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Is Tik Tok just a Social Short Video App?

Tik Tok came out when I was a freshman in 2016. I still remember it was a rainy day, I were forced to stay at my apartment. As a young generation, I always interested in try something new, I saw the Tik Tok advertisement on Apple app store, “new short video platform” was their slogan. I downloaded it, and it stay at my phone till now, I have to confess it that I almost use it every day, and I see how this app improve itself step by step and become such a well-known app all over the world, in my perspective, currently “short video platform” could not describe Tik Tok correctly, it’ s much more than that.

The basic theory of Tik Tok is while you use the app, the app will push short videos to you, generally the length will be 15s to 60s, theme of the short videos could be different, if you like the video, you click the likes button. If you do not like the short video, you could just scroll up. In this case, Tik Toks recommendation algorithm would know what you like and what you don’ t like, therefore in general, Tik Tok’s user experience are always improved by the recommendation algorithm because you will not see what you dislike, you always see what you want, this made me spend a lot of time on it. And that’ s why the number of app users could keep growing, according to the big data report 2020 by Tik Tok, there were 600 million daily active users in China. “Users spend an average of 52 minutes per day on the app. Additionally, 90 percent of all TikTok users access the app on a daily basis, and more than one million videos are viewed every day. TikTok has been particularly successful in engaging younger generations, as 41 percent of users are aged between 16 and 24 “(Mohsin, 2020). While there are so many users, it not just a social short video application that simple.

Video editing

Final cut Pro by Apple and Adobe Premiere are the most popular video content editing software in the world, if you want to edit video, you always think about these two software as in general, they are the most professional video editing software all over the world. Along the development of Internet, video gaining more weight in people daily leisure. And this increased incredibly high after TikTok came out. I am saying that TikTok might threaten Final Cut Pro and Adobe Premiere is because TikTok published their own video editing software, by using that, you can edit your video on your phone easily and upload to TikTok. I have experienced of use Final Cut Pro and Adobe Premiere on my university course, after use TikTok own video editing apps, I can tell that TikTok' s own editing apps works so good so that I don' t even want to use Final Cur Pro or Adobe Premiere because Tik Tok' s own editing apps have so much templates, all you need to do just select the pictures or videos, then the app will form the video for you, In normal user side, the platform saved me a lot of time. The learning cost of it are much lower than Final Cut Pro or Premiere. In businesses perspective, TikTok' s video editing apps is taking market share from Final cut and Adobe Premiere. Due to there were 600 million daily active users, there are countless videos been upload to Tik Tok, I think the most of users would use that instead of Final Cut Pro or Adobe Premiere. I don' t deny the domination of Final cut and Adobe Premiere in professional field, but when the topic turns to normal users, I don' t see their advantage compared to TikTok' s editing app.

Streaming & Product advertising

When we talked about streaming, western countries people might thought about Twitch, but in China, there were so many streaming platforms such as DouYu streaming, Huya streaming, platforms like that are similar to Twitch that mainly focus on gamers. In the end of 2017, after a year rapidly growth, Tik Tok publish their own streaming service. In my perspective, Tik Tok had advantage on app users unlike other streaming platforms needed to start with nothing. In the case of Tik Tok rapidly growth and getting well-known, the came out of streaming platform made Tik Tok reached to a higher level. Many users would like to follow an account if they like it, for example of mine, I followed an account that always upload interesting food making video with rap music, the lyrics were re-write that perfectly fit to the video and the food looks delicious that always drag my saliva out in late night. One day, when I checked my Tik Tok followed list

to see if there are any new video, I saw the food making account owner were streaming, with just one tap, I switched from video to streaming in Tik Tok, the streaming room looked lively, streamer was communicating with her followers. After a while, the streamer started to advertise a drink, a link came out on my phone screen, I could purchase the drink by tap the link and basic on what the streamer said, the price I got was discounted. At the moment, I realize that Tik Tok not only making a streaming platform, but also an online shopping platform, this made me compare Tik Tok with Alibaba Group (the owner of Taobao, Taobao just like Amazon in the United States). Both of them are selling product online, but they are different in my view, People use Taobao when they need a product, they know exactly what they want and they could compare prices with different providers in Taobao. People use Tik Tok mainly for leisure, but the feature of short video could introduce a product to people in just couple of seconds if the video are creative and interesting. That kind of videos makes you want to buy something, which means Tik Tok are creating new needs but Taobao just filling requirement. There was a video that try to sell lollipop holder, it shapes like a like cute gun, hand size big, you can put your lollipop in it, and once you put on the trigger, the lollipop come out automatically . The first time I saw it, I felt this product is stupid, I could finish a lollipop in couple minutes, why would I buy a lollipop holder? But after a while, I found this product showed up in many videos with different scenarios, I started to change my mind that “this looks interesting, I kind of want one” . Even there were product problem or after sale problem if you purchase product on Tik Tok, these flaws did not stop Tik Tok, many people in China treat Tik Tok streaming and product advertising mode as a new chance to become a billionaire. The top-level streamer proves the success of Tik Tok streaming and product advertising mode. “Li Jiaqi, China’s ‘Lipstick King’ who raised more than US\$145 million in sales on Singles’ Day?” (Alice huang)

2020 COVID-19

On January 2020, due to the discover of Covid-19, China treat it really seriously and suggest people stay at home even there were only thousands of cases. I got this news by Tik Tok, it pushed a short video to me and the account push it was an official account, I was shocked by the news and government choose this platform to make the announcement, of course there are other platform, but the affirm from government make me realize that Tik Tok might be more powerful than I thought. In case of stay at home policy, people won’ t be able to go to gym to exercise,

therefore Tik Tok catch the chance and publish Tik Tok online gym, according to the big data report 2020 by Tik Tok, there were 14 million people took part in Tik Tok online gym.

Healthcare information

“Many social media tools are already available for these healthcare professionals, including social networking platforms, blogs, wikis, media-sharing sites, virtual reality, and gaming environments. These tools can be used to improve or enhance professional networking and education, organizational promotion, patient care, patient education, and public health programs.” (Bruno) However, none of them has as many users as Tik Tok, which makes the professional healthcare information may only reach to a small number of people. In my perspective, Tik Tok is a great platform to deliver professional healthcare information. Short video is a great format to pass healthcare information in case generally, the most of people will not watch a long-time video that full of healthcare information because they think they are health enough and will not waste time on it, also, long time video could contain multiple knowledge that people might forget it easily after watch it. Short video doesn't have this kind of disadvantage, break down healthcare information into multiple short videos could help videos reach target audience. For example, in Tik Tok, all the videos have a preview page, healthcare workers could use few words to conclude the video information, and the people want it could see it easily.

Communication between healthcare workers and adolescents are also a problem that needs to be solved. “Healthcare professionals face several important challenges when it comes to communicating with adolescents. Adolescence is a crucial developmental stage where health-risk behaviors may begin and when individuals move from parental control to establishing their own separate relationship with health professionals. However, teens can be difficult to engage with when it comes to health care and health promotion, despite having access to more health information online” (Skinner, 2003). Both adolescents and healthcare professionals are interested in improving their communication between each other. Ultimately, communication between adolescents and healthcare professionals needs to reflect the unique nature of health care needs during developmental stages. When handled correctly, this can reduce the sense of uncertainty

and enable young adults to take charge of their health and maintain stable relationships with their healthcare providers (Kim & White, 2018). In my opinion, Tik Tok has the potential to solve the communication problem. Build trust between account and followers is the key, like I said above, healthcare workers could run an account by sharing all kinds of professional healthcare information, build its own brand and trusty to audiences. I think the most of people will not reject follow a reliable account that sharing healthcare information in case everybody wants to keep healthy. Once the trust been built, the communication become easier because the anonymous feature of Tik Tok, people could be brave to ask question especially some diseases features might shame go talk in person.

In conclusion

Overall, I do not think Tik Tok just a social short video app that simple. Basic on its larger number of users and high average users time per day. So many features come with it such as video editor, streaming, also it containing such a great potential like deliver professional healthcare information and solve the communication problem between healthcare workers and normal people. Even this app existing problem such as people spend too much time on it, piracy, people worry about data been collected, it's not a big deal to the people don't care or some of them know the risk but still choice to use it. As a person that use Tik Tok since it came out, I experienced its development process and I still surprised its progress. I learned a lot from all kinds of videos that Tik Tok push to me, it opens my view and I hope it could make our society better.

Work Cited

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