

# Analysis on Influencing Factors of Communication Effect of Government New-Media--Based on Case Analysis of Outstanding Government TIKTOK Accounts

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**Abstract:** *Short video is one of the most popular social media today. Government short video has become an emerging point and focus of new government media after government Microblog and WeChat. Government agencies at all levels successively register account on various short video platforms, but We can find the performance of each government account is quite different. This study selects 7 government accounts which have performed well in different fields on TIKTOK and analyses the most popular videos from the aspects of type, theme, time and so on. We try to find some general principles from the particularity of those short videos they released, so as to improve the performance of the government accounts on the short video platform.*

**Keywords:** *Government new-media; Government TIKTOK account; Communication effect; Case analysis*

## 1. Introduction

Using information technology to develop e-government has become an important condition for realizing modernization of national governance system and capabilities. In December 2018, the General Office of the State Council published the "Opinions on Promoting the Healthy and Orderly Development of New Media for Government Affairs", which pointed out we need to vigorously promote the construction of government new media and form a standardized, innovative, and integrated new development pattern of government new media. As an important carrier for the government to realize e-government, government new media has been highly valued by different national and local government agencies (Ma, 2019).<sup>[1]</sup>

We are living in a era of rapid advance, pace of life is faster and faster, people's spare time become fragmented. Short video has become one of the most popular forms of Internet social media, for its short form, various content, rapid spread and so on. According to the 2020 big data officially released by TIKTOK platform, up to August 2020, the daily active users of TIKTOK exceeded 600 million (Ma, 2019).<sup>[2]</sup> It has become the largest short video platform in China. March 8, 2018, China Chang'an Website, as the official website of the Political and Judiciary Commission under the Central Committee of the Communist Party of China registered an account on TIKTOK , which opened the door for the Government TIKTOK (Tong, 2019).<sup>[3]</sup> By the end of December 2020, government agencies at all levels in the fields of politics and law, tourism, Communist Youth League, local releases, transportation, health and others have registered more than 26,000 TIKTOK accounts, which used TIKTOK to carry out different work, such as spreading public information, creating a good image, serving the people online, popularize laws and regulations and so on.

At present, there are more and more government agencies and news media registering accounts on TKTOK, but some of them cannot performance well. Some only emphasize quantity but neglect operation, they may have a certain number of works but fail to attract people. Others even forgot their original intention and release unrelated videos in order to increase fans, such as exaggerated title and weird news, and finally fail to excuse their duties. However, there still are some government TIKTOK accounts being loved by the public and playing an important role in communication and government service functions. This research selects 7 excellent government TIKTOK accounts in different field to make case analysis, trying to find some general rules from the particularities of their short videos, so as

to improve the communication effect of government TIKTOK accounts on short video platforms.

## 2. Literature review

According to the 46th "Statistical Report on China's Internet Development Status" released by the China Internet Network Information Center (CNNIC), by June 2020, the number of Internet users in China has reached up to 904 million, the Internet penetration rate has reached 67.0%, and the number of online government services has reached 773 million, accounting for 82.6% of the total netizen.<sup>[6]</sup> The rapid growth of government new-media is an important opportunity for the government to contact, serve and unite the public in mobile Internet era. It is also an important way to explore new models of socialist governance and improve country governance capabilities. I redefined the government new-media and put forward countermeasures and suggestions to promote its development in response to its main problems (Jin, 2018).<sup>[4]</sup> Taken the Government Micro-blog and Government WeChat as research objects, analyzed the key factors of public attention and using government new-media. Finally pointed the reasons restricting Chinese government new-media improvement, and offered some feasible suggestions (Chen, 2015).<sup>[5]</sup> Some scholars studied the optional chaos of government new media and proposed relevant solutions. As an important carrier of e-government, the government new-media has been highly valued by scholars from all fields.

Short video is one of the most popular forms of social media at the moment. After Government Microblog and Government WeChat, government short videos have become the emerging focus to construct government new-media, and have received more and more attention from all walks of life. Different level of government agencies have also registered accounts on various short video platforms to provide public service, propagate related information and take on other online work. As the rapid development of short video industry, the social situation behind the rising of short videos and studied how to make the social functions of short video to lead positive social influence (Zhang, 2019).<sup>[6]</sup> Analyzing the current operation of lots of government short video accounts, finding some problems and put forward to related improvement measures (Zhao, 2019).<sup>[7]</sup> In the past, scholars researching on short video mostly paid attention to its value and impact. Some scholars also started research from the operation process of government short video and studied the impact of leadership behavior on the performance of government short video (Ma, 2021).<sup>[8]</sup> Others studied the dissemination and influence of government short videos from the aspects of government supplies and public demands (Li, 2021).<sup>[9]</sup> This paper selects the typical government TIKTOK accounts that have successfully operated in different fields as the research objects to analyze the characteristics of those government short videos released by them, tries to find some common rules and provides some suggestions for development of government TIKTOK accounts.

## 3. Research design and sample selection

### 3.1. Research design

This research primarily classifies the government TIKTOK accounts into 7 types according to their domain. Then, selecting one representative government TIKTOK account in each type according to the official ranking lists, and uses case analysis to study the characteristics of their short videos, summarizing the factors why those outstanding government TIKTOK accounts can succeed in operation. To provide some suggestions for improving the communication efficiency of short government videos on TIKTOK.

### 3.2. Sample selection

According to the report of 2020 TIKTOK big data, there are more than 26 thousands government accounts on TIKTOK. Based on the domain those government accounts belong to, this paper roughly divides them into 7 types, they are Politics and Law, Police, News Media, Culture and Tourism, the Communist Youth League, Local Propaganda and Hygiene and Healthy. Refer to the published Government TIKTOK Accounts List released by Toutiao, Qingbo Index and other platforms, this paper selects seven representative government TIKTOK accounts in different fields to make case analysis.

In the fields of political and legal, selecting "China Chang'an Website" for research. As the official website of the Central Political and Legal Affairs Commission, "China Chang'an Website" is the first government agency registering in TIKTOK. It has kept a high degree of attention and deeply loved by

users. As of May 22th, The number of fans of "China Chang'an Website" is up to 27.8 million, and has releasing 5,234 videos which has been "liked" more than 10.2 billion times in total. So the study of this account has its representative meaning.

Among many government news media TIKTOK accounts, the "People's Daily" is selected for research. "People's Daily" is the official newspaper of the CPC Central Committee, as of May 22th, it has more than 120 million fans and 2,871 works, liked by 6.52 billion people. People's Daily ranks first among all government TOKTOK accounts, which is of reference significance.

In many local government TIKTOK accounts, "Yiyang Publishing" was selected for research. "Yiyang Publishing" is the official TIKTOK account of Yiyang Radio and Television Station in Jiangxi Province. It ranks in the forefront of the county-level convergence media TOP lists released by multiple platforms such as Xinhua Zhiyun and Toutiao. "Yiyang Publishing" has been rapidly developing since the registration. As of May 22th, it has fans 7.15 million, and liked by more than 300 million times, which aroused widespread concern.

Among many TIKTOK accounts of cultural tourism, "Kang Yang Wenchuan" is selected as the research object. "Kang Yang Wenchuan" is the official TIKTOK account of Wenchuan Tourism Board in Sichuan Province. On Nov. 2018, it registered in TIKTOK with on hundreds of fans, up to 2021 May 22th, the number of fans is up to 1.28 million, releasing 499 works liked by 17.27 million people. Start from June 2020, it has consistently ranked front in the TIKTOK tourism accounts list TOP10. For the local tourism industry, it has played a role in promoting positive propaganda and is a great success in county Culture Travel agencies on TIKTOK.

In public security area, "Shenzhen Traffic Police" is selected for research. "Shenzhen Traffic Police" is the official account of the Traffic Police Bureau of Shenzhen Public Security Bureau. It has 11.34 million fans and gets 130 million likes in total. Its self-created themed works are divided into 6 collections with a more than 3-billion times cumulative broadcast. It ranks firmly in the forefront of the public security government TIKTOK accounts list released by Toutiao, which is of reference significance.

In hygiene and healthy area, "Healthy China" is selected as the research object. "Healthy China" is the official account of the National Health Commission. Its works cover medical knowledge, health broadcasts, and science popularization. It not only releases national health related information, but also records the positive energy of the story of warm doctors. As of 2021 May 22th, the number of its fans is 3.97 million, but its videos won 9.52 million likes, as a national health agency, Healthy China plays an important role in health and education.

Choosing "Sichuan Communist Youth League" as the research object from various groups and organizations. "Sichuan Communist Youth League" is the official TIKTOK account of the Sichuan Provincial Committee of the Communist Youth League, which has always been in a relatively active position among various Communist Youth League accounts. Since it has registered in TIKTOK, there are 1,293 videos having been released and got 110 million likes and 2.43 million fans. Its works are divided into 7 collections, with high originality, great educational significance and reference.

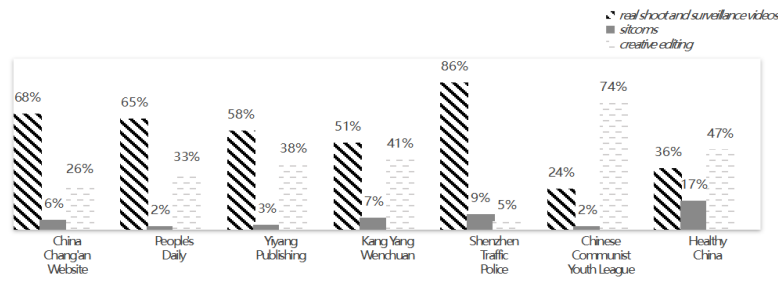
To sum up, this study selects these seven government TIKTOK accounts to make Case analysis, studying the content and characteristics of the short videos they released. It should be noted that there are a large number of videos published by each account. Therefore, this study just took the most representative and popular original ones as samples. The number of samples are 1665 government short videos in total, including 240 of "China Chang'an Website", 300 of "People's Daily", 230 of "Yiyang Publishing", 225 of "Kang Yang Wenchuan", 225 of "Shenzhen Traffic Police", 270 of "Chinese Communist Youth League", 200 of "Healthy China".

#### **4. A Case Study of Excellent Government TikTok Accounts**

##### ***4.1. Analysis of Categories of Released Videos***

According to the observation of those short videos, we can roughly divide them into three categories, real shoot and surveillance videos, sitcoms and creative editing. The results of the analysis of selected samples are shown in the table 1:

Table 1: The categories distribution graph of different government TIKTOK accounts.



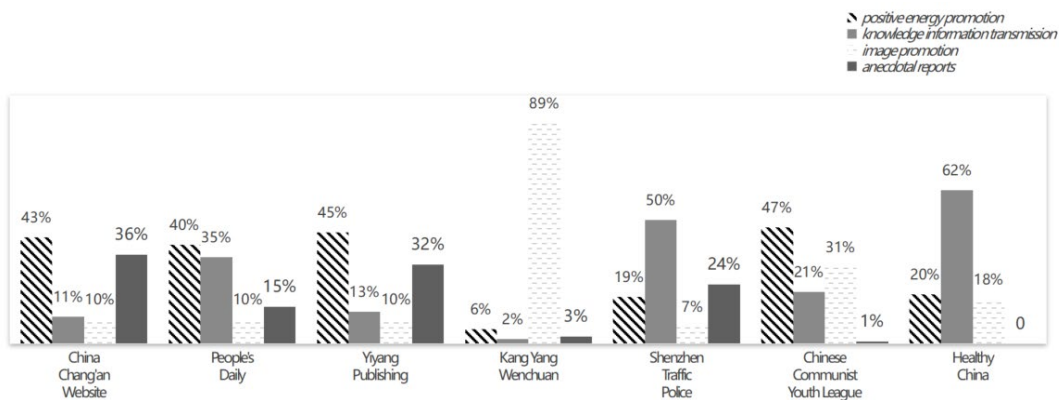
There are also certain differences in the types of short videos released by government TIKTOK accounts in different fields. The three government accounts of political and legal institutions, "China Chang'an Website", "People's Daily", and Shenzhen Traffic Police, are the "tens of millions of fan accounts" on the TIKTOK platform, and the proportion of real shot surveillance in the short videos released by them all exceeds 60% , especially the "Shenzhen Traffic Police" reached 86% as high as 86% . In the short videos released by the four accounts of "Sichuan Communist Youth League", "Healthy China", "Kang Yang Wenchuan" and "Yiyang Release", creative editing There are many types of videos, especially the "Sichuan Communist Youth League" which reached 74% .

Generally speaking, no matter what type of government TIKOK account is, the short videos released by it, real shot surveillance short videos account for a large proportion. This type of short video has high authenticity, can attract the public's attention in a short period of time and arouse emotional resonance, and is simple to produce. The operating unit does not need to invest excessively high costs, so it is sought after by various institutions. On the contrary, the production of short melodrama videos has certain requirements on shooting conditions, personnel and other aspects, and requires a lot of energy to produce, which cannot meet the needs of the pursuit of fast-paced modern society. Therefore, it is released on various government TIKTOK accounts. The proportion of short videos is relatively small. Creative editing short video topics are more concentrated, including combinations of different video clips, pictures, and text. Popular songs, special effects, or related narration text are often added to arouse emotional resonance and impress the audience. In addition, the development of information technology has made it easier to edit video without professional training, which can be done with a mobile phone. Therefore, this type of short video accounts for a relatively large proportion of the short videos released by various government affairs TIKTOK accounts.

#### 4.2. Thematic Analysis of the Released Videos

By studying the content of the short videos released by the government affairs TIKTOK account, we can find that the themes of these short videos mainly include four categories: positive energy promotion, knowledge information transmission, image promotion, and anecdotal reports. The analysis of the sample is shown in the table 2:

Table 2: The Themes distribution graph of different government TIKTOK accounts.



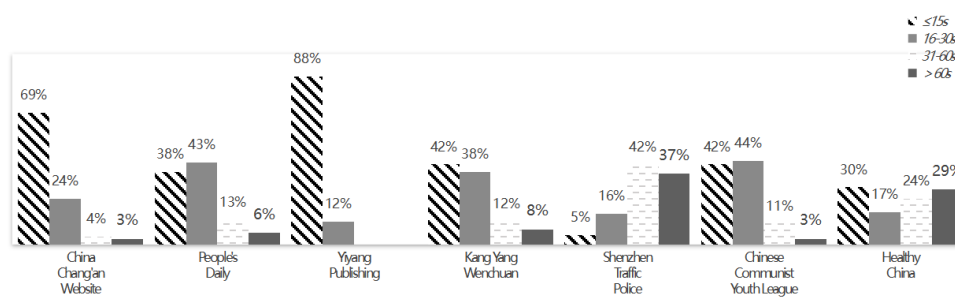
We can find that there is a big gap in the themes of the short videos released by different types of government TIKTOK accounts. Among the short videos released by "Kang Yang Wenchuan", the image display category accounted for as high as 89% , while the "Shenzhen Traffic Police" short videos accounted for only 7% . This is inseparable from the attributes and positioning of the account's government agency. . "Kang Yang Wenchuan" belongs to the County Tourism Development Bureau,

mainly to shape the image of Wenchuan to the audience and attract tourists from all over the country. The "Shenzhen Traffic Police" belongs to the Municipal Public Security Traffic Police Bureau. The theme of the video released is more to popularize traffic knowledge and convey traffic safety to the public. "People's Daily" is the TIKTOK account with the largest number of fans on the entire platform. As the official news website of the Central Political and Legal Committee, "China Chang'an Website" is the first government agency to enter TIKTOK. Its influence can be seen. Therefore, in addition to news media In daily information release, news reporting, etc., we also actively play a leading role to deliver positive social energy. Therefore, the content of these two government affairs TIKTOK accounts for positive energy promotion short videos accounted for more than 40%. The "Sichuan Communist Youth League" is to shape correct values for young people. Therefore, the videos released by it not only use image display videos to set an example, but also have a relatively high proportion of positive energy promotion and information and knowledge popularization videos. "Healthy China" is the official account of the National Health Commission, which plays an important role in health and publicity and education. Therefore, its release videos are mainly for the transmission of knowledge and information, accounting for up to 62% . Positive energy transmission and less interesting anecdotes are reported. Almost 0 .

#### 4.3. Analysis of the Duration of the Released Videos

In addition to the types and subject content of short videos, the length of time for short videos is also an issue worthy of attention. According vibrato platform rules, regular video generally 15 or less seconds, the last hair long video requires a certain threshold number of specific rights such as fans, etc., but as user needs change, as to May 2021, ordinary users can A 3- minute long video has been released . This article divides the short video duration into four levels: within 15 seconds, 16 to 30 seconds, 31 to 60 seconds and more than 60 seconds. The analysis of the videos released by the selected 7 outstanding government TIKTOK accounts is illustrated in the table 3:

Table 3: The duration distribution graph of different government TIKTOK accounts.

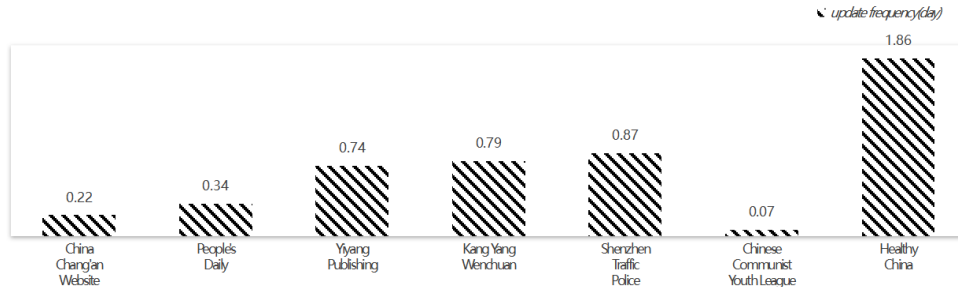


According to observations, most of the videos posted by TIKTOK account are within 30 seconds. This is also an important factor in the rapid popularity of short videos on the Internet-"brisk". It must be able to provide key information in a relatively short period of time. Live the audience's eyeballs. Observing the sample data selected by the observation site, we found that in the videos released by the five government affairs TikTok accounts of "China Chang'an Website", "People's Daily", "Yiyang Release", "Kang Yang Wenchuan", and "Sichuan Communist Youth League", less than 30 The proportion of short videos per second is more than 80% , and the number of short videos longer than 60 seconds is relatively small, which is in line with the general law of short videos becoming popular. But we also found that the proportions of videos posted by the two government TIKTOK accounts of "Shenzhen Traffic Police" and "Healthy China" with more than 30 seconds accounted for 42% and 24% , respectively, and the proportions of videos with more than 60 seconds accounted for respectively. 37% and 29% . This shows that the length of the short video is not just a simple matter of form, it is also related to the platform's attention to user needs and experience and the content production mode. The video released by the "Shenzhen Traffic Police" is mainly in the form of live shooting or selection of surveillance videos, and then commenting to convey relevant traffic safety knowledge. Therefore, it is often necessary to lengthen the time of short videos in order to play its role while gaining the favorite of the audience. Similarly, when "Healthy China" conducts science popularization and information transmission to the audience, it often requires detailed explanations because of the professional knowledge involved.

#### 4.4. Analysis of the Update Frequency of the Released Videos

In addition, the update frequency of the released videos is also analyzed, since registered in TIKTOK and released the first video up to May 22th, the update frequency of each account is shown in the table 4:

Table 4: The update frequency distribution graph of different government TIKTOK accounts.



According to observations, we can find that with the exception of "Kang Yang Wenchuan", the update frequency of the selected TIKTOK accounts are kept within one day, that is to say, at least releasing one short video every day, which is active in the public's attention. Especially for "Yiyang Release", the average number of released short videos per daily is about 14. Although it is the latest to enter TIKTOK among the above organizations, it still surpasses behind, with more than 7 million fans and 300 million likes. This is inseparable from its own activity. "China Chang'an Website" and "People's Daily" are the two government TIKTOK accounts with the most fans, and their publication frequency is relatively frequent.

#### 5. Conclusion and suggestion

Based on the above analysis and observation, we can find that the excellent government TIKTOK accounts with relatively successful operations, although they belong to different fields, have certain common characteristics in the release of short videos, and based on this, we have proposed the operation of the government TIKTOK account. Related suggestions:

##### 5.1. Clarify role positioning and give full play to the role of government agencies

"Shenzhen Traffic Police" has always adhered to the original intention of communicating traffic safety and doing its job well. Most of the videos released are centered on the transmission of traffic safety knowledge, warnings and admonitions, and provide the public with really useful information and services; the "Sichuan Communist Youth League" is the official of the Communist Youth League and Provincial Committee. Accounts, through a series of heroic character storytelling to ideological education for young people, to help contemporary young people to establish correct values; "People's Daily" and "China Changan Net" give full play to the role of their mainstream media, and are active while transmitting information to the society. Promote positive energy; "Kang Yang Wenchuan" showed the image of Wenchuan to the majority of netizens through short videos, attracted a large number of tourists, and made a great contribution to the development of local tourism.

We can find that although different government affairs TIKTOK accounts are in different fields, they can always maintain a clear positioning. According to the functional requirements and work nature of the department, the original intention of opening the government affairs TIKTOK account and the role to be played are clearly defined and centered on These two themes operate government TIKTOK accounts, rather than cater to Internet hotpots purely for marketing. The essence of government affairs new media lies in the disclosure of government affairs information and the innovation of government affairs services (Zhang, 2019).<sup>[10]</sup> Therefore, for the official organization that has opened a TIKTOK account for government affairs on the TIKTOK platform, it should start from the nature and function of its own work, and be clear about the purpose and effect of opening an account, and create an account with its own characteristics and play its own role. Featured official accounts cannot be porters of Internet hotspots simply for the sake of traffic and fans.

### 5.2. *Appropriate in form, rich in content and close to the people*

"Kang Yang Wenchuan" is different from the official publicity blockbusters in various places, but a short video format to share the daily short life of the giant panda "Wenwen, Chuanchuan", attracting a lot of fans. "Yiyang Release" mainly uses video clips and real shots to broadcast news and information to the public to help citizens understand what is happening around them and what is happening in the world. Officer Xiong of the "Shenzhen Traffic Police" used the form of on-the-spot narration to tell the story and convey traffic safety knowledge in a relaxed atmosphere. "The People's Daily" shows us the different aspects of national leaders, helps us get close to national events, and enhances citizens' sense of political participation. "China Chang'an Website" used the self-made sitcom "The Drama Awards for the Deadbeats" to show how political and legal police officers fight wits and courage against cunning criminals, leaving a deep impression on the public.

Whether it's live shooting or surveillance video, creative editing or self-made sitcoms, outstanding government affairs TIKTOK accounts can use appropriate forms to express what they want to deliver. Keep up with the trend and hot spots, provide the public with the information they want to know in a timely manner, and perform the function of government services while attracting the public to gain popularity (Joseph, 2012).<sup>[11]</sup> In addition, various government affairs accounts use short video to improve work efficiency, improve work results, change the image of government affairs in the past, and provide government affairs information to the public in a relaxed and humorous manner, creating a service-oriented government. New image.

### 5.3. *Passing positive energy, guiding social atmosphere and exerting social value*

The "Sichuan Communist Youth League" created a series of short videos on themes such as scientists, special heroes, and "Hundred Years and Hundreds of People", revisiting history, remembering the martyrs, setting an example image, and transmitting China's power. The "Healthy China" Nuanyi series of short videos have received 160 million views since its inception. By telling the story of the heart-warming doctor to the public, it records the hope of love. In order to record the new era and spread positive energy, "Yiyang Release" specially created a heart-warming positive energy series, which won unanimous praise from the majority of netizens. Has been Huobian outstanding problems nationwide connotation piece because the guide is not correct, vulgar style, etc., lead users revulsion for the maintenance of network audio and video programs and communication order, clear atmosphere of the Internet space environment, April 10, 2018, the State Administration of Radio permanently blocked. Therefore, the firm holds the right value-oriented, promote social positive energy, and create a positive, Delicate gas is in the network environment, but also the government TIKTOK accounts able to obtain successful important factor.

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