

# Research on the Fit between Douyin Video Creativity and User Psychological Needs

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**Abstract.** Douyin, a short video application, has swept the globe, becoming an essential tool for millions of users. Behind its success lies a profound charm: the deep fit between video creativity and user psychological needs. This alignment not only brings users an ultimate sense of satisfaction and pleasure but also builds a solid barrier of user stickiness for the Douyin platform. The video creativity on Douyin is diverse, covering humor, dance, food, travel, knowledge sharing, and other fields. The creative content is not merely entertainment but accurately captures and meets users' psychological needs. In the fast-paced life, people are eager to find a way to relax and relieve stress, and Douyin is such a perfect choice. Therefore, studying the fit between Douyin video creativity and user psychological needs is crucial for enhancing the user experience and attractiveness of the Douyin platform. By deeply understanding users' psychological needs, Douyin can continuously optimize video creativity to provide users with higher quality, need-matching content. This is undoubtedly key to maintaining competitiveness and continuously attracting users.

**Keywords:** Douyin Short Videos; User Psychological Needs; Fit.

## 1. The Importance of User Psychological Needs in Douyin Video Content Creation

### 1.1. Enhancing User Stickiness

Douyin is China's most downloaded video-sharing platform feeding light-hearted content to its 400 million daily viewers. Popular in non-tier 1 cities, Douyin provides editing features and creative challenges that empower ordinary people to become video creators, even turning some into influencers overnight. In an era of digital content abundance, user stickiness has become a key indicator of a platform's success. For a short video platform like Douyin, enhancing user stickiness means deeply understanding users' psychological needs and creating content that is both appealing and profound. On the one hand, understanding user psychological needs is the basis for enhancing stickiness. Users seek entertainment, relaxation, social interaction, learning, and other psychological satisfactions when using Douyin[1]. Creators need to observe carefully, grasp the real needs of users through data analysis, user research, etc., and thus create more user-tailored video content. On the other hand, producing high-quality, interesting, and thoughtful video content is key to attracting users. In content creation, creators need to innovate continuously, incorporating popular topics, trendy elements, and user interests to produce both entertaining and reflective videos. Attention to video quality, sound effects, editing, and other details enhances the viewing experience. When users feel that the video content on Douyin meets their psychological needs, they naturally spend more time on the platform. As viewing time accumulates, these users gradually become loyal fans, creating more value and influence for the platform[2].

### 1.2. Expanding Influence

In today's era, expanding influence is crucial for any platform or creator. When video content precisely meets users' psychological needs on Douyin, it becomes more than just a simple short video; it can become a cultural phenomenon, triggering widespread resonance and sharing among users. When video content truly touches users' hearts, they often spontaneously share it with friends and family. This trust-based and word-of-mouth sharing undoubtedly increases the exposure of the video. This exposure is not just about quantity but also about quality improvement. Sharing often occurs among groups with similar interests or backgrounds, meaning the video content is more likely to find



its target audience, achieving more precise dissemination. As video exposure and influence increase, creators themselves receive more attention and recognition, gradually boosting their confidence and motivation for creation, bringing more commercial collaborations and opportunities. This enhancement of commercial value, in turn, provides more resources and motivation for creators to produce more quality content, thus forming a virtuous ecological cycle.

## 2. Research on the Fit between Douyin Video Creativity and User Psychological Needs

### 2.1. Analysis of User Needs

With the rapid development of information technology, short video applications like Douyin have become important platforms for entertainment, social interaction, and learning. To deeply understand users' psychological needs when using Douyin, analysis can be conducted from several aspects, as shown in Table 1. First, entertainment needs are the primary psychological requirement of users on Douyin. In the fast-paced life, people long for a relaxing and fun way to unwind. Douyin, with its unique video format and diverse content, provides users with a plethora of entertainment options. Humorous videos, dance performances, and music sharing have become important ways for users to release stress and enjoy life. Second, social needs are also a significant psychological requirement for Douyin users. Douyin is not just a video sharing platform but also a social platform. Users can interact with others through likes, comments, and private messages, sharing their lives and opinions. This social interaction not only satisfies users' need for belonging and identity but also provides opportunities to make new friends and expand social circles. As a short video application platform, Douyin not only meets users' entertainment and social needs but also satisfies higher-level psychological needs such as learning and self-actualization through providing diverse content and services.

**Table 1.** Analysis of user psychological needs

Psychological needs	Description	Douyin satisfies user needs in several ways
Entertainment needs	Users crave easy, fun ways to relax themselves and get rid of the stresses in their lives.	Douyin provides a wealth of video content, such as funny, dance, music, etc., to meet the entertainment needs of users.
Social needs	Users want to connect with others, share their lives and opinions, and gain a sense of belonging and identity.	Douyin provides social functions such as likes, comments, and private messages, which enable users to interact with other users and meet social needs.
Learning needs	Users are eager to acquire new knowledge, improve their abilities, and achieve personal growth.	There are a large number of educational resources such as teaching videos and online courses on Douyin, which meet the learning needs of users.
Identification needs	Users want their opinions and behaviors to be recognized and supported by others, so as to obtain a sense of self-worth.	The functions such as likes and comments of Douyin can let users' videos or opinions be recognized and supported by others to meet the needs of recognition.
Emotional expression needs	Users need a platform to express their emotions and ideas and share their inner world with others.	Douyin provides functions such as Posting videos and writing comments, which enable users to express their emotions and ideas and meet the needs of emotional expression.

### 2.2. Video Creativity Analysis

Douyin's success as a short video app cannot be separated from its creative and compelling video content[3]. To deeply understand the creative characteristics and appeal of these popular videos, an analysis and categorization of popular videos on Douyin have been conducted. Humorous videos are

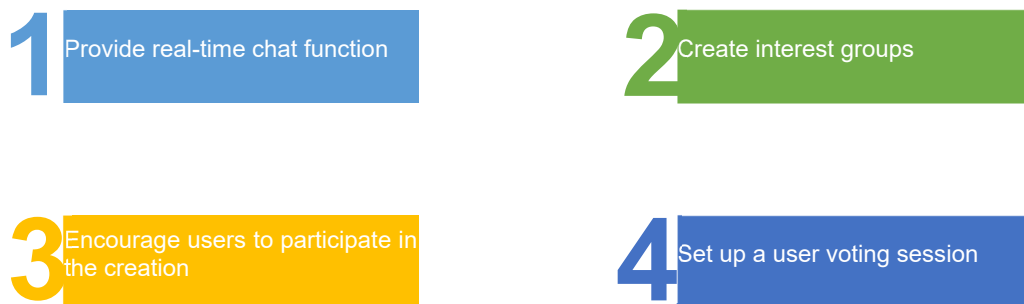
among the popular content on Douyin, presenting everyday fun moments, awkward instances, or comedic imitations in a humorous and witty manner. These videos often feature unexpected plot twists and exaggerated performances that provoke laughter, fulfilling users' desires for light entertainment. Culinary videos are also highly popular on Douyin, attracting a large number of food enthusiasts by showcasing the preparation and final presentation of various dishes. Not only do these videos present the visual and aromatic appeal of the food, but they also creatively capture and edit the joy and pleasure of cooking. Additionally, many other types of videos are popular on Douyin. For example, travel videos share beautiful landscapes and unique cultures, allowing users to experience the charm and joy of travel; knowledge-sharing videos meet users' needs for learning and curiosity by providing useful information and insights.

### 3. Creative Video Optimization Strategies

#### 3.1. Innovating Video Creativity

With technological advancements and changing user needs, innovation in video creativity has become key to Douyin's ongoing development. To encourage creators to try new video formats and ideas, fulfilling users' demands for fresh and interesting content, Douyin needs to adopt measures to foster innovation. Integrating AR/VR technology for immersive experiences represents a significant direction for innovation. AR/VR technology enables creators to offer users an immersive viewing experience, making them feel as if they are in the scene described by the video. For instance, creators can produce 360-degree panoramic videos, allowing users to explore their surroundings freely through head-mounted devices, experiencing the thrill of being there. Or, AR technology can add virtual props or characters to increase the video's fun and interactivity. Such innovations not only attract users but also enhance their participation and immersion, making the video content more vivid and entertaining.

#### 3.2. Enhancing Social Interaction



**Figure 1.** Methods of enhancing social interaction

As short videos rise, users seek more than passive viewing and sharing; they desire to connect with like-minded individuals on the platform, share opinions, and even participate in content creation. To meet users' social needs, Douyin needs to continuously enhance its social interaction features. For instance, when watching a video, users can instantly share their views, questions, or comments, engaging in real-time discussions with other viewers. This immediacy creates a more active and heated discussion atmosphere, helping users find others with shared interests and form new social connections. Additionally, users can create or join groups based on their interests or hobbies, sharing information, exchanging insights, or even co-creating videos[4]. This interest-based social model not only meets users' personalized needs but also facilitates precise information dissemination and deep content exploration. Regularly hosting user submission events encourages users to create videos around specific themes or content. Outstanding works can gain platform exposure and promotion, plus substantial rewards, sparking users' creativity and bringing more diverse and rich content to the

platform. When the platform faces decisions or choices, involving users through voting allows them to express their opinions and preferences. This democratic decision-making enhances users' sense of belonging and participation, helping the platform more accurately grasp user needs and optimize products and services.

### 3.3. Paying Attention to User Feedback

On the path to pursuing video creativity and appeal, Douyin adheres to a user-centric principle. User feedback is crucial for Douyin to continually improve and optimize video content. To better meet user needs, Douyin needs to regularly collect and analyze user feedback, ensuring video content aligns with users' expectations and interests. Through regular surveys, comment analysis, and community discussions, Douyin can fully understand users' satisfaction with video creativity. This feedback includes preferences for video content, acceptance of creative formats, and suggestions for platform features[5]. By analyzing this data, Douyin can discern users' true needs, identify potential issues and areas for improvement. Adopting positive feedback and suggestions into subsequent video creation inspires creators, strengthens emotional connections between users and the platform. For negative feedback, Douyin should establish an effective mechanism to swiftly respond and address users' concerns, whether technical glitches, inappropriate content, or service shortcomings, treating every user's voice seriously to win their support.

## 4. Conclusion

In this era of information overload, where short video apps emerge like spring after the rain, Douyin has distinguished itself among competitors through its unique charm. This charm stems from the deep alignment between Douyin video creativity and user psychological needs, providing users with emotional fulfillment and joy in their brief browsing moments. This alignment is the result of Douyin's technological and team efforts. Advanced algorithms and data analysis precisely capture users' interests and needs, pushing the most suitable video content to them. Personalized recommendations allow every user to find their joy on Douyin, enhancing platform stickiness. Thus, Douyin's success is built on the foundation of deep alignment between creativity and user psychological needs. This alignment not only sets Douyin apart in the short video domain but also lays a solid foundation for its future development.

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