

A Comparative Study on the Communication of “Friendly Shandong” Official Account on Different Short Video Platforms

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Abstract Taking “Friendly Shandong” official account as an example, the relevant data of the account on the four platforms of Tiktok, Kwai, Bilibili and Little Red Book were comparatively analyzed to study the influence of short video on the communication of Shandong tourism image. The research mainly included two aspects: fan persona features and interactive effects. Through comparative study, it will provide a reference for the operation team of “Friendly Shandong” official account to spread the tourism image of Shandong with different platforms.

Keywords Friendly Shandong, Short video platform, Communication, Comparative study

DOI 10.16785/j.issn 1943-989x.2023.3.010

Different scholars hold different views on the definition of short video. At present, it focuses on the length limit of videos and the publishing platform. The official YouTube platform distinguishes between shortform video and longform video by the 10-min limit^[1]. The study defines short video as a form of video content less than 10 min based on PC and mobile terminal transmission.

China's short video industry entered a flourishing situation in 2013. It has developed quickly despite of a short development time, and the number of users is growing rapidly. According to CNNIC data, as of December 2022, the number of online video (including short video) users in China reached 1.031 billion, accounting for 96.5% of the total netizens; and the number of short video users reached 1.012 billion, accounting for 94.8% of the total netizens^[2]. Big data service provider QuestMobile released the *2022 China Mobile Internet Annual Report*, which pointed out that short video, live streaming and other content has shown an explosive growth in China, and short video plays an indispensable role in people's daily life; short video platform has become the app with the highest proportion of user time, accounting for 28.5% of total user time in 2022 (15.2% in 2019)^[3]. The rise of such platforms has also provided new channels and opportunities for the image communication of tourist destinations, and the communication of tourist destination image has become diversified, with “internet-famous tourism resort” and “internet-famous location” emerging one after another^[4]. To this end, many tourist destinations have entered short video platforms and opened official

accounts, hoping to use the social attributes and huge platform flow of short video platform to establish the image of tourist destinations, attract tourists, and compete for the tourism market.

As short video plays a crucial role in the development of tourism, it has also attracted the attention of many scholars. For example, Hrvoje^[5] discussed the impact of short videos on tourism destination marketing with YouTube as an example. Tussyadiah et al.^[6] confirmed that sharing videos online can provide viewers with mental pleasure by stimulating fantasies and daydreams as well as evoking memories of past travel, and these videos act as narrative vehicles, providing an access to foreign landscapes and social landscapes. Chinese scholars have studied the impact of short video on tourism development and tourism image of tourist destinations, the communication mechanism and effect of short video^[7]. From the perspective of short video platforms selected by scholars, most of the studies have been conducted on a certain platform, such as YouTube and Tiktok, whereas there are few comparative studies on the communication characteristics and effects of different short video platforms. Therefore, this paper comparatively studied the communication of different short video platforms.

1 Research methods

1.1 Research case and short video platform selection

“Friendly Shandong” official account was selected as the research case. “Friendly Shandong” is the tourism brand image of Shandong Province, which was established in December 2007 by Shandong Provincial

Department of Culture and Tourism Management and has been promoted and used. In order to make better use of short videos to spread tourism destinations in Shandong Province, the Shandong Provincial Department of Culture and Tourism Management opened and operated the official Tiktok account “Friendly Shandong” on the Tiktok platform in May 2018. Since then, short video publicity was successively carried out on different short video platforms in China, such as Kwai, Microview, Tencent Video, Little Red Book, Bilibili, etc., in order to comprehensively enhance the popularity and reputation of “Friendly Shandong” brand.

In terms of short video platforms, Bilibili, Kwai, Tiktok, and Little Red Book were taken as the examples to analyze the communication characteristics and effects of “Friendly Shandong” official account. As shown in Table 1, as of April 22, 2023, “Friendly Shandong” official account had attracted more than one million fans on Kwai and Tiktok, while less than 10,000 fans on Bilibili and Little Red Book.

1.2 Research content

The research was mainly composed of two aspects. The first was the comparative analysis of fan persona features, which mainly analyzed the gender characteristics of the fans attracted by “Friendly Shandong” official account on the four platforms of Bilibili, Kwai, Tiktok, and Little Red Book. In addition, the age characteristics of the fans attracted by Bilibili, Kwai and Tiktok were comparatively analyzed. The second was the comparative analysis of communication interactive effects, which mainly analyzed the communication interactive effect of “Friendly Shandong” official account on the

Received: May 6, 2023

Accepted: June 1, 2023

Sponsored by Social Science Planning Research Project of Shandong Province (22CLYJ34); Key Project of Shandong Art Science (23QR03280040); Social Science Project of Tai'an City (23YB061); First-class Undergraduate Courses of Tourism Markeing of Taishan University.

four platforms of Bilibili, Kwai, Tiktok, and Little Red Book.

1.3 Data acquisition

Data from two platforms was collected. The relevant data of “Friendly Shandong” official account on Kwai, Tiktok, and Little Red Book were obtained from three websites of Newrank, namely <https://xk.newrank.cn/>, <https://xd.newrank.cn/home>, and <https://xh.newrank.cn/>. Considering the data were incomplete in <https://xz.newrank.cn/userinfo>, professional station B big data analysis platform, namely <https://www.hsydata.com/dashboard>, was used to obtain the relevant data of “Friendly Shandong” official account on Bilibili. The data mainly included the gender characteristics of fans, age characteristics of fans and the number of likes, comments and shares, etc. The data was obtained on April 1, 2023.

1.4 Data analysis method

The first was the comparative analysis of fan persona features, mainly using percentage statistics and mapping for comparative research. The second was the calculation of interactive effect index of short video platform based on the number of likes, comments and shares. Referring to the calculation of the communication effect of short video platform in Micro-blog Communication Index, the formula of interactive effect index of short video platform was obtained:

$$IEI = a_1 \ln(X_1 + 1) + a_2 \ln(X_2 + 1) + a_3 \ln(X_3 + 1) \quad (1)$$

where IEI represents the interactive effect index; X_1 , X_2 and X_3 represent the number of likes, comments and shares of short videos, respectively; a_1 , a_2 and a_3 represent the corresponding weight values of 17%, 37% and 46%, respectively^[8].

2 Research results

2.1 Comparison of fan persona features

2.1.1 Comparison of gender characteristics. As shown in Fig.1, the proportion of male and female fans of “Friendly Shandong” official account on the three platforms of Bilibili, Kwai and Tiktok was roughly the same, and female fans were less than male fans, while on Little Red Book, female fans (85.02%) were much more than male fans (14.97%). In terms of the proportion of male fans, “Friendly Shandong” official account attracted the most male fans on the platform Bilibili, accounting for 73%; followed by Kwai (59.23%) and Tiktok (57.34%); and Little Red Book attracted the least male fans (14.97%), ranking fourth. In terms of the proportion of female fans, the female fans

attracted by “Friendly Shandong” official on Little Red Book accounted for a maximum of 85.02%; followed by Tiktok (42.66%) and Kwai (40.77%); the platform Bilibili ranked fourth, attracting the least proportion of female fans (27%). Hence, “Friendly Shandong” official account on the platform Bilibili was dominated by male fans (73%), and that on Little Red Book was dominated by female fans (85%). Although the ratio of male to female fans was different on Tiktok and Kwai, there was no significant difference. The proportion of female fans on both platforms exceeded 40% and that of male fans exceeded 55%.

2.1.2 Comparison of age characteristics. As shown in Table 2, “Friendly Shandong” official account attracted the largest proportion of fans aged 18–23 years on the platform Bilibili (39%); the platforms Tiktok and Kwai attracted a similar proportion of fans aged 18–23 years (about 13%). “Friendly Shandong” official account attracted the highest proportion of fans aged 31–40 years on the platform Tiktok (37.75%), while attracted the highest proportion of fans over 50 years old on the platform Kwai (49.19%). In addition, “Friendly Shandong” official account attracted more young and middle-aged fans under the age of 40 on Bilibili and Tiktok than Kwai. The data also showed that the proportion of fans attracted by “Friendly Shandong” official account on the platform Bilibili was decreasing as the age increased, while the platforms Kwai and Tiktok mainly attracted fans over 18 years old. It should be noted that in the XH Newrank data, the age division of fans on the platform Little Red Book was slightly different from the three platforms of Bilibili, Kwai and Tiktok,

but it can still be seen that Little Red Book was mainly dominated by the fans under the age of 44 (nearly 93%). The fans aged 25–34 years accounted for the largest proportion (31.64%); followed by the fans aged 18–24 years (26.38%); and the fans under 18 years old or 35–44 years old accounted for more than 15%.

2.2 Comparative analysis of interactive index features of “Friendly Shandong” official account on short video platforms

Interactive index is a measure of user activation. It is helpful to measure the user activation that affects the communication effect of short video, so it is of great significance to promote brand communication and marketing. Interactive index can be measured by the user’s behavior, such as likes, comments and shares, and can reflect the user’s activity towards short video, so that users can discover the content they are interested in more easily and quickly.

The study used a third-party platform called Newrank to get the relevant data. According to the formula of interactive effect index, the interactive indexes of the platforms Bilibili, Kwai, Tiktok and Little Red Book were calculated, and the data obtained are shown in Table 3.

As shown in Table 3, “Friendly Shandong” official account had the highest interactive index on the platform Tiktok (12.51), indicating the best interactive effect and the highest activity of fans; followed by the platform Kwai, which had a wider range of users and relatively high interactive effect; the interactive index of Tiktok and Kwai was fairly close, with a difference of about 1.23. The advantage of the platform Tiktok was that the total numbers of comments

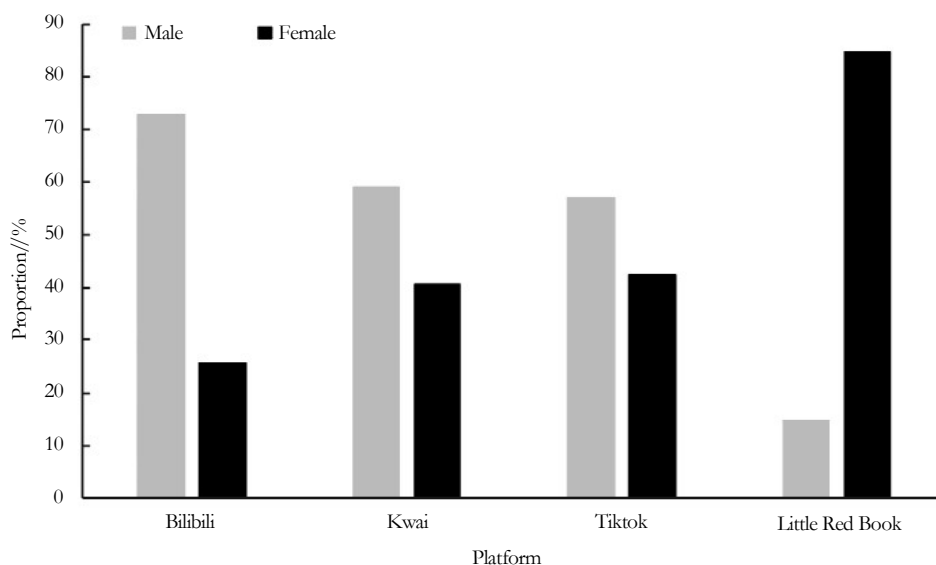


Fig.1 Gender characteristics of the fans of “Friendly Shandong” official account

(58,800) and shares (636,500) were higher, while the advantage of the platform Kwai was that the total number of likes (2,752,600) was higher. The platform Bilibili ranked third. Although the total number of likes on the platform Bilibili reached 148,160, the total numbers of comments (3,799) and shares (6,462) on the platform were very low compared to Tiktok and Kwai. Since the platform Bilibili is a gathering place of “the culture of Anime and Manga”, the audiences tend to be young people, and the interactive effect is inferior to that of Kwai and Tiktok. In fourth place was the platform Little Red Book. The total number of likes, comments and shares on the platform was less than 1,000, which was the lowest among the four platforms.

3 Conclusions and discussion

3.1 Conclusions

Based on data mining, “Friendly Shandong” official account was taken as an example and analyzed on four short video platforms: Bilibili, Kwai, Tiktok and Little Red Book. The study found that the fan persona features attracted by “Friendly Shandong” official account varied among different short video platforms. Besides, different platforms had different communication effects.

3.1.1 “Friendly Shandong” official account has the best communication effect on the platform Tiktok. First of all, “Friendly Shandong” official account has the largest number of fans on the platform Tiktok and has received the most attention. The fans are dominated by those

above 18 years old, and there are more fans aged 31–40 years. In addition to this, the proportions of other age groups are more balanced. This group of people is often “phone freak”, and likes to contact some things they have never found and communicate with others, being curious about everything to create novel ideas. No matter as a communicator or a recipient, they can contribute an important force to the popularity of communication content. Combined with the interactive effect, the interactive index of Tiktok is also the highest, which will bring better flow to “Friendly Shandong” official account and lead to better communication effect.

3.1.2 The communication effect of “Friendly Shandong” official account on the platform Kwai ranks second. “Friendly Shandong” official account has a larger number of fans on the platform Kwai, which is only second to that on the platform Tiktok, and there is little difference in the interactive index of the two platforms (about 1.23). Unlike Kwai, the fans over 50 years old account for the largest proportion (48.19%, nearly half). When the production of short video focuses more on the two labels of fun and down to earth, the audiences will be older, and the transmission effect of short videos in this aspect will be better. This indicates that the video style on the platform Kwai is down to earth, more easy to understand, and easier to meet the needs of slightly older groups. Most of the videos are recording daily life, which are created by ordinary people and are closely related to life with strong social attributes. These videos will attract more attention from fans over 50 years old, and resonate with fans, resulting in better communication effect.

3.1.3 The communication effect of “Friendly Shandong” official account on the platform Bilibili ranks third. The Bilibili platform now has various types of videos, but in the earliest days it was dominated by the culture of Anime

and Manga, including the painting style of the platform’s home page. “Friendly Shandong” official account on the platform Bilibili attracts the most fans between 18 and 23 years old, and the proportion of male (73%) far exceeds that of female (27%). Most of these fans are students, and their consumption level is not particularly high. They have small number of fans and rarely follow tourism dynamics on the platform Bilibili, preferring to use this platform to follow the culture of Anime and Manga or learn.

3.1.4 The communication effect of “Friendly Shandong” official account on the platform Little Red Book ranks fourth. Little Red Book was originally a “shopping guide”, and it has joined various types of videos since 2018 and become a “treasure box” for people’s lives. “Friendly Shandong” official account has attracted more middle-aged and young people under the age of 44 on the platform Little Red Book (92.96%), while female fans account for the vast majority (85.02%), and they pay more attention to the function of influencing or being influenced to long for a particular product or experience something, or no longer longing for something or removing something from shopping cart. When the audiences are relatively young, accepting new things and catching up with the trend of the times will change faster, leading to better communication effect. At the same time, they have the conditions to travel. Therefore, Little Red Book will play its role to the greatest extent when choosing a travel destination, doing a travel guide or tourism shopping. This need does not come every day. Therefore, “Friendly Shandong” official account has the lowest interactive index on the platform Little Red Book, with general communication effect.

3.2 Discussion

Based on the above analysis, the operation team of “Friendly Shandong” official account should pay attention to the following aspects in the future short video marketing.

On the one hand, it is necessary to choose well-known short video platforms for tourism destination marketing. At present, from the user scale, China’s Tiktok and Kwai have been the top two short video platforms. In China, the active users of the two major short video platforms Tiktok and Kwai account for more than 50% of the total market, and the user scale of Tiktok is even larger. According to the short video industry user data released by QuestMobile, in December 2022, the monthly active users of the main station of Tiktok were 715 million, with a year-on-year increase of 6.4%; the number of monthly active users of Tiktok Lite was 221

Table 1 Number of the fans of “Friendly Shandong” official account

| No. | Platform | Number of fans |
|-----|-----------------|----------------|
| 1 | Bilibili | 4,836 |
| 2 | Kwai | 1,223,000 |
| 3 | Tiktok | 1,294,000 |
| 4 | Little Red Book | 9,262 |

Table 2 Age characteristics of the fans of “Friendly Shandong” official account

| Platform | Under 18 years old | 18–23 years old | 24–30 years old | 31–40 years old | 41–50 years old | Over 50 years old |
|-----------------|--------------------|-----------------|-----------------|-----------------|-------------------|-------------------|
| Bilibili | 10.00% | 39.00% | 24.00% | 21.00% | 6.00% | 0% |
| Kwai | 0% | 12.49% | 7.27% | 21.48% | 10.57% | 48.19% |
| Tiktok | 0% | 13.87% | 18.09% | 37.75% | 15.74% | 14.54% |
| | Under 18 years old | 18–24 years old | 25–34 years old | 35–44 years old | Over 44 years old | |
| Little Red Book | 19.32% | 26.38% | 31.62% | 15.64% | 7.04% | |

Table 3 Relevant data for calculating interactive effect index

| Platform | Total likes/individual | Total comments/individual | Total shares/individual | Interactive index |
|-----------------|------------------------|---------------------------|-------------------------|-------------------|
| Bilibili | 148,160 | 3,799 | 6,462 | 9.1 |
| Kwai | 2,752,600 | 53,500 | 29,300 | 11.28 |
| Tiktok | 765,700 | 58,800 | 636,500 | 12.51 |
| Little Red Book | 879 | 120 | 29 | 4.49 |

million, with a year-on-year increase of 10.3%; the number of monthly active users of the main station of Kwai was 449 million, with a year-on-year increase of 9.2%; the number of monthly active users of Kwai Lite was 246 million, with a year-on-year increase of 21.8%^[3]. Therefore, the promotion of tourist destinations should first choose these two platforms for short video marketing.

On the other hand, due to the differences in audience groups among different platforms, short video marketing should adopt different strategies for different platforms, and the operation team should produce and publish videos that can meet the needs of current short video platform users, so as to meet the needs of different audience groups. First, the audiences of the platform Bilibili are mostly under the age of 24, and the operation team should first consider the needs of this group when making videos, and integrate anime culture into the videos or release some videos about the culture of Anime and Manga for publicity. Second, the fans attracted by Kwai are mostly over 50 years old, indicating that the fans may prefer the videos with life atmosphere. More down-

to-earth videos can be released on the platform Kwai, such as red tourist attractions, to attract tourists by resonating with the main audiences. Third, the fans attracted by Tiktok are relatively young, and the video content should follow the fashion trend, pay attention to social hot spots, and stimulate people’s curiosity, so as to enhance the communication effect. Fourth, the fans attracted by Little Red Book are mainly female, and the content that female are interested in can be increased in videos, such as internet-famous location, photos of beautiful scenery, traveling and shopping; the video content can also increase the tourism strategy or strategy template that has been done for fans to choose or reference, which can improve the communication effect.

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