

Research on Current Development of Tiktok Official Platform in Ideological and Political Education in Guangxi's Universities

Rui ZHANG

School of Marxism, Electronic Science and Technology of Guilin University, Guilin, China
654103304@qq.com

ABSTRACT. With the development of information technology, network ideological and political education plays an important role in supporting the construction of national mainstream ideology and the establishment of correct values for students. In Tiktok's new media platform, the application is a multimedia activity. It has two characteristics. One is the prototype of interactive community, which forms a large social circle through short video interaction. The other is that users have original characteristics and a steady stream of new content. It is the two characteristics that make Tiktok different from other social media. The official platform of Guangxi's universities is the initial stage of operation. The operation rules of the Tiktok are not fully graspable, so the strategy is not accurate, and the campus culture can not be well disseminated.

KEYWORDS: Colleges and universities, Tiktok network, Tiktok platform

1. Introduction

According to data released by QuestMobile, in 2019, the users of short video Tiktok reached 361 million in monthly activity, with an increase of 557.6% over the same period.[4] Tiktok is like a black horse, soaring to the unexpected winner in the industry, which makes Tiktok culture spread dramatically in colleges. Many universities and colleges have opened a "vibrant official account" after the WeChat platform and official micro-blog account since 2018, and have participated in the operation of "Tiktok" as an official organization. The Tiktok account of the official website has gained better communication results during the operation. According to statistics, in October 2018, the top 20 universities had 181 entries for the voice accounts, with 108.1602 millionpage views, 4.5652 million likes, 135 thousand comments, and more than 27.1 thousand people sharing them. By March 2019, over 120 universities have tiktok accounts officially certified. The campus tiktok culture is rising gradually. [2] At present, more than 100 universities in China have opened official voice signals, including over 700 official accounts of Tsinghua University, Peking University, Jiaotong University, Fudan University and other top universities. [1] There are 38 universities in Guangxi, 24 of which have opened the official account of the Tiktok. 1753 videos have been published by the top 10 universities Tiktok accounts by March 2020, with more than 10.146 million likes. Among them, Nanning Normal University was awarded the most influential University in 2019 and became the first member of the University Federation of government officials. Official Tiktok has released more than 193 short videos, with over 170 million total viewership, 6.35 million points and 210 thousand fans, ranking first in Guangxi universities.

2. Analysis of Tiktok Official Platform Construction Problems in Guangxi Universities

First, the universities in Guangxi have not completely pay attention to the dissemination effect of tiktok platform. Firstly, the university is not familiar with the operational characteristics of the tiktok, and the prejudice of the the entertainment of the voice from outside world lead to the university paying little attention to the effect of the platform's communication. Secondly, the university education is usually comparatively traditional, thus they would not be willing to run and operate the application. Even if it is willing to accept the operation of the new media, it will easily appear to regard publication of other schools as reference, lacking creativity. Therefore, tiktok is not as popular as higher education in micro-blog and WeChat official account. Take Nanning Normal University as an example, by April 2020, an average of 3 micro-blog tiktok was released every day, and a tiktok video was released every3 days. Each micro-blog has two points, and the comments are in the single digit. 193 of the works on the tiktok are with more than 1000 likes, the highest up to 2 million 179 thousand, and the comment reached 60 thousand. Tiktok shows that although the quiver

of Nanning Normal University is lower than that of the normal university, the feedback from the praise or the comment has gained a more significant audience feedback than micro-blog, and has a better communication effect.

Second, the official account platforms of colleges and universities in Guangxi lack innovation. Guangxi universities tiktok video similarity is too high, lack of innovation. Tiktok accounts are uneven in quality in many universities. Many of them are moving the other popular videos wholly intact or on the campus. Therefore, lacking originality, in addition, even if there are differences between geographical and institutional characteristics, tiktok accounts in each university have similar video content. Firstly, Universities are not familiar with the characteristics of the operation of the tiktok. The quality of the video released by the tiktok is different, or even directly copied, lacking the overall design and editing of the video, which can not attract people's attention. Therefore, it lacks originality. Secondly, the schools are different from each other in terms of geographical and institutional characteristics. Besides, even though there are differences in geographical and institutional characteristics, the video contents of each college's tiktok account are similar to each other. For example, during the military training period, the short video of the instructor of Nanning Normal University tiktok dancing with students, will be attractive when the audience watched this kind of video the first time, but because of its simple process, many schools have imitated the idea, making the audience aesthetic fatigue. On the short video APP, following the main stream and simply imitating the idea can not attract the audience with high-quality demand. There are many short video communicators and various contents. When the audience finds that they can see more interesting content in other accounts, they will give up the accounts that only imitate and have no innovation in the content. With low video quality, and without systematic marketing means and clear target audience, the account will lack attraction.

Thirdly, the entertainment atmosphere is too strong, which weakens the function of value orientation. The short videos of Guangxi's campus are various, ranging from sports, life, campus scenery, to the spirit of the university, which are more suitable for students' taste. Video content displayed range from funny stories and skills shows to delicious food, beautiful clothes, anecdotes and flick platforms. Humorous and interesting style also brings much entertainment to college students after school life, but neglects the educational purpose of value guidance. [3] Tiktok platform of Guangxi's universities is still at the initial stage, with problems such as lack of specific expertise, imperfect network culture and excessive homogeneity. In the process of development, the tiktok in Colleges and universities needs to be deeply integrated with various fields, forming a distinctive application mode, cultivating a more distinctive tiktok culture and network value orientation. For example, youthful 2 female trainee were released many times in Guangxi Arts Institute official platform, accompanied by other types of entertainment videos, deviating from the main task of school official publicity platform ----education.

3. Research on Development of Tiktok Platform in Universities in Guangxi

First, colleges and universities should play their roles in the functions of new media operation and create official publicity brands on campus. tiktok is an important platform for the development of network thinking in universities. Many universities in Guangxi have formed a stable and orderly updating mode on micro-blog, WeChat and other platforms. However, the transfer of university students' demand requires universities to change their thinking and operate mode, and use the existing propaganda platform, and develop new publicity tiktok according to the new needs of college students. Tiktok is currently in the exploratory stage of the campus' tiktok development. Every college in Guangxi should encourage and help students play their own initiative in the operation of the official platform of the tiktok, and create creative ideas on the platform of the voice, and create a serious and lively way of network ideological and political education. The Guangxi universities are also in the stage of exploring the vibrant sound. The tiktok communication pattern is built up, and the second level colleges are encouraged to establish official accounts, which push the different schools' main bodies to form linkage effects, promote the construction of the multi-level voice system in universities, and effectively enhance the activity and influence of the official voice in universities and colleges, so that the mainstream discourse can be fully spread.

Second, explore the characteristics of our school and attach importance to the quality of shooting. For the official account of the school, the filtering and processing of information is a necessary step. The team operating the official account is required to design and prepare the content released in advance. Short videos with characteristics and excellent production will attract more audience's attention. Tiktok accounts of novel coronavirus pneumonia in Youjiang are mostly related to medical science. In the form of common participation in science and medicine, students and teachers are involved. During the epidemic, school and enterprise cooperating to develop new crown detection kits, so that students can feel the contribution of this profession, and release medical knowledge during the new crown pneumonia. It's not enough to have characteristics. Guilin University of Electronic Science and technology has made great efforts in shooting and editing. One of the videos with more than 89000 likes imitates the classic bridge production of love apartment. It not only adapts the movie lines, but also combines the apartment characteristics of Guilin University of Electronic Science and technology to form a series of serials, which are shot from multiple angles. The tiktok account of Guilin University of Electronic Technology has received about 70 thousand fans, and the total

number of books has exceeded 693 thousand points. Tiktok can also raise the popularity of Guilin University, especially after the wide spread of the news that the university has developed novel coronavirus test results in the ten minutes, many of the students in the University of Guangxi are proud of the school, and some students said that they wanted to register for this school in the future.

Third, adhere to the value oriented, show the positive energy of colleges and universities. Tiktok is actively taking advantage of the intelligent distribution to improve the efficiency of releasing information. The official platform of vibrant voice is set up to continuously promote the value oriented and short video content into the vision of college students, infiltrate their values, cultivate their habit of watching the short videos of positive energy, and regularly plan topics that meet the needs of college students, and draw new ideas of value education, making Tiktok full of youthful energy. Many tiktok publish short videos with positive energy, for example, on April 4th, iktok home page constantly recommends the heroic deeds of the epidemic so that students can understand the correct orientation of values. This is a useful attempt to guide students to establish correct values and outlook on life through tiktok, and is worth learning from and promoting.

4. Conclusion

In the new round of user and content competition, campus media has quietly entered the 3.0 era. The young generation of college students do not care much about the meaning of traditional definition, but more about the process of pleasure. This is also a point that the official short video number of colleges and universities needs to pay attention to. It is not allowed to use stereotype and old saying. Facing the different difficulties of content and talents, how to seize the users and occupy the position of upgraded campus public opinion? More thinking and sharing are needed.

Acknowledgement

Research on the spreading trend of network subculture on new media platform and its impact on adolescents' values --- tiktok as an example (No. 2019YCXS123).

References

- [1] Luo Yu Ting, Li Yongtu. Shake out positive energy: the use of tiktok in college students' Ideological and political education. tiktok education, No.03, pp.84-89,2019.
- [2] Shao Zhengfeng. Characteristics, challenges and future development trend of the tiktok communication, modern educational technology, Vol.28, No.12, pp.80-86, 2018.
- [3] Jiang qiaolei. Psychology, risk and Countermeasures of short video use among young people. Young reporter, No.25, pp.15-16, 2019.
- [4] Xia Wen Xian. From the “5W” mode to analyze the reasons for the tiktok of short social Videos: take the example of the. as the example of. Drama House, No.36, pp.229+231, 2019.