

Analysis of Short Video Creation on Different Platforms

Contents

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ABSTRACT

Currently, short video creation on different platforms presents their unique characteristics and trends. The works published by the same blogger on Douyin and Xiaohongshu have obvious differences, mainly reflected in platform positioning, user behavior, content format, and target audience. The works published by the same blogger on Tiktok and Xiaohongshu are obviously different, mainly reflected in platform positioning, user behavior, content form and target audience. This article discusses from the following aspects: (1) What are the differences between the works published by the same blogger in Tiktok and Xiaohongshu? (2) Why do the same blogger publish different works in the accounts operated by Tiktok and Xiaohongshu? (3) Compare and analyze the top five most popular videos of this blogger on two platforms.

KEYWORDS

Short Videos; Platform; Comparative Analysis; User.

1. INTRODUCTION

1.1. Proposed Research Methods and Feasibility Analysis

This article takes platforms as the research object, compares the effects of the same content on different platforms, and scientifically and comprehensively studies the differences.

1.1.1. Case Analysis Method

Case analysis method refers to analyzing the similarities and differences in video creation on different platforms based on the creative situation of specific characters. Take Xi Mengyao as an example. So far, there are 2055000 Tiktok fans, 1318000 fans of 105 videos/Little Red Book, and 269 notes. The most popular works of Tiktok were praised by 1.407 million people, which was a random shot during the activity. The second most popular work received 1.208 million likes and filmed behind the scenes footage for the runway show. The third most popular video has 866000 likes, making it a collection of everyday casual shots. The fourth most popular video received 672000 likes for filming behind the scenes footage. The fifth most popular video has 624000 likes, adding scenery to selfies[1]. The hottest work on Xiaohongshu has received 41000 likes, shared for the new hair accessory headphones. The second thumbs up is 25000, for the seaside vacation vlog. The third thumbs up is 16000, for unboxing vlogs. The fourth like is 15000, for sharing interesting toys. The fifth thumbs up is 12000, for sharing second-handbags.

1.1.2. Case Analysis of Reasons

Reasons for the differences in videos between the two platforms:

Tiktok: cool content, short video of pan entertainment with fast rhythm and eye-catching curiosity. Recommend a decentralized distribution mechanism for page traffic. Suitable for merchants and users with high price sensitivity, suitable for essential standard product categories such as food and beverages, low-priced cosmetics, and fast-moving consumer goods. The target group has a low consumption level[2].

Xiaohongshu: Valuable and useful information, strong sharing atmosphere, discovery of page traffic, CES rating mechanism. Strong user payment ability is suitable for niche and non-standard categories such as home decoration, fashion clothing, jewelry, cultural toys, and books.

1.2. Innovation in Research Questions

Before this study, most people only cared about the content of the video itself and did not pay attention to the purpose of bloggers posting different videos on two platforms.

2. SIGNIFICANCE OF THE RESEARCH TOPIC AND OVERVIEW OF ITS CURRENT STATUS WORLDWIDE

The works published by the same blogger on Douyin and Xiaohongshu have obvious differences, mainly reflected in platform positioning, user behavior, content format, and target audience. The works published by the same blogger on Tiktok and Xiaohongshu are obviously different, mainly reflected in platform positioning, user behavior, content form and target audience.

2.1. Platform Positioning and Characteristics

Tiktok mainly focuses on entertainment, including skits, dances, and short films. Its userbase is huge, with daily active users reaching 500 million to 600 million. Tiktok's marketing strategy focuses on the e-commerce of social media, connecting people, goods and markets, and realizing the full link marketing of cognition, grass planting, transaction and repurchase[3]. The content form of Tiktok is mainly short video, which shows the charm and brand value of goods and realizes the rapid transformation of goods. Xiaohongshu is positioned as a strong grass planting community, emphasizing authentic sharing and high-quality content. Users tend to search for practical content or ideal lifestyles on Xiaohongshu, with clear goals and strong willingness to consume. Xiaohongshu's marketing strategy focuses on a crowd feedback funnel model guided by global conversion, emphasizing the quality and authenticity of content, and accurately reaching target users through high-quality content combined with recommendation algorithms.

2.2. User Behavior and Content Format

The content life cycle of Tiktok is short, and even if it becomes a blockbuster, it is difficult to maintain high exposure for a long time. The content like/collection ratio of Little Red Book is often lower than that of Tiktok, indicating that its content is more trusted by users and can affect purchase decisions. The content of Xiaohongshu has a long tail effect in search and recommendation, and related content will continue to appear during search, ensuring the continuity of "planting grass". Tiktok's content creation focuses on creativity and expressiveness, and uses recommendation algorithms for traffic distribution; Xiaohongshu focuses on optimizing content tags and keywords to increase content exposure and search rankings.

2.3. Tiktok Has a Wide Target Audience

Balanced gender ratio, gradually expanding into lower tier markets; The user group of Xiaohongshu is more precise and high-quality, with about 70% being women, mainly concentrated in first and second tier cities, and has strong purchasing power. To sum up, the differences between Tiktok and

Xiaohongshu in marketing strategies are mainly reflected in platform positioning, user behavior, content form and target audience. When choosing a marketing platform, a brand should decide based on its own needs and the characteristics of its target audience.

3. ANALYSIS OF SHORT VIDEO CREATION ON DIFFERENT PLATFORMS

3.1. The Works Released by the Same Blogger in Tiktok and Xiaohongshu are Different

The works published by the same blogger in Tiktok and Xiaohongshu will be different in content form, user interaction, push algorithm and advertising commercialization. These differences stem from the different positioning, user groups, and interaction methods of the two platforms. Therefore, when choosing a platform to publish their works, bloggers need to consider these factors in order to better attract their target audience and increase the exposure of their works. Take Xi Mengyao as an example[4]. So far, there are 2055000 Tiktok fans, 1318000 fans of 105 videos/Little Red Book, and 269 notes.

3.2. The Reason Why the Same Blogger Publishes Different Works in Tiktok and Xiaohongshu

3.2.1. Platform Positioning and Content Format

Tiktok is a short video social software for music creation. Users can select songs, match with short videos, and form their own works. And Xiaohongshu is a lifestyle platform and consumer decision-making portal, where users share their life experiences and consumption insights through text, videos, pictures, and notes. The three psychological factors of short video users include a sense of scarcity, which means that users usually pay attention to content they are interested in, and the platform will push more related content. The Golden Three Second Principle refers to the requirement that the beginning of a video should capture the user's attention within the first three seconds[4]. Spoken language refers to the use of easy to understand language in video content, avoiding excessive use of professional jargon.

3.2.2. User Groups and Interaction Methods

The user group of Xiaohongshu is mainly women, who tend to share and consume various experiences and insights in life, including beauty, travel, food, and other content. In contrast, Tiktok has a wider user group, covering people of all ages and hobbies, and the interaction between users is more diversified.

3.2.3. Push Algorithm and Content Exposure

Tiktok will constantly adjust the proportion of relevant content in the push according to the content browsed by users. It tends to push content unilaterally, and the speed of diffusion is extremely fast. When Xiaohongshu calculates users' content preferences, it also focuses on users' interaction frequency, and users have more options for content than Tiktok.

3.2.4. Advertising and Commercialization

Advertisements on the Tiktok platform usually appear in the form of short videos, which attract users' attention through visual impact. Xiaohongshu, on the other hand, appears more in the form of soft articles in the eyes of users, influencing their purchasing decisions through seeding.

3.3. Comparative Analysis of the Top Five Hottest Videos of Bloggers on Two Platforms

The most popular works of Tiktok were praised by 1.407 million people, which was a random shot during the activity. The second most popular work received 1.208 million likes and filmed behind the scenes footage for the runway show. The third most popular video has 866000 likes, making it a collection of everyday casual shots. The fourth most popular video received 672000 likes for filming behind the scenes footage. The fifth most popular video has 624000 likes, adding scenery to selfies. The hottest work on Xiaohongshu has received 41000 likes, shared for the new hair accessory headphones[5]. The second thumbs up is 25000, for the seaside vacation vlog. The third thumbs up is 16000, for unboxing vlogs. The fourth like is 15000, for sharing interesting toys. The fifth thumbs up is 12000, for sharing second-hand bags. After comparison, it was found that the five hottest videos are all close to life, especially the hottest works that provide users with unique emotional value from the first perspective when participating in activities, which to some extent makes users feel like they are there. The last four popular videos focus on some interesting anecdotes and experiences in the blogger's life, especially travel, which can greatly attract users to like or share.

4. AN ANALYSIS OF THE VIDEO AESTHETICS OF XIAOHONGSHU

4.1. Aesthetic Characteristics

Xiaohongshu's video aesthetic tends to share light and lively life experiences, emphasizing beauty and quality of life, avoiding conflicts and curiosity, and showcasing moments of a beautiful life. Community content is often presented in the form of text, images, and short videos, allowing users to find new lifestyles and fun on the platform.

4.2. Aesthetic Trends

Xiaohongshu encourages users to share diverse lifestyles, including fashion, food, travel, beauty, etc., and will capture new trends and information value based on changes in popular topics in the community. For example, camping content has shown a clear upward trend on Xiaohongshu, which further refines camping scenes into a series of outdoor activities through imagination and brainstorming[6].

4.3. Aesthetic Influencing Factors

The video aesthetic of Xiaohongshu is influenced by user motivation, and the publishing motivation of non professional content producers may be to share life experiences, avoid the attention of acquaintances, or share the joy of learning new skills. Therefore, the amount of content published is influenced by the dispersed motivation of publishers[7].

5. AESTHETIC VALUE OF TIKTOK SHORT VIDEO

5.1. Aesthetic Characteristics of Tiktok Short Video

Aesthetic value is an attribute of an aesthetic object that can meet the aesthetic needs of the subject and evoke aesthetic feelings. This attribute can not only produce material beauty, but also spiritual beauty. Aesthetic value also involves the internal qualities and external expressions of the aesthetic object, as well as the emotional reactions and aesthetic changes it triggers towards the aesthetic subject. The aesthetic value of Tiktok short video is to meet users' aesthetic needs and cause users' aesthetic feelings on the aesthetic object of Tiktok short video works. In short video works, aesthetic value is reflected in the style, content, thoughts, and emotions expressed[2]. It is the transformation

of creators' abstract thinking into concrete forms, as well as the external manifestation of their internal qualities, and more importantly, the aesthetic demands and emotional needs of users.

5.1.1. "Micro" Aesthetics

In the digital age, "micro" cultural products such as WeChat, Weibo, micro videos, and micro movies have become integral to people's lives. The culture of the "micro" era is characterized by immediacy, hybridity, and fragmentation. This ongoing development has led to a shift from traditional print communication methods like newspapers and text messages to digital media and online platforms. These new communication modes are delivering content to users through short video formats[3].

Tiktok short videos are primarily defined by "micro" aesthetics, which is evident in their brevity and content. The emergence of this "micro" aesthetic facilitates audience concentration and quick understanding of the theme. Leveraging the characteristics of the "micro" aesthetic form, Tiktok expresses users' personalized pursuit and feelings at various levels including aesthetic space, experience, and type of short videos. This showcases unique aesthetic values and tastes.

5.1.2. Interactive Aesthetics

The interaction among the creator, audience and platform reflects the interactive aesthetic of Tiktok short videos. Creators deliver short video content to audiences, who interact with creators

through participation in comments and other means, achieving two-way interaction and communication between creators and audiences, as well as between work content and audience emotions. The interactive aesthetic of Tiktok short video requires a three-way choice of creators, audiences and platforms. This interactive aesthetic has improved the creators' dependence on Tiktok short video platform and the audience's love for it, promoted the development of the platform, and promoted the aesthetic value of Tiktok short video.

5.1.3. Postmodern Aesthetics

In Tiktok short videos, creators and audiences from diverse backgrounds, age groups, regions, and other aspects tend to prioritize sensory experiences over deep contemplation of the works. This superficial approach to aesthetics reflects the flat and shallow characteristics of postmodern aesthetics, making it easier for the public to accept and disseminate these works. As audiences briefly experience visual and auditory impacts in fragmented time, the visual imagery in Tiktok short videos becomes increasingly important. The quality of the works is often measured by metrics such as likes, shares, comments, views, and followers - all of which further exemplify aesthetic characteristics within the context of postmodern cultural consumption.

Postmodern aesthetics also emphasize cultural diversity. There are various types of creators producing Tiktok short videos with a wide range of content. For example, Xi Mengyao seamlessly integrates daily life with modern aesthetics in her short videos, showcasing her unique aesthetic sensibility[4,8]. Additionally, she demonstrates diverse approaches to image construction, color coordination, and shooting angles.

Of course different types of content cater to specific audience interests; whether it's travel-related or educational material - this diversified form can be effectively delivered to audiences through Tiktok short videos in order to meet the varied aesthetic needs of different viewers.

5.2. Aesthetic Experience of Tiktok Short Video

5.2.1. Grounding Gas Video

Short videos have broken the traditional media's mode of information dissemination, establishing a more direct connection between creators and audiences. It has occupied people's fragmented time with its unique charm. In short videos, we see various forms of creative expression, carefully crafted short films, improvisational performances, and so on, all of which bring time dissolution and even

thinking to the audience in a short period of time, leaving a large amount of imagination space for the audience and enriching the aesthetic experience of the video. Daily aesthetics is a comprehensive reflection of people's cognition and perception of beauty. It not only involves people's feelings towards natural beauty, artistic beauty, and social beauty, but also closely related to practicality, comfort, and emotional resonance. From the success of Xi Mengyao's Tiktok account, we can see that only by truly reflecting the life state and emotional experience of ordinary people and making the audience feel close and sympathetic can we break the sense of distance. This down-to-earth aesthetic trend is gradually emerging, making life as art possible.

5.2.2. Immersive Vertical Screen Experience

With the rapid development of mobile devices and short videos, vertical viewing mode has become one of the main ways for people to entertain and obtain information. The vertical short video interface brings a more intuitive picture to the audience. When the audience can watch the details in the picture and hear subtle changes in the sound, they can fully immerse themselves in the video, bringing an aesthetic experience to the audience. Creators flexibly use techniques such as camera language and editing in portrait mode to create vivid and interesting plots and character images. In the aesthetic process, the audience can perceive the beauty of the work through immersive experience, grasp the overall aesthetic object, have a deeper understanding of the connotation of the work, appreciate the work in person and engage in deep thinking[4]. Tiktok short videos present works through vertical screen, providing a unique, novel and immersive aesthetic value for short videos. This vertical immersive experience not only includes visual and auditory sensory experiences, but also includes emotional experiences and spiritual experiences of value recognition behind the video plot. This experience allows the audience to have a deeper understanding of the emotions and artistic conception of the work, reflecting the cultural connotation and aesthetic value of short video works in the process of creation and dissemination.

5.2.3. Emotional Interaction Behind Hotspots

Emotional interaction in Tiktok short videos can be conducted through short video content, comments, comments and private messages. Users can express their feelings through comments, as well as engage in deeper emotional communication with other users through likes and private messages.

6. CONCLUSION

In today's digital age, short videos have become a highly influential and communicative form of content. With the popularization of mobile Internet and the continuous progress of technology, the field of short video shows a prosperous scene. Various short video platforms have sprung up like mushrooms after rain, each occupying a place in the market with their unique characteristics and advantages. For creators with creative dreams and passion, choosing a short video platform that matches their style and goals is undoubtedly a crucial step. Because it not only affects whether their works can be seen by more people, but also directly affects the dissemination effect of the content and the coverage range of the target audience. Different short video platforms have their own characteristics and advantages, and creators should choose the appropriate platform for their creative purposes and audience groups. At the same time, understanding user psychology and applying it to creation can enhance the attractiveness of content and audience stickiness.

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