

How Short Video Streamers Manage to Operate Successful Work- Case Study of Tik Tok

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Abstract: The current century is an era of technological advances, with social media being one of the most notable of them all (Castillo et al., 2021). Technology is not only a fusion of existing technology but also the extension of human cognitive ability. TikTok is one of the most preferred and used social platforms in the world. Thus, the application has gained a lot of global success compared to other social media platforms that use the same concept. Short-videos streamers manage to operate successfully on TikTok due to the following reasons. 1) it has a unique interaction design that enables any interested party to operate freely. 2) the platform has an efficient gesture interaction that provides proper conventions for users. 3) the immersive design of TikTok leaves the users in suspense and curious to learn more about the following video. The paper will also sail through different components of TikTok, including the concept relationship between Douyin and TikTok, the age factor in interaction design, and short-form video technology that has made the platform more successful on the global stage.

1. Introduction

Tik Tok is one of the most influential online platforms, and it has a large number of streamers, especially from a younger generation (Murray & Murray, 2012). The application was initially created by Chinese under the name Douyin in 2016 before changing the name to Tik Tok and marketing it internationally the following year (Graziani, 2018). The global strategic move can be argued to have been successful since it gained popularity on the international stage so fast. A marketing research report by Sensor Tower revealed that Tik Tok, the short video app, was downloaded more than Facebook, Instagram, and YouTube, the leading social media platforms, in the first months of 2018, with the downloads estimated at 45.8 million (Graziani, 2018).

Like any other modern-day social media platform, TikTok has influenced the way people think, act, and behave through the content shared. Although it can be used to impact the users negatively, most of the time, the content shared is used to spread positivity and connect people from all over the world. Additionally, the larger population of millennials are also trying to fit into the current world by using the App and acting as primary influencers on other older generation. Who has started steaming in as new Tik Tok users even though it has been challenging for them to catch up with the application's

youthful settings (Murray & Murray, 2012)? This paper will analyze the secret behind realizing tremendous sales in TikTok and some streaming work by renowned celebrities from China. Additionally, it will feature how people choose to use their Tiktok account, as in Hubei Mayors and the Salem nurse.

2. Short-Form Video Technology

TikTok videos are categorized into live and recorded videos. This subtopic will try and make us understand how the TikTok application provides these two videos. As an application (Anderson, 2020), TikTok operates with the support of the internet. This internet operation is divided into layers. Each layer targets data to connect selectively and does not need to handle any other data not designated (White, 2015). This makes the internet process more effective and efficient, making the application faster in responding to users' commands. When the TikTok application is initiated, it provides us with the main interface through internet protocols such as HTTP (White, 2015). Using the TikTok application to watch videos, the process involves the transmission of information from the transport layer into specific data from the database (Anderson, 2020). This process takes place through the internet and presents them into the application layer. The primary protocol that takes place, in this case, is the TCP/IP protocol (Hickey & Chartrand, 2020). In a nutshell, the TikTok application sends a specific request to the back-end system through the internet. The rear end is a system that supports TikTok operations in a mobile device (Anderson, 2020). After that, the application will send the request to the system's database before the database process the request to understand what the user wants. After processing, the database will then send the processed information back to the back end and the phone interface. The entire process happens within one second to give the end product of what we see on TikTok.

Influencers and celebrities are significant people for the TikTok application because of their marketing with or without knowing (Ayad et al., 2018). This is made possible because of the large following that they enjoy and the ability to produce quality videos because of their ability to afford phones with good quality cameras. When these celebrities use some equipment used in broadcasting videos, an encoder collects data before compressing them into a video stream that can be watched and transmitted. In some devices, the encoder may be inside the camera, but in some, the same encoder may be a stand-alone device, computer software, or, in other cases, mobile application. After the encoding process (Ayad et al., 2018), the video data are then packaged into real-time transmission protocol, making transmission over the internet possible. This transmission is then sent to the cloud server before being changed into streaming videos.

One of the primary identity of TikTok is the vibrant and exciting soundtracks which is created in a way that it accompanies the video shooting. This seems to be the main reason why people are pulled towards the application and find themselves spending long times browsing the system. The type of audio that we hear on our phones during the TikTok session, among other social media platforms, is digital-analog audio (Ayad et al., 2018). Another notable thing about TikTok is the ability to play videos in a limited app. To make this possible, the application processes sound in three ways. The first step is the digitization process, whereby the application perceives the sound as a signal. The second step is the transformation of the digital signal into a binary bit. The last step is to sample and quantify data into a specified format to be played, copy, and retrieve.

3. How Streamers Manage to Get High Sales Records

First of all, leading short video Streamers to work with a team who act as quality assurance officers who would make sure that a product undergoes intense scrutiny before the influencer features the product on his/her media platform (Liu et al., 2021). This is to make sure that every detail about the product is identified.

Secondly, most short video Streamers are creative thinkers of which this skill should be applied to the sales process (Liu et al., 2021). The streamer must be good at creating or identifying a problem that can be solved using the intended product. This could be proven by how Viya manipulated the Chinese audience against using toothpicks but instead use dental floss. She tried to explain how a toothpick as a sharp object was dangerous to kids. Another example applied when the Hubei officials decided to live stream on Tiktok to enhance the people to go back to their usual way of living before the pandemic interrupted by showcasing their food and culture and at the same time promoting the economy of the country.

Thirdly, most influential sales streamers always have their target market (Wang, 2020). One of the major secrets of succeeding in the marketing and sales industry is identifying your target market and meeting the consumer's demands or exceeding them every day. With this marketing strategy, consumers will constantly be streaming in a while, demanding more. A successful Tiktok video streamer has to be consistent with the feeds that he/she delivers to his/her consumers.

Streamers are also careful about the words they use while persuading potential clients to purchase their products (Wang, 2020). Most after-sale issues arise because consumers put into account the exact phrases used while marketing the products. If the same thing does not happen over the given period, then most likely, all hell will break loose. A good example is how Viya marketed slimming tea without mentioning how much weight someone would lose. Therefore, whether the product works or fails to with an individual, she will not be answerable to any of it.

As a way of attracting more followers to their accounts, most short video streamers use celebrities by inviting them to their platforms (Liu et al., 2021). This is because celebrities have a significant impact on influencing their viewers into following them (Wang, 2020). Most followers worship their celebrities; they are more of idols to them, so as soon as a video streamer makes this move, even the most prominent critic will stream live if the mention celebrity is his/her follower. This will boost a streamer's following, which may, in turn, translate to a good sales record for them.

4. Douyin Streaming Work Done by Li Jiaqi.

Li Jiaqi is also known as the “King of Lipstick” in China, otherwise referred to as Austin Li. He is unquestionably the best sales representative of beauty items in China. Utilizing Taobao's live-stream administrations, he once sold 15,000 lipsticks in only five minutes (Huang et al., 2020). On another occasion, he made 3.53 million CNY in just five and half hours (Das, 2011). He has 50 million fans and followers on Douyin account, China's form of TikTok, where he generally live-streams his suggested beauty items. When the Chinese media announced its income in 2019, it surpassed a vast number of freely recorded organizations (Huang et al., 2020). But unfortunately, as soon as the deadly pandemic stroke, commonly known as Covid-19, China's economy was the most affected since that is where it all started. However, this was some excellent news to Li Jiaqi since even the modest bunch of organizations, including food organization Danshenliang, looked for assistance to restore deals for the main quarter. His ascent as a web-based media influencer has been sensational ridiculous all year long. If you have no clue about him yet, here are some of the features you need to know about him.

Ostensibly the best lipstick sales representative in China, Li is good at selling them and showcasing how they are used by applying them (Huang et al., 2020). In 2019, Li set a Guinness precedent record for “the most lipstick applications to models in 30 seconds.” He was able to carefully but extremely fast applied lipstick on four unique models in only 30 seconds. You must be wondering how it all happened? or maybe only robots can do that and not actual humans. The astonishing pace takes practice.

During his live-streaming, Li consistently demands giving the lipsticks shot on his lips – rather than on his arms, as most beauticians do for showcasing. His motive behind doing this is to prove that his products are genuine and safe to be used at all times. This move has wowed most of his esteemed customers. He once took a stab at 380 different lipsticks in a two-hour live stream (Huang et al., 2020). Apart from that, in 2019, during a shopping festival known as 6.18, he managed to break his record again by selling 150,000 lip glosses in a single-hour live stream. He also sold 5,000 Shiseido Ultimunes in not more than 3 minutes, and 40,000 Sori Yanagi cast iron pans within 1 minute (Das, 2011). His dedication, commitment, and love for what he does have enabled him to bag over 50million followers on his Douyin account. It also represents instances that streamers use to influence society.

5. Tiktok Streaming Work by Viya.

Viya is another fierce short video streamer that has made a big name in the field of live streaming. She is a global brand ambassador for various bands and possesses the first position anchor spot on Taobao. She has over 25 million followers on Taobao Weitao. In 4 months after she was appointed the anchor of Taobao, she made CNY 100 million worth of sales (Das, 2011). Two months after, Viya was able to boost the sales by CNY 267 million due to the shopping festival in 2018, known as double 11 (Das, 2011). Hu & Chaudhry (2020) her followers are always willing to purchase anything that she market. This is because she has become so influential in sales and marketing through platforms such as Douyin, the Chinese version of TikTok. She was ranked among the most influential influencer in China after she managed to break her own sales record by selling USD 49.7 million worth of products in a single day. This is proof of how a short video streaming platform has become influential in sales and marketing.

In 2019 Viya decided to start her live streams far from home. She decided to travel to different brands and factories located in specific areas of her choice. Interestingly, due to her love for her fans, she chooses to bargain the products' prices for them. Once the deal is sealed, she set the pace of what she knows best; promoting brands. However, in 2019, she decided to take a global live streaming trip, her first Livestream as in Thailand, where she could make sales of up to \$27million (Das, 2011). Additionally, in Korea, she managed to sell 12 product containers within 5 hours and raised a sum of \$30 million in sales (Das, 2011). The same year she was in New Zealand, where she made more than \$30 million in sales (Das, 2011). Although Li Jiaqi has made tremendous sales within hours, Viya is considered the queen of Livestream sales between the two.

6. Douyin Streaming Work by Li Ziqi

Li Ziqi is among the most successful social media influencers; the young entrepreneur has garner 34million followers on Douyin (Chinese version for TikTok). The lifestyle key opinion leader (KOL), influencer, and food vlogger, or broadly speaking, has attracted millions of followers on her social media accounts with her handicraft tutorial and food videos. Unlike Viya and Li Jiaqi, Li Ziqi streaming is based on food vlogging. This fact has made Ziqi enjoy a whopping 31.9 million followers

on Douyin. This number explains why she is among the main focus of giant companies seeking to use her following as a marketing platform for their products.

In 2016, Li took the initiative of filming activities. Li started filming daily activities while embracing life as a farmer from her rural town in Sichuan after all attempts to secure a job in the city bore no fruits. Additionally, she found a reason to be close and take care of her ailing grandmother, featured in most of the videos. Additionally, she argues that her love for traditions and, most importantly had her love for the food preparation process was the main influencing factor towards her venture into food Vlogging. She further argues that she wanted the world to learn about traditional Chinese food. The streamed video involves starting the food preparation process from scratch using garden-fresh ingredients while using traditional techniques. Apart from that, she showcases how she makes her ingredients from locally sourced farm produce. For example, she has planted soybean on her farm, which she can extract soy sauce. Other traditional techniques that she showcased were raising baby ducklings to make salted duck egg yolk sauce, referred to as Chinese mayonnaise, and picking pomelos from trees to make honey pomelo tea.

What makes Ziqi videos among the most leading ones are the scenarios of mountains in the region where she takes the shoots, the organic food feature, and the romantic lifestyle, which she manages to put under one video shooting.

7. Tiktok's Most Renowned Celebrities, Yang Mi, Li Xiaolu, and Chen he, Turned to Sell Face Masks and Lipstick on Tiktok and Taobao during Coronavirus Pandemic.

The drawing line between celebrities and live streamers continues to be blur over the years. In 2019, after the introduction of covid-19, many celebrities turned to e-commerce and lived streaming to continue with their daily activities. According to Iqbal (2020), the live stream and online e-commerce platform were projected to generate a revenue of CNY 961 billion, equivalent to \$134 billion in 2020. As soon as Taobao launched the live e-commerce stream in 2016, most social media platforms embrace live stream services as a medium of making sales and realizing profits. The advancement of the products sold in the e-commerce and streamed platform like TikTok has developed fast from the standard entry price necessities to more luxurious products such as watches, automobiles, rocket launched services ad a rare one on one occasion with the consumers. The renowned top live streamer Viya Huang is always on the front line setting the pace for anyone willing to follow her lead (Hu & Chaudhry, 2020). Last year she was able to sell a rocket launched service for CNY 40 million in a month.

In China, approximately 897 million people can access the internet through their mobile devices, based on a finding revealed by Internet usage in China: Statista Dossier on Internet usage in China (2017). Therefore, many people were able to access the internet during the lockdown and quarantine period. Additionally, most of them resulted in online shopping where some products were showcased through social media accounts. According to Zhiying (2020), in 2020, the live streaming users increased up to 524 million.

Huotari (2020) during the covid-19 crisis, many celebrities were forced to stay at home since there were no live shows to attend as a measure to curb the spread of the pandemic. However, live streamers, on the other side enjoyed hosting their businesses as usual and gaining more exposure (Zhiying, 2020). For example, Li Jiaqi, the “lipstick king,” boosted his fans up to 50 million Douyin (china's version of Tiktok). Viya, on the other side, counted 25 million followers and more on her Taobao page (Zhiying, 2020). On the other side, Yang Mi, an actress who has a large fan base, was able to join the Li (the king

of lipstick) during a recent e-commerce live stream show that he hosted hence increasing her followers from the live streamed fans (Zhiying, 2020). Other renowned celebrities who joined in during the live stream recording were top Chinese actors Liu Shishi, Jing Boran, and Liu Tao.

While some celebrities choose to partner with some well-known live streamers, others chose to try their luck by starting their streaming journey from scratch (Zhiying, 2020). Chen He, a renowned actor, launched his e-commerce live stream on TikTok. During one of his sessions, he hosted a four-hour live-streamed video where he sold different types of products, including face masks and snacks, and made a whopping CNY 80 million worth of sales (Das, 2011). Other celebrities who chose to embrace live streaming careers are; Li Xiaolu, Li Xiang, and Michelle Ye Xuan, all actresses. However, Ye decided to pay more attention to her career, so she had to quit the live streaming industry.

8. Senior Hubei Officials Streamed Live on Tiktok to Enhance Food and Culture as Soon as the Lockdown Was Lifted.

In December 2019, the world was slapped with a pandemic (covid-19) whose origin is believed to have come from bats or pangolins. However, none of these claims have been proven to be true yet. The disease was first discovered in Wuhan, a city in Hubei province in China. According to the World Health Organization (WHO), the disease is caused by an infection with acute severe respiratory syndrome coronavirus 2 (SARS-CoV-2). It spread through respiratory droplets from an infected person when he/she sneezes, speaks, or coughs (Coronavirus disease 2019 (Covid 19): Epidemiology, pathogenesis, diagnosis, and therapeutics, 2020). The virus spreads like wildfire, hundreds of new cases and deaths were reported within months. The only solution to minimize the spread of the disease is through partial or total lockdown in certain countries depending on the infection's magnitude (Singh et al., 2020). China which is also the origin of the pandemic, was left with no choice but to instill sudden measures to reduce the number of cases (Singh et al., 2020). A lockdown was instilled in Wuhan almost immediately as the pandemic was detected. The streets were deserted, and silence occupied most parts of the nation.

After three months, when the Wuhan city lockdown was being lifted, the Hubei officials took it upon themselves to reassure the citizens that everything will be under control through a Tiktok live-streamed video. The live-streamed video was attended by mayors from 13 cities which was meant to help the country revive some of the economic activities after receiving the first-hand wrath of the pandemic (Singh et al., 2020). They prepared different types of meals that are well celebrated in china. The live streaming aimed to instill hope among the distressed people and reassure them to return to their normal way of living. The officials in Hubei successfully achieved their work by promoting activities to boost the country's economy. As discussed earlier, the most preferred short video application can spread positive or negative vibes among followers and viewers.

A different case featured a nurse from Salem Health facility who bragged about breaking the covid-19 rules. According to the video that the nurse shared on her Tiktok account, she recorded a caption that stated, “when my coworkers find out that I still travel and do not wear masks while outside and my kids still goes out for playdates with their friends.” The main aim of this clip was to spread tension and negativity. It is ironic when a frontline health worker is advising people to break the covid-19 health protocols set to curb the pandemic's spread (Singh et al., 2020). The move was strongly condemned by leaders and the health care facility management. As a result, the nurse was fired with immediate effect to warn everyone who thinks of flaunting the covid-19 rules (Singh et al., 2020).

Apart from doing business through the short video application, it can spread both good and bad vibes. Although there are consequences for all the choices that we make in life, some people are willing to go to any extent just to prove their point.

9. Conclusion

In conclusion, there seems to be quite a number of reasons why TikTok appears to be addictive to the users of the application. The main reason seems to be the excellent interaction design which is used to bring a good user experience and, on top of it, a sense of agency (Zhang, 2020). Another good reason that makes the application unique is that it does not depend on inventing new technology but combining many different technologies. TikTok, just like Douyin, should also concentrate on operating within the set policies and laws of the countries where it is in operation. This will ensure that its operations are guided to avoid misuse by social platform users. This will prevent things like the spreading of sensitive information by the users, including radicalizing the young generation, who are vulnerable to brainwashing. Cyberbullying should also be another target by TikTok, which could be achieved by having the best technology and workforce to analyze data before it goes into the public domain. TikTok, like any other social media platform being used in the current era, should be operated with care even though it has more good than bad.

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