure 3.6.1-1

2. Questions: **Where is your home located?**

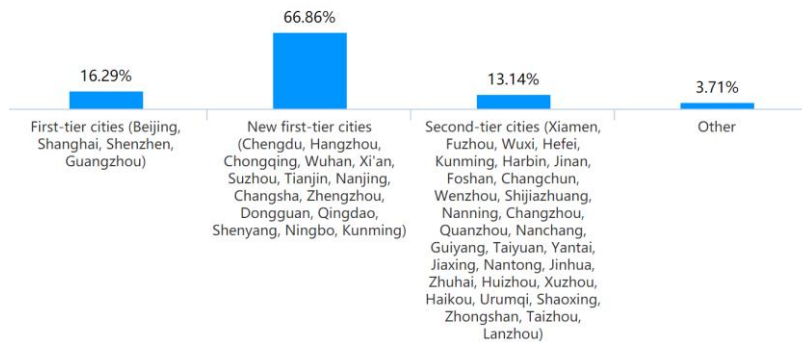


Figure 3.6.1-2

3. Questions: **Your age?**

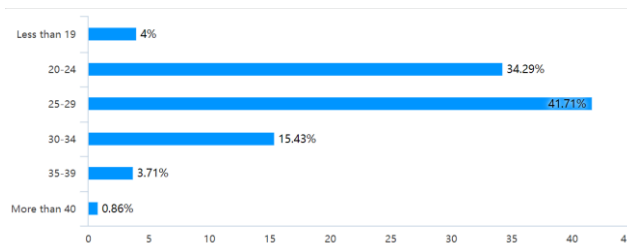


Figure 3.6.1-3

4. Questions: **What is the highest degree or level of school you have completed?**

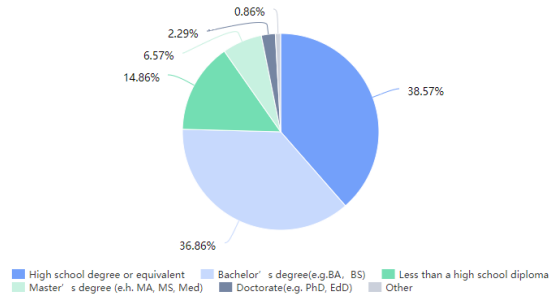


Figure 3.6.1-4

5. Questions: **What is your current employment status?**

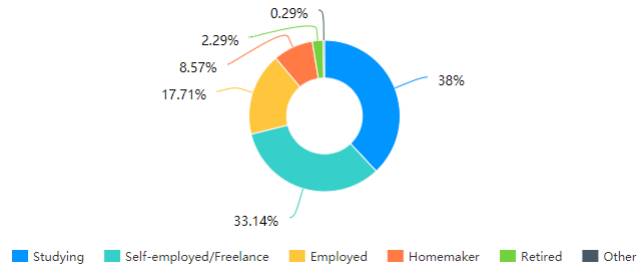


Figure 3.6.1-5

6. Questions: **What is your annual household income?**

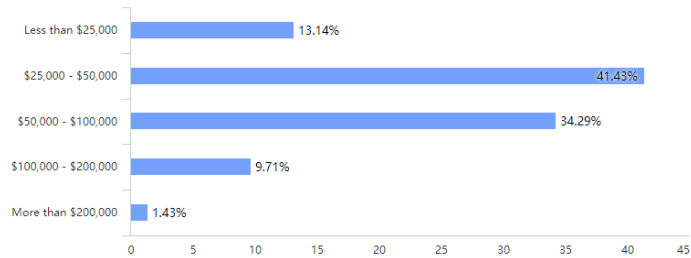


Figure 3.6.1-6

7. Questions: **Approximately how many hours do/did you spend on your Douyin account each week?**

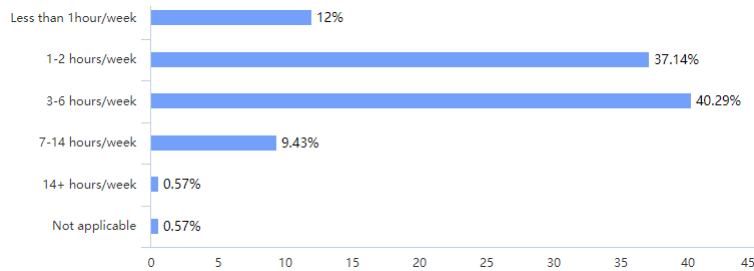


Figure 3.6.1-7

8. Questions: Have you ever thought about producing video on Douyin?

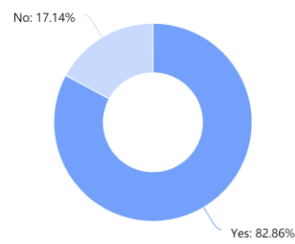


Figure 3.6.2-1

9. Questions: What is the purpose of your video producing? (MCQ)

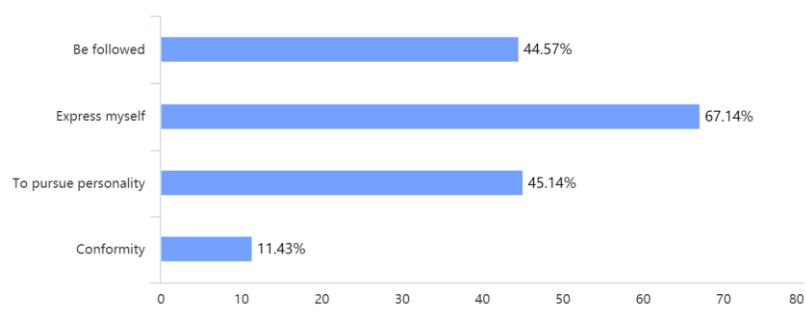


Figure 3.6.2-2

10. Questions: What makes you not want to post a video? (MCQ)

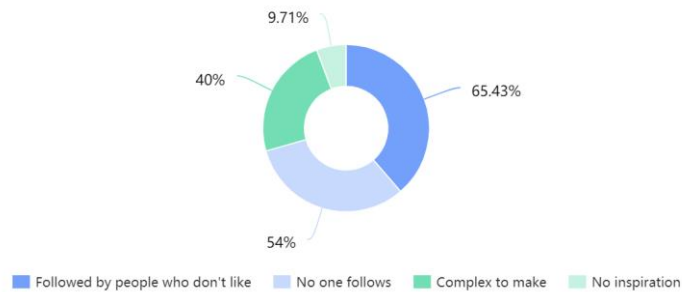


Figure 3.6.2-3

11. What is your purpose when browsing Tiktok videos? (MCQ)

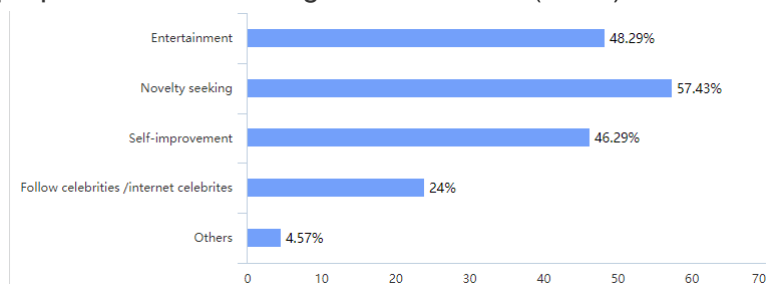


Figure 3.6.2-4

12. Will you feel guilty when you watch the video for a long time?

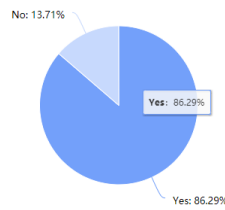


Figure 3.6.2-5

13. Have you ever realized that when you watch Douyin, time goes by very fast?

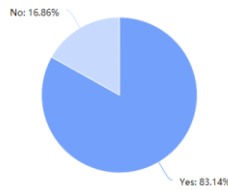


Figure 3.6.2-6

14. Have you ever thought about stopping your fascination with Douyin by uninstalling Douyin?

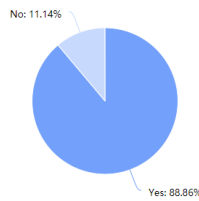


Figure 3.6.2-7

15. Have you ever bought anything on Douyin?

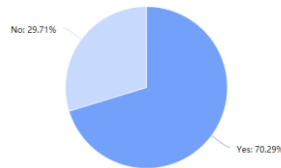


Figure 3.6.2-8

16. Do you believe in the products sold on Douyin?



Figure 3.6.2-9

17. If something on Douyin appealed to you, would you?

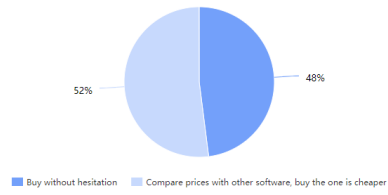


Figure 3.6.2-10

18. What type of products would you buy on Douyin? (MCQ)

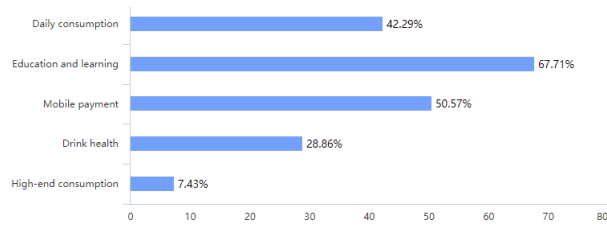


Figure 3.6.2-11

19.



Figure 4.1.2-6