

Psychological Analysis on Audiences of Tik Tok Short Food Videos Using and Satisfying the Visual Field

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Abstract

In the heyday of short video, vertical content production has become a trend, and a large number of short food videos were born, and have gained a large number of users' attention and dissemination. This article through to the food of short video content and analysis of users' comments, the Tik Tok short video is divided into fine food tutorial, gourmet ground shop, eat food and food ideas, based on the theory of "Uses and Gratifications", analysis the user in the process of using the psychological demand to meet, and points out that the relevant improvement.

Keywords

Food short video; Uses and Gratifications; Audience analysis.

1. Introduction

With the rapid development of mobile technology, online social media has also exploded, and the vertical and refined content production has become an important trend in the development of short videos. As a common topic, "food" has become one of the hottest categories of vertical content. Many users to watch food video content at the same time also to participate in food production and sharing, food video transmission of strong trend, cannot leave the high speed development of mobile Internet technology, but also with the transformation of residents' consumption concept, the rise of urban empty nest youth, social media is closely related to feel transfer factors such as the expansion of [1]. This paper analyzes the popularity of food videos and the psychology of the audience, which is of certain value for understanding the current network culture and users' social psychology.

In recent years, more and more scholars have been studying food videos, mainly focusing on the contents and development strategies of food videos. They focus on the analysis of the reasons and strategies for the popularity of short food videos by taking the accounts of ancient food videos plum SEVEN [2], rural food videos [3], solar Eclipse [4], etc. However, there are only a few psychological analyses specifically aimed at the audience of short food videos, among which the main one is the psychological analysis of the audience of eating broadcast shows. Eating broadcast shows satisfy the audience's avoidance-like pleasure and producer-like pleasure [5], as well as the group psychology of virtual company and curiosity [6]. Due to the time limit of Tik Tok short videos, in addition to eating video, there are also a lot of food skills sharing and shop exploration videos, while eating video is relatively weak compared with skills-sharing short food videos in improving users' sense of participation [7]. Among them, Li Yanping analyzed the reasons for the popularity of short food videos from the perspective of the development status, audience characteristics and audience psychology, and believed that the audience's viewing of short food videos is based on the needs of social interaction, empathy, self-disclosure and aesthetic psychology [8].

In general, the current domestic research on short food videos is mainly about its development trend and marketing status, while the quantitative analysis of the psychology of the audience

of food videos based on video content and user comment data is relatively rare. In this paper, the hot food videos of Tik Tok are selected as the research object, and the popular comments are extracted. Combined with the theory of "Uses and Gratifications", the psychological motivation and emotional satisfaction of the audiences of Tik Tok food videos are analyzed based on the video content and user comments, aiming to better understand the psychological needs of the audiences, inspire the long-term operation of such accounts, and finally reflect on the communication form of food videos from the audience's perspective, which helps enrich and healthy network life construction.

2. Uses and Gratifications Theory

The study of "Uses and Gratifications" originated in the 1940s. As its name implies, it regards audience members as individuals with specific "needs" and their media contact activities as the process of "using" media based on specific needs motivation, to satisfy these needs [9]. This theory emphasizes the initiative and initiative of the audience and is one of the most classical theories in the field of communication. In 1973, Katz et al. summarized five types of audiences' motivations for using mass media: cognitive needs, emotional needs, individual integration needs, social integration needs and decompression needs [10]. Tik Tok short video is a popular short video platform in China. Combined with the algorithmic recommendation mechanism centered on user needs, the motivation and psychological needs of users to watch food videos are consistent with the audience psychology in the "use and satisfy" theory. Based on the theory of Uses and Gratifications, this paper analyzes the motivation and psychological satisfaction of users watching gourmet videos.

3. Search Design

Through search "food" in the Tik Tok APP, picked from March 1, 2020 to June 1, 2020 Tik Tok in the heat of the top 200 food video, according to the video title, content, and the heat analysis, Tik Tok food in the short video roughly divided into the following four categories: food tutorial class to store class, food and food to eat and food ideas. Among them, food courses accounted for about 36%, food exploration store accounted for 32%, food eating broadcast accounted for 17%, food creativity accounted for 15%.

Through video content and the title will be fine food above video is divided into four categories, but literally, is the presence of cross, gourmet video not absolutely belongs to one kind of, such as creative class may through interest or story of fine food tutorials, and creative class more Yu Chuanda except the food production process of personality and feelings creation, gourmet tutorial class is purely show details and methods in the process of cooking skills. The top 20-30 thumb up comments were extracted from these videos, and after filtering, 5069 comments were finally obtained. Then, these comment texts are segmented and high-frequency words are counted.

4. Audience Psychological Analysis

Combined with the video content, the psychology of the audience of the food video was analyzed by combing the high-frequency words and comments.

4.1. Personalized Information Acquisition: Demand for Knowledge

With the epidemic, staying at home has become the norm, with longer holidays and more time spent online. Some stay-at-home chefs with some experience in cooking will start recording videos and joining in to share the process. At the same time, ordinary people who are isolated at home are also producers of food content. They shoot videos or use podcasts to tell, record,

spread and share each other's lives, which has led to a wave of nationwide learning to cook rice cookers, potato chips and chicken wings. For example, a comment on a milk tea tutorial video said, "My hand is broken and I've made it quite successfully. Use a non-stick pot and put less water and milk in it. I think it's pretty good."

The short video of milk tea provides a solution for people who want to drink milk tea but can't buy milk tea through detailed explanation of materials, steps and matters needing attention. Audiences use Tik Tok to watch the short video of delicious food and have a new understanding of how to make milk tea. Which food tutorial classes and store video more in line with the audience's psychological knowledge, Tik Tok can be recommended according to user's habits and hobbies similar content, the personal character is compatible to the short video people pay attention to the value orientation of high efficiency, users under motivated to improve their knowledge reserves, learning new knowledge in order to realize self-value.

4.2. Personal Emotional Integration: Social Needs

When watching videos, users tend to express their desire for content that is strongly related to their past experiences. As one of the most common and important life elements in people's life, food videos can generate various resonances and ideas collision with users. This desire for expression drives them to interact with video creators or other audiences in comments, where their comments receive thumb up and comments from other users. Such as comments appear in large Numbers in the text the ingredients of high frequency word "tea", the "starch" and "sauce", etc., indicating the user will be asked in the comments and share life experience, it also reflects the users to seek a kind of status, they hope to be able to search for identity in the virtual social network, gain the attention of others, in connection with others fill an inner loneliness.

At the same time, there will be a lot of @other users in the comments, which is a social attribute that greatly strengthens the emotional connection between users. In addition, family members can communicate and help each other in the process of sharing or cooking food, enjoy each other's company, and become more intimate with loved ones. Food videos connect online and offline contact points, making users' social emotions more colorful and wonderful.

4.3. Sensual Carnival Feast: Entertainment Needs

The visual and auditory sensory experience embodied in short videos is the most obvious. With the development of digital technology, short videos can show the characteristics of delicious food in a way beyond their actual cognition through shooting techniques, editing and other means. Eat on food video and creative cuisine video entertainment more apparent, the creative class food video tend to people themselves cognitive refactoring, through the special scenario and humorous tone to express their own dining experience, enabling users in to watch the interesting video laughed at the same time, the state of euphoria and reset the view of life.

The color of the food in the video is made more attractive by the color mixing in the later stage of lighting. Under the stimulation of audio-visual language and visual stimulation, users will bring themselves into the "simulacry" created by the video, to obtain the imagination of themselves as if they are eating and arouse their own online pleasure. The high frequency of words such as "yummy" and comments such as "good to look at" all reflect users' pleasure and satisfaction in watching food videos.

4.4. Stimulation of Inner Desire: Consumer Demand

Due to the differentiation, personalization and diversification of consumer demands, people's appetite for delicious food has entered an era where psychological value is valued above functional value. In short videos, a large number of shop-exploring and eating videos show the types of food and consumption experience that people cannot eat or have no cognition of. To a large extent, this makes users constantly generate new desires and demands in the cultural consumption of food, and food videos can meet such demands to a certain extent. People's Daily

and ordinary diet has been transformed into more intense enjoyment and desire, and they no longer meet their daily needs to fill their stomachs, but have higher requirements for food experience, personality satisfaction and spiritual pleasure.

Especially for shop-exploring videos, the creators will introduce the location of the restaurant in detail, describe the restaurant's environment and service attitude, and show the color and style of the food through a lot of shots. This not only provides a lot of information to the audience who have not been to this restaurant, but also stimulates a certain consumption desire. For people, food is more about desire consumption than material consumption. For the audience accumulated in eating and broadcasting videos, while watching others eat and kill time, they also feel the experiential consumption brought by repeated visual and auditory stimulation and exaggerated stimulation [11]. For example, there are a lot of "I really want to eat" and "I will eat next time" in the comments, which all show the audience's strong desire to consume.

5. Summary

McLuhan believed that the audience's cognition and understanding of the message are closely related to all media carriers and forms related to the message, and the significance of the media is far beyond the media itself. As a new food medium, short videos play an important role in reshaping food content. Food is no longer an industrial product, but a kind of Internet product. Food sharing forms and dining experience also show a diversified development trend.

To a certain extent, food video satisfies the audience's demand for knowledge, social contact, entertainment and consumption. However, these satisfactions will also lead to the spread of consumerism and hedonism, and the audience is addicted to virtual satisfaction while the actual problems cannot be solved. In this situation of scarce attention, long-term operation of gourmet we Media requires in-depth insight into user needs, and at the same time, attention should be paid to self-image building and value communication. In view of this, while guiding the innovation of food videos, relevant departments should strengthen the dissemination of special food, food culture, food safety and other issues, to create a beautiful and healthy Internet environment.

Acknowledgements

Funding: The Undergraduate Scientific Research Training Program of Chongqing. University of Posts and Telecommunications.

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