

Psychological Analysis of the Audience of TikTok Popular Content

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Abstract. With the rapid growth and continuous iteration of Internet technology, it has profoundly transformed the way information is disseminated and gradually infiltrated into every aspect of modern life, becoming an indispensable companion for people. In this era of information explosion, the Internet is not only a vast repository of knowledge and entertainment but also a new arena for personal expression and social interaction. In addition, the development of artificial intelligence has made the audience no longer passively receive information, greatly enhancing the interaction between communication and reception. This paper uses relevant data to analyze the transformation of user information acquisition methods, TikTok's unique information push mechanism, TikTok's personalized popular content cases, and users' diversified needs, to show how TikTok accurately caters to the psychological demands of different user groups, and to explore the audience psychology represented by TikTok's popular content. Research shows that TikTok meets users' psychological expectations and needs in the fields of information acquisition, entertainment, relaxation, knowledge development, shopping, and consumption through accurate push, rich and diverse content, and powerful functions.

Keyword: Popular content, audience psychology, information push, entertainment demand.

1. Introduction

In the digital and modern era, the rapid development of Internet technology has promoted the continuous innovation of social media platforms. As a leader in this field, TikTok has rapidly accumulated many users with its unique appeal. Hot content on TikTok has emerged endlessly, covering all aspects of life. The audience psychology reflected behind it is complex and diverse. TikTok's search engine gives users the initiative to obtain information, and it can accurately search for information according to personal interests and specific needs. This change not only greatly stimulated users' thirst for information, but also gave them the right to freely choose in the ocean of information, thus fully mobilizing users' enthusiasm for obtaining information. Users are no longer passive information receivers, but active information explorers who can filter and obtain the information they need according to their wishes. The initiative and discourse power of online audiences have also increased synchronously. Through analysis, it can be concluded that TikTok can innovate again in two aspects. First, TikTok optimizes personalized content recommendations, develops more accurate algorithms, and provides users with personalized content that highly matches their current psychological needs and emotional state. Secondly, TikTok can develop social interaction functions, design interaction methods based on audience psychology, develop new likes, comments, and sharing mechanisms through the psychology of users' desire for recognition and social support, and enhance emotional connection and interactive experience between users. Therefore, a deep understanding of users' psychological needs is extremely important for analyzing social media development trends and user behavior. This paper aims to explore the audience psychology of popular TikTok content and put forward suggestions for the development and innovation of its content and function.

2. TikTok's Mechanism and Audience Interest Satisfaction

2.1. Personality, Accuracy of Recommendations

Yinli, with advanced big data technology, meticulously analyzes users' gender, age, social roles, and other characteristics, and continuously tracks users' viewing habits, such as viewing frequency, duration, and like behavior. According to statistics, about 80% of users believe that the content recommended by TikTok is closely related to their interests. Based on these detailed data, TikTok can provide highly personalized video recommendations for every user. This approach ensures that users can efficiently receive diverse information that interests them.

2.2. Reduction, Interest Overload

In the era of excessive information, users are often overwhelmed by too much information. However, the accurate recommendation mechanism of TikTok effectively solves this problem. The survey shows that about 70% of users believe that TikTok helps them reduce the time consumption of filtering information. It ensures that users can quickly find content that matches their interests from many videos, saving a lot of time and energy, and significantly improving the efficiency and satisfaction of information acquisition. Users no longer have to struggle to search for irrelevant information, but can directly access content that is truly interesting and valuable.

3. Specific Classification of TikTok's Content

3.1. Life, Style Category

Living side and category content occupy an important position in TikTok, including cooking tutorials, which are popular with users. A variety of dishes are displayed and detailed production steps meet the user's curiosity for food and the need to try to produce them in person. Home decoration videos provide users with inspiration and creativity for decorating their living environment, enhancing their creativity and aesthetic pursuit of the living environment. Travel records allow users to experience the natural scenery and cultural customs of different parts of the world, triggering their yearning and longing for different cultures, and inspiring their curiosity and desire to explore the unknown world.

3.2. Talents and Demonstrations

Various talents such as songs, dances, and musical instrument performances have attracted much attention on TikTok. These contents not only showcase the talent and charm of the performers but also bring a different artistic experience to the audience. Not only can it enhance one's artistic cultivation and comprehensive quality, but it may also inspire one's interest in learning and cultivating personal talents while appreciating them. In addition, this type of content also provides a platform for talented creators to showcase themselves, which helps to discover and cultivate potential artistic talents.

3.3. Humor and Music

Songyou, short plays, and comedy sketches are an important way for TikTok users to reduce stress and relax. Allowing users to forget their worries amidst laughter, this type of video vividly depicts various scenes in daily life, which can easily trigger emotional resonance among users. Allow users to let go of their worries and release their emotions amidst cheerful laughter. At the same time, humorous entertainment content has a positive effect on cultivating users' optimistic mentality. It can enhance users' ability to cope with life pressure, add more interesting content to their lives, create a relaxed and pleasant atmosphere, and make them more optimistic about facing various challenges in life. It can effectively improve user happiness.

3.4. Education, General Category

Educational popular science videos in various fields such as science, history, and health satisfy users' thirst for knowledge. Through lively and interesting explanations, users can easily acquire the original complicated knowledge. TikTok pays attention to the development of practicality and tools, making the production process simpler, and easier to stimulate users' creativity and broaden their horizons. In addition, scientists who are proficient in scientific knowledge and professional teams who are familiar with TikTok videos have jointly produced high-quality content, realizing the combination of high-quality content and high-quality expression forms, making useful scientific knowledge more quality, interesting forms more meaningful [1], and increasing users' knowledge accumulation and personal accomplishment.

3.5. Beauty, Fashion Category

Makeup techniques and clothing combinations lead the fashion trend. By watching these videos, users hope to improve their appearance, showcase their charm, and enhance their taste. Fashionable fashion demonstrations showcase the combination of different clothing combinations and beauty, allowing users to learn how to match their overall style according to their characteristics and occasions, thus becoming more confident in social situations. TikTok's many beauty and fashion contents emphasize that everyone has their unique beauty, encourage users to try bravely and show themselves, help to cultivate users' self-confidence and positive attitude towards life, and meet users' needs for personal image improvement and social recognition.

3.6. Pets, Common Category

The daily life and fun interactive videos of Guan Chong bring users a warm and healing feeling. Pet daily content can evoke kindness and care in users' hearts, cultivate their sense of responsibility and compassion, and to some extent alleviate the tension and anxiety brought by modern life. This type of video serves as a "buffer" for users' stress and anxiety in modern life to a certain extent. For users who feel lonely, under great pressure, or love animals in their daily lives, these pet videos have become an important source of emotional support and emotional comfort.

4. Audience Psychological Analysis Case of TikTok's Content

According to the "2019 China Short Video Industry Research Report" released by Zhanchan Research Institute, the scale and duration of short video users in China are both rapidly growing. Among them, TikTok App has become a rising star in the short video platform with its rapidly rising monthly active users. By June 2019, the monthly active users of the TikTok App had reached 486 million, greatly changing the short video market pattern [2]. TikTok's popular content is rich and diverse, covering life, talent, fun, knowledge, beauty, pets, and other types, each with its characteristics to meet the needs of different audiences. Taking "The Eclipse" as an example of popular lifestyle content, its carefully crafted food videos not only showcase the cooking process of delicious dishes but also create a warm and comfortable living atmosphere. For audiences who feel tired and stressed in a fast-paced life, watching such videos can temporarily escape the hustle and bustle of reality, immerse themselves in the beautiful imagination of life, and thus gain spiritual peace and relaxation. The humorous "Chen Xiang 6:30" has become a source of happiness for many users with its unique humorous style and comedic plot that is close to life. After a busy day, users can release the stress of work and life, obtain emotional release and relaxation, and satisfy their psychological needs for seeking relaxation and joy by watching these funny videos.

5. TikTok User's Entertainment Needs

Yinti provides fragmented entertainment services. The fast-paced lifestyle of modern society has led to people's time being divided into fragmented parts. TikTok adapts to this phenomenon. Users

can turn on TikTok during a short break, on the way to work, or between waiting hours to enjoy a moment of entertainment. Through the questionnaire survey, it is found that more than 70% of users use it for entertainment to relaxation, which indicates that TikTok provides a platform for people to relieve pressure and enjoy a moment of relaxation in their busy lives. 42.02% of the users choose to acquire information and learn skills through TikTok, which reflects its value in knowledge dissemination. 36.13% of users use it to record their lives, which shows that TikTok has become an important tool for users to save lives and share good moments. 21.01% of the users interact with people and participate in social activities with TikTok, demonstrating their social attributes and meeting social needs. 12.61% of users believe that TikTok can help them show themselves and realize their value. The number of users who choose "chasing stars" and "obtaining economic benefits" is relatively small, 3.36% and 2.52% respectively, but this also reflects the diversity of TikTok in meeting the specific needs of different types of users. According to statistics, about 60% of users said they would use fragmented time to browse TikTok. This fragmented form of entertainment allows users to quickly experience happiness and relaxation within a limited amount of time, effectively relieving stress in their lives. TikTok provides a variety of entertainment content, ranging from easily interpreted current events to interesting discussions on popular topics, from funny short videos to wonderful film clips. No matter what the user's interests are, they can find their entertainment content on TikTok. The entry of celebrities and celebrities has added luster to the platform. Their shared life experiences and work dynamics allow users to have close contact with idols, enhancing their stickiness and dependence on the platform. TikTok's sharing function also brings a rich social experience. TikTok's sharing function not only enables users to share their favorite content with friends and relatives but also enables them to communicate and interact with others in the process of sharing. This social experience further deepens users' feelings and understanding of entertainment content, while also enhancing emotional connections and social relationships between users. Through sharing and communication, users can gain more sense of identification and belonging, thus enjoying the fun brought by entertainment more. According to the questionnaire data, 73.95% of the respondents believe that TikTok can meet their own needs for "entertainment and relaxation" [3].

6. TikTok's Users' Cognitive Needs

6.1. Diverse Knowledge Content

The knowledge on TikTok covers a wide range of fields, from astronomy and geography to humanities and social sciences, from professional skills to common sense of life. Both academic knowledge explanations and practical life tips can be found in TikTok. Data shows that on December 29, 2021, TikTok officially launched the learning channel, creating a new independent space for the dissemination, promotion, and display of knowledge videos. The 2022 TikTok Knowledge Data Report jointly released by TikTok and Huge Arithmetic shows that from January to October 2022, the number of knowledge works released by TikTok shows a rapid growth trend, with the growth rate reaching 35.4%. The number of monthly live broadcasts of knowledge creators reached 72.7%. The number of TikTok users who watch more than 100 knowledge videos per month reached 450 million, of which the broadcast volume of pan knowledge content videos reached 20% of the overall broadcast volume of the platform [4]. Moreover, diversified knowledge also meets the cognitive needs of different users in different fields, providing users with a convenient knowledge acquisition channel.

6.2. Satisfy the Curiosity of Different Age Groups

According to Maslow's hierarchy of needs theory, when people's physiological and safety needs are met, they will pursue higher-level cognitive needs. According to the official analysis report released by the TikTok platform, as of December 31, 2021, the number of daily active users (DAU) of TikTok short videos has exceeded 400 million, becoming the largest number of short video applications in China. By analyzing its overall user profile, it can be found that the gender of its users is relatively balanced, and most of them are concentrated between the ages of 19 and 30. Among the

target audience of the 80s and 95s, there are more male users. There are more female users among the post-85s and post-90s audiences. From a geographical distribution perspective, most users are in new first-tier cities and third-tier cities. TikTok not only satisfies young people's desire for new knowledge and skills but also helps them to enrich themselves in the process of growth. TikTok provides older users with the opportunity to obtain practical information and enrich their spiritual life so that they can keep pace with the times and constantly expand their cognitive boundaries. TikTok can be an effective tool for students to meet their cognitive needs, whether for academic progress or for the elderly to enrich their retirement life [5].

7. TikTok Live Broadcast with Goods and Users' Shopping Psychology

7.1. Rich Shopping Experience

Since 2020, TikTok has entered the field of live broadcast with goods and has made remarkable achievements, creating huge sales. Live streaming sales have brought users a brand new shopping experience. Users do not need to leave their homes, and can intuitively understand the characteristics, usage methods, and actual effects of products through their mobile phone screens. The display design, arrangement of live-streaming scenes, and props in the live-streaming room also create a refreshing visual effect, optimizing the shopping experience for consumers. Rich product descriptions and display effects enhance consumers' purchasing desire. This convenient and distinctive shopping method greatly saves users' time and energy and meets their special and efficient shopping psychological needs.

7.2. Diversified Cargo Carriers

From well-known online celebrities to popular celebrity stars, and then to ordinary corporate accounts and individual users, TikTok's live delivery subjects show a diversified feature. Different sales entities bring different styles and distinctive product recommendations, meeting the diverse shopping needs of users. Users can choose different sales anchors based on their preferences and trustworthiness, thereby increasing the fun and selectivity of shopping. In addition, users can interact with live streaming hosts in real-time while watching, raise their questions and needs, receive timely answers and suggestions, and further enhance shopping satisfaction.

8. Conclusion

Through various analyses and data, TikTok caters to the psychological demands of different audience groups by using an accurate information push mechanism and personalized popular content. The change in information acquisition brought about by search engines has enhanced the attraction of TikTok and provided a basis for development. On this basis, TikTok makes innovations, enabling users to quickly obtain their interests and required content from a large amount of information. At the same time, TikTok also needs to further enhance the user's sense of experience, collect, and meet user needs. Secondly, TikTok should strengthen the control of content quality and reduce the spread of rumors and false content. Pay attention to protecting user privacy, ensuring the legality and security of personalized content, and then increasing interaction between users and creators, exchanging ideas, and collaborating to promote the creation and dissemination of high-quality content. The in-depth research on social media platforms such as TikTok will not only help us to better understand the psychological needs and behavior patterns of people in contemporary society, but also provide valuable reference and enlightenment for the development of related fields, promote the social media industry to develop in a more healthy and beneficial direction, and hope that with the support of artificial intelligence and big data, users can meet their current psychological demands and speculate on the potential needs of users and the changing direction of the trend of the times. TikTok may expand more fields and functions, integrate and innovate with other industries, and enhance its competitiveness for sustainable development. Provide users with stable and more diverse services. In

the world, TikTok may become a platform leading information dissemination and active social interaction, further promoting the innovation and development of the Internet industry.

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