

# A Brief Analysis of the Communication Status and Strategies of Tik Tok City Gourmet Account based on 5W Theory

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## Abstract

With the advent of the era of mobile Internet, various short video platforms are rising day by day, and the short video of urban cuisine is also born. This paper collects urban food videos for statistical analysis, and finds out the most popular urban food in Tik Tok. Then, based on the 5W theory, it analyzes the communication status of Tik Tok city food short videos, and finally proposes the development strategy of short food videos, so as to inspire the long-term operation of relevant accounts.

## Keywords

5w theory; Food video; Tik Tok.

## 1. Introduction

In recent years, short video has developed rapidly, and various short video platforms have huge traffic, attracting entrepreneurs, celebrities and ordinary people to enter. While the development of short video industry is still on an upward trend, the growth rate is slowing down and the flow dividend is declining. How to revitalize the stock and expand the increment is an important issue to be considered in the future development of the industry [1]. Users of various platforms are increasingly distracted by the amount of information they are exposed to every day. Creators need to refine content and achieve vertical, in order to further improve user stickiness and obtain steady and continuous growth of traffic. Against this background, vertical professional content of various Tik Tok City food videos keeps emerging. Such short videos are aimed at more subdivided user groups and explore more possibilities.

The short video of city food not only records the city food, but also reflects the daily, detailed and living "image" of a city. The "native" video form of social media participates in the construction of another "folk" dimension of city image, which is the most "vivid" and "real" side of city image [2]. However, there are also some problems with short food videos. First, the continuous productivity of short food videos is insufficient; second, the personalized food accounts are weakened due to the corporate operation; third, the content is narrow, the profit scale is small, and the realization mode is single [3]. While maintaining its own operation, the account of urban cuisine also bears certain social responsibilities, including the display of the image of urban cuisine and the transmission of the cuisine attitude.

This paper takes urban gourmet accounts as the research object, takes Chengdu as an example, and draws on the DCI evaluation model of Tik Tok signal communication power index of Qingbo Big data to evaluate and analyze food video accounts by using three indexes, namely release index, interaction index and coverage index. First of all, find out the most appropriate account of urban cuisine, carry out statistics and classification of their published works, and find out the food category with the highest heat; Then, it discusses the current situation of Tik Tok City Food short video communication based on "5W Theory" from five aspects of communication subject, audience, communication path, communication content and communication effect, and evaluates the communication power of Tik Tok City Food account. Finally, according to the

research results and existing problems, a new strategy of urban gourmet video communication is proposed.

## 2. Research Design

### 2.1. Selection of Samples

In the short video platform of Tik Tok, user search was conducted with "Chengdu" as the keyword, and official accounts authenticated by Tik Tok as the statistical object. Finally, six valid food microblogs were obtained, and relevant information such as user names, fans and likes of these accounts were recorded. Works according to the amount of fans, average won great number, a single works won the praise of more than 100000 number, finally choose A1 "chengdu ChiKe", A2 "chengdu", A3 "twenty beat chengdu" three account as our statistics object. It is difficult to count personal travel accounts, and they are not official accounts certified by Tik Tok, so they are not included in the statistical scope. Therefore, the analysis is not carried out for the moment.

### 2.2. Research Process

The objective of this study is to collect information and data such as the first submission date, the number of works, the number of fans, the number of likes, the number of comments and the number of shares. And the video content classification and statistics, find out the most popular food category video. The release date, number of "thumb up", comments and tags in the food videos were all extracted from the platform. According to the content of the account, a total of 1078 videos were selected from the three accounts, and then the videos that did not meet the research purpose were removed : (1) the videos or content had nothing to do with food; (2) The video content area is outside Chengdu; (3) Videos that are obviously advertisements. A total of 201 videos were counted as irrelevant to the current study. In the end, there are 877 effective videos. According to the cuisine characteristics of Chengdu, we select sichuan cuisine, Cantonese cuisine, hot pot, snack fast food, Japanese cuisine, Korean cuisine, Southeast Asian cuisine, Western cuisine, bread and dessert, river, lake and sea fresh, barbecue, strings of strings, local dishes and beverage shops as our classification criteria. Based on the DCI evaluation model of Tik Tok signal communication power index of Qingbo Big data, the three indexes of release index, interaction index and coverage index are adopted to evaluate and analyze food video accounts.

### 2.3. Research Results

Classify 14 kinds of delicacies to find out the differences and connections among samples and analyze their commonness and individuality. According to the evaluation model of communication power index (DCI), the thumb up amount, forwarding amount, comment amount and number of videos of all kinds of delicacies were calculated by using the three indexes of publication index, interaction index and coverage index. Cluster analysis of SPSS software was used to find the food category with the highest popularity in douyitong short videos.

The results are shown in Figure. It can be seen that the dishes with the highest heat in the first category are Sichuan and Hunan cuisine, hot pot and snacks. The second category of fresh food is the rivers and lakes, the third class, so, dessert, barbecue, and the heat of the liquor stores are relatively high, the fourth kind of local cuisine, cantonese cuisine, western food and southeast Asian cuisine, Japanese cuisine, Korean cuisine lowest heat. As a new first-tier city with high inclusiveness, Chengdu has diversified food categories. However, Sichuan and Hunan cuisine and hotpot snacks are still the most distinctive food videos. And similar to western food, cantonese cuisine and other local cuisines, keep its original flavor at the same time, some

businesses will be slightly adjusted according to the local people's taste preferences, in order to obtain more users.

### **3. Current Situation of Urban Gourmet Account Communication**

5W is the 5 basic elements of mass communication proposed by American scholar Laswell in the structure and Function of Communication in Society published in 1948, namely Who, Says What, in Which Channel, to Whom and with What Effect. This shows that communication is the subject with purpose to spread information to the audience in order to achieve a certain goal. This model, for the first time, explicitly states the communication activities that people engage in every day but cannot be clearly described as a process consisting of five links and elements, providing a specific starting point for people to understand the structure and characteristics of the communication process [4]. Based on the analysis of urban gourmet accounts and food video content, this paper analyzes the current situation of Tik Tok short food video communication based on the "5W Theory" from five aspects, namely the communication subject, the communication audience, the communication channel, the communication content and the communication effect.

#### **3.1. Spread the Account Subject**

There are more and more accounts of urban cuisine on Tik Tok, and the account name is mainly "city name + cuisine + attribute". The content producers have their own personal and professional production teams. The personal nature also divides into the amateur individual operation, and the restaurant enterprise account operation. And the professional production team, will have a certain planning for the content, the quality will be higher, in the drainage and publicity will spend more ideas, head, name, profile will have more characteristics. And the personal account is mainly to send some daily food, there is no clear personal positioning, and the professional degree is not high.

On the other hand, enterprise accounts mainly release the stories of in-store food and diners, which have certain operation input costs, but the single content will reduce the interestiness of accounts and the value of videos. In general, there are various types of urban cuisine account subjects, but the quality is different, there is no most influential account, and the operation level is similar.

#### **3.2. Communication Audience**

The audience of urban food video is mainly targeted at local citizens, non-local tourists and foreign investors. More specifically, 74.2% of users of Tik Tok platform are young people aged between 20 and 34 [5]. The core users are mainly young people, who have a certain consumption ability and a high receptivity to new things. Between the social and the demand of the daily diet, such groups have a great demand for information, they may be the local diner, perhaps the visitors to the city, but in city food account, for your audience to have a clear positioning of the very few accounts, visible, city food accounts need to find out their target audience, pass some specific information, obtain high viscous users and attract more new users.

#### **3.3. Communication Content**

The content of urban cuisine is seriously homogenized, and accounts with obvious characteristics are rare, while the food content highlighting humanistic feelings is less and scattered. The content of the video is mainly teaching food videos, situational food videos, eating and broadcasting food videos and shop food videos. At the same time, the field of food under the vertical segment has been the attention of many people, but the premium content is less, a random shot is there will be no technical content, the second is the account still exist the phenomenon such as copying, imitation, on the other hand, due to account the demand of the

flow cash, part of a food shop class video ads nature, delivering content there is false information, do not tally with the actual situation. These coarse food videos are not conducive to the construction of spiritual civilization, but also have an impact on the image of the city.

### 3.4. Communication Channels

Tik Tok generates a variety of accurate recommendations based on users' social relations. Generally, there are two situations: the first is the strong relationship recommendation based on social graph, and the second is the weak relationship recommendation based on interest graph [6]. Tik Tok is a social attribute, and its communication channel can be combined with other platforms. For example, you can share your favorite video or account home page to your friends in WeChat, save local repost to WeChat, moments, QQ and other platforms, and you can also send private messages to your friends in Tik Tok or share this video with your friends at @friends in the comments. In addition, you can also be in tune with others on a video format, set the dynamic video as wallpaper, etc.

It can be seen that the communication channels of Tik Tok short videos are gradually expanded. Through these channels, food videos can be transmitted twice and users can also establish their own social relations. Some food video creators will also encourage users to share their food with their friends, indicating that the account subject consciously sets the content and video effects to inspire users to spontaneously transmit the video to other channels, so as to achieve higher exposure rate and popularity.

### 3.5. Propagation Effect

Due to the intelligent recommendation algorithm mechanism based on big data, cloud computing and other technologies in Tik Tok platform, according to the browsing habits of users in the past, the user will record the behavior of watching stay time, thumb up, comments and so on, and recommend similar videos for certain video preferences in the homepage. This precise content recommendation mechanism accurately locates users' usage habits and preferences, and improves the communication efficiency of relevant food videos. However, this interest-oriented recommendation mode sacrifices users' "right" to obtain information in a diversified way, restricts or affects users' idea of changing their interest, and makes users' acceptance content too consistent or single, which will lead to aesthetic fatigue [7]. Users immersed in the same kind of food video will have a sense of burnout, the video delivery rate has increased, but the user's acceptance psychology will change accordingly.

At the same time, if there is no promotion and support, the content released by the account with weak fan base is difficult to convey to the audience, and the lack of content materials will make the account of urban cuisine more and more saturated, making it a big problem to improve the communication effect.

## 4. Analysis of Communication Strategies

Based on the content analysis of food videos, this paper makes a detailed analysis of the communication strategies of Tik Tok food videos in terms of content and channels:

Firstly, the account of urban cuisine should deeply explore the characteristics of urban cuisine and enhance the resonance experience of users by taking advantage of local cuisine. According to statistics, sichuan and Hunan cuisine, hot pot and snacks are the most popular food videos in Chengdu, and they are also the most popular among users. Creators can start from these food videos, and users can have a resonance to realize mutual understanding between the two sides. When the content and values of food videos are in line with the video audience, it can not only further understand and meet the learning needs of users, but also increase the viewing stickiness of users, improve user loyalty, and increase the possibility of turning fan traffic into profits. Second, we should pay attention to the needs of target audiences and create

differentiated content. The content of urban cuisine can also be the story of urban cuisine. By shaping the characters and experiences related to cuisine in the video, the hero's values of cuisine can be conveyed, which is conducive to the establishment of users' value identification with the creator. Food video in the audience, tourists and local residents of audience's needs and cognition have bigger difference, need to find the orientation of their city food account, continuous output of high quality, the content of the differentiation, based on the social reality, focus on the audience more deep demand and social benefit, content optimization and innovation.

Channel: One is to pay attention to the user's participation experience, improve the interactive rate. Social interaction is a kind of ritual and ceremony in shaping the boundaries of individual characteristics and classifying groups plays an important role in [8], the user and creator or other exchanges and interaction between the user at the same time, the restructuring of the social relation of the short video Spaces, formed a dynamic user envelope [9], increase the rate of interaction to create city food "web celebrity" and "fans" plays a role of high viscosity. Moreover, it should be noted that the online food information content should be consistent with the offline actual image. If not, it will not only reduce users' trust in the creator, but also affect the image of urban food. Through online and offline information exchange, the benign communication and interaction of online short videos can be promoted. While the user's participation experience can be improved, the image of urban cuisine can also be spread. Second is channel on break the barrier of the platform, expand the range of communication channels, mainly for young people due to the short video users, stimulate secondary transmission of video the audience desires, short video can be spread by friends, QQ space such as cross-platform could spread to more groups, such as some mature middle-aged and highly educated intellectuals.

## 5. Summary

At present, the development of short videos is still strong. As a characteristic symbol of the city, food can make the city image concrete and deeply rooted in people's hearts. However, the short videos of Chengdu cuisine, which are highly broadcasted on Tik Tok, are of great significance in promoting the brand development and communication of Chengdu. In this paper, the development strategy of the new environment for urban food videos is formulated from the perspective of content and channels. Urban food creators should take a broader view and build high-quality and valuable urban food content. The platform should strengthen supervision and supervise the dissemination of vulgar and money-worship food content, so as to save new impetus and growth point for the content innovation and dissemination of urban food short videos.

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