

SOCIAL DISSEMINATION OF NEWS--A CASE STUDY OF TIKTOK

Xi Yi Zhang^{1*}, Somdech Rungsrisawat²

^{1,2}*College of Communication Arts, Suan Sunandha Rajabhat University, Bangkok, Thailand,*

E-Mail: s64584946015@ssru.ac.th^{1*}, somdech.ru@ssru.ac.th²

ABSTRACT

In the context of the rapid development of science and technology, media technology has undergone a tremendous transformation in its form. After experiencing stages such as text dissemination, print dissemination, and electronic dissemination, it has gradually entered the era of information-based social media. The phenomenon of socialized dissemination of news has emerged in recent years against the backdrop of traditional media being unable to meet the audience's information needs. Taking TikTok as an example, this research uses content analysis and case analysis to study the social communication of news and the way users participate in the creation and evolution of news content. It would provide useful guidance for media innovation and promote the transformation and development of the media industry.

Keywords: Social media, Dissemination, TikTok

INTRODUCTION

In the context of the Internet era, there are various types of media, and users can freely choose social media according to their needs and preferences, watch news and content on media platforms, or express their opinions on news works of interest. Nowadays, digital newspapers, digital magazines, instant messaging, mobile TV, social network platforms and other forms of communication are actively competing for limited economic markets.

The social mode of Chinese netizens has entered a new stage. New social media has achieved multiple growth in target users by utilizing multiple functions such as address books, interests, and mutual friends. With the increasing amount of entertainment time spent by netizens on social media platforms, the localization and mobility characteristics of social media are also becoming increasingly prominent. In order to attract more users, social media such as Weibo have launched various social functions such as videos, games, and e-commerce, thereby achieving the goals of expanding user scale and increasing user stickiness. Today, social media such as WeChat, Weibo and Tiktok have become an indispensable platform for people's entertainment.

Social media has become an important role in the internet field, and the release and dissemination of news information is no longer limited to traditional media and news portal websites on the internet. Social media has gradually become an important platform for news and information dissemination due to the increasing exposure time of the audience and the normalization of usage habits. In the process of disseminating news information, social media has moved away from the traditional one-way linear

dissemination model of traditional media and news portal websites and has turned to the joint release model of UGC (User Generated Content) and PUGC (Professional User Generated Content). In this process, the audience will deconstruct and process the news information through their own understanding of the news information on social media in their circle of acquaintances, the secondary dissemination of information has expanded its coverage.

With the deepening development of media technology, social media, as a mobile intelligent terminal, has gradually become an important platform for audiences to receive news information. In this context, the socialized dissemination of news has become an inevitable trend in the development of media integration. This study will investigate the impact of socialized communication of mainstream media on the news dissemination ecosystem, the ways in which traditional media use social media platforms to expand news influence, and how news information is disseminated among users on social media platforms.

OBJECTIVE

To analyze the impact of mainstream media's social communication on the news communication ecosystem, and explore the social communication strategies of mainstream media, including content type, release frequency, interactive form, etc. Compare the reporting content and form of mainstream media on traditional platforms and social media, and explore whether social communication has affected the presentation, depth, and style of news.

METHODOLOGY

The research mainly includes four research methods: case analysis, questionnaire survey, text analysis, and literature research. The quantitative analysis method mainly analyzes news on social media, studies how social media integrates with news reporting, and expands the dissemination channels and methods of news reporting. Qualitative research methods mainly focus on questionnaire surveys, verify the reliability of research tools, collect research data, and analyze and present research data.

Sub-Section 1

The research will adopt content analysis and case analysis methods to analyze the phenomenon of social communication in news. Content analysis method is a quantitative research method that can make research results more accurate and specific in a certain amount of data. Quantitative analysis can eliminate the subjective factors of individuals based on data, making research results more objective and realistic. This research uses content analysis method to study the phenomenon and trend of normalization in social media, with the aim of exploring how social media integrates with news reporting in the context of the development of the Internet, expanding the channels and methods of news reporting dissemination, Provide certain suggestions for the development of future social media and the construction of news ecology. The case analysis method is a method of studying individual cases under a certain topic, looking at each other from a point of view, and analyzing the development trends of the entire industry with typical representative cases to obtain more comprehensive research results.

Sub-Section 2

The questionnaire survey is based on the gradual decline of traditional mass communication methods in mainstream media and the strong demand for government communication values. Specifically, with the transformation of the Internet and media technology, the ways and behavioral habits of the audience to receive and view information have gradually changed. The dissemination of

media has become a practical dilemma, and mainstream media is also facing such problems. When the audience's attention flows from newspapers, television, and clients to social media, the dissemination effectiveness of the media will continue to decline. However, the continuous exploration of new information dissemination methods by mainstream media has brought opportunities for this study. Using a questionnaire survey to obtain audience related data, understand the influencing factors of audience acceptance and satisfaction with mainstream media short video news, answer research questions, and compare the data with statistical data on content performance for further analysis, providing data support for the performance issues and optimization suggestions of mainstream media short video news content.

RESULTS

The socialized dissemination of news has become an important trend in the development of media today. Social media has become an important channel for news dissemination, and short videos have also become an important way of news dissemination in the new media environment. The socialized dissemination of news plays an important role in the process of media dissemination of information and guiding public opinion. From Table 1.

Table 1: Current event account ranking list in TikTok (August 2023)

No.	China's official media in TikTok	Number of published news	Number of shares	New fan count
1	People's Daily	106	14060641	165 million
2	CCTV news	122	7623601	154 million
3	CCTV.com	325	3940552	55.5 million

In terms of the number of interactive comments on short videos, 0-10,000 accounts for 71.6%, 10-50,000 for 17.4%, and 50,000-100,000 for 6.8%. It is not difficult to see from the cross scale of reported topics and comments that social and people's livelihood issues account for the highest proportion of comments at all levels. The topics with the highest number of comments and the most interest in the audience are those that are closely related to them. Therefore, in future reports, mainstream media should pay more attention to social and livelihood news in addition to guiding public opinion, transmitting mainstream values. From Table 2.

Table 2: Number of news report comments (August 2023)

No.	News reporting topics	0-10000	10000-50000	50000-100000
1	Current affairs	85	20	5
2	Social livelihood	120	30	19
3	History	26	6	2

In terms of the video duration released by China's mainstream news media in Tiktok, 0-15 second videos account for 63.8%, 15-30 second and more than 30 second videos account for 17% and 19.2% respectively. It can be seen that the news dissemination of mainstream media on social media also follows the rule of fragmentation and socialization, caters to the fragmented reading habits of the audience, and has achieved good communication results. In terms of the sources of video materials, 94.6% of news is original content, and only 5.4% of video news is reprinted content, indicating that mainstream media pay more attention to originality. Moreover, it has been proven that only original, creative, and practical news

content that meets the actual needs of the audience can win their love, enhance their trust and attention to the media, Figure 1, 2.

Figure 1: Statistical analysis of video duration

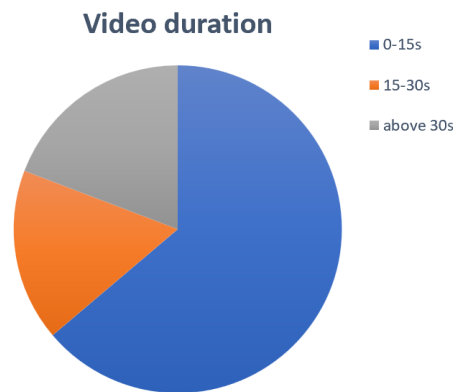
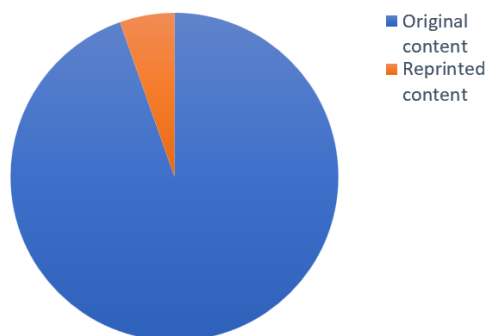


Figure 2: Statistical analysis of publishing material sources

Sources of video materials



CONCLUSION AND FUTURE WORK

With the trend of socialized news dissemination, mainstream media is gradually changing their traditional serious discourse methods to meet the needs of audience information reception and transforming into easy-to-understand oral communication, constantly eliminating barriers with the audience and narrowing the distance with them. Through the colloquial dissemination of mainstream media on social media platforms, the inherent image of mainstream media in the minds of the audience has gradually been broken, making it eye-catching and enhancing the influence, guidance, and credibility of communication.

In the massive social news information, in order to capture the audience's attention, it is necessary to make the audience focus on a certain topic and achieve good communication effects through the integration and dissemination of a certain news event. In this context, topic-based communication has emerged. Tiktok carries out interactive communication in the process of development to create a social

model for all. Under the topic-based communication model, mainstream media guides public opinion on related topics and transmits the positive social energy of related topics,

The socialization of mainstream media has had multiple impacts on the news dissemination ecosystem. Firstly, through social media, news can be disseminated more widely and increase visibility. Secondly, audience engagement has increased, forming a more active interactive community through comments and sharing. Then, media institutions need to adapt to the context of social media and adjust their content strategies to attract audiences.

Meanwhile, traditional media expands news influence and audience base by sharing selected content, interacting, and providing unique experiences on social media. Social media has also become an important platform for disseminating news events and real-time reporting, enhancing the timeliness and intuitiveness of news reporting.

News information is usually disseminated on social media platforms through user sharing, forwarding, and commenting. Users participate in the creation and evolution of news content on social media, influencing the dissemination path of news information through publishing original content, comments, likes, and other forms. User interaction, sharing, and comments can attract more attention, forming an information waterfall effect, which in turn affects the scale and speed of news dissemination on social media. This way of news dissemination through user participation emphasizes the social characteristics of social media.

The social dissemination of news not only has a great impact on the media and individual audiences, changing the production and information reception methods of news, but also brings great changes to the entire society. In the future, in the process of social dissemination of news, we not only need to find a way out for media development in its development process, but also need to see its impact on society in its development, and constantly reflect and transform under this influence, in order to promote the healthy operation of society to a certain extent through social dissemination of news.

ACKNOWLEDGEMENTS

I would like to express my sincere thanks to Suan Sunandha Rajabhat University for invaluable help throughout this research.

REFERENCES

- Ouyang (2021), —Research on Content Production Innovation in the Context of Information Communication Socialization - Taking the Upstream News APP as an Example, *Introduction to News Research*, Vol.12, Pp.73-75.
- Wang Yang (2021), —The "socialized" path of mainstream media news dissemination and production, *Chinese journalist*, Vol.10, Pp.45-48.
- Wu Yixuan (2021), —Short video news dissemination by mainstream media on new media, *News Knowledge*, Vol.07, Pp.91-93.
- Hua Xiangzhou (2022), —Analysis of the Social Communication Path of News in the New Era, *News Communication*, Vol.18, Pp.48-49.
- Zhang Chao (2022), —Creating an International First Class New Mainstream Media Overseas Social Communication Concept and Strategy - Taking CGTN's Practice and Exploration on YouTube as an Example, *Television Research*, Vol.04, Pp.92-95.