

# Dialectical Review and Guiding Countermeasures of the Culture Popularity of Douyin among College Students

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## Abstract

With the rapid development of the Internet, the number of mobile Internet users has increased dramatically. The emergence of a large number of short video applications has attracted the attention of the audience, which has made a great influence on the lives of the public. Since the launch of Douyin, short videos have experienced a blowout, and college students have become the main force for Douyin's users. This paper studies the reasons and pros and cons of Douyin's popularity among college students, as well as how to correctly guide college students to use Douyin, which is important for the better development of college students' Douyin culture.

## Keywords

College students' Douyin culture; Dialectical review; Value guidance.

## 1. Introduction

Nowadays, humans have evolved from the "image reading era" to the "video era". Short videos have become the upstart of the new media family. With the slogan "Recording a Beautiful Life", Douyin's short video uses cutting-edge Internet technology to meet the entertainment, social, and life needs of the youth. It also aims to attract young people and quickly expand to the all-media field with the trend of the information.

## 2. Analysis of the Characteristics of College Students' Douyin Culture

"The Data Report on 2020 Douyin among College Students" shows that by December 31, 2020, the number of Douyin college students has exceeded 26 million, accounting for nearly 80% of the total number of college students in the country [1]. Therefore, depth research on Douyin and analysis of the reasons for its popularity will help us to use the creative mode and communication skills of Internet celebrities' videos to better integrate value guidance into short videos and open up a new expression mode of the "groundedness" of value guidance so that it can provide a fresh reference for college students' ideological and political education.

### 2.1. Ubiquitous Participation: Autonomous Learning for Anytime or Anywhere

The so-called "ubiquitous participation", as the name implies, refers to participation at all times. At present, the popularity of the Internet has shortened the distance between people. "The short video platform represented by Douyin has promoted the increase of the content value of the entire Internet industry and shaped a new knowledge ecosystem [2]." Xiaohong Wang, a professor at the Communication University of China, analyzed that the shortness and easy availability of short videos lowered the threshold to the production and dissemination of knowledge. This motivates more people to participate, making "ubiquitous participation" become a reality. With the popularity of Douyin, more and more people use it as a way to acquire knowledge in scattered time. Not limited by time and space, as long as you have a

smartphone and download the Douyin application, anyone can choose anywhere and at any time to get any information they are interested in for learning.

## **2.2. Entertainment Platform: A Favorite New-media Way**

With the development of the economy and the continuous improvement of people's living standards, the people have put forward higher requirements for material and cultural life and culture. Nowadays, with the popularization of smartphones and the increase in Internet speed, face-to-face communication has become communication across the screen, and friend groups have become groups on the Internet. The background music of the Douyin video fills every corner of life and permeates every time instance in daily life. People use the Douyin platform to have fun, laugh, and move by liking ordinary people's extraordinary behaviors. Douyin has become a platform for people to entertain their bodies and minds and enhance communication with others. It gradually becomes a popular new-media communication method.

## **2.3. Diversified cultures: Attract audiences through cross-cultural communication**

In the context of the globalization era, cross-cultural communication has become an effective way of co-prosperity and symbiosis among civilizations. In August 2017, the international version of Douyin, Tik Tok, was launched on Google Play. In August 2020, Tik Tok was downloaded more than 2 billion times worldwide, making it the most downloaded application on iOS and Android. "Zimeng Amy" becomes popular in the international version of Douyin. She dresses in Han Chinese clothing and plays traditional Chinese music videos, gaining a large number of foreign fans. Through the personalized interpretation and practice of Chinese excellent traditional culture by young people in China, more and more foreigners are interested in Chinese culture, thus accelerating the process of external dissemination of Chinese excellent traditional culture.

## **3. Dialectical Review of the Douyin's Popular Culture in Colleges**

The Douyin culture is popular on the whole university campus. The new problem that needs to be solved urgently in the ideological and political education of college students is that to strengthen the positive leading role of Douyin in the construction of campus culture and give play to the "professional skill" of Douyin in cultural education and online education. Faced with the rise of Douyin culture, only by "investigating the cause and finding its effect" and letting the "fulcrum" of educating people to move forward can make the value guidance become a labor-saving lever. Once it lags, it may be half the effort.

### **3.1. The Positive Effect of the Douyin Popular Culture Among College Students**

#### **3.1.1. The Use of Scattered Time**

The short duration of a single video is the most important factor in the rapid spread of Douyin. Especially with the fast-paced lifestyle and high-pressure learning intensity of today's society, the time and habits of college students' daily access to information have undergone tremendous changes compared with the era of traditional paper media. Therefore, the way they obtain and digest information has begun to pursue short, flat, and fast methods.

The video content in Douyin has distinctive features and strong information expressiveness, which is easy for college students to watch, accept, and understand. College students do not need to spend too much time and can quickly obtain information and understand the outside world by using scattered time.

#### **3.1.2. A Platform for Self-expression**

Compared with the mobile short video 2.0 stage represented by Miaopai and Meipai, the biggest improvement of the mobile short video 3.0 stage represented by Douyin is that the production

and consumption of content extend from the top to the diversification. It is no longer the opinion leaders at the top that dominate the short video traffic but the users. Users can show themselves to their heart's content on this platform. College students are at a vigorous age. They are eager to be seen, recognized, and show their own uniqueness. And Douyin provides the possibility for their needs, where their nature is released, their ideas become a reality, and their talents are displayed.

### **3.1.3. "Individualized Mechanism" Realizes Efficient Interaction Between College Students**

As the rising medium, Douyin continues to construct and objectively reflect the reality of social life. In the process of selectively accepting and sharing short videos, college students continue to construct and give meaning to them. The production mechanism of Douyin content plays an active role in promoting college students to build a world of shared meaning [3]. In terms of emotional interaction mechanisms, college students use Douyin for emotional sharing and interactive experiences. In the mode of content production, it realizes the transition from UGC (User Generation Content) to PUGC (Professional User Generated Content), which improves the scale, diversification, and high viscosity of works and produces good traffic effects. In terms of the content distribution mechanism, it maintains the continuity, interactivity, and activity of the community relationship between college students and relatives and friends, and increases the scope and intensity of information exchange.

## **3.2. The Negative Effect of the Douyin Popular Culture Among College Students**

### **3.2.1. Mindset Brought By Big Data Analysis**

The smart push algorithm on Douyin makes recommendations based on users' interests and hobbies. On the one hand, Douyin grasps the interests of users. On the other hand, people are also trapped in the information cocoon built by themselves. When negative information appears, such as college students who are curious and subconsciously browsing or operating improperly, videos with similar tags will emerge in large numbers under the guidance of algorithms. Once the "off track" problem occurs, the recommendation algorithm will promote the spread of negative information, making people fall into their own aesthetic and cognitive limitations without knowing it. Over time, college students will have stereotypes of thinking, which is not conducive to the development of thinking and the all-around development of the individual.

### **3.2.2. The Influence of Fragmentation Spread on the Ideology of College Students**

Fragmented spread is conducive to the integration and utilization of scattered time, but it will also have a certain impact on the cultivation of college students' ideology. Compared with traditional content, Douyin has poor content coherence, random themes, discrete, one-sided, and lack of relevance. The used terminal can be arbitrarily swiped to switch content according to changes in hobbies and moods. Although this fragmented reading format is compatible with modern fast-paced life patterns and impetuous social mentality, the incoherence of meaning caused by superficial browsing is difficult to fully present the completeness of ideological meaning. In the information age, students' thinking tends to be fragmented cognition, but the development of ideology cannot use fragmentation to deal with the fragmentation of students' thinking. The systematic integration of ideology must be maintained [4].

### **3.2.3. The Spiritual World Impacted By Negative Values**

The video themes on Douyin cover all aspects of college students' daily life, and a dazzling array of short videos are constantly being pushed by Douyin every day. The large-scale penetration of Douyin greatly changes the cognitive experience of college students and disturbs their real-life study and life. Douyin brings college students who are addicted to it into a huge entertainment carnival. Short, flat, fast, and strong stimulation lowers the threshold for college

students to get pleasure and makes them gradually get used to the satisfaction at their fingertips during the process of using Douyin. But this kind of fingertips, to a certain extent, eliminates the high-intensity self-discipline and in-depth thinking of things required for hard work in reality.

#### **4. Guidance and Countermeasures of Educating People in Colleges under the Douyin Culture**

College students are a vibrant generation. "The prosperous youth will prosper the country, and the strong youth will strengthen the country." Only when young people are full of energy and forge ahead will the country thrive and develop vigorously. How to take advantage of the popularity of Douyin to grow the spirit of college students is worthy of our deep consideration.

##### **4.1. Achieve All-around and Full-course Education By Breaking Time and Space Constraints**

Douyin is a product spawned by the rapid development of the Internet. People use Douyin to present their lives and creativity to users all over the world, while universities can break free from the constraints of time and space and educate people in all directions through Douyin. All-around education needs to involve more aspects in video editing and arrangement. The content cannot be single or one-sided. To launch the video, it needs to pay attention to the schedule of the broadcast time, the fixed main time, and the interspersed branch time; that is, a fixed broadcast time is required as a whole. Full-course education needs to be a system. It can't be "unfettered" or even disconnected. On the premise of paying attention to the internal logic, we need to make reasonable use of fragmented time to infiltrate the Douyin education into every small-time period and embed it in every daily life.

##### **4.2. Realize "Precise Communication" by Strengthening Technical Support**

In order to enhance user stickiness and increase user recognition, Douyin uses big data analysis technology to provide accurate and personalized pushes for the needs of specific audiences. Effective use of intelligent algorithm recommendations can promote the pertinence of the dissemination of ideological and political education theories. First, we must continue to optimize intelligent algorithms to improve the delivery accuracy of ideological and political education theoretical content. Second, we must build a more reasonable evaluation index system to prevent information cocoon rooms and solve the contradiction between the disappearing patience of users and the lengthy and homogenized content.

Blindly relying on intelligent algorithms may cause a "carnival scene" of undisciplined people, which is inseparable from the multi-level review and recommendation of the content by humans. First, we must strengthen the consideration of the value of content by promoting the construction of Douyin content, maintaining the ecology of Douyin, and increasing the dissemination of mainstream values. Second, we must do a good job in the content recommendation. Through rigorous content management, we eliminate illegal accounts and content that violate mainstream values and are not conducive to the spread of ideological and political education theories.

##### **4.3. Realize "Value Co-production" By Optimizing the Communication Mechanism**

The theory of value co-production believes that in the Internet era, companies, customers, and stakeholders can create value through the integration of resources and the use of capabilities in the process of interaction. The value co-production of Douyin is composed of Douyin suppliers, platform operators, community users, including users as communicators and users as audiences, and other stakeholders in the community, including brand owners. These groups

jointly create platform value [5].

The realization of value co-production requires subject interaction. Subject interaction is the prerequisite and basis for participating in value co- production. Just as education requires interaction between subject and object, the normal development of educational activities is inseparable from the benign interaction between subject and object [6]. At the macro level, teachers and students continue to eliminate differences in ideological understanding in the process of ideological interaction through value-oriented dialogue and exchanges, thereby forming ideological consensus and social cohesion. At the micro level, it is necessary to grasp the psychological characteristics of college students, master their ideas, observe the short video sharing behavior of college students, and actively guide them to encourage college students to get out of campus, enter life, and create and share short videos that reflect a better life.

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