

A Study on the Mobile Video Contents Application <TicTok>

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모바일 어플리케이션 <TicTok>의 영상콘텐츠 사례 연구

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Abstract <TicTok> is a mobile application based SNS video platform that launched its service in China in 2016. At the beginning of the service, TikTok is a music video content platform, and later, it evolved into a social platform that provides a wide variety of contents, and the process of creating, producing, and editing videos was easily provided. Since <TicTok> started its service, it has analyzed various social phenomena that have appeared to young people and the types and characteristics of video content popular in this app. The demand for vertical video content in the form of short clip is on the rise rapidly, which can be expected to improve the quality of video content in accordance with the development of mobile-based imaging technology. Useful for mobile based on the creative video producers through this study data are to be used to.

Key Words : Short Clip, TikTok, Mobile Devices, Vertical video content, Video production

요약 <TicTok>은 2016년 중국에서 서비스를 시작한 모바일 앱 기반의 SNS 동영상 플랫폼이다. <TicTok> 서비스가 시작된 처음에는 뮤직 비디오 콘텐츠가 주를 이루었고, 이후 다양한 콘텐츠를 제공하는 소셜 플랫폼으로 발전하였으며 영상의 창작, 제작, 편집 등의 제작과정이 간편하게 제공되었다. 모바일에서 <TicTok>이 서비스를 시작한 후 젊은 층을 중심으로 나타나고 있는 여러 가지의 사회 현상과 본 앱에서 인기 있는 영상콘텐츠의 유형과 특징을 분석하였다. 세로형 Short Clip 형태의 영상콘텐츠의 수요는 급격히 증가 추세이며, 이는 모바일 기반 영상 제작기술의 발전에 따라 영상콘텐츠의 질적 향상을 기대할 수 있다. 본 연구를 통해 모바일을 기반으로 하는 창작 동영상 제작자들에게 유용한 자료로 활용되길 기대한다.

주제어 : Short Clip, TikTok, Mobile Devices, 세로형 영상콘텐츠, 동영상 제작

1. Introduction

In recent years, communication technology has prepared by leaps and bounds, and smart phones have become the main communication medium. Dissemination of information is no longer solely based on paper media. The

information transmission based on mobile devices is more efficient and convenient. The rise of the mobile phone industry directly promoted the prosperity of short clip creation industry. In 2016, mobile short clip platforms have emerged one after another. According to iiMedia Research, the number of short clip users

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in China reached 5.01 million in 2018, and it is expected that the number of short clip users in China will continue to grow steadily in the future.[1] [Fig.1] With the increasing trend of fragmentation of information, direct and fresh sensory stimulation can often attract attention quickly and cater to the current fast-paced lifestyle. Whether it is social activities, consultation and acquisition, e-commerce and other fields, short clip has become one of the most popular social ways for people at present.[2]

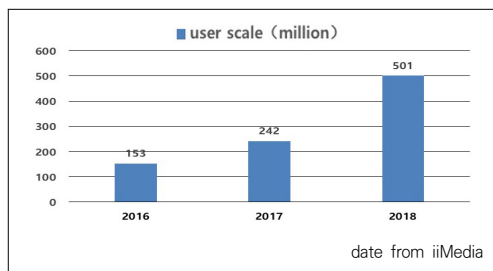


Fig. 1. The short clip users scale in China from 2016 to 2020[1]

In 2016, music short clip community 'TikTok' appeared. TikTok provided users with music, video editing, special effects and other functions.[3] It reduces the difficulty and cost of video editing. Anyone can record things around you and are shared on TikTok by smart phone. TikTok can be said to be popular with all ages, and its popularity has also made a short clip as the main means of content dissemination.[4] According to the '2008 TikTok Big Data Report', the number of active users in China has constant growth. [Fig.2] It is different from the situation in China, in South Korea, the main user of TikTok are kpop stars, popular creators and fans of idols.[5]

1) In China, Tik Tok is called Dou Yin. The Tik Tok mentioned in the subsequent article is the Chinese version Tik Tok- Dou Yin.

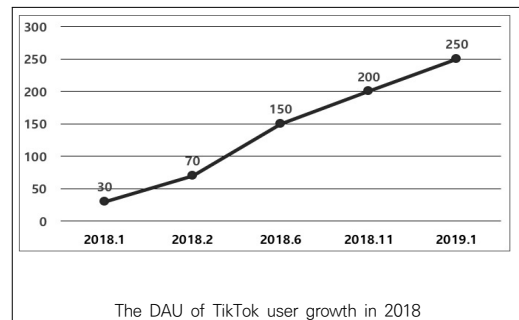


Fig. 2. The DAU of TikTok user growth in 2018[6]

1.1 Study scope and the method

This paper will study the short clips contents TikTok in China. Through the research on the characteristics of short video production of TikTok. The author tries to analyze five popular kind of short clips in TikTok in China, and attempts to analyze the reasons why short clips are popular among all ages in China.

Now, mobile communication technology has become 5G. In the future, there will be more video content forms on mobile platform. At present, with the development of TikTok, Facebook and instagram have also launched short clip services. Short clips have also become popular around the world. It is different with China, in other countries, short clips are mainly consumed by young people, stars and fans of idols. Through this paper, would like to provide reference materials for the developing overseas TikTok and those interested in short clip. [7]

2. The point

2.1 Theoretical study of short clip

In 2014, mobile short video social applications such as Snapchat emerged. Users recorded videos and tagged text to produce video content, and shared them with the social platform. This kind of video content has been loved by many young people. In China, short clip appeared since

2016.[8] At the same time, the continuous development and upgrading of mobile terminal technology has created a good development space and opportunity for the development of short clip. Short clip refers to the video content which is suitable for watching in mobile or short leisure time on various new media platforms, and which is pushed by high frequency. Short clips range in length from a few seconds to a few minutes. The dissemination covers such topics as technology, humor, fashion, hotspots, interviews, education, advertising, business, etc.[9]

2.2 Theoretical research background of Tik Tok

TikTok is a music short clip sharing social platform with 80s and 90s young people as the main users. Users can slide up and down to change videos with only one hand. Generally speaking, the user's visual interest will begin to decline after 30 seconds, and now Internet users are more inclined to fragmented reading.[10,11] TikTok's basic length of the video is 15 seconds. It fills in the fragments of time for young people to spend their work and life, and meets the multiple emotional needs of users. [12]

2.3 The Reasons for the popularity of TikTok

TikTok's popularity has made video editing in today's stage change from very individual to universal in the way of cultural transmission. The reason why 'TikTok' can stand out in many short clip platforms is not only the platform factor, but also the content factor.

2.3.1 Social conditions

After TikTok on line, a large number of well-known stars were invited to use TikTok. With a massive campaign TikTok expands its awareness in a short time.

2.3.2 The Characteristics of TikTok

TikTok has the characteristics of vertical precise positioning "de-instrumentation, de-centralization". Through the analysis of its big data, decentralization algorithm, intelligent analysis of users, accurate character characteristics, conscious content push, so that users can look video content constantly. In fact, TikTok is a social mobile short video application. Because of the function of comment and praise, users' activities on the platform can be recognized by other users. At the same time, 'TikTok' can initiate various types of interaction and challenges. Users can play with friends, and also interact with cyberstars and idols, which increases interesting and cohesive.[13]

2.3.3 The Characteristics of TikTok's contents

1) 15s short clips

TikTok's basic length of the video is 15 seconds. Within 15 seconds, the video content displayed is more delicate, in line with the user's mobile fragmentation habits. In 15 seconds, users can also watch the whole video more attentively.

2) Visual effect

TikTok provides users with a variety of music styles and cool visual editing functions, and simplifies the production process of short videos. Users only need to record video, mix sounds, add filters, synthesize and share. They can edit video with great aesthetic feeling without professional study.

3) Vertical Short clip

Users are accustomed to the vertical use of mobile phones, making vertical screen video became a new trend of video development. Vertical screen uses vertical lens to focus more attention on the main body of the video."One-to-one" sensory experience reduces the horizontal space, reduces the blank space of the video horizontal space, gives more expressive space to the theme, deepens the user's immersion in the video content, and makes people feel immersed in the situation.[14]

3. TikTok short video content creation method

3.1 The basic shooting skills of TikTok



Fig. 3. The basic video creation function of TikTok[15]

The short clip creation function provided by TikTok is one of the core functions of TikTok. By July 2019, TikTok had more than 320 million daily active users.

The biggest feature of TikTok is that the users can adjust the shooting speed and segment shooting. And Fig.3 shows the basic video creation function of TikTok.

1) Adjusting the shooting speed

Users match video by adjusting the speed of music. When music slows down, the corresponding broadcast speed of video will be faster. When music plays fast, the playback speed of video will be slow. With the different speed of music, the same video will present different visual effects.

2) Segment shooting

Users can shoot video in sections, and connect them with each other through transitions to finish a video.

TikTok uses music as a tool. The users can use the above two shooting techniques and editing effects provided by the platform to create a variety of short clip contents for the platform in combination with their own creativity and content.[16]

4. Case study

According to the contents type, the short clip on Tiktok platform can be divided into five categories: beauty, talent, interest, knowledge and story. [17]

INTEREST	Food, cars, pets, things, sports, tourism, technology, animation,
	In this category, creators share their interests to create short clip. This capture is a creative cooking course short clip. Fans : 1793.2W Likes : 8817.4W





<p>TALENT</p> 	<p>Make up, dressing, music, dance, handwork, painting, technical flow</p> <p>In this category, creators often have some professional skills in a field. And they show their professional skills to other users This capture from a interior designers. She show the interior decoration skills for people. Fans : 690.5W Likes : 2926.3W</p>
<p>BEAUTY</p> 	<p>Including Celebrities, beauties, handsome men, cute children, foreigners</p> <p>In this category, the creators often have beautiful appearance. At the same time, they also sing and dance well, Or through some play to show their beautiful appearance. This capture from a beauty cyberstar' short clip Fans : 2878.0W Likes : 13334.8W</p>
<p>KNOWLEDGE</p> 	<p>Software, baby, tricks, culture, photography, education, health,</p> <p>In this category, creators show their professional knowledge in a certain field to other users. The capture from a pre-school's short clip of TikTok. They share activities for some parents to play with their child. Fans : 467.0W Likes : 1605.1W</p>
<p>STORY</p> 	<p>Software, baby, tricks, culture, photography, education, health,</p> <p>In this category, creators created creative and funny story in the form of a short play The capture from a funny creator's short clip. He plays Duo Yu (men) and sister Mao at the same time to create funny short clip. Fans : 3300.6W Likes : 32180.7W</p>

Fig. 4. The classification and case of short clips of TikTok[18]

5. Conclusion

Short clip can be said to be the product of the development of the times and technology. In

China, after it was launched in 2016, it has aroused the enthusiasm of the whole people. In China, although the main target users of TikTok are the 20s, 30s young people, it is loved by all ages. From 80 years old to 10 years old children, all ages have become the main users of TikTok. This is not only because of the user's adhesiveness to the platform itself, so that the user can not stop brushing, but also users can get the visual information they need from the platform.

TikTok not only provides a social short clip platform for users, but also provides users with short clip editing technology. As the hottest new media , with the development of mobile technology, in the future, there will be more new media technology applied to short video platform. At present not only in China, TikTok also developed on overseas. Comparing with the Chinese native TikTok, although the overseas version of TikTok has aroused hot discussion of certain ages, it can not be loved by all ages just like the Chinese native TikTok. At present, the academic research is mainly about Chinese native TikTok. This paper analyzes the reasons for the popularity of TikTok in China, its operation methods, as well as the types and characteristics of popular short clips on the China native TikTok. It is hoped that through this study, it can enrich its research direction, not only for China, but also for overseas TikTok and professionals interested in short clip.

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