

Optimization Strategy for Short Video Content Generation on the Tik Tok Platform

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Abstract. In today's society, with the popularity of TikTok, digital marketing has also begun to develop rapidly with the rise of short videos, and the content of short videos has also become important. This paper mainly studies the key points of short video content generation and optimization on the TikTok platform. This paper will complete this study by referring to different literature and comparing different examples. Through the study and summary of these key points, some suggestions are provided for the optimization of short video content on the TikTok platform in the future. The study emphasizes the importance of audio-visual quality in improving the quality of short videos, and also points out that short videos containing hot topics will be more likely to be seen by more people, thereby expanding the reach and influence of the video. However, some so-called popular videos are full of crudely made stalks, which are usually lacking in knowledge and innovation and are offensive. Due to the exaggerated dissemination of the TikTok platform, a bad stalk may be watched by a large number of people. However, a bad stalk itself does not have any positive value and may cause a decline in social morality. Therefore, some users begin to reject the TikTok short video platform. In order to prevent user loss, the research goal of this paper is to "optimize the algorithm of the TikTok platform" so that people can more easily see high-quality videos.

1 Introduction

In today's society, short video content has become an indispensable part of digital marketing. Short videos tend to quickly attract the audience's attention because they are usually concise and entertaining, which also makes it easier for people to share the short videos they watched with their friends [1]. Therefore, brands can naturally reach a wider audience through user-generated sharing. At the same time, since most Internet users access content through mobile devices, short videos are very suitable for mobile consumption. In addition, compared with long-form content, short videos are more cost-effective to produce. With the advancement of technology, brands can produce high-quality videos with minimal equipment and budget. Digital platforms can also provide detailed analytics for video content, allowing marketers to track performance indicators such as views, likes, shares and conversion rates. This allows

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brands to refer to this data to improve strategies, optimize content and better understand the audience [2].

However, with the explosion of short videos, there are more and more short video creators on the TikTok platform. However, some so-called popular videos are full of crude memes, which usually lack knowledge and innovation and are offensive. Due to the exaggerated spread of the TikTok platform, a bad meme video may be watched by a large number of people. However, bad memes do not have any positive value, which may cause a decline in social morality. Therefore, some users began to reject the short video platform of TikTok. In order to prevent users from churn, the research goal of this article: "Optimizing the algorithm of the TikTok platform" so that people can more easily see high-quality videos has become imminent.

TikTok is a short video sharing platform developed by ByteDance, a Chinese company, in 2016. Its interface is simple and intuitive, which makes it easy for users to get started. At the same time, TikTok's recommendation algorithm is very smart. It can calculate the content that users are interested in based on their viewing habits, and continuously push videos containing these contents to users. This allows users to constantly discover new and interesting videos, making users more and more inseparable from this platform. At the same time, TikTok encourages users to create and share original short videos, which contain a variety of topics. This rich content makes TikTok attractive to users of all ages. At the same time, TikTok will also make local adjustments based on the culture and user habits of different regions. Its international version TikTok has quickly become popular in many countries, which has further expanded its user base. This has led to a rapid increase in the popularity of TikTok.

The emergence of TikTok has affected social media to a certain extent. Its short video model has changed users' content consumption habits. Modern people's time is generally fragmented, which leads to people preferring to watch more intuitive and easy-to-digest short videos compared to traditional long videos. This trend has also prompted other social media platforms such as Instagram, YouTube, to begin to pay attention to and promote short video content [3].

TikTok provides creators with a platform to showcase their talents and gain attention. Many users have become popular because of the wonderful videos they create and post on TikTok, which not only drives the activity of the platform, but also prompts other platforms to pay more attention to content creators.

In addition, the popularity of TikTok has attracted the attention of a large number of brands and companies, who use the TikTok platform to open up new marketing channels. Brands can promote themselves through cooperation with Internet celebrities, challenges, so that more people can know about their brands and gain more customers.

With the popularity of TikTok, people have begun to pay attention to data privacy and security issues. Especially in countries such as the United States, TikTok has faced bans and regulatory challenges many times due to national security considerations. This has also prompted global attention to data security and privacy protection of social media platforms [4].

This article will complete this study by referring to different literature and comparing different examples. Through the study and summary of these key points, some suggestions are provided for the optimization of short video content on the TikTok platform in the future. This article will first analyze the current content generation practice of Douyin, then analyze the optimization strategy of short video content, then conduct case studies and practical applications, and finally summarize the content of this article.

2 Analysis of current content generation practices on TikTok

2.1 Overview of TikTok algorithm and content delivery system

TikTok collects a lot of data from user interactions, including: users' likes, comments, shares, video viewing time, rewatches, scrolling through videos or stopping to watch videos to push videos to users [5]. At the same time, TikTok also counts users' locations, which helps the platform push content that is more relevant to local culture to users [6].

When promoting content, TikTok pushes popular videos by analyzing the user data collected in the background, such as user engagement, completion rate, recency, content type and trends, and user behavior and preferences. User engagement (likes, comments, shares) can send signals to the algorithm that high engagement indicates that the video content is attractive and should be promoted further. On TikTok, videos that have been watched are more likely to be promoted because a high completion rate indicates that the content of the video is attractive. At the same time, newer videos can receive temporary promotions, giving them a better chance of being seen by users. Hot topics, popular challenges, or popular songs will also be promoted because these types of videos can increase the spread of videos. In addition, the system will learn the preferences of individual users over time and prioritize videos that contain content that meets these preferences.

2.2 Popular content types on TikTok

There are many different types of popular videos on TikTok, including dance and music, comedy and emojis, beauty and fashion, food and cooking, education and DIY, and travel videos [7]. In China, almost every video of Crazy Brother Yang is popular. In the video, he created the character of "Crazy Family": Dad Yang who is afraid of his wife, Brother Yang who loves to play tricks, and Brother Yang who is addicted to the Internet. His videos are usually funny and tricky, a bit similar to the style of Stephen Chow, often with reversed and unexpected plots, and his performance style is more exaggerated, and he also uses some exaggerated props such as super large spoons, which will establish the "crazy" character. At the same time, his videos are very down-to-earth and friendly. The content of the videos involves family, friends, work and other daily life, which makes the audience feel very involved. In addition, he often participates in charity activities outside of videos. These have made him a successful self-media blogger, and all the videos he posted are very popular [8].

2.3 Challenges faced by content creators

TikTok creators also encounter some challenges when creating, such as difficulty in coming up with attractive content, resulting in homogeneity of works, and the quality of video content is not easy to control. Shooting techniques, editing effects. require creators to spend time practicing if they want to achieve a good level. However, if they invest a lot of time in short video creation, it may affect their daily life and work. At the same time, shooting and editing equipment require a certain amount of money to purchase. At the same time, after the work is created, it may also be necessary to prepare a certain amount of funds to hand over to the platform to let the platform help promote their videos. These financial issues will also cause certain troubles to the creators. After creating the work, the creators may face negative comments and online violence, which will cause certain psychological pressure on the creators.

3 Strategies for optimizing short video content

3.1 Understanding audience insights and trends

TikTok is optimized through advanced data analysis. TikTok uses advanced data analytics to understand audience data and trends. This enables the platform to provide personalized content, optimize user experience and identify emerging trends.

TikTok's strategy is comprehensive data collection. TikTok collects a large amount of data from various user interactions and behaviors, such as users' likes, comments, shares, follows and saves, users' viewing time, rewatches, scrolling rates and video completion rates, users' preferences for the type of content they watch, users' personal information, such as age, gender, location, and the time users spend on TikTok.

TikTok uses machine learning and artificial intelligence to achieve personalization. After collecting a large amount of user data, TikTok uses machine learning and artificial intelligence algorithms to process data and analyze user personalization. TikTok analyzes users' past interactions to predict users' future preferences, and at the same time, it classifies users according to their interests and engagement patterns. In addition, TikTok groups users according to demographic factors to customize content accordingly.

3.2 Improving video quality and production value

Fang Qi Kiki is a blogger on TikTok. She usually posts videos of her travels in various places. Take her travel video in Yangshuo, Guilin, for example. In this video, from a visual point of view, her video is colorful and coordinated. When shooting the scenery of Yangshuo, the continuous white clouds and the rolling, verdant mountains set off each other, and the sunset sprinkled on the river, sparkling. The blogger and the fisherman carried a solitary lamp and went boating on the river in this scene, which gave people a feeling of watching a landscape painting, which made people feel very beautiful. Moreover, her shooting angles are diverse, not only from a high-altitude overlooking angle, but also close-up close to the ground. At the same time, her editing is smooth and the transition is very natural, which allows the audience to experience the beauty in all aspects without feeling abrupt. From the perspective of audio, her commentary voice is gentle and clear, and her tone is emotional, which arouses the audience's emotions. At the same time, she is also good at combining background sound with scenery. In this video of Yangshuo, she used the background music of "Fishermen's Song at Dusk" and filmed the scenery of "Fishermen's Song at Dusk", which makes the audience feel that Yangshuo is peaceful. It is because of such high-quality visual and audio combination that Fang Qi Kiki's videos can attract a large number of audiences.

3.3 Leveraging TikTok's features and tools

After the video is shot, you can use the built-in functions of Tik Tok to improve the quality of the video. For example, you can use filters to adjust the tone and atmosphere of the video and enhance the artistic sense of the picture. At the same time, you can also use special effects such as beauty and big eyes to make the characters look more beautiful. In addition, you can add subtitles to let the audience better understand the content of the video.

3.4 Content scheduling and frequency

The best time to post videos is on weekday evenings, weekends and certain holidays, because people usually have more rest time during these time periods, and they are more likely to

browse social media to relax themselves during these time periods. In addition, posting videos during hot events may also get more views, because people are more likely to browse social media during this period. Creators should not post their videos too frequently, because too frequent posting may bore the audience, and too few videos may lead to a decrease in attention. Therefore, keeping 3-5 updates per week can maintain good exposure and user attention.

4 Case studies and practical applications

4.1 Examples of successful content generation

Popular "bad joke" videos may annoy users. For example, the video "kong long kang lang" released by "Yunnan Quanmei" is very popular. She used the magical Yunnan accent to create onomatopoeia such as "kong long kang lang" to adapt the prelude of the song she sang <Mei Fei Se Wu>, which made the song sound very magical and was widely spread on the Internet. In the video, she wore a suit and sang the meaningless but impactful lyrics of "kong long kang lang" in a unique bel canto style, which brought a certain sense of contrast, which aroused the interest of the audience. Moreover, this performance style was presented in a novel and exaggerated way, which easily left a deep impression on the audience. However, quite a number of people think that videos of the type "kong long kang lang" are a bad joke, because they think that this joke lacks connotation and cultural value. At the same time, due to the excessive popularity of the video, a large number of bloggers are repeating and spreading this type of video, which has caused the audience to be bored. Despite this, it is undeniable that "kong long kang lang" is indeed a hot and popular video, which has brought fun and topics to many people.

4.2 Lessons learned from failed campaigns

Analyzing failed cases can provide a deeper understanding of how to make better, high-quality short videos. For example, the videos posted by the short video author "wenling" on TikTok do not have many views. This is because the types of these videos are not uniform. Some are daily cooking, such as cooking noodles, cooking, and some are about games, such as Apex, Naraka: Bladepoint, Teamfight Tactics. At the same time, these videos are not well shot and edited, and the combination of video and music is not particularly reasonable, which makes people look very boring. For example, wenling posted a video on September 8, 2023. The video content is that the creator cooked a bowl of noodles. However, the video shows a bunch of seasonings but does not specifically show the process of cooking noodles, which makes it look very boring. It is recommended that the author unify the types of video releases, such as daily cooking, and improve the shooting and editing techniques to improve the quality of the video.

4.3 Future Trends and Innovations

In the future, the content of TikTok short videos will be more diversified to meet the interests of different users. At the same time, the content of e-commerce and short videos will be more integrated [9]. In addition, with the development of new technologies, users may use these new technologies to watch TikTok in the future. For example, users may use VR devices to experience the scenery in the video in an immersive way to better experience the content of short videos. The application of artificial intelligence technology and big data will also better help TikTok analyze user data and better understand user needs. In the future, creators may

use artificial intelligence to generate more high-quality videos. The platform can also use these new technologies to push more high-quality videos, and prevent the excessive proliferation of videos such as "bad jokes". Therefore, creators need to constantly learn and adapt to new technologies to create more novel videos. At the same time, the TikTok platform can also use these new technologies to improve the platform's functions and services [10].

5 Conclusion

This study explores the key points of short video content generation and optimization on the TikTok (internationally known as Tik Tok) platform. It highlights the following key findings:

TikTok's recommendation algorithm relies heavily on user engagement metrics such as likes, comments, shares, video completion rate, and rewatches. These metrics help the platform identify engaging content and further promote it. Popular videos often use trending topics, challenges, and music to increase their influence. Visual and audio quality are very important to the quality of videos. Video creators need to continuously create attractive works, which requires them to have a constant supply of novel ideas, as well as master shooting and editing skills and cope with financial and psychological pressures.

Creators should focus on engagement because high engagement increases the likelihood that the platform algorithm will promote the video. At the same time, creators should also keep abreast of current trends so that they can create videos that are in line with current trends to reach a wider audience. Marketers can also cooperate with influencers to promote their own brands. Creators should ensure the quality and consistency of their videos and avoid low-quality or offensive content, which will help cultivate loyal audiences and attract more new audiences.

This article suggests that future research could explore how artificial intelligence and big data analytics can further improve content recommendations and personalization. Understanding the nuances of algorithmic decision-making can help creators optimize their content strategies. At the same time, VR and AR technologies can be used to enhance the experience of TikTok users. In addition, further analysis should be conducted on how cultural and regional differences affect content preferences and engagement on TikTok to better help creators and marketers tailor content to specific groups of people. By focusing on these areas, future research can better optimize short videos, push more high-quality videos, and help creators and marketers maximize their efficiency on platforms such as TikTok. The significance of this study is that it allows short video content creators and marketers to better understand the algorithm of the TikTok platform. It allows creators to understand how to make popular videos, and it also allows marketers to have a deeper understanding of how to use the TikTok platform to market brand products. This article points out that future research can explore how artificial intelligence and big data analysis can further improve content recommendation and personalization.

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