

A Study and Outlook on Short-video Enterprises Undertaking Corporate Social Responsibility Initiatives: Taking TikTok and Bilibili as Examples

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Abstract. The corporate social responsibility of short video industry emanates from a variety of areas, including content management and regulation, safeguarding the rights of short video creators, as well as contributing to social welfare and community development. This paper delves into the initiatives undertaken by two prominent short video enterprises, namely TikTok and Bilibili, in fulfilling their corporate social responsibilities. By conducting a comprehensive analysis of the operational models and identifying stakeholders, this study examines the specific measures adopted by these two enterprises in safeguarding the rights of creators, promoting rural revitalization, and fostering the development of high-quality content for adolescents. The research findings reveal that both TikTok and Bilibili have proactively implemented measures to fulfill their corporate social responsibilities. In response to instances of copyright infringement in the realm of short videos, both platforms have implemented measures such as content takedowns and providing legal assistance to protect the rights of video creators. In the context of rural revitalization, TikTok employs its distinctive e-commerce system to facilitate the marketing of agricultural products, while Bilibili focuses predominantly on rural education. In relation to the growth of adolescents, both short video platforms have intensified their content scrutiny and actively promote the creation of high-quality content to provide proper guidance in terms of values. These measures not only contribute to the establishment of a favorable industry ecosystem but also make a significant contribution to the sustainable development of society.

Keywords: Short video enterprise, Corporate social responsibility, Initiative.

1. Introduction

The "51st Statistical Report on the Development of China's Internet" released by the China Internet Network Information Center reveals that as of December 2022, the scale of Chinese netizens has reached 1.067 billion, with the short video user base reaching 1.012 billion, accounting for 94.8% of the overall netizen population [1]. Currently, there is widespread attention and increasing popularity surrounding the development of the short video industry [2]. More and more individuals are choosing short video-related positions as their career path. Moreover, the characteristics of high viewership, rapid dissemination, and rich content inherent in short videos are subtly influencing and reshaping people's habits and values in various aspects of their lives [3].

Short video platforms have become important venues for people to obtain information, exchange emotions, and exchange opinions, exerting an influence on the overall stability and orderly operation of the social system [3]. In recent years, there has been a proliferation of problems in the short video industry, such as copyright issues, flaunting of wealth, and vulgar content. Short video enterprises should shoulder greater social responsibility in terms of protecting the rights and interests of creators, contributing to social welfare, and guiding values. Therefore, studying the initiatives taken by short video enterprises to fulfill their social responsibilities holds significant importance [4].

By conducting an analysis and literature review, as well as gathering information from news sources and official company websites, this study aims to identify the specific initiatives undertaken

by TikTok and Bilibili in fulfilling their social responsibilities. The operational models of both companies will be analyzed, alongside the identification of relevant stakeholders, followed by an examination of measures based on stakeholder analysis. Through this research, it is hoped that valuable insights can be provided for other short video enterprises in their practice of social responsibility, while also offering decision-making support for the creation of a conducive ecosystem for the development of responsible short video companies.

2. Research Status

2.1. Current Research Status of Short-video Platforms

In recent years, the development of short videos has aroused extensive attention and discourse among scholars. Their scholarly pursuits have encompassed a wide array of subjects, including the realm of content creation and distribution, the dynamics of video propagation and social interactivity, the engagement and immersive experiences of users, the realm of copyright protection and regulatory measures, as well as the intricate web of commercial and revenue models. Such scholarly endeavors hold tremendous relevance in guiding the operation and policy formulation of short-form video platforms. As technology and applications continue to evolve incessantly, the study of short-form video development remains a vibrant realm that demands further in-depth exploration and research [5].

2.2. Current Research Status of Corporate Social Responsibility

In the realm of management studies, research on corporate social responsibility has garnered significant attention. The primary focus of current research entails the conceptualization of corporate social responsibility, the establishment of theoretical models, as well as the identification of factors contributing to the absence or deficiency of corporate social responsibility. Scholars are deeply invested in examining the impact of businesses on multiple stakeholders and exploring the behaviors and outcomes of corporate social responsibility across various levels. They aim to shed light on the actions taken by corporations in fulfilling their societal obligations and the resulting effects they have on diverse dimensions. Research on corporate social responsibility is a dynamic and challenging field that continues to evolve alongside changes in societal and business environments [6].

3. The Operation Mode of Two Enterprises

3.1. TikTok

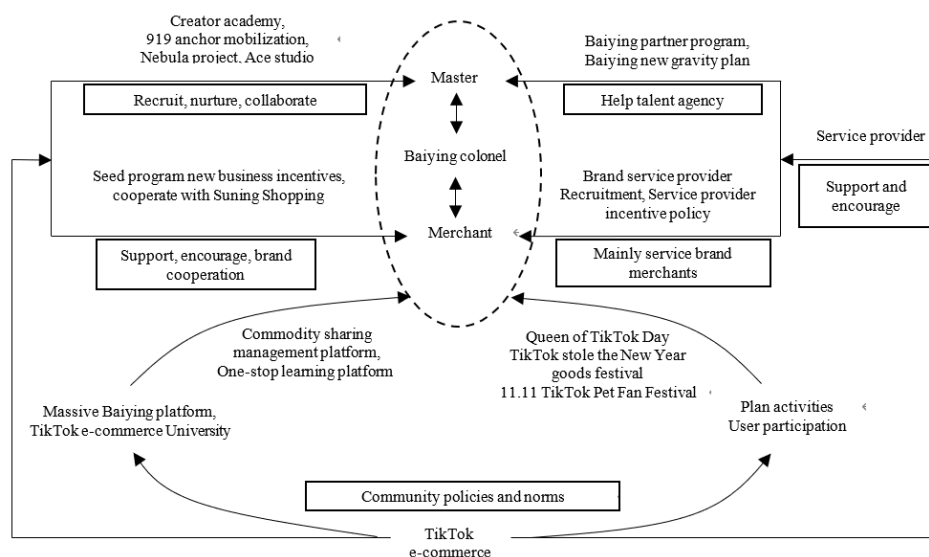


Figure 1. TikTok e-commerce value co-creation business system [7]

As shown in Figure 1, the key stakeholders in the value co-creation business system of TikTok e-commerce are influencers, merchants, service providers, and users. They collaborate to provide users with more cost-effective consumption experiences through short videos or live streaming. Additionally, the e-commerce platform introduces high-quality partners to offer various monetization options for merchants. The platform supports influencers through initiatives such as the Creators Academy and the Nebula Plan, which aim to improve their live streaming environment, enhance their service capabilities, and provide growth programs for livestreaming hosts, assisting smaller hosts in rapid development. TikTok e-commerce has established the Seed Plan to facilitate the rapid start and operation of new merchants, offering supportive policies and benefits for merchants in small-scale stores. Furthermore, in January 2021, the collaboration between TikTok and Suning.com set a record for single-session transactions, providing numerous merchants with a new template for livestreaming sales. Within the value co-creation business system, Baiying Colonel serves as a link between influencers and merchants, assisting merchants in finding suitable influencers and ensuring reliable product endorsements [7].

By providing massive traffic and support funds, TikTok e-commerce offers service providers a growth incentive system and incentive policies to accelerate their development. Currently, short videos account for 30% of the content in the TikTok e-commerce industry, while live streaming constitutes 70%. Short videos have a longer dissemination cycle compared to live streaming, making them more suitable for product promotion. On the other hand, live streaming places greater emphasis on sales conversion. To enhance collaboration with brands, TikTok has launched the Baiying Partner and Baiying New Attraction programs, assisting influencers and agencies in conducting livestreaming sales on behalf of brand merchants. In order to organically integrate these three elements, TikTok established the TikTok Baiying Platform in April 2020. This platform serves as a comprehensive management tool for sharing and managing merchandise, facilitating better cooperation and coordination among influencers, merchants, and service providers [7].

TikTok effectively utilizes its platform's capability to produce short video content and combines it with livestreaming sales. They have organized events such as the TikTok Queen Festival and the Double 11 TikTok Super Fan Festival, encouraging greater user participation in the business system. Livestreaming sales demonstrate their advantages during these events, significantly empowering customers and enabling seamless online and offline communication. Through live broadcasts, hosts can explain products and answer questions, better meeting users' shopping needs. The emergence of new commercial formats has led to a peak in the number of new TikTok hosts in June and August. Following major e-commerce promotions like the 618 and 818 shopping festivals, there has been a noticeable increase in the participation of merchants. Stakeholders have gained a better understanding of TikTok's e-commerce operational model, thanks to initiatives such as the TikTok E-commerce University and community policies and regulations that integrate the platform's operations. TikTok has successfully brought together stakeholders through this organic integration, forming a cohesive e-commerce business system [7].

3.2. Bilibili

As shown in Figure 2, by sorting out the value chain framework, the authors can divide the value chain of Bilibili into three links. The first link is the upstream link, mainly content development and production. The second link is the midstream link, that is, content playback management and community platform operation. The third part is the downstream link, that is, content promotion and sales [8].

In the upstream link, Bilibili mainly through self-production, synthesis and investment cooperation, Integrate, produce and process the professional production content (PGC) produced by user content (UGC) such as UP master and live streamer, traditional media such as film and television company and record company, short video production team and MCN agency, with video content and game copyright imported from overseas. The Professional User Produced Content (PUGC) model was formed. Through this integration and processing approach, Bilibili has built an ecosystem around

users, creators and quality content. Through this integration and processing approach, Bilibili has built an ecosystem around users, creators and quality content [8].

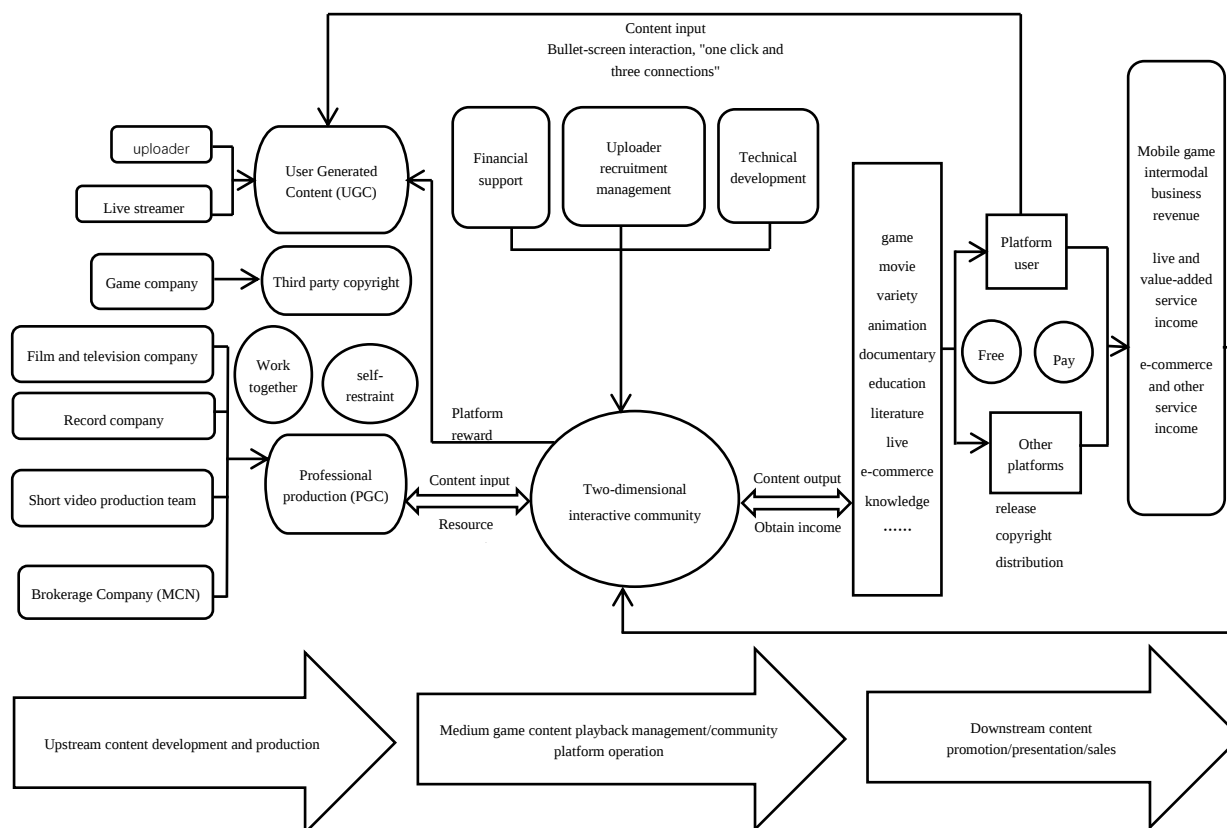


Figure 2. Bilibili value chain framework [8]

In the middle stream, Bilibili uses its unique "quadratic interactive community" to complete the transformation process of high-quality content from input to output for the platform, forming a community ecology of users, UP hosts and platforms. It will produce and complete the audit of high-quality content in the form of free or paid to the platform users, and at the same time in the third-party platform distribution, distribution of content copyright to achieve income. This link involves video content playback management, Bilibili to establish a community self-purification system, remove negative video content, and create a green video environment [8].

In the downstream link, Bilibili uses technical means to accurately push high-quality content from different content zones to users, attracting and gathering a huge number of users, forming stable private traffic to provide diversified value-added revenue for Bilibili's game business, advertising, live broadcasting and value-added service business and e-commerce and other service sectors. This link is mainly to face users, while relying on user traffic to realize commercial realization, Bilibili has important social responsibilities for users' mental health, value guidance, and privacy information protection [8].

4. The Initiatives for Two Enterprises to Undertake Corporate Social Responsibility

4.1. TikTok's Initiatives

4.1.1 Rights protection and support for creators

In response to acts of infringement within their platform, TikTok implements measures including the removal of infringing works and the transfer of followers of infringing authors to address infringing videos or accounts. For infringements occurring outside their platform, the TikTok Group has established green channels with multiple platforms to swiftly report and take down infringing

videos. Additionally, the TikTok Group has launched several initiatives to assist creators in safeguarding their rights, such as the TikTok "Original Creator Alliance" which provides contracted authors with infringement monitoring and free legal representation. Furthermore, the TikTok e-commerce platform has established the industry's first comprehensive one-stop complaint platform, IPPRO, which covers all e-commerce scenarios [9].

4.1.2 Support rural revitalization and development

In the year 2022, the TikTok Group, with a core objective of boosting farmers' income and enhancing industrial efficiency, places its emphasis on the rural triad of "people, goods, and scenery". This entails the strategic implementation of four distinctive projects: "Enchanting Vistas of the Mountains through DOU lens," "Agricultural Products Making Headlines," "Guardians of the Countryside," and the "Rural Talents Program" [9].

"Agricultural Products Making Headlines" is a collaborative initiative between TikTok Philanthropy and TikTok E-commerce designed to support agriculture. By leveraging top-notch content and cutting-edge platform technology, this project aims to connect exceptional agricultural products that deserve wider recognition with consumer groups who possess latent shopping needs. Through this endeavor, local distinctive agricultural goods will find their way to every corner of the country. In the year 2022, the "Rural Delicacies Making Headlines" project extends its aid to 146 counties (cities) in 8 provinces, persistently enhancing the market visibility of agricultural products through rural-themed content. By providing specialized assistance, training, and guidance, this endeavor stimulates local sales growth while aiming to achieve long-term, scalable operations to bolster agricultural efficiency. As of September 2022, "Rural Delicacies Making Headlines" has cumulatively spurred the sale of agricultural products, reaching a staggering 68.95 million orders [9].

The "Rural Talents Program" is a philanthropic initiative launched by the TikTok Group to promote rural development and advance the cultivation of digital talents in rural areas. Targeting the key players in rural development, this program provides training in business management, digital marketing, and industrial digitalization, among other relevant skills and competencies, for enterprises, creators, and young students [9].

4.1.3 High quality content construction for teenagers

The TikTok Group is dedicated to the cultivation of high-quality content for teenagers. Through initiatives such as creator incentives, thematic events, and collaborations with authoritative organizations, the company continuously strengthens the development of valuable content for young audiences. This commitment aims to provide teenagers with knowledge in fields such as science, culture, art, and safety through the creation of informative sections and channels. Furthermore, the TikTok Group actively utilizes its short video and livestreaming platforms to advocate for the participation of various social groups in the protection of minors. By leveraging these channels, the company promotes awareness and engagement in safeguarding the well-being and rights of underage individuals. In addition, TikTok has launched initiatives such as "Ride the Waves, Youngsters" and "DOU Light Up Children's Futures" to convey the concept of protecting minors to the public. Through these activities, TikTok aims to raise awareness and promote the importance of safeguarding the well-being and future prospects of children [9].

4.2. Bilibili's Initiatives

4.2.1 Rights protection and support for creators

Bilibili actively safeguards the creative achievements of its content creators by introducing the "Uploader Copyright Protection Program." This initiative is dedicated to protecting the original works of video creators and ensuring the rights of uploaders.

For uploaders who join the program, if their original works, which are under monitoring, are unlawfully reproduced by third-party platforms, Bilibili will proactively assist them in safeguarding their rights through legal means [10].

In order to better discover and support the emerging talents in domestic original animation, in 2021, Bilibili upgraded the "Little Universe New Star Program" to the "Bilibili Seek Light Program." This program aims to provide targeted support for original animation creators and enthusiasts at various stages, tailoring assistance programs to their specific needs. To encourage documentary enthusiasts to become documentary content creators and support their growth as documentary filmmakers, Bilibili has launched the "Darkroom Lamp Program." This program provides comprehensive support throughout the entire process for documentary creators, aiming to foster their development and success in the field of documentary filmmaking [10].

4.2.2 Support rural revitalization and development

Supporting rural education is a primary focus of Bilibili's efforts to contribute to rural revitalization. Bilibili has provided support for the construction of four rural schools in Dali and Lijiang in Yunnan Province, as well as Zunyi in Guizhou Province. In 2021, the company also explored a new model of rural education by establishing the "Bilibili Aihua Dream School" as a central primary school, which is linked to five village-level primary schools. This initiative aims to support the educational development of an entire township area. Bilibili has also established the "Bilibili Happy Scholarship" for children, which is aimed at supporting rural teachers engaged in volunteer teaching and enabling them to carry out extracurricular innovative projects, as well as fostering the development of students' interests and talents. Bilibili endeavors to enhance the dissemination of knowledge in rural areas through these measures, thereby fostering holistic development among children and subsequently elevating the company's social prominence [10].

4.2.3 High quality content construction for teenagers

As a comprehensive video community that gathers the younger generation in China, Bilibili conscientiously embraces its mission of safeguarding the healthy growth of adolescents. Since 2019, Bilibili has diligently adhered to the requirements of relevant laws and regulations, establishing and continuously improving its system for the protection of minors, all in the pursuit of safeguarding the healthy growth of adolescents. Bilibili has introduced various features such as the Teenage Mode, Guardian Binding, and a Parent-Child Platform. Furthermore, it has provided a wealth of content in the realms of aesthetic and scientific education for young individuals. Since January 2022, Bilibili has undertaken several targeted governance initiatives to address content unsuitable for minors. It has collaborated with creators from various fields to produce high-quality content specifically tailored for young audiences. By launching the Parent-Child Platform, Bilibili has empowered parents to remotely manage their children's account usage time, fostering a shared commitment to safeguarding the healthy growth of their children [10].

5. Analysis of the Initiatives of Two Enterprises

5.1. Common Ground

By analyzing the initiatives taken by TikTok and Bilibili in fulfilling their social responsibilities, the authors can identify the following commonalities.

Both TikTok and Bilibili integrate their operational models with the undertaking of corporate social responsibility [11]. TikTok leverages its own e-commerce value to co-create a business ecosystem, embarking on philanthropic initiatives to support agricultural communities and foster rural revitalization and development. Bilibili, harnessing the unique attributes of its "two-dimensional interactive community," crafts support programs for anime creators, propelling the rise of Chinese animation.

Both TikTok and Bilibili, in assuming corporate social responsibility, align their efforts with China's national development strategy. TikTok Group, in conjunction with the rural revitalization strategy, has created multiple initiatives such as "The Mountains are full of Beautiful Scenery," "Agricultural Products Making Headlines," and "Guardians of the Countryside," empowering the

development of rural revitalization. By integrating the strategy of a strong cultural nation, Bilibili strives to support the development of Chinese animation and provide assistance to relevant creators, thereby contributing to develop a flourishing socialist culture in China, and offering the "Bilibili force".

Both TikTok and Bilibili prioritize the protection of creators' legal rights. TikTok has established the "Original Creator Alliance" to offer contracted authors services such as infringement monitoring and free legal representation. Meanwhile, Bilibili has introduced the "Uploader Copyright Protection Program" where Uploader can simply click on the rights protection button, and the platform will assist them in safeguarding their rights and taking down infringing videos through legal means, ensuring the protection of the original creators' lawful interests.

Both TikTok and Bilibili actively engage in guiding users towards correct values. TikTok advocates for the protection of minors through social awareness, while Bilibili persists in promoting positive culture and guiding users to establish proper value systems. These initiatives by both short video platforms demonstrate their commitment to fulfilling social responsibilities in terms of value guidance.

Furthermore, TikTok and Bilibili both prioritize the growth and well-being of young individuals as part of their corporate social responsibility. TikTok utilizes short videos and live streaming to raise awareness about the protection of minors, while also enhancing the development of youth-oriented content. Bilibili, on the other hand, continuously improves its teenage mode and game addiction prevention system, while establishing measures for ensuring the information security of young users. These specific actions undertaken by the short video platforms reflect their dedication to fostering the healthy growth of young individuals and fulfilling their corporate social responsibilities.

5.2. Difference

Through the analysis of the measures taken by TikTok and B station to undertake social responsibility, it can be found that there are the following differences in the measures taken by TikTok and Bilibili to undertake social responsibility.

5.2.1 Copyright protection and infringement treatment

As a short video platform, TikTok is faced with a lot of copyright protection and infringement problems. In order to protect the rights and interests of creators, TikTok has taken a series of measures, such as establishing a copyright protection mechanism, providing channels for reporting infringement, and cooperating with copyright parties to minimize infringement. Bilibili, as an animation barrage video site, has similar copyright protection measures, but the copyright issues may be different due to different forms of content.

5.2.2 Helping rural revitalization

TikTok launched the "TikTok Help Farmers" program in China to help farmers promote and sell agricultural products to a large number of users by building a sales platform for agricultural products. The plan includes working directly with agricultural cooperatives and farmers to provide online sales channels and logistics services. Although Bilibili also has some video content related to agricultural products, it is mainly an animated barrage video site, and there is no specific agricultural sales platform similar to TikTok.

TikTok helps farmers understand the latest agricultural technologies and management methods by providing video content sharing of agricultural knowledge and technology. These videos can help farmers improve planting and breeding techniques to increase yield and quality. The Bilibili is mainly animated barrage videos, and may not have specific plans or content similar to TikTok's agricultural knowledge and technology sharing.

5.2.3 High quality content construction for teenagers

As a mass oriented short video platform, TikTok pays attention to content review and filtering for young users. TikTok uses a combination of intelligent algorithms and human reviews to protect the

health and safety of young users by identifying and filtering inappropriate content. Bilibili, as a major animation barrage video website, also has a similar content review mechanism, but compared with TikTok, the content of Bilibili is more professional, and the requirements for content review may be different.

6. Conclusion

In this paper, the social responsibility measures of the two short-frequency enterprises are studied by studying the social responsibility measures of the two short-frequency companies, and the practice and prospect of the short-frequency industry are discussed. Both companies actively take social responsibility in their own operating mode, protect the rights and interests of the creators, focus on the growth of teenagers, conduct the right values and combine with the national development strategy. Their efforts not only help to establish a good industry ecology, but also contribute to the sustainable development of society.

For the emerging short-frequency enterprises, the research of this paper provides valuable experience and inspiration. In the pursuit of enterprise benefit, enterprises should always focus on the social responsibility of enterprises to promote the sustainable development of enterprises themselves and the short-frequency industry.

In summary, short-frequency companies play the important role of social responsibility. Through continuous exploration and practice, they can make positive contributions to the sustainable development of society and the good industry ecology. The authors hope that future research on the social responsibility of short video platforms can explore new perspectives beyond focusing on stakeholders' interests, the company itself, and the production and dissemination processes of short videos. At the same time, the authors hope to make a quantitative assessment of the implementation of social responsibility measures by taking the effect of social responsibility measures, so that the corporate social responsibility is combined with financial performance.

Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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