

# Analysis of the Advantages and Disadvantages of Different Social Media Platforms for Chinese Nonprofit Organizations: The Case of "Care for Veterans Charity Foundation" as an Example

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**Abstract:** Public welfare is about the welfare and interests of the public. It is the transmission of the spirit of "truth, goodness and beauty" and is an important part of promoting the excellent Chinese culture and the harmonious development of society. The dissemination of public welfare information is constantly developing new channels and forms of communication with the change of media. Nowadays, TikTok and microblog public welfare are gradually occupying a very important position in people's lives in the form of new media. In this paper, we will analyze the advantages and disadvantages of different social media platforms, such as Weibo and TikTok, and give recommendations on the current communication situation of Chinese nonprofit organizations. The paper will also suggest ways to promote the development of Internet public welfare and improve the overall environment for the production and dissemination of public welfare-themed short videos on the Weibo and TikTok platforms.

**Keywords:** TikTok Short Video; Weibo Public Welfare; Public Welfare Communication; Visual Communication

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## 1. Research background

Social media, represented by Sina Weibo and TikTok, are actively promoting a new concept of "everyone doing good, everyone doing good" and a new way to participate in the network. The positive response from users is due to the fact that Weibo and TikTok focus on the power of small individuals to help the underprivileged by gathering the voices of Weibo and TikTok users. On the Weibo and TikTok platforms, the originally distant "Chinese veterans" were presented to every user, and the multimedia information display made the recipients empathize with the message.

## 2. The purpose and significance of the study

Research purpose is to hope that through the weibo and TikTok platform public welfare "love for war veterans public welfare fund project" short video system research, based on the visual perspective of the "love Anti-Japanese War veterans public welfare fund project" theme short video overview, and transmission advantages and hidden problems, and optimization Suggestions for the problem, in order to improve the spread of public theme short video.

From a practical perspective, it is the practical significance of this paper to help public welfare communicators to fully grasp the communication characteristics and trends of the era of visual communication, grasp the laws of public welfare publicity in the era of visual communication, and provide help for the development of public welfare undertakings.

## 3. Research technique

In this paper, we select the sample of the official account "Caring for Veterans of the Anti-Japanese War" on the Sina Weibo platform and the TikTok short video platform as the research object, so as to study the advantages and disadvantages of case dissemination cases on the platform.

## **4. Overview of the related concepts and theories**

### **4.1 "Public Welfare Fund for Caring for Veterans of the Anti-Japanese War"**

"Public Welfare Fund for Caring for Veterans of the Anti-Japanese War" is the official account of China Social Relief Foundation for Caring for Anti-Japanese War Veterans on the Sina Weibo and TikTok platform. It is a public welfare platform for Sina Weibo and TikTok to care for veterans, comfort heroes and record history. The "Public Welfare Fund for Caring for Veterans of the Anti-Japanese War" has set up a proprietary platform for activities on Sina Weibo and TikTok. Government agencies, enterprises, celebrities, celebrities, media and public welfare organizations use their influence to attract fans to "care for veterans" together to spread or follow donations.

### **4.2 TikTok Definition of public welfare short video**

The short video is: <sup>[1]</sup>, a video media form based on TikTok platform, lasts about 60 seconds and focuses on spiritual transmission to the welfare and interests of the public.

### **4.3 Definition of microblog public welfare communication**

The so-called microblog public welfare is a series of public welfare activities carried out on the new platform of Weibo. Microblog has changed the public welfare from the original government behavior and professional organization behavior to the national behavior <sup>[2]</sup>. The impact of online microblog public welfare on real social life is also a hot topic for scholars <sup>[3]</sup>. Some scholars by comparing different media people choose public channels of communication, rely on comparative data that weibo is the main platform of media people in public welfare activities, and with concentrated public theme, rich emotional call, active linkage of online activities get the attention and support, promote the long-term development of weibo public <sup>[4]</sup>.

### **4.4 Definition of visual communication**

Visual communication is a process, which relies on technology, using visual symbols, visual images, and behaviors to achieve a certain purpose. This communication process consists of visual communicators, visual text and the audience carrying visual feelings of <sup>[5]</sup>.

### **4.5 Related theories of visual propagation**

Visual thinking theory: Vision is a basic tool or medium of thinking, which intuitively explains the thinking logic and reaction of the inner mechanism followed in the process of perceiving things with vision. By combining visual thinking, people's basic visual reading psychology can be sorted out, with the purpose being to enhance the psychological persuasion of reading <sup>[6]</sup>.

## **5. The advantages and disadvantages of the public welfare communication mode of Weibo and TikTok short video**

### **5.1 TikTok Advantages of short video transmission:**

#### **5.1.1 TikTok The readability of short video image information**

The information content presented by a short video is the dynamic and image information <sup>[7]</sup>. In the information in the image, most of its visual images are reproduced with the image in life, which is intuitive, vivid and easy to associate. Therefore, with the information presented by the image, the image information is more friendly to the audience, the lower the reading threshold, the faster the decoding speed, and the less distortion, so that the audience can obtain more information in a short time. So the information

presented in the form of short video is more readable.

### **5.1.2 TikTok The attraction of short video and audio-visual pictures**

As a kind of video media, short video has the advantage of media characteristics in competing for people's attention. [8]. The images presented by them have bright colors and rich elements. At the same time, it contains music, sound and image, which mobilizes a variety of senses, brings stronger impact, and has a sense of scene and reality. Short videos are easier to catch the eyeball of the audience. At the same time, the short time and fragmented information content is inserted into people's fragmented time in a tiny form in the era when the audience's attention becomes the object of competition. Enhanced the audience usage and appeal.

### **5.1.3 TikTok Persuasion of short video visual thinking**

As a visual medium, short video can also use these indirect and implicit methods to persuade and guide the target, rather than having a direct and hard impact [9] on the existing cognitive system and attitude tendencies in the hearts of the audience. Through the laying of the scene, the emotional rendering of the music, and the drawing of the voiceover, the scene can be given a sense of reality, which is easy to produce appeal and implication effect. The permeability and blending of music to the picture and the scene can be implicit, very distant, and have infinite reverie space. Unconsciously guide the audience to the target direction, unconsciously be implied and persuaded.

## **5.2 Advantages of micro-blog and micro-public welfare communication**

### **5.2.1 Comment function to enhance the effect of public welfare information**

#### **dissemination**

A major feature of microblog is comments, which can realize real-time communication between the audience and the communication subject and the audience and the audience. Relying on the comment function, the opinions and emotions in the microblog communication can be displayed directly, etc.

### **5.2.2 Forward the function to expand the scope of public welfare information**

#### **dissemination**

Relying on the forwarding function, the public welfare information of Weibo has realized the fission transmission. When weibo users can forward the content they are interested in through their own accounts, the information recipient becomes the main body of communication. The public welfare information is transmitted in different microblog circles through such repeated forwarding, which expands the scope of information dissemination. At the same time, the forwarding is for the original microblog, avoided in

The occurrence of information distortion and mistransmission caused by personal factors ensures the true and original appearance of the information.

### **5.2.3 Micro-interview to improve the power of public welfare information**

#### **dissemination**

Weibo [10] can invite experts, scholars, celebrities and even event participants to communicate with the audience and discuss the facts as much as possible in the form of various information sources. In the discussion, real-time communication of opinions and positive confrontation of ideas, deepen the depth of event analysis, get rid of the shackles of fragmented and shallow microblog communication, and improve the influence of public welfare communication.

## **5.3 Disadvantages of TikTok short video propagation:**

### **5.3.1 The search for public welfare content is missing, and the form of public welfare activities is single**

Although the enterprise has set up a special public welfare channel to do public welfare, it is still slightly lacking in the search of public welfare activities and the search and optimization of public welfare information search. The difficulty in searching for beneficial information leads to the fact that many good public welfare information or urgent public welfare projects cannot be noticed immediately, which also increases the difficulty of public welfare search.

### **5.3.2 A single mode of public welfare information dissemination**

The decentralized communication mode of the Internet enables corporate public welfare marketing and individuals to obtain opportunities for public communication and equal dialogue. However, in the circumstances of increasingly rich and diversified channels, the transmission of public welfare information will depend on the network transmission and information transmission is superficial. In the face of the double sides of the rapid flow of public welfare information, it will expand its shortcomings while expanding its reputation.

### **5.3.3 Strong commercial nature, lack of long-term attention to public welfare projects**

Since the fundamental purpose of public welfare marketing is for economic benefits, some enterprises give up the subsequent public welfare marketing communication activities while initially obtaining the initial economic benefits, only seeing the immediate benefits and ignoring the influence brought by the enterprise after public welfare marketing.

## **5.4 Disadvantages of microblog public welfare communication:**

### **5.4.1 Lack of public welfare policies and regulations**

In microblog public welfare, identity authentication is also a difficult problem for microblog public welfare organizations. At present, the high threshold of the official public welfare organizations in China is too high, which leads to difficult identity authentication. Many public welfare organizations are still spontaneous civil society organizations that are not protected by law. In the face of such identity problems, some online public welfare activities have turned to offline public welfare organizations or foundations to achieve legal transformation.

### **5.4.2 There are many public welfare respondents and few actors**

Due to the long-term microblog use habits, microblog users may have "unconscious" forwarding behavior. By "unconscious" here, Weibo users habitually forward the content that they are interested in, rather than actually wanting to take action or trigger long-term psychological feelings.

There are some problems of high attention, more fans, less practical actors, more information forwarding, more likes, and less follow-up attention to the actors.

### **5.4.3 The spread of public welfare information and the lack of normality**

In the face of widespread and homogenized microblog public welfare help and help information, audiences will have problems of aesthetic fatigue and sympathy paralysis, and homogenization can not promote the sustainable development of public welfare projects.

In addition, if an official account publishes a large amount of information about the same content, it will produce too many exhibitions " behavior, which may cause the disgust of the audience.

## **6. Problem-based optimization recommendations:**

### **6.1 Guarantee the authenticity of public welfare: strengthen supervision and audit and accelerate network legislation**

Although the Internet has brought a lot of convenience to the public welfare, but in recent years, there are also a lot of false public welfare information and fraud. The development of public welfare leads to the crisis of social credibility. Therefore, it can be seen that clarifying the responsibility of the network regulatory subject is the fundamental to ensure the network public welfare environment. At present, the relevant laws based on the Internet public welfare should be issued as soon as possible.

### **6.2 Guide the public welfare track: cultivate the visual literacy ability of producers**

At present, public welfare organizations and government media, as the authoritative information source of public welfare information and the promoters of public welfare undertakings, are not active enough on TikTok. In the future, they should make good use of the resources of Weibo and TikTok platforms to help the dissemination of public welfare information and promote the development of public welfare undertakings. At the same time, the TikTok platform can set up public welfare communication literacy training and other activities to improve the production level of short videos of public welfare experts, and also help to improve the overall environment for the production and dissemination of short public welfare themed videos on the TikTok platform.

### **6.3 Breaking the "template public welfare": creative thinking that integrates life elements**

At present, the communication mode of public welfare themed microblog and TikTok short videos is still in its infancy. Many communicators take simple and rough shooting methods and photo album pictures and videos as the main presentation forms, and there are many problems such as the template video process and the uniform cover changing words or pictures. In order to obtain a better communication effect, the public welfare communicators should start from the perspective of creativity, constantly seek for a new narrative Angle, narrative structure, and design a novel visual text.

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