

Operation of Short Videos in Fan Economy Era: Tik Tok as a Case

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Abstract: Launched in 2016, Tik Tok has become the most popular platform providing various short videos. With the increasing users, the operation strategies cause our attention in the fan economy era. This paper illustrates the meaning of “fan economy” and introduces the current development of the fan economy to its audiences, which analysis 10.12 million users of Tik Tok. The results show that making use of fan economic incorrectly to develop Tik Tok probably cause a few operational problems, such as copy, controlling comments and buying water army. Two figures relating to short video show the popularity of Tik Tok, which illustrates this topic’s importance. By the discussion, the paper provides some new ways to the further operation of short video.

Keywords: short video, Tik Tok, fan economy, platform, account operator

1. Introduction

Since 2107, the short video industry has been on the rise. The “Tik Tok” application is used to create short videos and share daily life in September 2016. In 2017, it became widely operated all over the world. Additionally, in the era of fan economy, we can find some bad behaviors happening [1]. There has been intense discussing of its impacts on the operation of short videos, as well as some problems [2]. However, some bad influences may mislead the audiences’ behaviors, which make the public need to pay more attention to solving these problems. Thus the purpose of this paper is to give some advice to solve these issues. The topic is interested me, as a longtime users of short video industry, which truly make me find some terrible behaviors in the process of using. The second reason why I want to invest this topic is my study experience. According to several reasons, I start the discussion about the short video operation in the fan economy ear, which takes Tik Tok as a case.

Some young audiences are too young to distinguish harmful content, which may injure them due to some dangerous activities. The account owners want to make use of some difficult or dangerous videos to attract users’ attention. But they do not consider that children may imitate their behaviors. Some longtime users are familiar with the rules of the operation, which make them test the edges of the rules to seek their personal benefits [3]. For example, they use gifts to their audiences to make them do something, like commenting and recommending them to their friends [4].

To avoid this phenomenon, this paper introduces the definition of fan economy. Furthermore, it discusses why the fan economy can influence the operation of short video industry. By analyzing these problems, it provides some solutions and methods for different people. It gives one new problem about this topic, which is making opinion leaders to steer in the right direction. This paper gives some

introductions about some unfamiliar words and the basic circumstance of existing study. Then, by discussing some problems, it provides some relevant operation strategies. This study provides new insights into the discussion of the link between the short video industry and fan economy, which is not still explored.

2. Literature Review

The discussion about how to operate Tik Tok well is vital [5]. In this paper, we explore the relationship between the fan economy and the operation of Tik Tok. The aim is to find more solutions to deal with problems in the operation of the platform and make some good strategies for its further development.

2.1. The Definition of Fan Economy

The role of a fan can be as an aficionado or supporter. In the media and entertainment industry, fans are consumers who carry tight bonds with artists and the brands they are associated with over long periods of time. Every fan has traits that influence his or her social behavior and habits of consumption. When a fan finds others with similar preferences for a brand or artist, they may create or join a “fan group” (such as a fan club), which can develop into a “fan culture” with identifiable customs, attitudes, and behavior. Fan groups often work tirelessly on the one thing they share together—supporting their idol and glowing in the satisfaction of their idols’ achievements. Increasingly, fans, with the aid of continually advancing social media platforms and mobile technologies, are developing long-term, stable, virtuous, and reciprocal relationships with their idols that not only satisfy the desires of fans to have personal connections with their idols but can also influence and serve to develop the public personas of artists and their brands in return. The definition is correct and comprehensive, the scholars analyze the function of super fans, discuss the fan culture and introduce the relationship with social media, which can make readers can understand its mean better.

2.2. Some Operational Problems in the Era of Fan Economy

In this era, the different account owners face different challenges, which causes various problems happened in the platform. To some fresh account owners, the major problem is lack of fans, making them to generate strategies for getting more followers. At this stage, there are a lot of imitations happened, which leads them to copy others’ operational method. Copying the contents, the topic and the writing become more and more normal, lacking the awareness of the importance of creativity and originals [6].

However, to some successful account owners, they have enough support from their fans. It leads them become lazy, they reduce renewal frequency and ignore check conditions etc. When they accumulate some capital, the use capital to do some bad operations, such as buying water army and controlling the comments. Using the faith from fans to achieve more economic benefits, they don’t be responsible to their fans. Thus, they use some capital to send various gifts to their fans to maintain their support and love [7]. There are other problems in the operation process of Tik Tok. In this paper, we analyze these problems and offer some solutions to deal with them.

2.3. Operation Status Study of Tik Tok

Launched in 2016, Tik Tok has become the most popular platform providing various short videos. More and more people spontaneously join in the Tik Tok queue, regardless of age and gender. As the use rate increased, its attention changed. Today, the vigorous development of fan economy has attracted the common focus on many fields, including the field of the operation of short videos. Fan economy, with fans as the core, is committed to meeting the diverse needs of fans, thus promoting

their consumption, which influences the operation of short videos [8]. In the era of fan economy, the operation of short videos should also be more segmented to increase the sense of user experience and satisfaction, and be directly reflected in the media economic effect. Thus, we explore the operation theme of the short video in the era of the fan economy.

We find the major problem is the Content Homogenization Problem, causing the production of short videos lacks the internal motivation for innovation. Some researchers offer a good measure to reduce the frequency of a large amount of homogenized content, which is using cash incentives to encourage users to participate in creation. However, in my survey, the method has a low mission success rate. When an original video goes viral, thousands of imitation videos are published, a phenomenon that occurs quickly and covers a wide range of areas. The users of Tik Tok tend to ignore the advantages and benefits of original video for their own purposes to imitate and plagiarize the work of others. There are other problems existing in the operation, such as deleting comments, controlling comments and buying water army etc. So the platform need to make more detailed punishments to avoid these behaviors. And people should strengthen self-moral awareness. By multiple efforts, we can deal with these problems easily.

2.4. Aim and Prospect

With the rapid development of short videos, people want to create a platform with rules. This paper is aim to illustrate how to achieve this goal and how to make short video industry have a better future. This paper analyzes the reasons for the high usage of the Tik Tok from different aspects, and analyzes the problems existing in the operation of Tik Tok. However, in fan economy era, the operation of Tik Tok is also influenced. Fan economy become more and more specific, which stands a trend that numerous fans are willing to afford everything without any hesitation. In Tik Tok, some operators operate their accounts to purchase higher profit for accumulating enough fans, improving their support rate and conversion rate, which cause the owners of these accounts to choose different methods.

Short videos are simple to make and spread fast. Compared with long videos, short video creation is easier to attract audiences' attention. Short videos are rich, which can be spread easily just by some smart devices. It changes the unique forms and logic of traditional video in the past, and presents simple and interesting features to the audience. According to these features of short videos, the increasing number of users can cause some problems [9]. In this paper, by the analysis of relevant literature, which is focusing on theories of the function of fans and how to work for the economy, we provide some examples on how to make use of the relationship between the short video and the economy. It leads the strong fans fundamental to become the key to success. Besides, by data analysis, making comparison of update frequency of different accounts and their contents, we summarize some methods to work for enhancing economic benefits. These methods help the account owners improve the rate of success.

3. Method & Results

Since the Tik Tok becomes popular and significant in the society, it is necessary to explore the problems and solutions in the development process. In this paper, it shows some figures to introduce the topic, operation of short videos in fan economy era. By some formal statistical analysis, the paper continues to discuss and gives the further study [10]. The data comes from CNNIC. The research data of this paper is mainly from December 2018 to December 2021, and the figures at this stage are representative. Because the development of short video at this stage is on the rise.

3.1. The Study Area

The study took place in China, Tik Tok was the case for two reasons. First, Tik Tok ,as the biggest short video application (see Figure.1) in China, is a typical software, which shares various videos and typical problems in its operating process. By December 2021, the number of short video users in China had reached 10.12 million, accounting for 94.8% of total netizen. The user scale was about 72.5 million in 2018, 87.3 million in 2019, 93.4 million in 2020 and 10.12 million in 2021. The usage rate becomes more and more high.

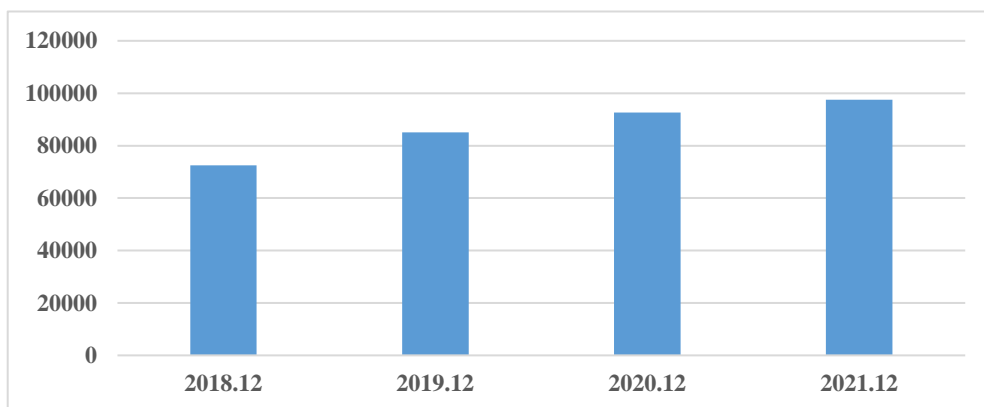


Figure 1: User scale of short videos (unit: ten thousand).

Second, the Tik Tok has high activity, which offers a platform making users watch videos in their free time. The high activity and rate of realization (see Figure.2) are typical to analysis. In 2018, less than half of short video users watch the living streaming. But until 2021, more than 70% of users watch live broadcast. According to some experts, more than 750 million users use Tik Tok actively by 2023. In the future, more and more users will use Tik Tok possitively.

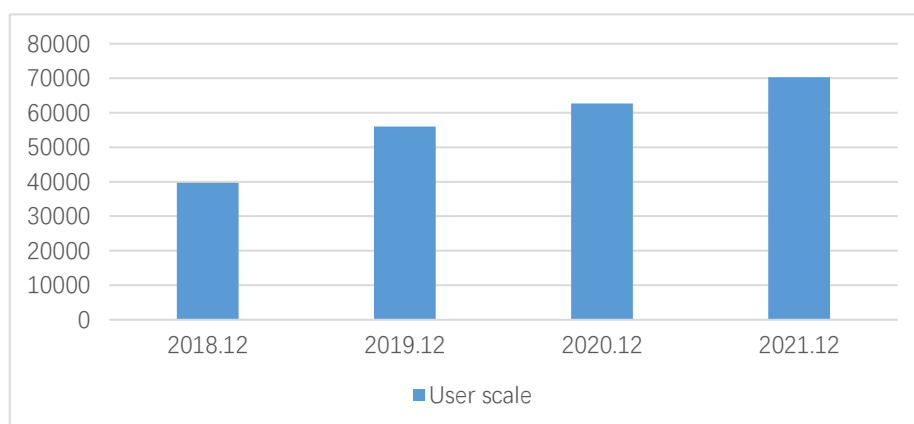


Figure 2: Living streaming user scale (unit: ten thousand).

3.2. The Data Analysis

According to the figure 1 and figure 2 (the data in two figures comes from The 51st Statistical Report on China's Internet Development), the number of short video users is increasing every year, which shows a trend that the popularity of Tik Tok is increasing too. With the development of Tik Tok scale, the quality of contents and the problems in the operational process are vital. The paper illustrates how to make more videos become better. Additionally, it helps people to retain Tik Tok users and attract

more power.

4. Discussion & Conclusions

This section introduces how fan economy influences the Tik Tok operation and how to solve some operational problems in different process of short videos [11]. Then, some discussions will be provided to all kinds of people to remain a wonderful environment of Tik Tok. In this paper, the special topic, which explores the operational methods of Tik Tok, is introduced. In the fan economic era, Tik Tok users work for the economic instead of their fans' requirement. So, it causes some problems which hinder its development. Some solutions will be provided to prevent or reduce the occurrence of such problems.

4.1. Operational Problems

By formal discussion, fan economy could cause some operational problems, including controlling comments, deleting comments, buying water army and copying others' works. For higher activity of their accounts, some bad actions they choose to achieve some new fans and remain old fans. Making use of comments to create a warm and peaceful comment area, some water armies make deceptive statements, which make their fans lose the rights to know and express ideas. Meanwhile, some users imitate existing short videos without thinking. The lack of original videos is a huge problem.

Other account owners use some gifts to retain their fans or attract some new fans. Then, making use of these fans to negotiate benefits with PR. By the increasing number of fans, they can get more profits, which causes some account owners take other actions to achieve the goal of growing fans. Besides, some people imitate video account with good data for new fans and click. If a lot of copy content appeared in Tik Tok, users are unwilling to use it because of the single content. There are many problems in exchange for profits in order to increase fans.

4.2. Solutions

According to various problems, some specific solutions are offered to people. Combining different problems and objects, different methods are more targeted. Firstly, training the users and enhancing the control of platform are vital. Some imitation videos are created by the users without training, which makes them not understand the importance of property. After training, they have ability to create some original videos and know it is incorrect to copy others. Besides, the platform can give short videos support or punishment by contents. Some original contents are easily promoted to others. But, if you copy others, you will be punished, such as being fined and being canceled an account. Reward and punishment mechanisms should be improved. However, to the water army, the platform and users should improve their abilities of distinguish. Some real comments can send and other fake comments should be ignored or informed. Meanwhile, some opinion leaders need to control the direction of development, which includes giving correct value and providing professional knowledge. Other social power also needs to get involved to the run of Tik Tok. Only by multiple efforts can Tik Tok develop better.

4.3. Conclusion

Nowadays, the short video industry is emerging and will continue to further development, which plays a vital role in the modern society. The reason for the blooming application is that it truly makes use of numerous effective operation strategies, data analysis and tracking to meet the audience's interest. Although, researchers have analyzed many existing problems in the short video operation, such as the content homogenization, the counterfeit flooding platform, and the lack of liquidity of the

platform. Existing methods cannot effectively avoid the occurrence of such problems. Scholars do not carefully analyze the psychological factors of the operators and the recipients, so the proposed solutions cannot meet their requirements, and such problems cannot be solved. In this paper, in addition to the existing solutions, we can play a role through their moral constraints according to opinion leaders which is aim to cultivate opinion leaders. In addition, the platform should also increase the punishment mechanism and support. By guiding the bad business short video account to take fines, seal and even investigate the legal responsibility and other measures to restrain its behaviors. For the original video or active operation of the account for economic benefits, the heat giving, and other official support mechanisms. Then it will use these measures to solve many issues and having a better prospect for development.

Making use of fans correctly to develop Tik Tok is significant. Our findings on the Tik Tok operation offer some new ideas. It is surprising to the formal researchers who rarely to talk about problems and solutions of Tik Tok in the fan economy era, which has been a hot spot in the current society [12]. This is probably because they are unfamiliar with Tik Tok. And they can't find these complex problems in Tik Tok. And the data is hard to find on the internet, especially for some foreign researchers.

The study could still be improved in many ways. Firstly, the data should come from a wider range of sources. Therefore, the solutions are not comprehensive enough, which are still further discussed in the future study. These findings can apply to different video applications, such as YouTube, Kuaishou and so on, which are also can be used to study the fans culture and fans economic. Lastly, the paper need further quantitative validation and detailed supplement.

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