# Analysis of Short Video Content of Tik Tok Beauty Bloggers Based on Social Network Analysis

Qinhan Li

High school attached to Shandong Normal University, Shandong, China

## Abstract

**The huge information flow generated by the Internet makes the sources and contents of information increasingly "fragmented", which makes it difficult for people to focus on reading long documents. In addition, short videos integrate text, voice and images to display information in a multi perspective, more intuitive and three-dimensional manner, which just matches the communication characteristics in the current network environment, so they fully meet the expression needs and sharing demands of the contemporary public, So that it can make better use of the fragmentation time of the user. Watching short videos has also become an important way of people's leisure and entertainment. The rise of short videos has caused a great impact on traditional media. Tiktok is the most popular among many large-scale video platforms. It has a rapid development momentum and is far ahead of other platforms in terms of registration number, activity and various income. This paper studies the content analysis of the short video of Douyin beauty makeup bloggers based on social network analysis, and hopes to contribute to the spread and development of the short video.**

## Keywords

**Social network analysis; Short video; Content analysis.**

## 1. Introduction

The changes brought by the development and progress of the times to people's lives are direct. For example, in the Internet age, various video apps that rely on information technology are the most direct examples. They have brought a lot of positive impacts on people's work, also produced a lot of benefits, and provided help for business model transformation in many fields [1]. Relying on the new media platform, short videos can be rapidly spread, especially suitable for fragmented, leisure and mobile scenes. Users can obtain information in seconds and minutes. At present, the Internet technology is becoming more and more perfect. The Internet is also an important carrier for people to obtain all kinds of information and watch videos [2]. With the rapid development of short videos, their contents and themes have become diverse, such as humor, skill sharing, social hot spots, advertising creativity, fashion trends, public welfare education, etc. they can not only be made into a single film, but also can be built into a series of columns, with various forms of development. In the process of social development, the pace of development has been significantly accelerated [3]. At the same time, this has also promoted the improvement of short video business. Watching short videos can enable users to obtain main information in a short time, comply with the development trend of time fragmentation, and also play a role in relaxing the body and mind to a certain extent. But at the same time, there are also a large number of video content homogenization, fish eyes and sea pearls, and high-quality short videos still account for a small number [4]. With the reduction of the multi dimension of the short video market, China's short video market has entered an "explosive" dividend period. However, it is worth our attention that the rapid development of short videos has caused the homogenization and grassroots phenomenon of their content to become more and more serious [5]. Many short video enterprises have been forced to stop operation due to

the poor level of communicators, lack of operating experience of new media and rough planting of festival production, resulting in small influence of programs, poor operation of enterprises, long-term losses and even forced to stop operation. This paper focuses on the content analysis of the short video of Douyin beauty makeup bloggers based on social network analysis, which is of great significance [6].

## 2.　Short Video Content and Social Network Analysis

### 2.1.　Production Mode and Thinking of Short Video Content

The Internet has many advantages in the practical application process, and can improve the traditional broadcast form, but it will confuse the identity of the disseminator and the viewer to a certain extent [7]. People have gradually become accustomed to sharing and acquiring information resources at mobile media terminals, and the traditional communication pattern has gradually expanded to the mobile Internet and the instant media under its leadership [8]. New media also permeate and re integrate from platform to content and communication mode. Short video has experienced a period of rapid development since its "popularity" on the Internet. At this stage, the number of short video output has increased rapidly, while the development of "quantity" does not represent a leap of "quality". Problems such as homogenization and vulgarization have made short video enter a bottleneck period. The motivation of short video content providers is shown in Figure 1.
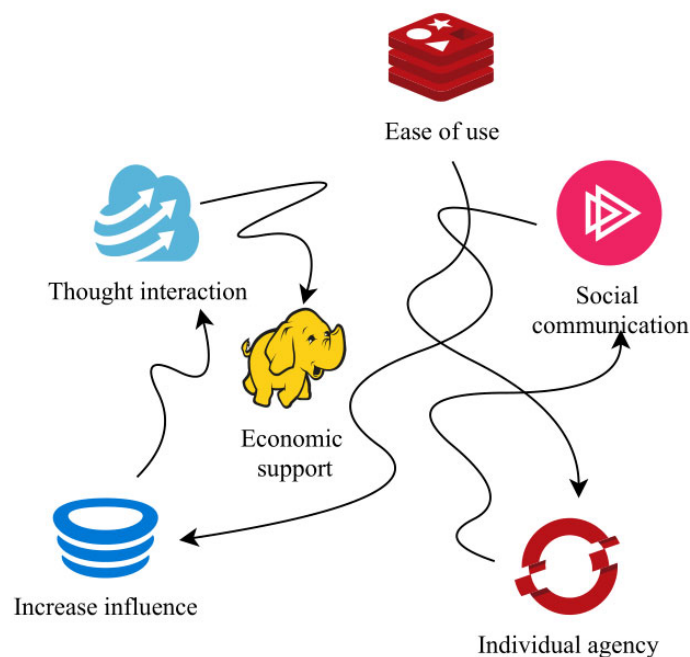


**Figure 1.** Motivation of short video content providers

The media content of the mobile Internet is increasingly enhanced, the hardware technology of communication terminals is updated, the portable "small screen" carriers are flowing everywhere, and the improvement of mobile network communication technologies such as WiFi has led to a dramatic increase in the number of media participants and a diversification of personnel composition, forming a trend of nationwide communication [9]. At the initial stage of creation, short videos were mostly produced by UGC. Due to the low threshold of short video production and production, the "grassroots" public began to create and shoot short videos. This period brought about the rapid presentation of short video works, and then the more professional PGC production mode gradually emerged, which made the production mode of the

whole short videos more reasonable, and the types of short videos created were more abundant [10]. Short videos began to usher in the development climax. The number of Internet users continued to grow steadily, and the Internet model continued to innovate.

The network client platform based on node propagation is becoming more and more diversified. In addition to the original network forum, a large number of new forms of information interaction modes such as instant messaging tools and micro communication tools based on community interaction change the collection of network information content from static to dynamic data capture in the way of "new media" of communication. Nowadays, the upsurge of comprehensive creation gives "grassroots" or professional teams more opportunities to dig out "characteristic" typical characters, and also gives the audience more opportunities to pay attention to diverse groups.

## 2.2. Social Network Analysis

Social network analysis (SNA) is a set of norms and methods for analyzing the structure and attributes of social relations. It mainly analyzes the structure and attributes of relations formed by different social units. In the past three decades, social network analysis has put forward a large number of concepts and methods to observe the types of structures, identify the types of mutual relations, analyze the connotation of the behavior structure among network members and the social structure among social members. These concepts are roughly distributed in two fields. The social network analysis method has been relatively mature, and it can be roughly expanded from two directions, that is, the network structure analysis method taking the individual as the object and the network structure analysis method taking the whole network as the object. Social relations can take many forms, such as friend relations, superior subordinate relations, scientific research cooperation relations among people, communication relations among organization members, and trade relations between countries. The social network analysis method is a research method that regards relations as the basic statistical processing unit. It widely uses matrix method and mathematical model to process relations and processes, and completes relevant statistics through computer-aided design. It is a beneficial supplement to traditional social science research methods.

It is more intuitive to express social relations in the form of network diagram, which can clearly observe the members of the social network and their relations. However, when the scale of the social network studied is relatively large, the social relationship network diagram will become very complex. At the same time, this expression is not conducive to the quantitative analysis of social relations, and social relations matrix can avoid this disadvantage. The future development direction of social network analysis is post structuralism, which sublates and transcends structural thinking, emphasizes dynamic thinking, and attaches importance to establishing connections between individual and structural research paradigms. The perspective of post structuralism will challenge the stability and objectivity of social networks, and the mutability and subjectivity of network relations will be emphasized.

## 3. Short Video Analysis

## 3.1. Intelligent Short Video Analysis

"Tiktok", an entertaining app software, quickly spread, and immediately became the first in the list of major app download sites. At the same time, short video as a representative of emerging media began to appear in front of the public. With the development of science and technology, the renewal of communication carriers and the continuous improvement of people's demand for a better life, new media have emerged and developed rapidly, becoming the most prosperous mode of communication in the 21st century. In the era of 4G communication, short video has become a new media communication means with a soaring popularity. In the era of

information development, the growing number of Internet users also provides an audience base for the rise of short videos. Short video shows typical ethnic characteristics. Different ethnic groups have different demands on short video content, and the product positioning tends to be complicated. However, it also provides the possibility for accurate positioning of user needs and behavior habits by analyzing the ethnic groups to which users belong. Therefore, in the process of building a media platform, the focus of the short video industry has gradually shifted from "content king" to "preference king". The content distribution of department stores can no longer meet the needs of users. The customized service of specialized stores with users as the core has become a magic weapon for short video app to compete with mainstream video app users.

Short video (or short video) refers to the video content with a duration of less than 1 minute that is transmitted and shared on the Internet new media. Different from the traditional long video, short video has the characteristics of faster transmission speed, stronger social attributes and blurred boundaries between producers and consumers. It can convey the information to users more realistically, vividly and concisely. Compared with the serials that take more than half an hour, users are more willing to accept short videos in seconds and minutes. The former is too "heavy", while the latter is "light", which is more suitable for crowded public transport in the morning and evening rush hours, or for daytime rest and waiting for fragmented time on the way. Users can interrupt their attention at any time and return from online to offline.

In the network social media network, short video is no longer a single source and single mode information flow, but a collection of multiple sources and multiple heterogeneous data streams, and there may be various associations between various types of data; Some data also have personalized attributes for specific users. Mobile video based on the personalized characteristics of mobile terminals has also become a personalized media form, which not only meets the personalized consumption needs of users, but also impacts the traditional TV viewing mode, and becomes the new favorite of content providers and advertisers. Because of these "natural" characteristics of social media data, it opens a window of hope for us to solve the problem of short video content analysis in the social media environment. At the same time, the emergence of a series of artificial intelligence and big data processing technologies, such as deep learning and tensor decomposition, provides a technological development opportunity for social media content analysis.

## 3.2. Research on The Communication Strategy and Effect of Short Video

The rapid spread and development of short videos have a great impact on people's daily life. In order to highlight the theme of truth, goodness and beauty, the State Administration of radio and television requires that short videos be comprehensively rectified, content review be strengthened, and short videos such as violence and vulgarity be removed from the shelves. Against the background of the growing age of short video users, adverse elements should be avoided from endangering the physical and mental health of young people. Short video mainly refers to the video with short duration, usually within 5 minutes, which is transmitted by new media technology and provides the main content for people to watch in their leisure time. On short video platforms such as Tiktok and Kwai, each user can shoot his / her life, hobbies and interests into short videos and spread them through the platform. From the perspective of content creation, the short video production process is simple, but in order to improve the quality of the short video, we need to constantly optimize the video details. The use effect of short video social platform users is shown in Figure 2.
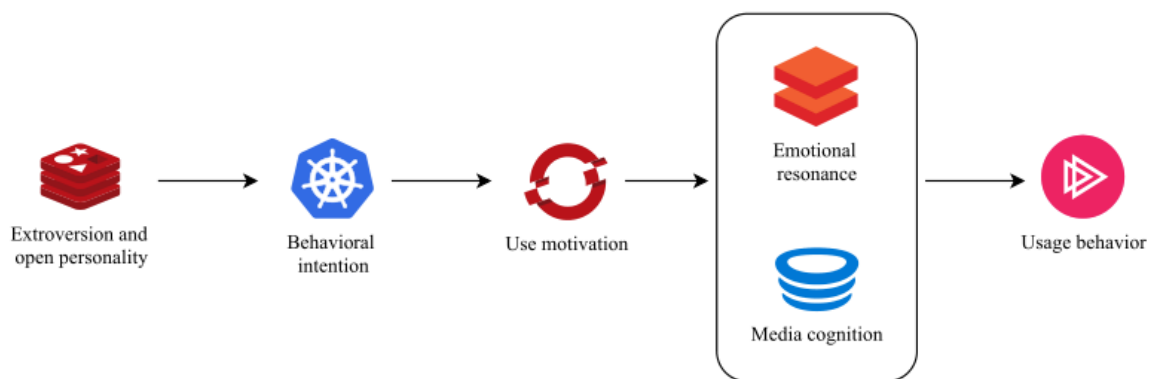
**Figure 2.** Effect of short video social platform users

Short videos can be recorded by mobile smart phones, with obvious convenience. At the same time, it can also reduce the difficulty of short video processing with the help of one click beauty shooting and other functions, greatly reducing the threshold of short video creation, and laying a foundation for large-scale transmission of short videos. The short video covers a lot of content, such as Historical Encyclopedia and funny jokes. Compared with long video, short video has lower production cost and relatively flexible expression form. High quality video can be taken without team support. In addition, compared with long videos, short videos have more obvious advantages in interactivity and participation. The main reason why short video platforms such as Tiktok and Kwai have become popular and popular with users is that software developers have integrated algorithm recommendation mode at the product level. Users can filter the content they are interested in, which greatly improves the distribution efficiency of short videos and also plays a decentralized role. With the development of short video industry, short video creation teams of different styles have begun to emerge, and the professional level of equipment has been improved, which has improved the narrative framework, clarity, content color and other aspects of short video. Now a professional industrial chain has been formed. The short video platform should effectively apply data analysis technology, master the preferences of different audience groups, and push personalized content.

## 4. Conclusions

At present, the development of network media has made significant changes in the form of media communication. The increasingly rich forms of electronic media and more obvious advantages also fully prove that China has entered the new media era. New media plays a very important role in people's daily production and life. Short video has the characteristics of low production cost, refined content and wide information. It is a brand-new media mode. Compared with traditional video websites, it can make full use of the fragmentation time of users and is favored by the majority of users. "Content is king" has always been the foundation for the long-term development of short video we media. We should conduct differential positioning, explore our own style, and constantly improve the short video content according to the feedback of the audience. Each audience has a dual identity, which can be the disseminator or the receiver of information. In order to comply with the advance of new media, it is necessary to actively improve the short video content in combination with the current reality, so as to enrich the public life and spread the correct values.

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