

# Research on the Development Status and Optimization Strategy of TikTok New Media Industry

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**Abstract.** The Internet is a platform that welcomes all users. The little video was developed in a network context, therefore there must be benefits and drawbacks. The Internet craze has led to the creation of a brief video. Although it has a good impact on human society, it also has a bad side. The rise of Tiktok has sped up the development of the new media sector, which benefits businesses by significantly lowering their costs and increasing their exposure and power. The introduction of TikTok affected people's leisure, entertainment, and reading habits as well as their value orientation, created a contemporary Tiktok culture, and had a significant impact on information sharing. In order to better achieve traffic transformation, this also directly engages users, which is unquestionably a wonderful potential for small and medium-sized businesses and brands. Tiktok will also become a major player in the field of product marketing in the future.

**Keywords:** Development Status; Optimization Strategy; TikTok; New Media Industry

## 1. Introduction

The introduction of TikTok not only altered people's recreation, amusement, and literacy routines but also their sense of right and wrong, created a contemporary Tiktok civilization, and had a significant impact on the diffusion of information! Tiktok satisfies users' expectations and the demands of community relationships thanks to the ongoing scientific advances, equipment, and communication networks! Currently, Tiktok content, namely the horizontal quick Tiktok stage, is prominently used in many baking dish videos. On the other hand, with some horizontal advancement in the future, it will search out vertical materials with fine and unique complexity! One of the basic tensions in TikTok's growth is the tension between business fulfillment and experience design, which is a fundamental characteristic of a banking services. TikTok needs to find outside funding in order to continue operating. Nevertheless, the brief video manufacturers are facing tough rivalry, brief video promotion is still in its adolescence, and the vast majority of companies are still waiting and watching. The user experience is significantly impacted by the shoddy advertising technique and the fact that commercials are interspersed throughout the content! The future of simple advertising presentation will be changed by TikTok commercial realization, which combines the traits of TikTok communication and the concept of commercial realization. TikTok will combine the qualities of products and the benefits of TikTok to create a sustainable and healthy advertising idea based on the quality of advertisements. Instead of just display advertising, we work creatively with businesses to generate tales, decorative, educational material. The persistence of users and the emergence of system culture are the definitive indicators of the Tiktok network's progress. A key aspect and the only path to Tiktok's ecological sustainability is to think about how to allow consumers participate rather than trading customer engagement for corporate realization. Meanwhile, Tiktok creates a healthy loop of participatory production, experiential retention, and consolidation, which provides an open content production environment based on self-expression for producers, ensures the stability of the continuation of content generation, and greatly improves the quantity, quality, and richness of content. Coupled with the intelligent algorithm and interface function design innovation, it provides users with accurate, diversified, and wonderful content presentation forms, effectively attracting a large number of potential traffic. At the same time, we actively pay attention to the collaborative and integrated development of online and offline so that users can also find entities for psychological dependence in the real world. The interaction between the loop and the closed loop maximizes the user's needs for self-harvest, self-achievement, and self-realization. It gives the user a strong sense of participation

and experience. TikTok has become a representative phenomenon product of The Times in just over four years, and its success is worth learning and referencing from the same industry and other industries [1].

The advent of TikTok has sped up the creation of the proposed media sector, which benefits businesses by significantly lowering their costs and increasing their awareness and power. In order to more successfully achieve business optimization, this also directly engages users, which is unquestionably a significant upside for small and medium-sized organizations and companies! TikTok will also develop into the next-generation firm, and marketing strategy is a crucial frontier field [2].

## 2. Literature review

According to Royal52, "TikTok users can take advantage of a number of advantages. The biggest advantage is that it serves as an excellent source of entertainment. Along with dancing and making films, you can utilize your creativity to grow your TikTok social media platform and fan base. The videos on TikTok are quite innovative for consumers and have benefits for social networking and enjoyment. Users can express themselves more creatively by commenting on videos, like them, and sending publishers of the films private messages so they can reply to their comments. This improves communication between users and fans and boosts social involvement [3].

PamelaBump found that "Musical.ly had essentially the same design as TikTok before it changed into that app. Users of the software could virtually duet with pals while lip-syncing to music." TikTok's video play is much like a musical in the past. It is a form of entertainment belonging to the media society. Still, at the same time, it can also have more creativity, and TikTok's creativity goes far beyond the genre of music [4].

The TikTok device's poor programming is one of its many big flaws. Parents worry regarding their children's futures since they are subjected to offensive sexual stuff. The application's age minimum requirement ought to be sixteen years old. Like other media platforms, some of TikTok's videos are prone to vulgar pornography and violence. Indeed, many parents demand that the software be responsible for users' age. Therefore, it is necessary to avoid pornographic violence and projects harmful to social growth in the media and to stop them strictly [5].

## 3. Methods

Secondary data collection Collects secondary data that can be used by further processing, collating, and refining data using existing databases or fragmented texts. Secondary data is the data that has been processed and analyzed. Through the collection, classification, and research of a large number of secondary data, the interpretation of their topic is the data analysis method mentioned here.

## 4. Result

In order to control the media and user attention of The Times, TikTok combines artificial intelligence with the Internet. "Mr.Z has benefited from Chinese willingness to prioritize technology in the fight for supremacy in the tech industry. He speaks of a goal to "revolutionize how people consume and receive information" by "combining the power of technology of the rise of website." "From a Los Angeles office, the business actively monitors global content trends. Over the past few years, In addition to investing lots of million in Survive me, a Los Santa monica live broadcasting service that is large percentage from Chinese smartphone software maker Bengal tiger Mobile, ByteDance also acquired Flipagram, a Los Angeles-based video and image manufacturing operating system that creates videos and photos that are set to music. In addition, ByteDance committed lots of million to Cheetah Global to acquire the Information Republic, a mobile payments content aggregation company with its headquarters in France. Reddit, an American social news aggregator owned by Si Newhouse's Advance Publications, was the target of a substantial acquisition by ByteDance, but Tencent intervened with a \$300 million co-investment at the start of 2019."

The entrepreneur overseeing TikTok and its desire to go internationally looks ready to make a contribution in the entertainment industry with its "entertainment + short clip + networking" approach to the trendiest music and brief video industries in current history. Invest in quick films, work with seasoned professionals, and draw in renowned independent bands and fresh new talent. Both property and advertising are practical potential revenue generators. Mainstream media, both domestically and abroad, have lost their ability to compete in the advertising market, and the next fiercely competitive market for online businesses is now television advertising, which generates more than \$10 billion annually. The consumer scene is becoming increasingly fragmented, so the patch and inserts ads inherited from the long video era are bound to decline. Consumers have no time for advertising alone. The only advertising that becomes the content itself can survive. How to better content, mobile advertising is the key. Today, the biggest success on mobile is in news stream advertising. On both Facebook and Tiktok, ads are presented natively, juxtaposed with content or content itself. Compared with traditional advertising, it stands in the position of the brand owner. Ordinary advertising cannot simply copy the above model. Although it has more than 100 million monthly active users, users' types, preferences and needs are relatively dispersed due to its news attribute, so it is more suitable to adopt the way of information flow advertising. Therefore, it is more suitable for the more straightforward creative short video, hard advertising, and patch mode.

## 5. Discussion

First, communication is a new subject with both theory and practicability. Tiktok is a very popular social software at present. With the increasing influence of mass media, it is of great significance to study it carefully and conduct systematic and comprehensive research on it. The fundamental purpose of the research on emerging media software is to explore and reveal the essence and rules of human communication and the strategy of media software and to establish a distinctive scientific communication concept. To achieve this goal, first, we should conscientiously study, systematically understand and reasonably draw on all useful achievements in communication studies. Neither has the exclusion theory. All deny, blind. There's no need for substitution; affirm it, copy it. Second, we should dig deeper and conscientiously summarize the communication ideas and experiences in the treasure-house of Chinese culture so that communication studies can truly integrate into people's hearts and become an organic part of modern culture. Third, we should examine and analyze modern communication's current situation and problems in combination with national conditions and practical life. The study and research of communication is not only the requirement of The Times, the need of life, but also the demand for personal growth. Therefore, this paper studies this subject will help improve my personal media literacy. It is significant to theoretical workers, leaders, decision-makers of relevant departments, professional communicators, and the public. TikTok, social software for music creation and the launch of short videos took place in Sept. 2017. It consists of a collection of brief music videos that emphasizes youth. Through the software, users can choose songs and create little video content for themselves [6].

Tiktok has a huge impact on people and reaches many people. "After taking the global uprising With roughly 1 billion active subscribers, majority of whom have continuously active for less than an hour a day though, TikTok is still firmly entrenched in its position as among the most widely utilized social apps in the world despite having only been around for a few years. The stuff is considerably different from Instagram's. TikToks are built on shortness; the narrative, whether amusing, sad, odd, or furious, should be as brief and powerful as possible. TikTok is simple to absorb since every video is usually around Thirty seconds long. Additionally, this ensures that new material is consumed once every session, resulting in longer browsing through the app sessions and reduced boredom. TikTok is a relatively new app compared to Instagram and perhaps other platforms. Yet, using the application for longer than three hours a day has been linked to various detrimental consequences on psychological disorders, such as a steady decline in focus and concentration.

Young female consumers get behavioral tics as a result. Mannerisms are involuntary, repeating episodes that are made worse off by anxiety and depression and frequently go away with psychological counseling. Unlike with Instagram, TikTok has swiftly developed into something of a hub for debates about good mental well-being. The network has become popular with posts and comments addressing controversial topics like despair, euthanasia, and other challenging mental health issues. Users can post short, emotive information that is aesthetically beautiful and compelling as a result to the device's architecture. It's a fantastic system for using to make a forceful and succinct remark with an influence that will last and be spread [7].

including during the COVID-19 outbreak and thereafter, TikTok has made efforts to both regulate highly hazardous materials and support behavioral health options for Users across the globe. Although the platform still has a ways to go and has suffered in the past and currently with persistent problems like the fetishisation of kids, TikTok offers a compellingly optimistic glimpse of what good governance of social media networks might entail. With 25percent of total of individuals between the ages range Ten to 19, TikTok must make every effort to shield teenagers from the exposure to a hazard that applications like Instagram have done [8].

The good news is that therapists are beginning to use TikTok's widespread appeal to connect with youthful, larger public in order to dispel discrimination, promote uplifting themes, or provide personality advice. It may be argued that TikTok has made personality and psychiatric education "cool," or that at the absolute least, that being one of the most widely used social media platforms has rendered these formerly difficult subjects much more approachable. It demonstrates how Tiktok has impacted our lives significantly. Numerous people's opinions of locations all throughout the nation and the world have evolved as a result of Tiktok. Previously, we acquired more territory by images, literature, movies, as well as other media formats. However, Tiktok now allows us to view the state's stunning environment whenever we choose. High art, such as Italian opera, was generally inaccessible to ordinary people. Due to the differences in each person's cultural level and living and learning environment, he may not know how to appreciate it even if there is a chance to listen to an opera. The general public needs a location in which they can be entertained and embraced on their own, yet such great art is always beyond of reach. People watch brief videos to fulfill their need for excitement. Short films' social milieu reflects the tendency of minimalist design westernisation and, to a certain measure, satisfies the psychological demands of individuals who have long been without modern recreation activities, particularly the bottom fanatics [9].

Tiktok is a fantastic approach to discover what life is like at various societal levels. Individuals somewhere at bottom of society could share specifics of their life and exchange incidents with people throughout the nation thanks to Tiktok's simplicity of use. Tiktok can be used by the general public to learn about individuals' lives and to share both happy and sad events. to comprehend how teenagers think. The much more prominent demographic on Tiktok is made up of young individuals who aren't afraid to share who they are, what they think, and what they think instead of going along with the rest. Tiktok is a good choice for a survey of young people's consumption attitudes. Moreover, materialist dialectics shows that everything has two sides. We should affirm the positive role of the Internet divine comedy in people's lives, and we should not ignore the negative impact of the flood of Divine comedy. Tiktok is a fantastic approach to discover what life is like at various societal levels. Individuals somewhere at bottom with society could share specifics of their life and exchange incidents with persons throughout the nation thanks to Tiktok's simplicity of being used. Tiktok can be used by the general public to learn about individuals' lives and to share both joyful and sorrowful events. to comprehend how teenagers think. The much more prominent demographic on Tiktok is comprised of young individuals who aren't afraid to share what they are like, what they think, and what they think so rather than going along with the rest. As a result, the growth of limited videos has been somewhat hastened by the attractiveness of short videos. In a lot of short videos, real-time hot is total nonsense. A short video of nutrition, watch a short video is mostly teenagers if these video waiters set up the correct image. If not, do more harm than good to young adults, breeding ground for the development of low-quality videos. Accidentally letting teenagers think they should have such

short videos, words are vulgar, and vulgar performance forms to follow suit. So, the young people in the active network are easily harmed by the network skew, which has a bad influences how they think about and actually value, warps their principles and beliefs, and veers away from the communist fundamentals. Short videos need to be reevaluated and properly handled as a web phenomena [10].

As a result, it is believed that aesthetically perception and truth coexist, allowing both persons from privileged and disadvantaged cultural backgrounds to recognize and embrace beauty. The filming techniques and aesthetic expressions used by people were rather capricious previously short clips was becoming a literary, and artistically commodity. A brief film must continually satisfy people's consuming needs as it develops into a property with corporate entities. As a result, it eventually gains popularity. Short videos are a successful item, which necessitates a constant need for manufacturing to meet desire. But it is undeniable that the majority of short clip programming is offensive in order to appeal to viewers. The paradox occurs when viewers of a brief video blame it of degrading their minds while simultaneously contacting another brief film out of fascination. Short video broadcasters must continue to evolve in order to satisfy people's sensitivity. Therefore, learning to treat short videos correctly should be the direction video transmitters pursue. They should not indulge themselves blindly to cater to some uncivilized, unhealthy, backward, and ignorant things [11].

Online consumers should work to improve their identity and cognitive perception of unfamiliar concepts. Connection is a hybrid virtual environment, and whether brief video footage is good or negative varies on Online consumers' attitudes. Young people should develop their consciousness and address matters related to networks sensibly because they are the network's driving force. Academic establishments should improve the proper supervision of teens' Internet use at the same time that they are enhancing their consciousness.

The person who distributes the video should put up the right impression, create a strong courier image in a brief video, enhance their quality, and establish a strong courier impression in the performance's content and presentation. Actively spreading positive vibes to most teenage people will help them develop a positive attitude on life and solid morals, which will help them fit into public consciousness. A brief film should contain original material, an inventive production format, and cultural overtones. It ought to eliminate kitsch, bad obscenity, and profanity, and foster a favorable viewing environment.

Strengthen industry self-discipline, do a good job of civilized network platform itself to strengthen its construction, realize the network real-name system, do a good job of civilized people, and cut off the root of the problem. The lack of supervision is also a problem in short video platforms, and the phenomenon unsuitable for children frequently appears. In short, the short video platform should strengthen the government's supervision and the industry's self-discipline. Combining the two can make the short video develop healthily and let the audience watch the short video with high quality.

## 6. Conclusion

In summary, the Online seems to be a open and gratuitous medium. The little video was developed in a network context, therefore there must be benefits and drawbacks. A short video has been developed as part of the Internet phenomenon. It brings a positive influence to human society but also brings a negative side. Tiktok may seem like a little fun for some people, but for others, it's just too much for them to control themselves, and it's gradually destroying your self-discipline. If people allow themselves to degenerate, they will only gradually lose themselves. We can only advance more calmly, more quickly, and farther in life if we approach it appropriately. To put it differently, Tiktok is indeed people's desire for anything fresh or lovely in life. Depression can also be viewed as people's apathy with their current circumstances. Naturally, not everyone believes Tiktok to be this way. Tiktok is used by some persons to launch profitable companies, but it also has benefits.

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