

Analysis of "Ethical Chaos of Tik Tok APP "

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Abstract: The Tik Tok APP under ByteDance has become a phenomenon-level product in the short video field. Its strong traffic attraction and unique platform advantages provide a good marketing soil for catering brands. Only half a year after its launch, the number of users has exceeded 100 million, and the daily video volume has exceeded 1 billion, ranking first in the field of photography and video for a long time.

Keywords: Tik Tok APP; Short Video; Social Responsibility; Economic Benefits; Customer Trust

1. Introduction

The short video is a new type of video that is less than 15 minutes in length. Mainly based on smart mobile terminals, it enables fast shooting, beautification and editing, and can be shared and seamlessly connected in real time on social media platforms. Today's fragmented lifestyle means users spend less and less time reading plain text, while most graphic content is being replaced by more intuitive and vivid short videos.

Launched in September 2016, Tik Tok is a short music and video social software focused on young people. It now has more than 500 million users and 250 million daily active users. On Tik Tok, short videos about food have over 51.8 billion views and 1.3 billion likes. 70% of users on Tik Tok are interested in these videos. Under such a huge amount of traffic, a series of "Tik Tok Blast Food" came into being, which aroused the pursuit of netizens, and also achieved traffic conversion offline, and even brand feedback.

Once the Tik Tok short video was launched, it became popular and became the current popular benchmark. But at the same time, the existence of Tik Tok short videos is also very controversial. How to properly treat Tik Tok's short videos is a topic worthy of discussion. This paper is devoted to analyzing the characteristics of Tik Tok short videos, exploring the ethical chaos existing in Tik Tok APP, and providing a useful reference for solving the ethical chaos of Tik Tok APP.

2. Features of Tik Tok

2.1 Vertical video brings a more immersive experience

Unlike other types of short videos, the main feature of the Tik Tok app is its vertical video format. On the one hand, vertical video caters to users' habit of using mobile phones on vertical screens; on the other hand, vertical video can convey more information. From horizontal video to vertical video, not only the video ratio has changed from " 16:9 " to " 9:16 ", but the screen field of view has also increased by 3.16 times; in the era of full-screen mobile phones, the screen field of view can even reach " 9:18 ". The improvement also means that the video can convey more information, the details of the picture can be better presented, and the user experience is more immersive.

2.2 Personalized algorithm recommendation and decentralized traffic distribution

Relying on Toutiao's algorithmic recommendation model, Tik Tok will also accurately push user preferences and interests. However, a personalized recommendation will lead to the emergence of "information cocoon rooms", it is difficult

to form a consensus, and it also hinders the emergence of popular short films. In contrast, Tik Tok's decentralized traffic distribution solves this contradiction by setting indicators such as like rate, comment rate, repost rate, and completion rate to evaluate newly released short videos. If short videos perform well, they can enter a higher-level traffic pool for secondary transmission and get higher exposure. After N rounds of screening, the short video content that can finally enter the million-level traffic pool basically conforms to the public's aesthetic taste, and the superposition of traffic makes the short video exposure rate higher and higher. In addition, the distribution of traffic is content-centric rather than user-centric, so big stars will no longer monopolize traffic, and amateurs will also gain more exposure.

2.3 Unique "shaking" culture

The Tik Tok community has its own unique culture, such as calling users "Douyou", and they have their own social language and communication methods. Douyou people are all on the same social platform, and most of their interests are similar. Therefore, in addition to online likes, comments, forwarding and other interactions, offline gatherings will also be organized. The offline communication and communication of Tik Tok friends further enhances the sense of belonging among community members, enhances the stickiness between users and the platform, and enables Tik Tok users' social circle to gradually grow and develop on the Internet and in reality. "Culture gradually influences mainstream culture.

3. Ethical chaos in the spread of Tik Tok APP

3.1 False information, breaking the upper limit of integrity

Fake short videos on platforms such as Tik Tok can be divided into three categories. The first category is fake short videos that spread rumors or create gimmicks to attract public attention. For example, various disinformation and viral rumors spread by COVID-19. And in March 2021, the popular Tik Tok anchor "Long Haoge" has been advocating "saving people with lives" on short video platforms such as Tik Tok, with more than one million followers. However, his live broadcasts were found to be pre-designed scripts, making money by producing fake charity and non-profit shows. The second is for the purpose of seeking illegal benefits, publishing a large number of fake videos or fraudulent short videos such as high imitations, cottages, and Sanwu products. According to the " Internet Fraud Governance Data Report for the First Quarter of 2021 " released by the Tik Tok Security Center, Tik Tok banned 474,119 suspected fraudulent accounts, 146,593 online dating fraudulent accounts, and 179,292 part-time credit card fraudulent accounts in the first quarter of 2021. and 11,816 fake fraudulent accounts. There were 31,311 fraudulent shopping accounts involving minors and 104,273 fraudulent accounts. The third is the existence of short video behaviors such as fake fans and fake likes. Fake short videos not only violate the rights and interests of consumers, but also reduce the credibility of the platform and destroy the healthy ecology of the platform. Therefore, for short video platforms, it is more conducive to their long-term development to abide by the basic social ethics and business ethics and strengthen the review of the platform while realizing business.

3.2 Three vulgar information, stepping on the red line of public morality

"Vulgar" has become a chronic disease on the Tik Tok short video platform. According to Xinhua News Agency, the office of the National Center for "Crackdown on Pornography and Illegals" received more than 900 tips on Tik Tok in 2020. Under the baton of the attention economy, the short video platform that shocked the class has become the "stage" of vulgar short videos. For example, short videos such as unlimited vulgar performances and soft porn have repeatedly refreshed people's three views. There are also some dangerous videos such as pranks and dangerous actions, which also have great security risks. Some users were injured by imitating Tik Tok's "self-made popcorn in a can" and opening wine bottles with chopsticks... Such short videos have repeatedly caused social criticism of Tik Tok's platform for disregarding social morality for traffic.

3.3 Privacy infringement, challenging the bottom line of conscience

There are two main types of short video privacy violations: one is the leakage of user privacy caused by the platform's

illegal acquisition of data, and the other is privacy infringement during the production and dissemination of short videos. In 2019, the "Doctor of Law sued Tik Tok and Duoshan for privacy violation" was caused by Tik Tok and Duoshan over-reading the user's address book without the user's consent, and leaking and using their personal information. In 2021, Tik Tok was accused of violating user privacy by 24 American teenagers due to the face-scanning function and paid \$ 92 million in compensation. In the production and dissemination of short videos, there are also violations of privacy. For example, some "prank" short films shot and uploaded without passers-by's permission are suspected of infringing on passers-by's right to portrait and other privacy.

4. The reasons for the ethical chaos of Tik Tok APP

The ethical chaos of short video dissemination has its own unique reasons, which can be roughly analyzed from three aspects: its own characteristics, social environment, and dissemination subjects.

4.1 Platform interests come first and vicious competition

The contradiction between economic interests and social interests has always been a problem faced by live media platforms. Many live streaming platforms often have the same functional architecture, product interface, and live streaming content, failing to form a differentiated market structure. For greater benefit, these platforms illegally upload obscene information and steal popular high-quality streamers from each other. Some even fake user numbers to attract capital and advertisers' attention. In addition, malicious marketing to hype anchors and hiring online sailors to slander other live broadcast platforms are also common malicious means. Online broadcasting platforms cater to capital and audiences in ways that violate social ethics while ignoring social interests.

4.2 Lack of legal concepts and weak awareness of social responsibility

The popularity of webcasting has made more people want to stand out in the live streaming, and "webcaster" has become one of the most popular occupations. The pursuit of fame and fortune makes the anchors lose their correct values. With the help of the anonymity of the Internet, they get rid of the constraints and supervision of real social morality and gain the opportunity of "freedom" in the live broadcast. In order to gain more popularity and cater to the audience's vulgar taste with sensory stimulation, the emergence of ethical anomalies such as violent pornography reflects the neglect of social responsibilities and network ethics by the anchors.

4.3 The self-desire of the anchor to pursue fame and fortune

People all hope that they have a stable position, that others will respect their individuality, that their abilities and talents will be recognized and appreciated by the public, and at the same time, they hope to maximize their abilities and realize their ingenuity, ideals, and ambitions. Webcasting is a way of realizing self-worth. They release and identify their individuality by showing their talents. But at the same time, as a "self-employed", the anchor also needs to make a profit. Audience-rewarded virtual gifts can yield huge economic benefits. Therefore, under the double temptation of fame and fortune, the idea of the anchor to satisfy his desire becomes stronger. When the "successful" examples are spread in the live broadcast circle, under the influence of comparison psychology, the live broadcasters compete to imitate the "overnight famous" traffic stars and increase their attention by using "special" methods. Some anchors even create "fake charity" in the name of public welfare and charity to obtain benefits and satisfy their inner desires. These behaviors are manifestations of serious "degeneration" of the concept of right and wrong, and have also led to a series of ethical issues.

5. Tik Tok APP ethical chaos solutions

5.1 Constructing ethical principles for online live broadcasting

In real interactions, mutual respect and understanding are what everyone needs. In virtual networks, this principle is also essential. In live broadcasts, the friction of words is inevitable, but slandering others at will is contempt for others. In the

process of watching the live broadcast, users shall not use the bullet screen to express hurtful remarks to others, nor make unreasonable remuneration requirements to the anchor., the anchor cannot spread content that is not conducive to the physical and mental health of users in order to gain more interests and attention. He can require users to reward based on the content of the live broadcast, but cannot encourage excessive rewards. In addition, the principle of self-regulation should be established. The good operation and development of the webcasting platform are inseparable from the efforts of users. Although users have different purposes for watching webcasting, in order to ensure the normal operation of webcasting, participants must have self-discipline, prudence, and independence. On the other hand, heteronomy is also essential. Improve the access mechanism for webcast participants, and impose legal sanctions on those who violate the information released by the webcast platform.

5.2 Improve the management of the online live broadcast platform

At present, there are problems such as weak supervision and the need to improve the construction of the supervision team in the online live broadcast, which cannot effectively curb the phenomenon of anomie in the network. As the most direct "gatekeeper", online live broadcast platforms should combine relevant technologies to improve relevant supervision mechanisms. The birth of big data, cloud computing and artificial intelligence provide technical support for the implementation of monitoring. At the same time, it is necessary to improve the reporting mechanism for netizens, so that netizens can directly report illegal live broadcast content such as pornography and infringement during the process of watching live broadcasts. In addition, we should actively explore diversified profit models to get rid of the dilemma of relying on user rewards to obtain return profits, pay attention to promoting the extension of the industrial chain of online live broadcasts, and strive to provide a new way to improve live broadcast content and economic benefits.

5.3 Cultivate the sense of responsibility of the participants of the webcast

In the context of the Internet, moral responsibility means that Internet entities should consciously abide by moral rules, maintain moral responsibilities, refrain from publishing unethical remarks, encourage an unethical online atmosphere, and refrain from crossing the moral bottom line to seek illegitimate interests. Network anchors are "opinion leaders" in the virtual world. If they pass misplaced values to users, it will not only have a negative impact on users, but also lead to a trend of unhealthy trends in the entire network of public opinion. Therefore, for anchors, to avoid moral anomie content such as violence and pornography, and to become a deep network anchor, they must adhere to the bottom line of morality and have a sense of social responsibility. The healthy development of the online live broadcast environment is also closely related to each audience. Each user is the "receiver" of receiving information, and plays the role of "information disseminator" when expressing their opinions on the live broadcast network platform. For information torrents, users must have certain media literacy, resolutely resist false and violent live broadcast content, and dare to report.

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