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Research on Public Opinion Guidance Mechanism of Tik Tok Hot Event Explanation Short Video

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Abstract: With the continuous development of technology, in recent years, short video shows a rapid development trend, both its user scale and the number of applications has been rapidly improved. Tik Tok, as one of the larger short video platforms in China, has become an entertainment tool for people by virtue of its comprehensive audio-visual presentation. Tik Tok short video, because of its diversified communication elements, can quickly capture hot events and arouse widespread concern, stimulate the social synergy of public opinion and promote the construction of a good social order; At the same time, it will help to improve the style of departments and institutions, make up for the lack of legal system, enhance communication and understanding from all walks of life, and finally realize the positive value of public opinion mobilization. Based on the development status and characteristics of Tik Tok short video, this paper focuses on the core issues of positive energy transmission and public opinion guidance of Tik Tok APP, explores the public opinion guidance mechanism of Tik Tok short video explaining hot events, and discusses the possible problems in the process of public opinion generation. In order to contribute to the related research.

Keywords: Tik Tok; Hot Events; Explanatory Short Video; Public Opinion Guidance.

1. Introduction

Nowadays, people are in an extraordinary period of rapid expansion of image production, circulation and consumption. Compared with the past, people's expectations for the power and senses that the media can give are completely different [1]. Various forms of new media emerged as the times require, among which short video software with increasing user volume impacted the content production and distribution mode of traditional media, and played an increasingly important role in information dissemination [2]. Most of the information in life is obtained through the eyes, and the information obtained through visual images has the characteristics of low threshold, fast access and large amount of information, and hot public opinion events have more sources to follow [3]. With the advantages of low threshold of transmission and acceptance and low cost of content production, short video has gradually become an important means for individuals to record their daily lives anytime and anywhere. As a new media form integrating content, scenes and socialization, short video has its own "landscape gene" [4]. The sound, words and scenes in short videos have jointly constructed a social ideographic system, which has become an outlet for netizens to vent their emotions. Driven by vision, online public opinion gradually shows a landscape tendency centered on "vision" rather than "events".

In the process of all-media reform, short video is also facing some development difficulties, so it is urgent to actively explore its future development direction in order to better adhere to and emphasize the mobile priority strategy, further enhance the communication power, guidance and influence of public opinion, and accelerate the construction of a healthy and orderly all-media communication pattern [5]. Tik Tok is a music creative short video social software under today's headline, which focuses on young people's music short video community [6]. Users can choose their favorite music through this software, shoot short videos with individuality, and upload them to Tik Tok platform after post-editing, thus forming their own works [7]. At present, the short video platform represented by Tik Tok has gradually become the main channel for information dissemination and the generation of public opinion hotspots, and it is likely to gradually replace Weibo. The audio-visual form of Tik Tok short video itself promotes the generation of public opinion in the public opinion field of hot events, and the audio-visual communication of short video determines the characteristics of its public opinion generation mechanism. This paper will combine the characteristics of short videos to analyze the public opinion guidance mechanism of Tik Tok hot event interpretation short videos.

2. New Characteristics of Public Opinion Communication in Short Video Era

The popularity of short video software has profoundly changed the social way of netizens, reconstructed social public space, and recorded what users have seen around them in detail, which greatly enriched the dimension of our view of the world in theory, and further bridged the difference between the online world and the real world [8]. The progress of Internet technology is the objective condition for people to participate in short video communication, while the subjective condition is for the public to use short video to achieve communication goals such as expressing their feelings or pursuing fame and profit. With the rapid rise of short video communication mode, short video platforms with social media properties such as Tik Tok and Aauto Quicker have become brand-new "sources" of sudden public opinion. Its short, intuitive and fast features have catalyzed, accelerated and amplified the spread and development of online public opinion. In today's era, Tik Tok short video public opinion communication presents the characteristics of landscape of public opinion field and diversification of public opinion subjects. The schematic diagram of the ecological environment in Tik Tok short video transmission is as follows.

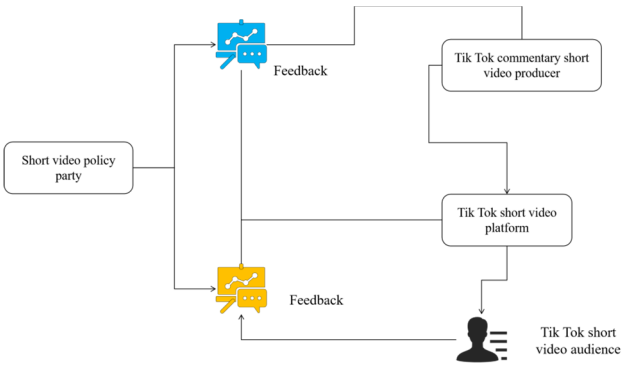


Figure 1. Schematic diagram of ecological environment in Tik Tok short video transmission

The content in Tik Tok short video platform exists in the form of video. Compared with the traditional presentation mode of text and pictures, it is more intuitive in catering to the fast-reading habits of users now, and the information that can be seen and obtained at the same time is more abundant. At the same time, it gets rid of the limitations of language and culture, and the object of public opinion is easier to read and easier to read in this environment. Compared with the traditional reading of graphic information, the audio-visual experience of short video does not require the audience to excessively mobilize their thinking, which improves the user's experience of obtaining information and saves the audience's energy. Tik Tok short video makes information spread across the boundaries of class, region and culture, so that everyone can become a producer of public opinion, and once again participate in the generation and transmission of public opinion through likes, forwarding, comments and sharing. Therefore, the subject of public opinion has become diversified, and it has realized the trinity of information producers, receivers and participants.

3. Public Opinion Dissemination of Hot Events in Short Videos

Short videos are mainly expressed by audio-visual symbols, and the process of visual communication is the process in which the brain receives information through the eyes [9]. Although Tik Tok short video broke the time-space boundary and satisfied the audience's fragmented information reception habit, its fragmented performance and limited viewing frame deprived the audience of the overall cognition of the event, which led to the distortion of public opinion. Considering the reality, short video platforms such as Tik Tok often produce false information. Some people cheat traffic by piecing together clips and scripts for the sake of traffic and benefits. When public opinion is questioned, there will be public opinion reversal and other phenomena. Today, the number of users of Tik Tok is increasing, and its communication influence is becoming stronger and stronger. However, even though Tik Tok short video platform has an advantage in the timeliness of event exposure, it is difficult to restore the whole event in the first time, and it is also slightly insufficient in depth and breadth. At present, short videos of hot events are not only an important way to ignite public opinion, but also influence the development and evolution direction of public opinion to a great extent, which leads people to think about the construction of a good social order.

Short video has the characteristics of high propagation, fast diffusion and low threshold, and the fragmentation time can be completed, so there is huge room for user stickiness and growth. Before the birth of Tik Tok short video, the social media pattern was "two micro-ends", but now it can be said to be a new situation of "two micro-ends and one shake". According to the comparison of relevant data, the logic of communication recommendation on Tik Tok is quite different from that in Weibo for the same event. The public opinion dissemination of short videos in Tik Tok hot events has also caused a series of problems, which are highlighted as fragmentation dissemination covering up the truth, fission dissemination inducing emotional violence, and algorithm recommendation leading to unbalanced public opinion dissemination structure.

4. Public Opinion Guidance Mechanism of Tik Tok Hot Event Explanation Short Video

4.1. Strengthen the Construction of Tik Tok Media Communication Channels and Public Opinion Guidance

Tik Tok short video is a platform for public discourse, and any organization or individual can publish their own videos and express their views through the platform only by completing real-name authentication [10]. It reshapes the social scene and allows people to get close to real interpersonal interaction in virtual space-time. In this process, multi-level communication and emotional stimulation are also very likely to lead to polarization of public opinion.

Short videos enter people's lives in a quiet way, but short videos are mixed, selective and one-sided, which easily lead to bad consequences. Due to the size and characteristics of short videos, hot events always tend to spread in fragments, which has the advantage of conforming to users' fragmented consumption habits, but it is also easy to destroy the inherent logic of information, which will lead to the resolution of the truth and eventually lead to the consequences of communication ethics anomie. Therefore, according to the law of video public opinion dissemination, we need to adopt some public opinion guidance strategies to prevent the fermentation of hot public opinion events and avoid the emergence of public opinion crisis. Tik Tok media, which has high hopes and strong resource advantages, should do a good job of public opinion guidance in emergencies, and play the role of publicizing the mainstream values of society on the basis of following the objective laws of public opinion dissemination. With the acceleration of media integration, Tik Tok media should actively expand its communication channels and act as the main force of public opinion guidance in emergencies.

4.2. Strengthen the Construction of Tik Tok Commentary Short Video Content and the Emotional Counseling of Public Opinion

With the development of digital technology and Internet technology and the popularity of mobile ports, short videos are shot, sent, broadcast and transmitted by everyone. As long as any event spread through short video attracts attention, it can spread to social media outside the short video platform in a viral way, reaching the point where almost everyone knows it. However, the characteristics of short video fragmentation can easily lead to information distortion, and the algorithm recommendation mechanism in commercial short video platforms leads to single and limited information

dissemination, which is more likely to lead to public opinion crisis. Therefore, Tik Tok short video platform should strengthen the construction of commentary short video content and channel public opinion emotions. At the same time, the content construction of commentary short videos should also pay attention to the innovation of content form and communication skills. Figure 2 shows the public opinion evolution model of Tik Tok commentary short videos.

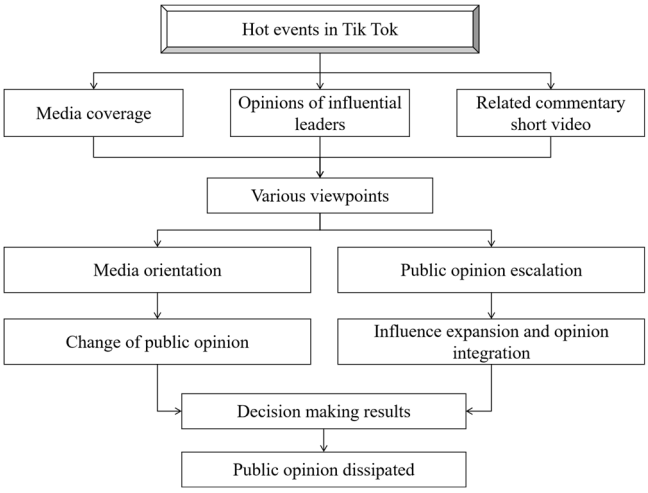


Figure 2. Public opinion evolution model of Tik Tok commentary short video

Nowadays, the influence, adhesion and communication of short videos have reached an unprecedented level. It is the due responsibility of relevant management departments to pay attention to the influence of Tik Tok commentary short videos on online public opinion and cyberspace, and to increase the attention and supervision of commentary short videos. The era of "looking at pictures with pictures and truth" is surrounded by short videos with visual diversity. Even if there is live material, it is no longer "there is a picture with truth" because of the influence of multiple factors such as video editing and shooting angle. The visual communication of Tik Tok short video strengthens the audience's trust, but at the same time it weakens the audience's ability to identify and question the authenticity of the event. Therefore, Tik Tok should strengthen the information control and agenda setting of short videos of commentary. The public opinion mobilization and dissemination of Tik Tok's short video explaining hot events has set up a convenient channel for interaction among various groups. Through the convergence of social collective will, public opinion has played the role of reflecting people's hearts, supervising power institutions and destroying evil forces, promoting the construction of good laws and customs to safeguard the interests of the overwhelming majority of people, and urging various systems to improve their work style and efficiency.

4.3. Make Good Use of Opinion Leaders and Guide Public Opinion in Time

With the change of communication technology, the original public opinion communication process is no longer applicable to today's all-media era, and the driving of cutting-edge technology has prompted the media to lay out in advance on the short video platform, leading the continuous innovation of commentary short videos with the integration and linkage of various technologies. Tik Tok short video is presented to the audience by visual means, and the audience is inevitably influenced by visual psychology when receiving information. The composition, light and color of the picture, editing, shooting angle and dubbing of the video give people sensory stimulation, which in turn affects the occurrence of transmission and reception behavior. Tik Tok short video platform, as the largest information distribution center, plays the role of "information circulation intermediary" in the process of public opinion dissemination. Therefore, as an "information curator", Tik Tok short video platform also plays the role of gatekeeper. In the process of short video communication, opinion leaders have a certain right to speak and have a certain influence, and their short video content can get attention and forwarding quickly, which makes it easy to become a central node in the communication process and then play a role in guiding public opinion. The public opinion guidance of Tik Tok commentary short videos also needs the existence of qualified opinion leaders. Therefore, the public opinion guidance of Tik Tok short video communication needs to rely on the network influence of opinion leaders, and use their influence to spread positive guidance and guide public opinion communication.

5. Conclusion

As a new social language, short video has obvious characteristics such as two-way instant interaction and scene communication, which breaks through the traditional mode of public opinion communication and provides development opportunities for building an all-media communication pattern. Different from most ordinary videos, Tik Tok short video has low requirements in shooting time, image quality accuracy and editing technology, which makes the entry threshold of short video shooting and production low and plays an increasingly important role in today's society. Among them, Tik Tok commentary short videos are more intuitive and vivid than oral and written records, and have achieved outstanding results in stimulating public opinion and social mobilization in hot events, which can produce far-reaching social repercussions and realize multiple communication values. Tik Tok is one of the most important short video platforms in China. At present, the government affairs number stationed in Tik Tok covers major institutions such as tourism, public security, traffic police, local publishing, courts, culture and the Communist Youth League. At present, Tik Tok short video platform has become the place where public opinion occurs, which not only enriches the topics of online public opinion, but also accelerates the fermentation speed of online public opinion, enhances the social influence of online public opinion, and makes many social problems hidden behind the phenomenon attract attention and discussion. In this paper, the public opinion guidance mechanism of Tik Tok hot event commentary short video is studied and discussed, which can not only ensure the reality of public opinion, but also have long-term significance in improving users' media literacy and developing and perfecting public opinion mechanism.

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