Douyin—— the leading application in short video in the next decade

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Abstract:

In recent years, along with the comprehensive innovation of communication technology, new media has also achieved rapid development and gradually penetrated into various fields. According to the 48th Statistical Report on the Development of the Internet in China released by the China Internet Network Information Center, as of June 2021, the number of Internet users in China has reached 1.011 billion, of which 888 million are short video users, accounting for 87.8% of the total Internet users. According to the survey results of the products most commonly used by short video users from 2020 to 2021, Douyin ranked first with 45.2%. As one of the emerging social media, Douyin short video APP is different from the previous simple graphic social, but the combination of music, special effects and video, so as to closely connect users of different ages, industries and identities. Based on this, this paper will discuss the possibility of Douyin platform to achieve fine operation and further expand market share by optimizing user generated content (UGC) model and analyzing the personality and commonality of audience psychology.

Keywords: Douyin APP; UGC mode; Audience consumption psychology; Market share

Introduction

With the rapid development of The Times and technology, the widespread popularity of 4G, 5G networks and smart phones, apps with short videos as social attributes have gradually entered the public's vision. Among them, the short video platform of Douyin, relying on its own outstanding characteristics, has gradually become one of the most active platforms at present." The advent of the "Internet +" era also means the improvement and innovation of information transmission and access, which brings opportunities and challenges to the development of new media communication. In this context, how to better promote the innovation and development of Douyin platform has become an urgent problem to be solved.

Douyin APP Overview

1. The emergence and development of Douyin APP

Douyin APP is a music creative short video social software launched by ByteDance in September 2016. It is a social sharing APP that integrates online music library, short video special effects, short video shooting and editing. Through data analysis of user groups' usage attributes and preferences, Douyin platform enables product feedback to meet the needs of users of all ages, and thus has a core competitiveness in the new media industry.

Although the Douyin APP is one of the most frequently used clients at present, it did not cause a great response in the early stage of its market. Its users are mainly targeted at young people, and it was even suspected of copying the North American short video social platform Musical.ly. But those doubts faded with the 2017 merger of Musical.ly and Douyin [1]. Since 2018, the number of users of Douyin APP has continued to rise, and the daily active users in China have exceeded 30 million. In addition, the overseas version of TikTok has successfully entered the social short video platform in many overseas countries, becoming one of the most popular social short video applications at present, and its audience has gradually covered all ages with the popularity of the software.

2. Features of Douyin short video APP

(1) User characteristics With the continuous innovation of the algorithm and function of Douyin APP, its users also show the following characteristics. First, the age and class of users are widely distributed. Douyin users are mainly concentrated in various industries between 15 and 35 years old, especially 24 to 30 years old users accounted for the highest proportion, reaching more than 40%; Second, the geographical distribution is concentrated in urban areas. The main users of Douyin are mainly concentrated in urban areas, mainly in first - and second-tier cities; Third, the proportion of male and female users of Douyin is balanced, and male users are slightly higher than female users [1].

(2) Video Features Short and concise, the video duration is generally between 15s and 1 minute, suitable for users to quickly absorb information in the mobile state or leisure state; Moreover, the wide application of comment and

private message functions makes Douyin have strong interaction and high social stickiness; Moreover, the Douyin platform provides users with a variety of creative space through rich special effects and material libraries, and encourages users of original content, so that the videos on Douyin platform are filled with a variety of creative styles. Finally, Douyin provides users with a nationwide live streaming platform.

(3) Technical feature By continuously applying for patents, Douyin has strengthened its core competitiveness in video processing, image recognition, deep learning, speech recognition and other technologies, thus optimizing the user experience and recommendation algorithm, making its content cover entertainment, food, tourism and other fields to meet the diversified needs of users.

3. Competitors of Douyin APP

The competitors of Douyin APP are mainly concentrated in two fields, namely, short video and social media fields represented by Bilibili and video in Wechat, and major e-commerce fields represented by Taobao and Pinduoduo. The first is short video and social media. Combined with the above mentioned, Douyin's main competitive advantage in the field of short video is reflected in its strong technical capability and rich content ecology, which brings strong user stickiness and a huge user base. The core of Bilibili is quadratic culture, with a large number of loyal quadratic fans, and the content ecology is relatively young and active; In addition, the long video and bullet screen culture of Bilibili has also made up the gap between it and Douyin in the field of short video to a large extent. Video in Wechat, as a short video platform under wechat, has a huge number of wechat users as the cornerstone of traffic. Through the linkage with wechat public accounts, mini programs, etc., the video number Bridges the gap between the diversity and innovation of the content with Douyin by building a complete wechat ecology. In general, Douyin has obvious competitive advantages in technology, but how to better attract the audience is what Douyin should pay attention to in the future development.

Second is the e-commerce sector. With the rapid development of short video platforms, the large amount of traffic attracted by live streaming has made Douyin e-commerce the first choice of many merchants and consumers[3]. According to the data of the third Ecological Conference of Douyin E-commerce, the GMV of the platform has increased by more than 80% in the past year, the daily viewing volume of Douyin e-commerce live streaming has exceeded 2.9 billion times, and the platform has sold more than 30 billion pieces of goods throughout the year [2]. However, under such perfect data is the tough competition with the major e-commerce industry. In the field of

traditional e-commerce, e-commerce platforms represented by Taobao and Jingdong have a huge user base and a perfect logistics and credit information system, which are lacking in the newly established Douyin e-commerce in 2020. In the field of social e-commerce, the e-commerce platforms represented by Pinduoduo and XiaoHongshu allow users to complete shopping through sharing and communication in the form of tweets with their unique social shopping experience, which has strong user stickiness; In the field of content e-commerce, e-commerce platforms led by Zhihu and Douban combine products with content through knowledge sharing and community discussion to achieve accurate promotion and sales of products; In the field of cross-border e-commerce, e-commerce platforms led by Amazon and NetEase provide consumers with convenient cross-border shopping experience through global procurement and direct mail services, meeting consumers' demand for quality and diversity. To sum up, how to break through the barriers of the traditional model with live selling as an innovation point is what to consider in the next stage of Douyin e-commerce.

Douyin APP development strategy

1. Technological innovation

Firstly, the application of augmented reality technology. Douyin will further apply augmented reality (AR) technology to bring users a richer and more immersive experience. Through AR technology, users can interact with virtual objects in the real world and create more creative short video content, thus attracting more users to join in video creation, forming a virtuous cycle [2].

The second is the further development and application of artificial intelligence (AI). Through the application of artificial intelligence technology, Douyin short video has built three core technologies of content security, content management and commercial operation. First of all, content security technology is an important security guarantee for Douyin, which can screen harmful content in real time through intelligent identification technology to ensure user information security. Secondly, content management technology can automatically label and classify short videos through AI cognitive technology, helping users find content of interest more quickly. Finally, commercial operation technology is the supporting technology of Douyin short video, such technology includes advertising precision delivery, marketing play research, big data analysis and intelligent data mining, effectively improve the efficiency and effect of commercial operation.

The third is the real-time interactive live broadcast function. Tiktok will provide users with a more real-time and interactive experience, where users can interact with other

users in real time through Douyin Live, sharing their lives, talents and insights, increasing interaction and engagement between users. This will give users a greater sense of belonging and engagement, strengthening the connection between users and the platform.

2. Business model innovation

The core business model of Douyin is the advertising model, which is also one of the most successful business models. The advertising model of Douyin has many forms, such as brand promotion, live advertising, e-commerce advertising and so on. Among them, native advertising is one of the most important forms of advertising in Douyin, which can be naturally embedded in the user's short video content to avoid the user's aversion. Brand promotion and live advertising are transmitted through influential stars or well-known bloggers to achieve the effect of brand marketing. E-commerce advertising is a short video of Douyin to integrate shopping functions into the entrance, so that users can directly buy recommended products.

In addition to the advertising model, there is also a way to monetize traffic, that is, to let offline businesses buy traffic or cooperate to create short videos. In this way, Douyin can not only obtain traffic fees, but also allow merchants to promote on the Douyin platform, improve their brand awareness and influence, and achieve a win-win situation.

3. Marketing model innovation

The Douyin APP not only provides entertainment for the audience for free, but also integrates the marketing model of short video and e-commerce. For example, when the audience watches a kind of video, it can jump directly to the relevant sales platform for purchase through the link given by the video. Douyin also independently launched Douyin Store, Good Thing Alliance and other plans, which effectively improved the conversion rate of commodity sales and effectively stimulated users' desire to buy.

And with the continuous improvement of people's living standards, users' consumption is more inclined to more high-quality brands. Therefore, Douyin APP innovatively launched the "short video + brand" marketing model, and changed the information flow advertisement into one with certain content and story plot[5]. The platform arranges the advertisement content through humanistic narration, encourages short video creators to add advertisements in the creation process, and then invests different types of advertisements to specific groups through big data algorithm. In this way, users' acceptance of advertisements can be improved, and brand awareness and competitiveness can be expanded.

Conclusion

In the era of "Internet +", identifying the development direction of new media communication is of great significance to promote the further development of Douyin APP. Therefore, Douyin APP must keep up with the development trend of The Times and fully grasp and use network information technology [4]. At the same time, Douyin workers should also improve their innovative thinking and information technology, fully understand the development direction and demand of the current market, and then actively promote the development of media integration to better meet the market demand. In addition, in the era of "Internet +", Douyin live broadcasting and e-commerce platforms should make full use of network information technology to improve the speed of information dissemination, optimize the content and structure of information, and make the Douyin platform provide more convenience for people's work and life.

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