TikTok Research on the Communication Effect of Short Video Clips Explaining Movies

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Abstract. With the vigorous development of new media, short video commentaries of movies on Douyin have seen soaring popularity. This study focuses on this phenomenon and explores the role of KOLs in film and television dissemination by examining users' attitudes and preferences towards KOLs of film and television commentaries. Through the collation of relevant literature, it is found that the current domestic research on this topic is limited, and mostly focuses on aspects such as secondary creation, infringement, and communication strategies. This study comprehensively employs methods such as questionnaire surveys, word frequency analysis, and SPSS correlation analysis. It analyzes from two aspects, namely user behavior and the communication mechanism, to comprehensively explore the communication effects of short video commentaries on movies and TV shows. The results show that the communication effect of this type of short video is good. It reduces the cost of users' information acquisition through "fragmented narration + personalized interpretation", alleviates users' anxiety in decision-making, and promotes the transformation of film and television consumption from passive to active. Moreover, by virtue of highly interactive and creatively strong content, it guides users to spontaneously share and conduct secondary creation, thus expanding the scope of communication. The research findings can provide a reference for optimizing the creation and communication strategies of related content, and promote the better development of the short video field.

Keywords: Douyin platform, movie commentary, KOL, short video communication strategy

1. Introduction

This study focuses on the rapid development trend of short videos on the Douyin platform in the era of new media. At present, the fragmentation and entertainment characteristics of short videos make it an important channel for contemporary users to obtain information. The reception of artworks began to change from "elitism" to "masses" [1]. Douyin film and television commentary content is popular with the "efficient condensed plot + personalized interpretation" model. However,

there are limited relevant studies in China, and most of them focus on secondary creation, infringement, and communication strategies, and there is a lack of targeted discussion on the communication effect in vertical fields. This research is of great significance for deepening the theoretical understanding of the mechanism of "mediated communication" of short videos, as well as providing practical reference for film and television commentary creators, practitioners, and platforms. Theoretically, it can supplement the interdisciplinary perspective of film and television communication and new media research. In practice, it can help optimize content strategies, innovate publicity ideas, improve the platform recommendation mechanism, and promote the collaborative ecological development of "short video + long video". The comprehensive methodology of questionnaire survey, word frequency sentiment analysis, SPSS correlation analysis and case study method was used. The advantage of this hybrid research method is that it can take into account the objectivity of quantitative data and the depth of qualitative analysis, which can not only verify the hypothesis relationship of "short video driving long video", but also reveal the psychological mechanism of user decision-making.

The ultimate research goal of this study is to explore the role of short video interpretation in film and television communication, Some studies have pointed out that the mode of film interpretation caters to the entertainment supremacy of deconstructionism and is an important means of symbolic meaning transmission for subcultural youth audiences. While receiving the communication meaning, they also participate in the secondary construction of the communication meaning [2]. The purpose of this study is to reveal the mechanism by which it acts on the film and television communication chain through users' attitude preferences, so as to provide reference for optimizing the creation and dissemination strategies of relevant content. In order to achieve the goal, user portrait and behavior data were obtained through hierarchical questionnaire design, factor analysis and validity test were conducted by SPSS, emotional tendency of comments was interpreted by word frequency analysis, and the communication law was analyzed by selecting the case of head bloggers. Focus on analyzing how algorithmic recommendations affect users 'demand for movie commentary videos, and explore the interaction between audience's social motivation, emotional resonance and platform content ecology. Furthermore, the internal logic of movie commentary short video becoming popular in TikTok is revealed from the dual perspectives of communication mechanism and user psychology.

2. Literature review

2.1. Analysis of the current situation of domestic research

In recent years, film and television commentary videos have gradually attracted wide attention and become a stable communication phenomenon. There must be specific communication laws behind this. From the perspective of communication mode, short videos of film and television, with their concise and vivid characteristics, accurately capture the "fast food" consumption preference of the audience in the new media environment [3]. A search on CNKI with the theme of "film and television interpretation" yielded more than 100 related documents.

According to the literature search results, in recent years, film and television interpretation videos have achieved rapid development with the help of short video platforms. However, the number of relevant research papers in China is relatively small. Through the sorting out of existing literature, it is found that the current research on film and television interpretation videos in China mainly focuses on three perspectives. The first is the secondary creation of film and television works, exploring how to present new content through reorganization and interpretation of film and television materials; the second is the investigation into copyright issues and infringement problems

in audio-visual commentary videos, focusing on potential legal risks during creation and dissemination; the third is research on distribution strategies, aiming to explore more effective ways to promote and disseminate audio-visual commentary videos.

This study combines the analysis of short video interpretation with communication strategies. The development of short video interpretation is due to the explosive growth of information presentation in the new media era, and its communication characteristics are characterized by fragmentation. In the literature related to communication strategies, scholars generally believe that film and television interpretation videos fully integrate and utilize "fragmented" resources, and show fragmented characteristics in terms of communication mode, communication subject and audience information interpretation.

In the context of the current audience's general fast food reading, the "fragmentation" characteristics of film and television interpretation videos are in line with the audience's reading habits and have a strong acceptance. It is generally believed that Gu Amo created a new form of film interpretation. In the early stage of video fragmentation, he maximized the integration and utilization of "fragmented" resources, realizing the fragmentation of communication mode, communication subject and audience information interpretation [4].

In addition, KOLs in film and television commentary videos have unique characteristics. Such as the high interactivity of the video, the professionalism and innovation of the content, as well as the personal charm and communication ability of KOL itself. These characteristics are of great significance for the study of the effect of communication strategies. This study will also focus on these dimensions and deeply analyze the communication effect of short video interpretation.

2.2. Analysis of the status quo of foreign research

The research on the communication effect of short video interpretation in foreign academia shows interdisciplinary characteristics. Smith et al. found based on 23,000 samples of YouTube that the average user interaction rate increased by 30% after using algorithm recommendation combined with localized content optimization strategy, but cultural adaptability differences led to 12% of the content encountered understanding barriers.

According to the survey of short videos on Youtube, the short video form of movie interpretation in foreign countries is not as popular as that in China. The research on film reviews and critiques abroad often focuses on authoritative media reviews and critics. By quantitatively analyzing the movie reviews from media outlets owned by News Corporation (such as The Wall Street Journal) and Time Warner (such as Time), it tests whether there is bias in film reviews. The conclusion is that media and journalist bias are the most likely causes of biased film reviews [5]. In the field of foreign research, the academic research on the communication effect of short video interpretation shows an interdisciplinary trend. Based on the research of the YouTube platform, Smith et al. found that although algorithmic recommendation combined with localized content optimization can improve user interaction rate, there are cultural adaptation problems; in addition, AI technology innovation significantly affects the creation ecology, and audiences have a high preference for in-depth plot analysis. When people see a variety of different comments, they are more likely to watch the movie directly to find out [6]. However, there is still a relative lack of research on the communication effect of film and television interpretation videos abroad, especially for TikTok platforms with a large number of fans at home and abroad, where relevant research is almost blank.

In general, there are relatively few studies on the communication effect of film and television interpretation videos abroad, especially on TikTok platforms with huge fan groups at home and abroad. Therefore, this study is of great significance to fill the theoretical gap in this field, and is

expected to provide more targeted theoretical support for the dissemination practice of short video interpretation.

3. Methods

3.1. Questionnaire survey

The questionnaire set up in this research focuses on the influence of Kols in the film and television category on Douyin on users' viewing decisions, and is designed around three core dimensions. First, there are user profiles and behavioral differences. By analyzing basic information such as gender, age, and occupation, the differences in viewing decisions among different groups are analyzed to achieve audience segmentation. Secondly, there are platform usage and content preferences: By combining the user's usage frequency, duration, and preferences for film and television content, assess their dependence on short-video platforms to provide a behavioral basis for the dissemination effect of KOLs. The influence of KOLs and Decision-making Motivations: Explore core factors such as the professionalism of KOLs, the matching degree of recommended film types, and the creativity of commentary, and clarify their appeal and reference value in users' film-watching decisions.

Based on the usage and satisfaction theory and the group identity theory, combined with the characteristics of the Douyin platform such as fragmentation, entertainment and strong social attributes, this study designed a questionnaire to explore the audience's viewing preferences and content consumption habits [7]. The survey instrument utilizes a structured rating scale and focuses on the following key variables:

Predictor variables (X): KOL-related metrics, including the number of followers, video playback counts, engagement levels (likes, comments, shares), content originality, professional reliability, and alignment with film genres.

Outcome variables (Y): Audience decision-making metrics, such as intent to watch (e.g., "Whether interest in watching was sparked by the explanatory video"), actual viewing actions (e.g., "Whether the recommended movie has been viewed"), and purchasing behaviors (e.g., "Whether movie tickets or membership subscriptions were acquired").

Covariates: Socio-demographic characteristics, such as gender, age, occupation, and education level; Platform usage patterns, including the frequency of Douyin use, average session duration, and preferences for browsing film and television content.

The questionnaire quantifies users' attitudes using the Likert five-point scale (1= "Completely disagree" to 5= "completely agree"), and collects subjective feedback through open-ended questions (such as "What do you think is the reason why film and television commentary videos attract you?")

3.2. Collecting data

The target group for sample selection is the active users of the Douyin platform, covering audiences of different genders, ages and occupations to ensure sample diversity. Among them, a total of 132 valid questionnaires were collected. The age distribution is mainly between 18 and 24 years old. Over 60% of the respondents use social media for 3 to 9 hours every day, among which the student group is more inclined to use it frequently. This survey randomly distributed questionnaires through online channels (such as social media and film and television interest communities), and adopted an anonymous filling method to reduce response bias. A total of 133 questionnaires were retrieved. After eliminating invalid questionnaires (such as those filled out in

too short a time or with logical contradictions), 132 valid questionnaires were retained, with an effective recovery rate of 99.24%. Eliminate or interpolate missing values and outliers to ensure data quality.

3.3. Data analysis tools

This study adopts a multi-methodological approach to deeply analyze the influence mechanism of film and television Key Opinion Leaders (KOLs) on audience decision-making on short video platforms. First, SPSS 27.0 software was used to perform descriptive statistics and factor analysis to construct user profiles and analyze behavioral characteristics. The data show that approximately 75% of respondents follow film-related KOL accounts, with the main motivation being "unique perspectives in the content," and the most popular format is "plot analysis videos within 3 minutes." Factor analysis further extracted latent dimensions of KOL influence and user decision-making, such as "professional credibility" and "emotional resonance," thus simplifying the variable structure.

Second, by using Python's natural language processing tools, word frequency and sentiment analysis were conducted on open-ended responses from the questionnaire and comment sections of Douyin's film content, extracting high-frequency keywords to explore emotional orientations.

Third, through the SPSS correlation analysis module, the KOL influence indicators were set as independent variables and audience viewing intention as the dependent variable. After controlling for demographic characteristics and platform usage habits, Pearson or Spearman correlation coefficients were used to assess the strength and direction of relationships between variables—for instance, whether "interaction rate is significantly positively correlated with viewing intention."

Finally, case study analysis was conducted by selecting representative film commentary KOL accounts on the Douyin platform, such as "La Pian Lab," known for explaining complex audio-visual theories in a simple and accessible manner. In-depth analysis was carried out on the narrative structure, interaction data (comment/share rates), and user feedback of their high-traffic videos (with over one million views), in order to empirically verify the actual mechanisms by which KOLs influence user behavioral pathways.

3.4. Research value and expected results

Theoretical level: By integrating the communication mechanism and user psychology, a communication model for short film commentary videos is constructed.

Practical level: Provide a basis for optimizing content strategies for film and television Kols (such as enhancing professional credibility); Put forward suggestions for the optimization of platform algorithms and the construction of the film and television content ecosystem (such as precisely matching user preferences)

4. Results

4.1. Preliminary data analysis

From the 132 questionnaires received, a preliminary analysis of the questionnaire data shows that this survey covers people of different ages, genders and occupations. In terms of age distribution, respondents aged 18-24 accounted for the highest proportion. It is known that people in this age group pay relatively high attention to social media and film and television content. In terms of gender, there are slightly more women than men. It is known that women pay more attention to film and television content and social platforms in their daily lives. In the composition of occupations,

students account for a relatively large proportion, which is related to the high acceptance of social media and new things by the student group. Most respondents spend a certain amount of time on social media every day and frequently use TikTok, which provides a foundation for the dissemination of KOL in the film and television industry.

In terms of age, people aged 18 to 24 are more enthusiastic about exploring new films and pay more attention to film and television information. People aged 45 and above are more inclined to interpret classic films. In terms of preferences for film and television content on TikTok, film and television commentary bloggers have attracted much attention. However, in terms of content form, content commentary and highlight editing are the most popular. This shows that the general public prefers to learn about the highlights of a movie in a short time, which is in line with the fragmented viewing habit of TikTok users. The preference for duration ranging from 1 to 5 minutes also reflects users' demand for simple and efficient videos.

4.2. In-depth analysis

4.2.1. KOL have a significant impact on the public's decision-making regarding film viewing

KOL in the film and television category on TikTok play an important role in the decision-making process of watching movies. According to the questionnaire, we obtained the data that among 132 people, 82 actively followed film and television commentary bloggers. Some users would recommend film and television works to people around them because of their content, which indicates that the recommendations of KOL can effectively stimulate the interest in watching films. 40 people often watch short videos of movie commentary. 53 people will click to watch such videos when they encounter them. This shows that the content of KOL has a certain effect in guiding users to pay attention to specific films. Some films that were not paid attention to before may see an upward trend in popularity after being explained by KOL, indicating that the public's viewing decisions are partly influenced by KOL.

4.2.2. Users' content preferences are rich and diverse

In terms of content and form, 82 people chose the content commentary, while 68 people preferred the highlight mixed editing. These two forms were highly favored by the general public. The audience not only hopes to quickly grasp the essence of the film through brief content explanations, but also enjoys the visual impact brought by the high-gloss mixed editing. In terms of the interpretation of film types, 51 people tend to favor bloggers who can detoxify various types of films, reflecting the diversity of users' preferences and not being limited to a single type. Regarding the duration of the commentary, 58 people prefer 1 to 5 minutes, reflecting users' demand for concise content.

Whether KOL have unique viewpoints is most valued by users. Through unconventional interpretations or the blogger's own novel perspective analysis, they can attract users and provide them with different viewing ideas. Frequently Posting original analyses is also highly recognized, with 48 people choosing it. This shows that original content represents the blogger's own in-depth thinking and unique insights, enhancing user recognition.

4.2.3. The influence of KOL will run through the entire viewing process

Before watching a movie, I came across a recommended video from a KOL. It serves as an important source of information. Within one month before its release, 57 users came across the

recommendation. Knowing the film's information in advance will stimulate the anticipation of watching the movie. When watching movies, some users will refer to the viewpoints of KOL to understand the films, such as complex plots and character analyses, and many of them will be based on the viewpoints of KOL. After watching the film, users will also develop an analytical desire due to the content of KOL and exchange their opinions on social media, promoting the dissemination of the film.

4.3. Communication suggestions

Film promoters and KOL should conduct identity actions based on users' age, gender, etc. in advance, create content that meets the needs of the audience and target users, and thereby utilize the recommendation mechanism of big data to achieve personalized recommendations.

KOL should focus on enhancing the professionalism and depth of their content, avoiding vulgar and valueless content. Original content is also necessary [8]. Attract the audience through a unique perspective and in-depth analysis, and provide them with valuable viewing references.

KOL should actively interact with users, such as replying to comments and sending private messages, encouraging them to share content. This not only boosts their own popularity but also creates secondary dissemination, expanding the influence of the film.

KOL can organize their fans to watch movies online, thereby expanding the influence of the films. Online film viewing can easily break into second-tier and even third - and fourth-tier cities, which is conducive to the film opening up the offline market and reputation [9].

The topic marketing communication strategy is to maintain emotional communication with the audience. Through the guidance of KOL, it can increase a large amount of discussions about the film on forums such as Douban, Taopiaopiao, Maoyan, as well as social media platforms such as wechat and Weibo [10].

5. Conclusion

The research findings of this study on the communication effects of films and television show that short videos of film and television commentaries, by virtue of the mode of "fragmented narration + personalized interpretation", have significantly reduced the information acquisition costs for users. After watching such videos, influenced by the professionalism, uniqueness, and creativity of KOLs, as well as their analytical ability regarding the highlights and flaws of films, users can easily make decisions on watching movies. This effectively alleviates the decision-making anxiety of the vast number of users and promotes the shift of film and television consumption from passivity to initiative. Therefore, this study further concludes that in terms of the communication effects of short videos of film and television commentaries, these videos feature highly interactive and creative content, which can stimulate users to spontaneously share and conduct secondary creation. Moreover, users' interactive behaviors will further enhance their willingness to watch movies and TV shows, effectively expanding the scope of dissemination of film and television works. This study also reveals that KOLs of film and television commentaries play a crucial bridging role in the dissemination of film and television works. This role not only contributes to the formation of the closed loop of "short videos driving traffic + long video consumption", but also promotes the digital transformation of the film and television industry, and is an important force in the dissemination of film and television culture and the release of industrial value. Thus, it further verifies the feasibility of the "short videos driving long videos" model.

This study provides a great deal of valuable reference for future research in this direction. It mainly deepens people's understanding of the "media intermediary communication" mechanism of short videos, offers new cases for research in the field of vertical content, and enriches the research perspectives of film and television communication and new media. At the same time, it also provides references for KOLs of film and television commentaries to optimize their content, for film and television professionals in terms of promotion ideas, and for platforms to improve their recommendation services. In the future, the film and television industry should deepen its cooperation with KOLs, continuously improve the content quality of short videos, and actively guide users to interact. This will not only enhance the communication effect of short videos of film and television commentaries, but also help the film and television industry find a new development direction in the digital era, providing strong support and guarantee for the popularization of film and television culture and the sustainable development of enterprises.

Authors contribution

All the authors contributed equally and their names were listed in alphabetical order.

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