ANALYSING THE IMPACT OF SHORT VIDEO PLATFORMS IN SOCIAL MEDIA

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I.   INTRODUCTION

Since 2017, the short video industry has been on the rise. With the chinese TikTok app quickly becoming the monopoly in filling the void left behind by Vine, with video content and licensed music used to make clips of upto 15 seconds in length. It went live in September 2016. This project analyzes the reasons for the popularity of the Tiktok app (and other relatively competitive applications) from the three aspects of marketing promotion strategy, user demand and algorithm technology, and analyzes the problems existing in the content operation and liquidation ability and moderation.

The start of short videos as a concept can be attributed to the development of Vine, which was an American social networking short-form video hosting service where users could share six second-long, looping video clips. It was also used to try to browse videos, along with a group of videos that were uploaded by theme, and hoping that users could "trend" videos.

After Vine discontinued their service starting October 2016, there was quite an influencer migration to other platforms such as YouTube but the market for short video was left for a while, as other social media giants tried to capture a slice for themselves

II.   OBJECTIVE

Ongoing examinations assessed a decrease in the capacity to focus of people all in all, The outcomes showed the normal individual's ability to focus was 12 seconds. Around 15 years after the fact, it dropped to 8 seconds. The short video idea is essentially cornering this reality, by amassing and suggesting client produced vertical video substance and this has been demonstrated to be fiercely effective as of late, with the cell phone blast.

The task intends to examine and decide the effect of short recordings in web-based media stages, particularly on more youthful ages internationally. The paper utilizes an even minded way to deal with look at in depth purposes for TikTok turning into an abrupt gigantic accomplishment among young people alongside its positive and adverse consequences. Content examination is performed on parent"s perspectives and remarks left as input at the application store for downloading this application. Subjective information accumulated is deciphered and classified to determine arising topics. Centered gathering interviews with a couple cutting-edge TikTok miniature famous people are directed to investigate their basic manners of thinking, issues and other intriguing realities about the application. The investigation proposes a reasonable system as guide of TikTok miniature distinction which could be utilized by different examinations and analysts. The investigation validates a actuality towards understanding the spaces of additional examination in planning and fostering the application from a utilitarian just as users" viewpoint

III. LITERATURE SURVEY

SHORT VIDEO AND ""TIK TOK"" APP OVERVIEW

Short video is a sort of Internet content transmission, which is for the most part spread inside 5 minutes of new Internet media. With the prevalence of portable terminals and the speed of the organization, the present moment and hightraffic content is slowly spreading and the "Tik Tok" application gets the blessing, all things considered, fans and capital. "Tik Tok" APP is a music inventive short video social programming, dispatched in September 2016, in the past known as A.me. After the name change, the "Tik Tok" was completely advanced in the second quarter of 2017, making the "Tik Tok" sound short in 2018. The video positions seventh. The motto of the "Tik Tok" was changed to "record a decent life" from the start of the web based "letting love from here" to March 19, 2018. Most clients of "Tik Tok" are ladies, and the vast majority of their clients are youngsters. The short video in the "Tik Tok" APP is 15 seconds in length, and the client can choose the short video of the ambient sound, movement altering and enhancements handling. What's more, "Tik Tok" has likewise made a particular music local area, with music as the middle for content class division, and furthermore dispatched the "Dance Machine" with the "Human Key Detection Technology".

Online media offers teenagers the chances to relate to different clients have comparative interests, yet it moreover offers a correlation with different clients. This correlation is common in all ages of teenagers yet becomes to a specific degree more mysterious via online media. As ID has a part in the advancement of youthful individuals online media offers this without the requirement for direct collaboration. Studies have inspected the utilization of social media and separated from sitting back, diversion, and data chasing, relational/intelligent ventures the principle look made by teenagers and youthful grown-ups. Studies have discovered that among gatherings of youthful individuals who utilize online media the justification utilizing the stages is to defeated seen deficiencies inside themselves
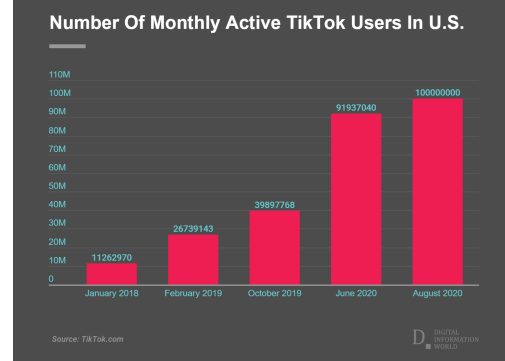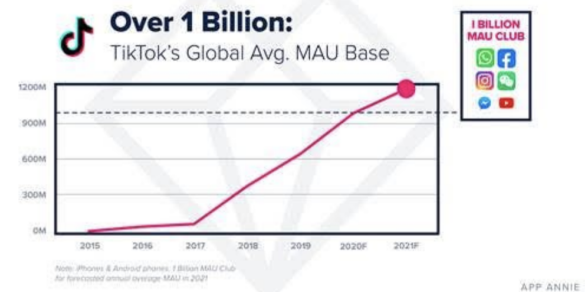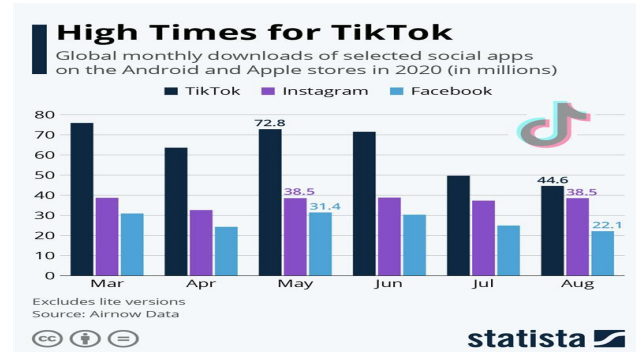

IV. DATA

A. Graphs and statistics:

video_length	n_likes	n_shares	n_comments	n_plays	video_desc
8	788	7	19	3317	Prove it #wearyourfacemask
14	2233	10	35	11300	Can't believe it worked #PillowSwitch
12	4413	68	50	22200	The floor is the New York Times #FloorIsLava
12	5286	45	48	23600	I'm gonna win this year's Hunger Games.
53	2149	29	28	10900	Yes, "comic book reporter" is a real job #Marvel #CaptainAm
53	6096	76	55	26400	Journalism on the go 📱
13	3015	36	57	15800	Make sure to cover your nose and mouth! #facemasktutorial
8	10400	90	100	52500	The U.S. set another single-day record for new #coronavirus
13	6721	122	89	32900	We're really happy #PhotoStory
17	6608	45	87	27100	She's so talented #DogsOfTikTok

V. EXPERIMENTAL RESULTS

```python
1    from TikTokApi import TikTokApi
2    import pandas as pd
3    api = TikTokApi()
4
5    __author__        = "Jack Bandy"
6
7
8    def simple_dict(tiktok_dict):
9        to_return = {}
10       to_return['user_name'] = tiktok_dict['author']['uniqueId']
11       to_return['user_id'] = tiktok_dict['author']['id']
12       to_return['video_id'] = tiktok_dict['id']
13       to_return['video_desc'] = tiktok_dict['desc']
14       to_return['video_time'] = tiktok_dict['createTime']
15       to_return['video_length'] = tiktok_dict['video']['duration']
16       to_return['video_link'] = 'https://www.tiktok.com/@{}/video/{}?lang=en'.format(
17               to_return['user_name'], to_return['video_id'])
18       to_return['n_likes'] = tiktok_dict['stats']['diggCount']
19       to_return['n_shares'] = tiktok_dict['stats']['shareCount']
20       to_return['n_comments'] = tiktok_dict['stats']['commentCount']
21       to_return['n_plays'] = tiktok_dict['stats']['playCount']
22       return to_return
23
24
25   # posted by user
26   n_videos = 100
27   username = 'washingtonpost'
28
29   user_videos = api.byUsername(username, count=n_videos)
30   user_videos = [simple_dict(v) for v in user_videos]
31
32   user_videos_df = pd.DataFrame(user_videos)
33   user_videos_df.to_csv('{}_videos.csv'.format(username),index=False)
34
35
36
37   # liked by a user
38   username = 'tiktok'
39   n_videos = 10
40
41   liked_videos = api.userLikedbyUsername(username, count=n_videos)#, proxy=None, language='en', region='US')
42   liked_videos = [simple_dict(v) for v in liked_videos]
43
44   liked_videos_df = pd.DataFrame(liked_videos)
45   liked_videos_df.to_csv('{}_liked_videos.csv'.format(username), index=False)
46
47
48
49   # recommended, individual
50   seed_users = ['tiktok', 'washingtonpost', 'charlidamelio', 'chunkysdead']
51   seed_ids = [api.getUser(user_name)['userInfo']['user']['id'] for user_name in seed_users]
52   suggested = [api.getSuggestedUsersbyID(count=20, startingId=s_id) for s_id in seed_ids]
53
54   for i in range(len(suggested)):
55       print("\nSeed: {}".format(seed_users[i]))
56       for u in suggested[i]:
57           print('{} ({}, {} fans)'.format(u['subTitle'], u['title'], u['extraInfo']['fans']))
58
59   # recommended, crawler
60   tiktok_id = api.getUser('tiktok')['userInfo']['user']['id']
61   suggested_100 = api.getSuggestedUsersbyIDCrawler(count=100, startingId=tiktok_id)
62
63
64
65
66   # trending videos
67   n_trending = 20
68   trending_videos = api.trending(count=n_trending)
69   trending_videos = [simple_dict(v) for v in trending_videos]
70   trending_videos_df = pd.DataFrame(trending_videos)
71   trending_videos_df.to_csv('trending.csv',index=False)
```

```java
package project;

public class project {
    def simple_dict(tiktok_dict):
        to_return = {}
        to_return['user_name'] = tiktok_dict['author']['uniqueId']
        to_return['user_id'] = tiktok_dict['author']['id']
        to_return['video_id'] = tiktok_dict['id']
        to_return['video_desc'] = tiktok_dict['desc']
        to_return['video_time'] = tiktok_dict['createTime']
        to_return['video_length'] = tiktok_dict['video']['duration']
        to_return['video_link'] = 'https://www.tiktok.com/@{}/video/{}?lang=en'.format(to_return['user_name'], to_return['video_id'])
        to_return['n_likes'] = tiktok_dict['stats']['diggCount']
        to_return['n_shares'] = tiktok_dict['stats']['shareCount']
        to_return['n_comments'] = tiktok_dict['stats']['commentCount']
        to_return['n_plays'] = tiktok_dict['stats']['playCount']
        return to_return
}
```

VI. CONCLUSION

Plethora of studies and research have been achieved to apprehend why TikTok has won its
surprising large interest and its outcomes on the more youthful generation. This examine is vital so
we are able to enhance the useful angle and user"s angle of this app. The content material appears to be standardized and a few a part of the content material incorporates Violation. The user-centric theory which results easily validates the "makes use of and gratification" theory. If it"s most effective primarily based totally on "satisfaction" and if there's no "guidance" the whole characteristic will deteriorate.It can also enhance the "aesthetic taste" and encounter the excessive level "religious needs" of customers through giving the best content.

This paper also discusses evaluations given through individuals "microcelebrities" approximately TikTok.From the survey results, it's glaring that the target customers of Tiktok are glad with the app. Although a large
percent has had bad stories with the app. It no longer appears to be a deterrent from the usage of it. In
evaluation with the opposite utility surveys, it additionally appears that Tiktok has a higher protecting service. Many extra customers of Instagram, Facebook, and Tinder had been centered and had very bad stories with those programs. There is likewise the truth that the app is essentially used as a telecel smartphone or pill utility, which leads to mind of which the laptop is heading withinside the future.Although Tiktok changed into fined
tens of thousands and thousands in settlements withinside the USA it nonetheless has now no longer reached the extent of interface troubles Facebook and other
social media systems have . It need to be said that for now the app does now no longer appear to be a trouble for its customers, however, are extra trouble to the caretakers of the customers. This would possibly span from lack of awareness approximately the app however it also can be a symptom of the time we're occupying in the meantime in which there's an opening among restricted literate generation customers and really literate generation customers. It is, via way of means of all means, understandingly that we provide concerns
while the object of recognition is something we do now no longer conceive, however efforts in schooling the older era would possibly be the solution to those concerns. As technological social interplay will become an increasing number of standard and unavoidable the emphasis at the managed use need to be schooling in effects withinside the use of the programs. Curricular topics may be added in number one faculties as a safety measure of abuse and parental supervision must move hand in hand with using social media programs

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