



Traditional Chinese Culture Give Impetus to Douyin App

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Abstract: Since its launch in September 2016, Douyin App has developed rapidly, but negative news of it is common in the media. This popular social media is dominated by entertainment news, gossip, commercial information; stars and sports. There were major concerns with the quality of information on Douyin, especially with regards to content. Many vulgar and biased short videos arouse public criticism, media criticism and official vigilance and follow-up of regulatory measures. After early crazy enclosure, Douyin app begin to pursue the improvement of the quality, systematically promote the penetration and dissemination of traditional culture in the platform. With the help of traditional culture, the competitiveness and taste of Douyin will be greatly improved.

Keywords: Douyin, Shift, Traditional Culture.

1. Prosperity versus Disadvantages

As a music short video app, Douyin caters especially to youngsters' taste and hurried lifestyle. So it attracts dramatic users since its launch in late 2016. By June 12th, 2018, Douyin has attracted 166 million active users, with the majority aged below 30, announced by Beijing ByteDance Technology [1]. Douyin users spend an average of 12.6 hours on a monthly basis. Douyin has been on top of the downloading chart at the China iOS Store for months. Short video accounted for 7.4% of the total time Chinese people spent online in May [2].

As time passed, Douyin has become the most widely and frequently used social media in China and become popular with all the people of the country. Once users use this music short video app, they will be hooked and can't stop using it. The users can feel free to upload 15-second clips that show their ordinary lives, such as dancing, singing or applying makeup, which is funny and fashionable and attractive to people. All generations tends to spend their leisure time watching short videos on the app after work as a means of relaxing and relieving stress of work and life.

At first, Douyin's main market is cities, especially first-and-second-tier cities at first.

Then the firm changed its development strategy and has expanded further into rural markets. As an innovative mobile application, Douyin is installed on over 90% of smartphones and integrated into quite a lot of person's routines. It transforms users' daily life in many ways. As part of a new lifestyle, Douyin spearheads a new era of mobile Internet communication.

"Douyin is poisonous" has become one the most overused catch phrases in recent memory. On the one hand, it implies that this app enslaves the people who use it for entertainment. According to one survey launched by one Wechat platform, 38% of those surveyed surf on the Douyin app after work in the past month. According to one report in the past six months, the average user spent 20.27 minutes on Douyin every day. According to the survey of recruitment by Zhilian in 2018, 37.2% of the surveyed said that the reason why they sleep late is surfing on the net and indulging in short videos. [3] On the other hand, it means the quality of the informations on the Douyin. The platform is full of pornography, vulgarity, abuse, rumors and spam advertising. The phenomenon of "bad money drives out good money" in public opinion ecology is most vividly reflected. ByteDance and Douyin app face regulatory challenges owing to the quality of the content.

Some of Douyin's clips are drawing scrutiny for inappropriate and potentially dangerous content. Regulatory pressure is mounting owing to the reports that some users were seriously injured by imitating Douyin videos. In June this year, Qiu Shaoyun was joked by one Douyin advertisement, and the People's Daily criticized it seriously, subsequently Douyin has been put on file for investigation. What's more, such incidents are not unique cases. People's Daily calls for stricter management and censorship of the app. Ministry of Culture and Tourism has launched several formal investigations against the firm for publishing inappropriate clips as well as improper comments.

The firm starts to practice self-censorship in order to survive and provide better service. According to one bulletin, from June 1 to June 30, 2018, tremolo platform 27 578 videos, 9415 audio, 235 challenges were withdraw and 33146 accounts were banned permanently. This shows the strength and determination of management team of the firm. It is possible that with Douyin's filter system, the potentially offensive and improper clips will be prohibited from publishing in the first place.

2. Younger Generation Needs Guidance.

According to the latest user portrait revealed by Douyin, age structure has changed greatly. Previously, more than 85% of users of Douyin were under 24 years old, and most of them were from 18 to 24 years old, mostly from second-tier cities. After the Spring Festival of 2018, Douyin app began to sink into the third and fourth tier cities.

By June 2018, users were mainly between 24 and 30 years old. But in reality, people of all ages are attracted by this app and tend to indulge in surfing on it. An article entitled "Douyin, please let go of the children" is popular in the circle of friends. The article pointed out that quite a lot of primary and secondary school students use this app. Douyin users tend to be younger and younger, yet younger users tend to lose themselves facing the entertainment meals provided by Douyin and immerse in the short videos. What's more, it's important period for children to develop individual potential and inculcate values. Negative information and bad taste on Douyin will, poisons children, stimulate their senses, harms their bodies, destroys their concentration and distorts their values.

Cyberspace presents challenges and raises new questions, most important of them is how to achieve both security and openness in cyberspace. Thus, it's necessary to regulate and censor the internet within the reasonable scope.

3. Moderate Entertainment

As short video music app, Douyin provides videos that cater to users' reading habit. Any users whether professional or amateur, can make clips attracting eyeballs. Douyin provides easy-to-use interactive platform, which requires minimum IT skills. What users should do is just to use it. At the same time, Douyin uses artificial intelligence-based software to analyze online trends and edit related clips. As a participative, interactive app, Douyin has enabled new ways of information transmission, interpersonal communication, and social participation. This social media application appeals to modern netizens who are eager to exchange information and ideas with others.

According to use and gratification theory, users use this app to meet all kinds of needs, most important, to amuse themselves, spend the leisure time, release pressure and relax. The video content is about entertainment, news, celebrities, friends and social interaction in general. 70,000 Douyin users once raced to make humorous dance moves to the Seaweed Dance song, which inspired countless Internet memes and offline dancing contests in China. According to the theory of usage and satisfaction, Douyin app meets the needs of users in this fast-paced and high-pressure modern life to make use of fragmented time for entertainment and decompression. Users undoubtedly use this application mostly for relaxation, leisure and recreation rather than for the acquisition of serious knowledge and information. Video producers, viewers, commentators and forwarders roam through many short videos with homogeneous content. According to Baudrillard's theory, while they produce, comment, disseminate and consume different symbols, their sense of belonging is established and strengthened. The sense of belonging in virtual community is

conducive to self-identity construction and identification.

Some people this software based on algorithm drug. They build virtual spaces and communities making full use of new high technology, big data, from which people can't extricate themselves from. In this virtual world, they don't need to face up to the pressure of life and working, homework and mental work is not necessary here. All that need high self-discipline and self-control don't exist here. Entertainment, only entertainment, is all. In Entertainment to Death, Pozman once said that "all public discourse is increasingly appearing in the form of entertainment and becomes a cultural spirit. Our politics, religion, news, sports, education and commerce are willing to become appendages of entertainment, without complaint or even silence. As a result, we become a species of entertainment to death." [4] Although this statement is exaggerated, it reveals social reality to some extent. Entertainment is innocent, yet immoderate entertainment is harmful. Everything should be moderate. Reasonable entertainment and moderate entertainment can achieve the goal of self-cultivation,

4. Traditional Culture Helpful for Shift

In the information age, the innovation of new technology makes information dissemination and acquisition more and more convenient, and also generates a large number of spam information. Information noise and information overload are the realistic problems in the new media era. It's urgent to make traditional culture diffuse fluently in the social media. The spread of traditional culture will resist the infiltration of various harmful social ideas. Penetration is the best tactics and top priority.

Douyin should devote to spread rationality and humanistic spirit instead of value nihilism and cultural nihilism. Mainstream ideology and core values should be abundant in this platform, using positive information and excellent traditional culture to exclude vulgar superficial information and seize what Luo Zhenyu calls "Gross Domestic Time". Besides, traditional culture can also be entertaining.

In Cognitive Surplus, Scherky points out that people use media for three purposes: consumption, creation and sharing. [5] From this point of view, most users using Douyin for consuming, but later purpose are becoming increasingly prominent. More and more vegetarian producers are engaged in content production and sharing and dissemination. This way of content production by users is called as "cognitive surplus" by Scherky, a kind of constructive use of free time and leisure time to engage in creative activities, not just for consumption. Diffusing of traditional culture by Douyin app, and disseminating traditional culture to young people in a way they like, is kind of "cognitive surplus" of the general public. As time goes by, Douyin grows to be a means of popularizing the traditional culture by ordinary netizen whether consciously or unconsciously and whether purposefully or not. The traditional culture contributed

by netizen themselves and disseminated via Douyin is more easily welcomed and accepted by netizens. Quite a lot of traditional culture has been generated and transmitted among tremendous numbers of users via Douyin, which approve that enormous potential of Douyin to affect the diffusion of culture among ordinary people.

5. Ordinary Person-Dominated Traditional Culture Diffusion

It is much more effective for ordinary person instead of government agencies to disseminate traditional culture using Douyin. In Introduction to Media Effect Studies, Granpas mentioned that sometimes it is not intentional to persuade people to change their attitudes and behaviors. People are often persuaded by media information that was not designed to change attitudes or behaviors. Most media information is actually for entertainment. People will unconsciously change their attitudes in the entertainment provided by consumer media. [6]The inadvertent persuasive implication of entertainment information is less conflicting than deliberate propaganda persuasion and can achieve the purpose and effect of persuasion silently. Therefore, Owing to their status and nature, government agencies or groups are not fit for disseminating traditional culture themselves, since their effort is apt to be considered as deliberate propaganda and be resisted. In contrast, as a member of the virtual community, the information produced or disseminated by ordinary person is apt to be recognized and resonated. As a member of the general public, it is the best strategy for ordinary person to spread traditional culture by means of Douyin app tactically.

If elegant traditional culture becomes the mainstream of virtual community, it not only satisfies the purpose of relaxation, but also enhances the humanistic cultural literacy of netizens. Therefore, how to let the general public, especially the young people who use Douyin, creatively making use of their leisure time to create and disseminate elegant traditional culture independently, instead of indulging in crazy surfing for meaningless content and thus falling into a situation of emptiness and loneliness, has become an arduous but hopeful task.

Douyin app has devoted to this attempt. In March 2018, Douyin launched the Good Challenge Program and Social Responsibility Program. In June, the "Thousand People to Inherit Traditional Culture Program" was launched. The purpose of these programs is that more and more people will participate in promoting and disseminate traditional culture through this platform. Subtle shift is already under way, what we are looking forward is that this spark can start a prairie fire!

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