

A Study of the TikTok Business and Communication Model, Including Its Prospects and Constraints on Youth

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Abstract

With the rapid development of information technology and the emergence of various digital media platforms, TikTok has gradually become known and appreciated by the public. This study aims to investigate and analyze the collective activities of young users on the TikTok platform, focusing on their profiles, TikTok's Dissemination Model, and business models. The popularity of TikTok among the youth, especially teenagers, has made it an important platform for them to participate in cultural activities and establish their online presence. By examining existing social science research and utilizing data from TikTok, this study seeks to understand how young users engage with the platform and the role it plays in shaping their activities. Additionally, the study will explore the potential of TikTok as well as the challenges it currently faces in facilitating youth practices.

Keywords: TikTok, algorithm, big data, social media platform, youth

1. Introduction

With the rapid development of information technology, the advent of the information age and the continuous optimization of the online media environment, new media short video platforms, represented by TikTok, have emerged, and are widely used, often featuring lip-syncing, dancing, and other creative elements in a musical context, ranking in the top of the app store list in more than 40 countries and regions (Hui Zuo, 2019). It is particularly popular among young users and has gained a large following in many countries around the world. The features of the TikTok platform, a leading social media platform, attract many users to participate in it, especially the youth group, and even the teenage group is gradually becoming the mainstay of the TikTok platform usage.

With its powerful features, such as personalized tweets, algorithms, and celebrity effects, TikTok has attracted many youth users, for whom living a networked life has become an increasingly important rite de passage (Vanden Abeele, 2015). For example, a short video about the "red bean" verse, which was a big hit in China, caused a lot of imitations and remakes by people of their age. This shows the willingness and enthusiasm of young people to participate in cultural activities on the TikTok platform, which has led to the creation of youth aggregation.

However, how are the combined practical activities of the youth on the TikTok platform made, gathered, and disseminated? What part does the TikTok platform play in the youth activity phenomenon? This study intends to explore and analyze the aggregated practices of the young user group on TikTok in terms of its fundamental profile, distribution method, and commercial model by reading the vast social science research (using or analyzing data from TikTok). In terms of youth practices, it will also consider the platform's potential and current difficulties.

2. Literature Review

TikTok can be conceived as a networked public: It is a digital space structured by a networked architecture and

constituted by imagined communities that traverse its mediated environment (Boyd, 2010). It is intriguing to think about the content produced by the platform and the compiled behaviours it generates as a well-known social media network with a sizable user base. Consideration ought to be given to how the TikTok platform's distribution methodology and continued business model affect young people's behaviour. The dissemination and business model of the TikTok platform, which affects teenage behaviour, must be therefore investigated to identify the underlying causes. This literature review will include background information on TikTok, a synopsis of the body of literature, and examples of different thoughts.

2.1 Background of TikTok

TikTok is a Byte Dance-owned short-form social media network that allows users to create and share short videos, often set to music and featuring lip- syncing, dancing, and other creative elements. Additionally, the platform's user interface is set up with appropriate "follow," "like," "comment," "retweet," etc. buttons, which enhances the user experience thanks to the affordance- implemented guidance mechanism (Bratton, 2016). It has a large following in many nations throughout the world and has become particularly well-liked among younger users thanks to its relevant trends, distinctive algorithms, and various communities for each niche issue.

In 2016, the technology company Byte Dance launched the video-sharing and creation platform TikTok, which also seamlessly blended with musically, which is another video social networking app. (Medina Serrano et al., 2020). Soon after this merger, the app gained popularity and by the middle of 2020 had 100 million users, making it the most downloaded app ever (Henneman, 2021). Initially, TikTok could only shoot 15s of video content, but with the gradual development of the software, it has previously offered users the ability to produce medium to long amounts of video content. With the continuous improvement and development of the platform's user communication and interaction mechanism, the TikTok platform is becoming more and more popular among users. Neither app has been downloaded more than TikTok since 2018, which has now been downloaded more than 3.5 billion times throughout history, according to the Store Intelligence Data for Q1 2022 report. (Forristal, 2022)

Regarding the platform's design and business model, TikTok's operating strategy is to adopt a localized operating strategy tailored to the needs of different markets.

TikTok is owned by Chinese technology company Byte Dance, which generates revenue through user clicks on in-platform ads and in-page purchases from extended sales.

What makes this business model possible is TikTok's reliance on big data- related technologies, including machine learning algorithms, user interaction pages, personalized analytics and tweets that allow users to see content that interests them and identify relevant top trends and popular content. These big data algorithms can also be used to enable the optimization of the platform's ad targeting and improve the accuracy of recommended content within the platform.

2.2 Brief Description

In this literature review, I will explore the various ways in which TikTok has been studied and analysed in the social science literature, including, how TikTok users interact and communicate with each other, how user content receives influence from the platform's algorithms and the role of the TikTok platform in practical activities.

2.2.1 User Interaction and Communication

As TikTok became increasingly popular, it became a way for friends, family, and lovers to stay connected and communicate and interact with unfamiliar users within the platform (Nemes, 2022). TikTok provides users with a way to form and maintain relationships, as well as a way for them to engage in social support and self-expression (Barta & Andalibi, 2021). Unlike other new media, social networking platforms such as Facebook or Instagram, TikTok's user interaction pages are formed in a way that actively bridges the gap between people at a distance (Zulli & Zulli, 2020). Previous literature has also revealed the depth of reasons why users use the TikTok platform to communicate. TikTok provides various tools to enable people to connect, such as the group feature, which allows participants to generate intense discussions around content of common interest (Boyd, 2010). Furthermore, the conversational material itself might not be that valuable, it's a naturally occurring check-in process. Their interactions are likely to be simply emotional statements with no discursive significance, but many people still do, especially teenagers. They generally start their interactions by asking each other. For example, "How are you? Why are you doing that? When did you start watching TikTok today?". In previous articles, researchers have also examined the role of TikTok in creating and maintaining online communities and how these communities differ from offline communities in terms of their norms, values, and behaviours (Liu et al., 2019). For instance, the user community has been viewing TikTok's short video material for a while, and despite how boring it is, they continue to do so to connect with their friends and stay up to date on trending information. For teenagers, this issue is considerably more serious.

Similarly, for the teenage community, TikTok has become a way for them to connect and interact with each other, whether they are close friends or strangers who share the same passions tens of thousands of miles apart, TikTok gives teenagers a place to share and create the same peer memories that resonate with the teenage community, giving them a constant drive to create new relationships and deepen the drive to create new relationships and deepen friendships. As TikTok expands, this kind of user engagement and communication will mature more quickly and affect the youth population, a phenomenon that can be researched.

2.2.2 User Content and Platform Algorithms

Previous literature has focused most prominently on the technical area of the TikTok platform, analysing from a technical perspective how the TikTok platform uses big data algorithms to influence the content seen by users. This includes the collection and analysis of user data in the context of a big data vision to get a corresponding top news ranking that makes users pursue hot topics. (Cao, 2018). The platform uses algorithms to analyse users' tags to generate personalised push content, without users having to actively search for content of interest. (Zhao, 2021). The platform the most noticeable is where users may share videos with the relevant hashtags (#hipop, #fyp, etc.) based on their preferences. The use of tags allows users to put categories on their videos, which not only facilitates the collection of big data and statistics but also provides users with relevant tags to push. What is more, researchers will study the role of machine learning algorithms in personalising the content that users see based on their preferences and behaviour (Lee et al., 2022). As well as how big data algorithms may help amplify certain types of content and not others (Zulli & Zulli, 2020). For example, after posting a chorus of music on TikTok, a related video of the music or chorus type will appear on the 'for you' on the home page.

The youth demographic, which is more vulnerable to personalised recommendations and might create 'echo chambers' or 'memes', will demonstrate the strong interaction between big data algorithms and consumers more clearly.

2.2.3 User Practice Activities at TikTok

The main area of research on user practice activities in TikTok focuses on user reactions and practice behaviours arising from the dissemination of information, especially during COVID-19. In the early days of the New Coronary Pneumonia outbreak, there was a great deal of information about COVID-19 disseminated on the TikTok platform, such as washing hands regularly, wearing a mask and keeping a social distance (Li et al., 2021). The dissemination of this information allows users of the TikTok platform to respond to the information when it becomes available. However, during this period, the TikTok platform also spread a lot of sensational or inflammatory content and misinformation, which not only reduced the health literacy of users (Baumel et al., 2021). It also amplifies users' anxiety, resulting in collective behaviour such as emotional outbursts and catharsis. It is also worth noting that since TikTok is popular because of some dance videos, many of the dance videos with many likes are shot in the bedroom, which leads to a new context in TikTok where some users post videos and their 'bedroom culture' will no longer be private and safe (Kennedy, 2020). Teenagers enjoy posting videos and following trending news since they are young and active at such an age. Their safety and privacy are also somewhat at stake in this kind of practical behaviour. Under the influence of self-identification, cultural identity and group identity of the user group, users are more willing to become practitioners and participants in popular culture (Hui Zuo, 2019). This is an activity that users of TikTok are making, and there is rarely a way to avoid it among teenage users.

2.3 Reflection

Since TikTok is a new media platform, further study on the platform has not been performed in precise detail. Nevertheless, research on the sociological and technical components of the TikTok platform has been studied in better detail. First and foremost, in my perspective, the platform has mostly been investigated by focusing on the general user group rather than creating thorough representations of a particular group, whereas a study of teens, who make up the majority of TikTok platform users, is required. Secondly, prior literature has indeed expressed ideas about a particular event, the potential responses and behaviours of users, and the potential implications of the behaviour in the context of group practice activities on the TikTok platform. In my opinion, the underlying causes, such as why the corresponding behaviour occurs, are a good object of study.

This literature provides some space and possibilities for the writing of this paper to deeply dissect the communication model and business model of the TikTok platform, the opportunities, and challenges, in a more youth-oriented perspective.

3. Discussion

Recently, there has been a hot news story in the Chinese TikTok about the collective behaviours that produce teenagers: "Who says girls are less strong". Videos of young girls holding objects like chopsticks or pieces of wood to show their strength typically feature them singing a song after finishing the action without understanding the song's pronunciation or words. Such videos have generated a series of larger reactions among

teenagers on China's TikTok platform, more and more young girls are doing this type of imitation. Why do young people react to a topic in TikTok, and how does TikTok cause such behaviours in groups of youth? And how are these behaviours sustained?

3.1 Basic Logic: Big Data Algorithms

The TikTok platform uses big data algorithms as its basic logic, relying heavily on algorithms and personalization to sustain its distribution model and business model. TikTok tags users based on their likes, comments, retweets, and other information about their interaction with the content using big data analysis and artificial intelligence to determine what video content a user is publishing. This information will play a crucial role in customized pushing and improve the precision of video delivery.

3.1.1 What Is Big Data?

Since the invention of the computer, large amounts of data have been generated at an extremely rapid rate and usually, Big Data is a combination of large amounts of complex data (Yaqoob et al., 2016). Big data is defined as data that contains more variety and arrives in increasingly larger quantities and at a faster rate (Jin et al., 2015). This is the same characteristic that big data contains: volume, variety, value, velocity, and veracity (Kitchin & McArdle, 2016). Big Data's main objective is to gather, store, and analyze data from enormous amounts of data. Big Data processing is more based on distributed file systems and distributed computing than just database storage and querying, enabling real-time data, dynamic acquisition, large data storage, and massive data analysis (real-time computing, stream processing). (Wang, 2020). Considering that TikTok is a Byte Dance product, a large database is both a company's most crucial output and its most economically useful component.

3.1.2 Machine Learning and Algorithmic Recommendation Mechanism

According to the principles of the algorithm promulgated by Byte Dance, they tag users based on their interest profile, identity profile and behavioural profile (Cao, 2018). When logging into the TikTok platform for the first time, the user can register a new or third-party account. If a third-party account is chosen, then TikTok has access to the information resources of the other platforms. Conversely, if a new account is created, TikTok can use the principle of affordance to request, demand, allow, encourage, discourage, and refuse (Davis & Chouinard, 2016), to obtain personal information (e.g., gender, age, place of residence, etc.) about the new user and the content of interest. Users' personal information can enable the TikTok platform to combine individuals with similar gender, address, and age ranges together for targeted placement. To improve the accuracy of content placement, TikTok also creates user profiles for users based on the content they are interested in. To increase the precision of machine learning within big data, the TikTok platform will read customers' app usage patterns as they use it. For instance, teenagers' TikTok usage patterns are characterized by extensive stretches, numerous openings, and brief usage intervals. TikTok would suggest video content with a shorter duration and more fragmented information to such users after analyzing the large data it has collected. Finally, TikTok will have a certain number of users, and through the social relations between user groups, it will acquire more and more users, and then the data will be generated more and more.

Having a powerful database, high-quality information extraction techniques and user tagging enable the TikTok platform's algorithms to better comprehend users and content.

TikTok personalizes the platform's user recommendations using the recommendation algorithm mechanism in two ways. One of these is the recommendation based on the video itself (item), which directs people to other websites by distributing related material they have previously enjoyed. For instance, if a teen loved a basketball video, TikTok would suggest another basketball video to that adolescent. Another point is the recommendation based on the user group, which finds a user group like this user and recommends the content that this user group has liked to this user. For example, when teenager A likes a video about trendy music, this video will also be spread to user groups with the same tags as A.

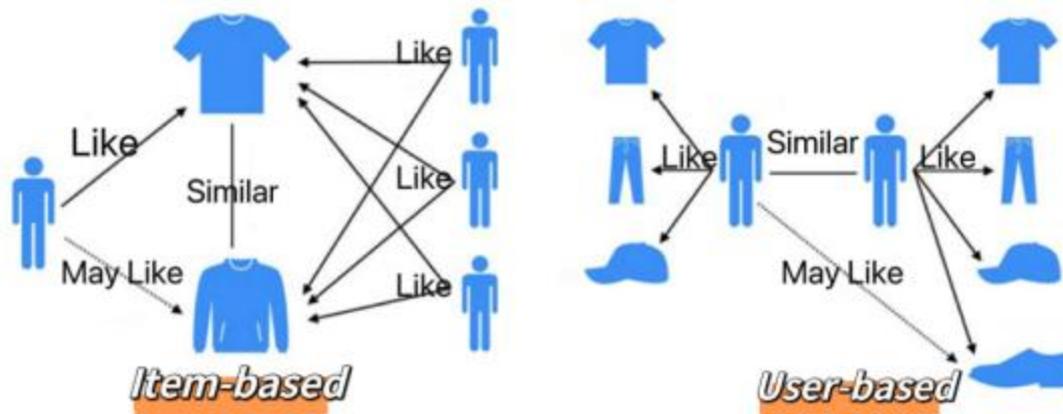


Figure 1. Recommendation mechanism

TikTok can continuously enhance the content that it recommends to each user through the algorithm's continuous learning and constant modifications depending on the data it gathers.

3.2 Dissemination Model

The TikTok platform creates a two-way dissemination model based on big data and algorithmic recommendations: TikTok users generate some feedback about themselves while using the platform, and this feedback is passed on to the platform's operators through a feedback mechanism, and the latter carries out operations like filtering and sorting based on it. One of the reasons TikTok's distribution model is accountable for adolescent group behaviour is that this style of distribution captures the psychological requirements and habits of users, especially teens.

3.2.1 Capturing the Psychology of Youth

Firstly, the TikTok platform uses the UGC model (users created content), where users share their original content with other users through the Internet (Cheong & Morrison, 2008). This model breaks with the traditional media model of content production and weakens the media platform's role as a 'gatekeeper'. Teenagers can use the site to follow a topic or relate their true life, adding their creativity. With the ability to publish their videos to obtain recognition and attention, the broad group of young people involved in this form of content distribution and dissemination come together in various settings.

Secondly, the 'use and gratification' theory is used to cater to young people's psychological needs. Users of the platform are seen as having a specific 'need' and based on that need users 'use' the media to 'satisfy' the need (Blumler, 2019). Most of the content shared on TikTok is a replication of everyday people's real lives, as well as a recreation of celebrities' and netizens' distinctive lifestyles. A conduit like this for communication can satisfy teens' needs for self-expression. Similarly, to this, when teens use TikTok, they will be inspired to create and publish the same kind of video material after watching a particular video that is relevant to their own lives.

What's more, the TikTok platform caters to the trendy entertainment preferences of teenagers. Through special effects and editing to enhance the video's cool gameplay and increase its entertainment effect, it bursts with new and trendy personalised routes in terms of listening, visuals, and emotions. For example, the recent teenage hot topic 'Who says girls are weak', as mentioned earlier, is a work that meets the psychological needs of teenage users who want to be trendy and different and expresses the psychological demands of the teenage group. When teenagers record videos, they often express themselves through exaggerated expressions or gestures, showing a different side to their real life, satisfying their desire to present themselves and generating a sense of psychological pleasure.

Finally, TikTok is the collective memory of this generation of young people. Every generation has had a peer memory before the digital revolution. Consider the Chinese peer memory as an example. Whereas the cultural revolution and the three-year famine were shared memories of the parent's generation, the building of the motherland and the laborious early days of the country's formation were shared memories of the grandfathers' generation. For today's youth, the online world depicted on the TikTok platform serves as their global peer memory, which is no longer limited to a single nation.

3.2.2 Catering to the Habits of Youth

First off, the TikTok platform accommodates users' reading preferences. Short, snappy, and brief mobile videos have emerged as the new and hot go-to communication medium because of technological advancements in

media. Reading a 15-second short movie on the TikTok platform offers a richer, more visual, more dense amount of information per unit of time when compared to reading text and photos. Short videos on TikTok are posted in “seconds”, making the site a “de-read” one that caters to the adolescent population’s fragmented, fast-food reading habits online. Data shows that although the length of videos on the TikTok platform is only 15s, the average time consumed by users on TikTok is 20.27 minutes per day (Qiantang Data, 2018).

Secondly, the TikTok platform caters to the habits of its users. Most of the content on TikTok’s content is simple to replicate and reproduce, providing a forum for young people to express themselves. Because TikTok contains so much music and amazing effects, it is considerably simpler for adolescents to utilize. For example, when young people want to post a video, there is a corresponding soundtrack for each effect and many filters to choose from. TikTok offers convenience not only when posting videos, but also when browsing through videos. The group receives more visual impact with less thought and choice.

3.3 Business Model

In the process of using TikTok, users use the platform as a medium. Normal people have a large following of followers and the platform’s unique incentive mechanism allows more and more users, which are mostly young, to participate in creation. The business strategy used by TikTok is ideal for the younger generation’s mobile phone and consumption habits. A group of young users may be persuaded to engage in group behaviour by the business model that involves establishing popular themes through video content, attracting firm investment through those topics, and then producing more and different material because of the funding.

3.3.1 Advertising Marketing

TikTok For Business was launched in June 2020 and is a source of revenue for TikTok. Like YouTube, TikTok offers paid advertising for brands to promote their products and services (Kibet, 2021). Traditional platforms monetise advertising mainly from pre-roll ads before video content, but as TikTok’s content is relatively short, its platform focuses its advertising marketing on opening screen ads, infomercials, and placement ads.

The TikTok platform’s opening screen advertisement serves as the first portal for opening an app. It offers a fantastic visual impact and traffic introduction with a dynamic or static full-screen display that is unequalled by other adverts in terms of visual effect. When an app is opened, the entire screen displays details on a product or a celebrity, which might pique the interest of youngsters in the subject matter. One of TikTok’s most lucrative business models is infomercials. There are two different ways of selling infomercials: guaranteed delivery and pay-per-performance. (Mhalla et al., 2020). Advertising is mainly made more acceptable to users by combining the features of the product with the entertainment of short videos. The marketing approach of entering into partnerships with short video celebrities for advertising placement, where popularity is driven by content and popularity drives interest, is also becoming mainstream. Teenagers’ collective behaviour may be generated by an influencer recommending a product in a video. For example, a beauty blogger in the Chinese version of TikTok recommended a brand of foundation, and orders for this brand of foundation skyrocketed, and the main influencer of this influencer was the teenage group.

3.3.2 E-Commerce and Live Streaming

TikTok’s e-commerce realization relies heavily on quality content to guide the masses and the introduction of third-party applets (Zhou, 2021). Short movies on the TikTok platform can be utilized to leap to retail malls or popular shopping platforms via lead generation. Young people’s time on TikTok, or an entire length of time, might subtly change into a strong consumer and spending power. Teenagers are at ease while watching, which makes it easy for them to absorb the messages that the advertisers want to imprint on their minds.

With a live streaming site that increases the social bond between weblebrities and their fans, the TikTok platform is built on the relationship between short- form weblebrities and their admirers. Using virtual presents, fans may demonstrate their support for a weblebrity during a live broadcast by setting up virtual currencies within the TikTok platform. The live-streaming model uses virtual presents to encourage young people to spend money. In China, there is a lot of news about teenagers paying weblebrities a lot of money.

3.4 Opportunities and Challenges

TikTok platform has a large number of users resources and business resources, under the operation of a relatively perfect dissemination model and business model, the TikTok platform has become a symbol of the new era of products. TikTok platform achievement of some people, who reaped fame and fortune, and become net popular; but also destroyed some people who suffered from cyber violence and the wrong values. While the TikTok platform captures the happy life, many trending news items are more interested in grabbing attention than they are in reporting the truth.

TikTok has had a significant impact on the diffusion of information since it is transforming not only peoples’ leisure and reading habits but also their values and creating a modernized version of the TikTok culture. Online

technology is constantly evolving, therefore TikTok must actively consider how it will advance in reaction to competition within the same sector, societal development needs, and user needs. This condition creates chances and challenges for the TikTok platform's future development.

3.4.1 Need for Regulation and Self-Regulation to Guide and Promote Sustainable Development of Platforms

Regulation is the guarantee for the orderly operation of the platform, and self-regulation is the basis for the long-term development of the platform. We all know that there are two versions of TikTok: the overseas version and the Chinese version, but the ownership of TikTok belongs exclusively to byte dance (a Chinese company). The US government has banned the use of TikTok on federally released devices due to national security concerns about its Chinese parent company, Byte Dance, 31 December 2022. The US is concerned that the Chinese government may use TikTok to access these devices and US user data (Bhuiyan, 2022). There are already several countries and regions that have created restrictions on the development of the TikTok platform.

To create locally tailored management models that provide national and regional data security guarantees, TikTok must take into account country-to-country government regulation and online platform regulation in the future development process. At the same time, the motivation of the majority of users should be taken into consideration. The TikTok platform has a huge user potential, and while guiding users to participate in regulation, the population should also be guided towards self-regulation. Although the TikTok platform has already introduced a "report" function, the level of user participation is still far from sufficient, and most of the regulatory power and data are still in the hands of the platform. For the TikTok platform to achieve both regulation and self-regulation, it is necessary for both the nations and regions that use it as well as its users to have a certain level of regulatory authority and data privacy protection.

And in doing so, the TikTok platform can become a sustainable medium and means of promoting culture and positive energy. The historical relics, special cuisines and activities of each region are visualized through the TikTok platform so that users can better understand cultural knowledge. In China's TikTok platform, seven national museums have jointly launched a "Museum Creative Video Competition" to bring cultural heritage to young people in a way that is more relevant to them, making this culture "young" and "dynamic". It is a new interpretation of traditional content.

3.4.2 Need to Categorize and Manage Content to Build a Good Online Culture

TikTok's future development needs to consider the cultivation of a value-led internet culture that is different from the paper-drunk, pleasure-oriented internet culture, and to consider the formation of values that meet the needs of young audiences. With video material displaying only horizontal development and no in-depth extension, the content distribution in TikTok now primarily offers a lot of general amusement. The value and significance of the TikTok platform need to increase as a result of the content that gradually emerges from the sea of videos and establishes a system, making it simpler for viewers interested in in-depth study and research on a particular topic to obtain information. With so much homogenous information produced by TikTok's distribution approach for breaking news, knowing exactly where to go for it will become essential for most consumers. As a result, to intelligently recommend content to different users, the TikTok platform must make content selections, use technology to identify similar content through systematic classification, stratify content on the same topic, and apply various layers of algorithms to different user groups. To increase user stickiness and achieve the goal of re-dissemination or even multiple dissemination, the TikTok platform needs to make the audience experience the value of the content it offers, whether it is for entertainment and relaxation or skill learning. It also needs to make the users feel the value and meaning of the content it offers.

At the same time, TikTok's decentralized mode of communication breaks the one-way model of values transmission, creating a fan culture and an influencer culture, which complement each other and influence each other. For example, on the one hand, creators can attract the attention of viewers through their video content; on the other hand, viewing users can encourage creators the creation of correct value content by liking, commenting and following. Now in a state of unrestricted development is the well-known TikTok internet culture. When it comes to platform implementation, the platform must direct creators to produce works that uphold the proper principles and reinforce the overall direction of the theme. For instance, online creative conferences might be held to honour the finest platform builders and commentators. To promote a balance between virtual and actual engagement, offline cultural events can also be organized to encourage online and offline communication between users.

3.4.3 Seeking a Balance Between Commercial Realization and User Experience

As a new media platform, TikTok is not only a platform for spreading information but also a commercial platform that needs to make money to keep the platform running and its users sticky. However, there is an essential contradiction between the commercialization of the platform and the user experience. While short video marketing is still in its infancy, there is fierce competition on short video platforms, and most businesses are still

in a wait-and-see mode with crude advertising models and ads interspersed with content that can negatively affect user experience. As a result, TikTok must seek the right ways to make money through commerce to sustain operations.

In the future, TikTok must give a more straightforward advertising model in terms of commercial realization when combined with the communication model and economic model of the TikTok platform. A durable commercial communication idea that protects the quality of advertising can be created by combining the benefits of TikTok with the benefits of the product. For instance, rather than displaying advertisements in a basic manner, it is possible to collaborate creatively with businesses to generate material with storytelling, spectacle, and direction. The level of user retention and the emergence of the platform culture will eventually reveal how the platform is progressing. It is crucial to consider how to involve users in commercial realization rather than consuming the user experience in exchange for commercial realization because the range of users' awareness will not be restricted to a specific platform. The rise of the influencer economy in recent years is an example of a "decentralized" network culture, which should be based on the creation of TikTok network culture, allowing users to take part in the process of commercial realization, not only assisting some users to benefit in the process but also encouraging more users to take the initiative to participate in the business, providing more jobs and giving users a greater sense of belonging.

3.4.4 Dark Data and Bias

The TikTok platform's data collection and algorithms generate dark data, which is usually stored, sent to a database, and retained (Hand, 2022). The final presentation and the level of accuracy in the big data algorithms may be impacted by the dark data generated during the data collecting. There are restrictions on the development of the TikTok platform if it has complete faith in the data's source.

Dark data can also result in a variety of biases, such as the survivor bias. For example, we frequently observe on the TikTok platform that some people can win the lottery jackpot even though we have not. However, this is the outcome of data filtering. Additional biases include confirmation bias, availability bias, and more. To reduce effort, the TikTok platform needs to learn to avoid using "basic logic" and not to overlook the fundamentals of messaging when processing data and updating algorithms.

4. Conclusion

This study primarily examines the earlier literature on the TikTok platform from the viewpoint of young users, explains the reasons behind the collective activities of youth groups on the TikTok platform by looking at the TikTok platform's communication and business models, and at the same time takes into account the opportunities and challenges of the TikTok platform about its future development. The TikTok platform offers young people entertainment and educational content in short bursts of time through a "decentralized" method, and the platform itself has expanded the business landscape and unlocked new opportunities for the mobile new media platform in terms of young people's education and culture through a special big data algorithm and recommendation mechanism.

However, the TikTok platform is still in its early stages of development and has flaws like regulatory challenges, content problems, cultural problems, and data gathering issues. The TikTok platform needs to be fully connected with a variety of areas to establish a distinctive application model, cultivate a distinctive online culture, and develop a distinctive online value orientation.

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