

Research on TikTok's Development Strategy in the Context of the Internet Celebrity Economy: Case Analysis Based on the SWOT Analysis Method

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Abstract: Mobile short videos are developing rapidly in the market with a powerful attitude under the background of the rapid development of digital, network, and mobile technologies. Especially since the outbreak of the epidemic in the past two years, netizens have been isolated at home. TikTok's simple operation steps provide a broad space for the development of mobile short videos. Our country has gradually realized the "popularization of TikTok." As a short video platform with the largest number of users and the best development in China, TikTok APP can represent the development level of China's new media field to a certain extent. Based on the SWOT analysis method, this paper studies TikTok from the four aspects of strengths, weaknesses, opportunities, and threats, and, combined with the conclusion, put forward rich policy recommendations with certain practical significance.

Keywords: information cocoons, PGC, UGC, copyright, fragmentation

1. Introduction

With the rise of mobile Internet and big data, users are increasingly favoring short videos for their ease of creation and sharing. The short video has ranked in the top three in all segments of the industry in terms of the proportion of total time spent by mobile Internet users, and it is constantly innovating in its development process. New media represented by short videos have gradually become the first-hand information source for social hot spots and emergencies and the key channel for the development of public opinion.

In the past two years, TikTok, as the head product of the short video industry, has been deeply loved by young people. TikTok is a short video platform owned by ByteDance, which is defined as "recording a good life". The length of a short video is 15 seconds to 5 minutes. It is a kind of vertical-screen video content creation platform that uses mobile smart devices to shoot, make, watch, interact, and push high-frequency. It is also a short video social software with a low creation threshold, strong entertainment, and interactivity. TikTok makes the public more and more inclined to share what they see and hear on social media, and makes people more active in participating in social public affairs. But for teens, TikTok has a powerful allure, and we should do a better job of adapting the teen model to create a proper TikTok platform for teens.

Therefore, this paper will take TikTok as the research object and analyze its strengths, weaknesses, opportunities, and threats based on the SWOT analysis method and give corresponding strategies, with a view to contributing to the healthy and vigorous development of an important economic platform for Internet celebrities.

2. Literature Review

With the continuous maturity of information technology and the continuous development of the new media industry in China, the TikTok industry has been continuously upgraded under the empowerment of mature digitalization, which has triggered extensive discussion among scholars. Xie Jinting analyzed TikTok's ethics derived from big data based on the continuous upgrading and diversified development of short videos [1]. Man Zhihao and Ma Lingling analyzed the learning effects of students using TikTok by taking advantage of TikTok's characteristics of fast dissemination and strong interest and studied the feasibility of students using TikTok for English autonomous learning [2]. Shi Kui and Zhao Zhiying believe that colleges and universities can actively create and use official TikTok to strengthen the communication power of mainstream ideology under the characteristics of continuous innovation and production of content and form [3].

In the new media industry, scholars seize the three giants "Weibo, WeChat, and TikTok" for comparative research. He Yuman analyzed the characteristics and connections of these three apps in film marketing [4]. Gao Xin et al. also investigated libraries from three aspects: WeChat, Weibo, and TikTok, and analyzed the positioning [5], role of the three platforms, and the multi-platform collaborative service strategy. Liu Xinyu said that the wide application of new media platforms in colleges and universities has diversified the development of employment work. For example, colleges and universities use new media such as WeChat, Weibo, and TikTok to ensure innovation and start businesses [6].

Scholars have also combined the short video industry with the economic format of Internet celebrities to elaborate and analyze. Feng Shuxun put forward the innovative development model of "e-commerce + live broadcast" based on the rapid development of the Internet era and network broadcast industry and the core of Internet celebrities and e-commerce [7]. Su Luwei analyzed the communication strategies and problems of the cosmetics brand Huazizi after it entered the e-commerce field of TikTok and proposed solutions [8]. Lei Dan took the rapid development of the new media era as the breakthrough point to analyze the development mode and trend of network broadcasts, which led to the analysis of the influence of network celebrity broadcasts on college students' consumption behavior [9].

Based on the above literature, this paper makes the following three contributions: First, the selected subject is new. Although there is research on the short video industry today, the research topics of opportunities and challenges are relatively few regarding the advantages and disadvantages of TikTok, a mobile short video platform. The content of this paper is very novel as can be seen from its research content. The research on the development strategy of TikTok based on SWOT analysis is just the shortcomings of the existing research literature. Second, the research method is new. Using SWOT analysis, this paper examines the strengths, weaknesses, opportunities, and threats of TikTok, as well as the negative impact the "information cocoon room" has on the platform. Third, the contribution of reality is greater. This paper puts forward targeted and personal policy suggestions for the healthy development of the short video industry and Internet celebrity economy and provides Chinese cases, Chinese facts, and Chinese experiences for the development of short videos in other developing countries in the world.

3. SWOT Analysis

SWOT analysis is composed of S (strengths), W (weaknesses), O (opportunities), and T (threats). SWOT analysis can conduct a comprehensive, systematic, and accurate study of the situation in which the research object is located. It is an organic combination of what a company “can do” (the strengths and weaknesses of the organization) and what it “may do” (the opportunities and threats of the environment). This analysis method will be closely related to the research object of various major internal strengths, weaknesses, and external opportunities and threats, with the idea of system analysis for situation analysis, from which a series of certain decision-making conclusions can be derived.

3.1. Strengths

“UGC+PGC” Coexist. TikTok mainly produces video content in five ways, namely user-generated content (UGC), professionally-generated content (PGC), and occupationally-generated content (OGC). The UGC model can ensure user engagement, and the PGC model can ensure the output of high-quality professional content. The combination of PGC and UGC makes TikTok the characteristics of a wide range of participants and a wide range of development areas, and then it can attract thousands of producers to participate in the creation and release of videos. On the one hand, due to the limitations of the shooting time and location, most of the UGC content comes from the secondary processing and editing of other videos or UGC content captured by users themselves, and the overall visual perception will be reduced. But the UGC model provides TikTok with a constant stream of video content and a very wide range of users. On the other hand, TikTok's UGC production model delegates the power of content production and publishing to platform users, so its low threshold and lack of strict design features lead to a large number of users. In order to prevent the occurrence of adverse effects, the PGC model is carried out and used to ensure that the video is produced in the form of high-quality professional content.

Diverse Fields and Rich Content. TikTok focuses on content created by creators, which includes not only ordinary people in related fields but also leaders in a variety of professional fields. The text content on the platform ranges from astronomy and geography to daily necessities, basically covering all aspects of human life. It includes the display of the different living conditions of 56 ethnic groups; the participation of foreign friends in various forms; the knowledge and skills teaching of knowledge-based text producers in various fields; the daily life of stars; and the happiness and sorrow of ordinary people, etc. At present, TikTok has many popular categories, such as travel, funny, emotional, food, and life. Since its launch, TikTok has paid attention to the diversified creation atmosphere in the field of creators, thereby promoting the enrichment of content categories and even launching special support projects on the production of content by various users. This allows it to document life and create content in richer ways, ultimately creating the full matrix of TikTok content.

Simple Operation and Convenient Use. Compared with long videos, TikTok has a low barrier to entry. People of all ages can be photographed. Its operation is simple. Users can choose from TikTok's built-in filters, special effects, background music, and a variety of beautification stickers at the touch of a button. The simple and easy-to-use TikTok app provides users with a wealth of ways to socialize and entertain. In TikTok, users swipe up to see the next video and swipe down to return to the previous video. The operation is simple and conforms to the user's browsing habits. This low barrier to entry and simple way of producing content has attracted a large number of users to TikTok. This creates a participatory cultural space that gives everyone access to TikTok in a universal sense. TikTok's simple operation, convenient use, fast information replacement and exten-

sive dissemination of content has become the current trend and gradually become a symbol of people's life.

3.2. Weaknesses

The Formation of Information Cocoons. TikTok has its recommendation algorithm and personalized recommendation technology. In the process of continuous browsing, the platform can deduce the user's preferences through browsing, liking, and commenting, to recommend similar or user-recognized related videos and comments. In the process, users get stuck in a cocoon of information. Based on TikTok's current algorithm rules, when users find like-minded "netizens" in the comment section, they become dependent on the TikTok platform and even regard TikTok as the only online community.

Lack of Depth, Over-entertainment. The length of videos in TikTok is limited to 15 to 60 seconds, which also determines that the content of the videos lacks depth and is overly entertaining. Most of the early works focus on soft news. Its theme lacks depth, focuses too much on fun, and makes people follow the thinking of others unconsciously. People are unable to think deeply and form mental anesthesia. The biggest propagation feature of short videos lacking knowledge depth is fragmentation. Short video platforms use the fragmented time of users to provide users with information. Such transmission characteristics tend to divide knowledge into many small segments and lose the integrity of knowledge. And such pieces of knowledge often lack depth. Although there are many active individual users in TikTok, there are few influential opinion leaders, and the content of Internet celebrities lacks originality. Data show that the most popular content on TikTok includes pets, celebrities, and funny, and the topics are mainly entertainment and leisure, with relatively little serious political news information.

It Is Difficult to Check the Theme Content and Video Quality. Although the TikTok platform encourages users to actively upload produced content and increases the amount of content produced, the content created by this model is mainly focused on the areas of interest and understanding of the disseminators. It is undeniable that its content compliance, professionalism, and extensibility are still lacking. At the same time, the content transmitted by users may have problems such as violation, vulgarity, and plagiarism. In many cases, TikTok ignores strict checks on content sources and lacks the ability to comprehensively utilize information and integrate resources. As a result, the content is vulgar, lacks depth, and has no cultural nutrition and other issues.

Copyright Issues Are Difficult to Judge. On TikTok, if a user introduces someone else's original music without the creator's permission, it must be an act of copyright infringement. However, if bloggers share music and its related content in the form of sharing during live streaming, how to define whether it is profitable? Moreover, does the resulting improvement of the image value and popularity of the host belong to profit? How to calculate the hidden benefits brought by sharing and spreading again by others? All these problems bring a variety of troubles to the judgment of copyright. For example, the re-creation of TikTok TV series is now more likely to cause copyright infringement. TikTok's video editing has formed a profitable industrial chain, and many internet celebrities in the video editing category directly profit from their editing works.

3.3. Opportunities

The Fragmentation of Leisure Time. In today's fast-paced life, whether students or office workers, everyone's time is fragmented. TikTok is convenient. You don't need to spend too much time searching, and you don't need to worry about the psychology of wanting to read it all the time, which will affect the next study and work. Therefore, the fragmented reading habits of users fit the

short-duration form of TikTok, further boosting the growth of TikTok users with content duration constraints.

Performance Improvement of Internet Devices. On the one hand, with the improvement of the Internet, the continuous development of new media technology, and the expansion of the scope of Internet applications, there are more and more netizens. Whether in urban or rural areas, the use of electronic intelligent products is more and more widely used. Almost every family has a smartphone or other smart electronic product. Whether teenagers or old people, they can get different information through various media every day. At the same time, people are increasingly dependent on the Internet. On the other hand, the rapid development of "Internet +" has made many companies start to carry out marketing and publicity through TikTok and other Internet platforms with large traffic users, and actively build their websites for product sales and services. They use the Internet to solve the problem of information asymmetry to the greatest extent possible. Therefore, TikTok's further development will be greatly boosted by the improved performance of Internet devices.

The Strengthening of National Support for Short Video Platforms. The state has introduced several policies for short video platforms such as TikTok. The government supports knowledge accounts such as culture and education, attracting high-quality cultural platforms to enter. With the increase of elite intellectuals, professionals, and official cultural platforms, short video platforms have undergone great changes. These platforms transfer from simple self-expression to commercial operation and dissemination of publicity and knowledge; from mass entertainment, and commercial content to the in-depth development of vertical subdivisions.

3.4. Threats

Harsh Competitive Environment. At present, domestic short video platforms have rapidly occupied the market in a short period of time. In the competitive environment of high industrial concentration, non-obvious product differences, and high barriers, they can occupy a place and open a new era of domestic short videos, and the algorithm team behind it is indispensable. At the same time, the strong entry of Internet giants such as Unicom, Alibaba, and Tencent, as well as the intervention of Little Red Book and Bilibili, will intensify the market competition environment for TikTok.

The Awareness of Protecting Original Copyright is Gradually Enhanced. Copyright problem is a common problem in the process of content generation on short video platforms. With the continuous expansion of the user scale of short video platforms, copyright infringement greatly hits the enthusiasm of users to generate original content, which is not conducive to the long-term development of short video platforms. Many netizens do not know enough about the policies related to copyright infringement and network management and use media technology to violate others' privacy and copyright, such as the remake of movie resources being released on short video platforms. These pirated resources spread indiscriminately, making producers make illegal profits from them, seriously damaging the interests of the issuer, and so on. At the same time, the original consciousness and copyright consciousness of the masses are gradually awakening and becoming stronger. In order to make full use of the commercial value of short videos, short video platforms have lowered the censorship threshold, and even become video copyright infringers by means of technical concealment or direct infringement. This kind of behavior by platforms is very bad for long-term development.

4. Conclusion

4.1. Conclusion

This paper expounds and analyzes the coexistence of the “UGC+PGC” mode in TikTok. As well as its diverse fields, rich content, simple operation, and convenient use of the advantages. But there are users who will be trapped in the information cocoon; Lack of depth and excessive entertainment; The disadvantages of subject content, product quality control difficulties, and copyright judgment difficulties. TikTok has an opportunity brought about by the fragmentation of users' leisure time, the improvement of Internet devices, and increased state support for short video platforms. However, it may also be threatened by the harsh competitive environment and the gradually increasing awareness of creators to protect the original copyright. The specific content can also be seen in Table 1.

Table 1: SWOT analysis.

SWOT	Content
Strengths	“UGC+PGC” coexist; diverse fields, rich content, simple operation, and convenient use
Weaknesses	The formation of Information cocoons; lack of Depth and over-entertainment; difficult to check the theme content and video quality
Opportunities	The fragmentation of leisure time; performance improvement of Internet devices; the strengthening of national support for short video platforms
Threats	The harsh competitive environment and the awareness of protecting original copyright is gradually enhanced

4.2. Policy Suggestion

Based on the above conclusions, this paper puts forward the following policy recommendations: First, in view of the disadvantages of the information cocoon, TikTok’s management should be aware of the harm of the information cocoon. We should take the initiative to adjust the algorithm recommendation mechanism, increase the diversity of content recommendations, and give the audience more autonomy. We should timely and appropriately integrate into the mainstream ideological discourse, gradually inculcate the authority of the mainstream ideology, and get rid of the value closure and emotional tear of the information cocoon room.

Second, given the lack of depth and excessive entertainment of the content, TikTok should transform from entertainment to knowledge. We need to guide and regulate the unreasonable online life content, and then reshape the life world in the real-life scene.

Third, in response to the threat of an increasingly competitive environment, TikTok could develop gaming platforms that use the coins people earn through games directly into its marketplace. This increases the number of time users spends on TikTok, preventing it from being replaced by other apps.

Fourth, in response to the threat from the gradually increasing awareness of protecting the original copyright and the disadvantage of the difficulty in judging the copyright of short videos, TikTok can do corresponding copyright maintenance. We need to improve the channels for users to report, clean up the TikTok accounts of infringers, and optimize the feedback and complaint mechanism of TikTok platform to prevent the spread of such problems.

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