Research on the Dissemination power and Influence Factors of University Official Douyin Account

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Abstract: In the new media era, university official Douyin account is a new platform of news publicity and image building of universities. It plays an irreplaceable role in expanding influence, remodeling its image and conveying campus culture. This paper uses content analysis and regression analysis to analyze 480 Douyin short videos of 18 university official accounts with more than 500 thousand fans. The account location of university official Douyin account has a key impact on the dissemination power. The different content themes and the presentation of short video have significant differences in dissemination power. This paper suggests that universities should identify the role orientation of official Douyin account, enrich the content and theme of short videos, optimize the expression of short videos, in order to improve university publicity and reputation.

Keywords: University official Douyin account, dissemination power, Influencing factors.

1. Introduction

According to “The 48th Statistical Report on China's Internet Development” released by CNNIC, the number of short video users reached 888 million by 2021, accounting for 87.8% of the total Internet users [1]. Short video has become one of the main tools for people to obtain information and entertainment. Douyin APP is the largest and the most popular short video platform in China. In the new media era, university official Douyin account is a new platform of news publicity and image building of universities. More and more colleges and universities open up their own official account in Douyin platform. Therefore, taking university official Douyin accounts as data is very representative. The Douyin short video platform plays an irreplaceable role in expanding influence, remodeling its image and conveying campus culture in universities.

There is a relative lack of relevant research on university official Douyin account at home and abroad. The existing research is also limited to how to create popular college short videos [2], the content production of short videos, platform operation and organization innovation [3]. Study of the dissemination power of Douyin is relatively abundant. Y. Feng and other researchers studied the influence factors of 21 Douyin accounts by DEMATEL method, and found 12 key factors [4]. Based on the content analysis, C.W. Wang and L. Ma concluded that video clips can attract and accumulate long-term fans, and the same series or serial video clips have great influence [5]. Through the “5W” method of Douyin communication activities, Q. X. Nie established the evaluation index system of University official accounts [6]. Therefore, this research studies the dissemination power and influencing factors of universities’ Douyin short videos, and expands the research on the dissemination power of Douyin short videos. Douyin short video platform is also helpful to reveal the development, dissemination and influencing factors of university official accounts, and provide recommendations for the development of university official accounts.

2. Theories and Assumptions

Because of the special recommendation algorithm for Douyin platform, views is highly correlated with likes, comments and reposts. According to the principal component analysis, the amount of short video likes can measure the dissemination power of short video accounts [7]. The selection of independent variables combines the characteristics of short videos on Douyin platform and the research basing of previous researches, and selects 9 independent variables.

2.1. Title Sentence Pattern

Through the textual research on headlines issued by WeChat official accounts of university libraries, we found that the pattern of headlines often used questions, exclamations, declarative sentences and imperative sentences. Moreover, the articles with headlines using interrogative sentences and exclamatory sentences are much more effective than those using clauses and imperative sentences [8]. Headline is the first information that readers catch when opening the short video app. The pragmatic expression of the headline can also reflect the emotional characteristics of the short videos. Therefore, this study puts forward the following assumptions:

H1: Different sentence patterns of headlines have different effects on the dissemination power of short videos.

2.2. Subtitle Explanation

The duration of university short videos usually ranges from more than ten seconds to a few minutes. If college short videos are broadcast without subtitles, it is difficult for the public to quickly grasp the main content of the video. On the contrary, if college short videos have clear and organized subtitles, they can effectively attract the attention of viewers [9]. When watching college short videos, viewers can quickly understand the content of the short video, clarify the theme, and then receive the content the video conveys, which affects the dissemination power of college short videos. Therefore, this study puts forward the following assumptions:

H2: Subtitle explanation has a positive correlation effect on the dissemination power of short videos.

2.3. Subject Category

By analyzing the theme of the Douyin short videos, we find that the theme of short videos affects the public participation and the short video dissemination power [10]. By analogy,
different subject categories of college short videos have different attraction to viewers.

H3: Different subject categories have different effects on the dissemination power of short videos.

2.4. Shooting Form

Through the analysis of popular government short videos, it is found that the proportion of real video shoots (real videos shoots refer to videos which recording live news) is the highest, because real video shoots have the highest authenticity and often have visual stimulation, which can attract the attention of the viewers and cause emotional resonance in a short time [3]. Therefore, this paper assumes that college short video has a similar effect.

H4: Different shooting forms have different effects on the dissemination power of short videos.

2.5. Emotional Color and Background Music

People tend to talk about their emotional experience with others, and the emotion of short videos will affect the willingness of the viewers to share, like and comment [11]. Therefore, the emotional color of college short videos plays an important role in information dissemination. Compared with the official accounts of micro-blog and WeChat, the contents of college short videos can arouse the viewers’ strong emotional experience in a short time. The background music also plays a certain role in arousing the viewers’ emotion. Therefore, this paper assumes:

H5: Different emotional colors forms have different effects on the dissemination power of short videos.

H6: Different background Music has different effects on the dissemination power of short videos.

2.6. Language Style

The Douyin platform has different language styles than traditional media, and is more lively than the traditional micro-blog and WeChat official accounts [12]. For example, the use of spoken and online language can shorten the distance with the public and eliminate the sense of distance brought by the official accounts. Therefore, this paper assumes:

H7: Different style of language have different effects on the dissemination power of short videos.

2.7. Domain Related

When the college short video released by the official account is closely related to the campus, the account can design the short video content creatively from its own perspective, obtain unique video materials, and skillfully show the daily life of the campus to the public. Therefore, the college short videos are also more attractive. This paper assumes:

H8: College short videos related to the campus show a positive correlation effect on the dissemination power of short videos.

2.8. Video Duration

Compared with traditional videos, the time people spending on each video is significantly shorter. The viewers’ preference for short videos requires that university official accounts should catch the eyeballs of the viewers in a relatively short time, arouse strong emotional resonance, and provide key information to meet the needs of the viewers. It needs higher requirements for short video screenwriters. Therefore, this paper assumes:

H9: Video duration has different effects on the dissemination power of short videos.

| Official Douyin Account                          | Fans  | Likes | Comments | Shares | Videos | Likes/the number of fans | Average Likes/the number of fans |
|-------------------------------------------------|-------|-------|----------|--------|--------|--------------------------|---------------------------------|
| Tsinghua University                             | 7083  | 28890 | 421      | 440    | 7260   | 46                       | 40                              |
| Peking University                               | 5887  | 32590 | 852      | 997    | 11020  | 55                       | 50                              |
| National University of Defense Technology       | 4244  | 63716 | 1204     | 982    | 5580   | 150                      | 114                             |
| Sichuan Southwest Vocational College of Civil Aviation University of China | 3587  | 91541 | 1852     | 1189   | 11730  | 272                      | 78                              |
| People's Public Security University of China    | 3578  | 50443 | 1201     | 2004   | 9070   | 141                      | 56                              |
| Zhejiang University                             | 1759  | 36527 | 552      | 386    | 17840  | 208                      | 20                              |
| Wuhan University                                | 1287  | 16735 | 263      | 372    | 17280  | 147                      | 9.7                             |
| Shanghai Jiaotong University                    | 1090  | 12412 | 234      | 254    | 7990   | 137                      | 16                              |
| Fudan University                                | 992   | 3107  | 136      | 113    | 7870   | 43                       | 3.9                             |
| Beijing Normal University                       | 913   | 6029  | 165      | 220    | 9760   | 83                       | 6.2                             |
| Renmin University of China                      | 876   | 9419  | 148      | 196    | 3660   | 108                      | 26                              |
| Huazhong University of science and technology  | 848   | 13811 | 354      | 475    | 11320  | 195                      | 12                              |
| Communication University of China               | 810   | 7843  | 139      | 269    | 1480   | 114                      | 53                              |
| Chinese Criminal Police Institute               | 623   | 6150  | 110      | 148    | 5730   | 102                      | 11                              |
| Xiamen University                               | 563   | 3536  | 79       | 83     | 5170   | 63                       | 6.8                             |
| Chongqing Haitian Vocational Technical College  | 558   | 14213 | 259      | 217    | 7710   | 277                      | 20                              |
3. Analysis and Results

3.1. Overview of University Official Douyin Account

According to “2021 Douyin Knowledge Content Data Report”, 1259 universities have opened official Douyin accounts [13]. We selected universities with more than 500 thousand fans. 18 universities met the requirements, as shown in Table 1. Among them, there are 12 famous universities in the top 30[14], accounting for 66.7%. Tsinghua University and Peking University, the two most famous universities in China, have the largest number of fans.

We define the likes per number of fans to show the stickiness of fans. It is found that there is a huge difference between colleges and universities. Likes per number of fans of Sichuan Southwest Vocational College of Civil Aviation and Chongqing Hailian Vocational Technical College are more than 270, which are the highest of the 18 universities. It shows that their fans have high stickiness and high recognition of short videos. On the contrary, Tsinghua University and Fudan University are the lowest. It shows that their fans have low stickiness and low recognition of short videos.

We use average likes per number of fans to measure the average video quality of the official Douyin accounts. The difference is also huge. The highest is the National University of Defense Technology whose average likes per number of fans is more than 100 thousand.

3.2. Descriptive Analysis

We selected 30 short videos with the highest likes from the 18 universities from last year, totaling 480 popular videos, for content analysis and coding. According to the above assumptions, the relevant explanations and statistical results of the 9 variables are shown in Table 2.

| Variables                     | Variable interpretation                                      | Average value | Standard deviation |
|-------------------------------|-------------------------------------------------------------|---------------|--------------------|
| Sentence Pattern of headline  | Declarative sentence is 1, Interrogative sentence is 2,     | 2.02          | 1.04               |
| Subtitle                      | Exclamatory sentence is 3, Imperative sentence is 4         |               |                    |
| Explanation                   | The video has subtitles 1, otherwise it is 0               | 0.71          | 0.45               |
| Subject Category              | Theme publicity is 1, Positive energy propagation is 2,     | 1.30          | 0.63               |
| Subject                      | Anecdotes is 3                                             |               |                    |
| Emotional Color               | Excited is 1, Moving is 2, Humor is 3, No emotional color is 4 | 3.26          | 1.15               |
| Background Music              | Popular songs of Douyin is 1, General background music is 2, No background music is 3 | 1.73          | 0.72               |
| Language Style                | Written language is 1, Oral language is 2, Network language is 3, No obvious style is 4 | 3.18          | 1.12               |
| Domain Related                | University related is 1, otherwise it is 0                 | 0.87          | 0.34               |
| Video Duration                | 1-15 seconds is 1, 16-30 seconds is 2, 31-45 seconds is 3, 46-60 seconds is 4, More than 60 seconds is 5 | 2.01          | 1.322              |

Table 3. Descriptive statistical results of samples (N=480)

| Variables                          | Types                      | Sample size | Percentage | Variables      | Types                      | Sample size | Percentage |
|-------------------------------------|----------------------------|-------------|------------|----------------|----------------------------|-------------|------------|
| Sentence Pattern of headline        | Declarative sentence       | 222         | 46.3%      | Emotion Color  | Excited                   | 81          | 16.9%      |
|                                    | Interrogative sentence     | 60          | 12.5%      | Moving         | 24           | 5.0%       |
|                                    | Exclamatory sentence       | 165         | 34.4%      | Humor          | 66           | 13.8%      |
|                                    | Imperative sentence        | 33          | 6.9%       | No emotional color | 309        | 64.4%      |
| Subtitle explanation                | With subtitles             | 342         | 71.3%      | Written language | 48           | 10.0%      |
|                                    | No subtitles               | 138         | 28.8%      | Oral language  | 117          | 24.4%      |
| Subject Category                   | Theme publicity             | 381         | 79.4%      | Network language | 15           | 3.1%       |
|                                    | Positive energy propagation| 54          | 11.3%      | No obvious style | 300        | 62.5%      |
|                                    | Anecdotes                  | 45          | 9.4%       | Domain Related | University related | 417         | 86.9%      |
| Shooting Form                       | Graphic splicing           | 126         | 26.3%      | No related     | 63           | 13.1%      |
|                                    | Sitcom                     | 30          | 6.3%       | 1-15 seconds   | 228          | 47.5%      |
|                                    | Real shooting              | 324         | 67.5%      | 16-30 seconds  | 144          | 30.0%      |
| Background Music                   | Popular songs of Douyin    | 207         | 43.1%      | 31-45 seconds  | 42           | 8.8%       |
|                                    | General background music   | 198         | 41.3%      | 45-60 seconds  | 6            | 1.3%       |
|                                    | No background music        | 75          | 15.6%      | More than 60 seconds | 60      | 12.5%      |
It can be seen from Table 3 that the Sentence Pattern of popular short videos’ headline are mainly declarative sentences and exclamatory sentences, accounting for more than 80% in total. 71.3% of short videos have subtitles. The video theme is mainly theme publicity, accounting for more than 79.3%. The shooting form is mainly real shooting, accounting for 67.5%, 64.4% of the short videos did not reveal obvious emotional color. 62.5% of the short videos did not reveal obvious language style. The vast majority of videos are related to the campus, up to 86.9%, 47.5% of short videos are within 15 seconds, while 12.5% last more than 1 minute, and the remaining nearly 50% are between 16-60 seconds.

3.3. Regression Analysis

This paper tests the collinearity of independent variables and the fitting degree of the model. The results show that the VIF<5. It shows that there is no multicollinearity relationship between independent variables, and all independent variables can enter the model.

Through the regression analysis, as shown in Table 4, we can find that as far as the sentence pattern of headline is concerned, the influence of “Interrogative sentence” (p=0.037<0.05) on likes is significantly different from that of “Declarative sentence”, which shows that the short video using interrogative sentence can better catch people’s attention. In terms of subtitles, there is no short video using interrogative sentence can better catch people’s attention. In terms of subtitles, there is no significant difference between “With subtitles” (p=0.211>0.05) and “No subtitles”. In terms of theme category, the influence of “Anecdotes” (p=0.018<0.05) on likes is significantly different from that of “Theme publicity”. It shows that short videos of anecdotes are easier to get more likes and attract public recognition. In terms of shooting form, there is no significant difference between the influence of “Sitcom” (p=0.669>0.05) and “Real shooting” (p=0.617>0.05) on likes and the influence of “Graphic splicing” on likes. As for background music, there is no significant difference between the influence of “General background music” (p=0.537>0.05) and “No background music” (p=0.917>0.05) on “Popular songs of Douyin”. In terms of emotional color, there is no significant difference between “Moving” (p=0.994>0.05) and “Humor” (p=0.416>0.05) and “Excited”. However, the effect of “No emotional color” (p=0.035<0.05) on likes is significantly different from that of “Excited”. These “No emotional color” short videos, mostly real shooting short clips, giving people more realistic feeling. As far as discourse style is concerned, “Oral language” (p=0.728>0.05) and “No obvious style” (p=0.507>0.05) have no significant difference on likes compared with “written language”, but “network language” (p=0.001<0.05) has a significant difference on likes compared with “written language”. In terms of whether the short video content is related to campus life, there is no significant difference between “University related” (p=0.084>0.05) and “No related” on likes. In terms of video duration, there is no significant difference between the impact of videos with a duration of more than 15 seconds on likes and the impact of “1-15 seconds” on likes.

### Table 4. Results of independent variable regression analysis

| Variables                      | Types                                      | β     | sig  | Variables                      | Types                                      | β     | sig  |
|--------------------------------|--------------------------------------------|-------|------|--------------------------------|--------------------------------------------|-------|------|
| Sentence Pattern of headline   | Compare with declarative sentence           | 0.149 | 3.7% | Emotional Color                | Moving                                    | 0.001 | 99.4%|
|                                | Interrogative sentence                      | 0.011 | 90.1%| Exclamatory sentence           | Humor                                     | 0.081 | 41.6%|
|                                | Imperative sentence                        | 0.022 | 78.8%|                               | No emotional color                        | 0.145 | 3.5% |
| Subtitle Explanation           | With subtitles or No subtitles             | -0.099| 21.1%|                               | Compare with written language             |       |      |
| Subject Category               | Compare with theme publicity                | -0.042| 60.2%| Language Style                 | Oral language                             | 0.043 | 72.8%|
|                                | Positive energy propagation                 |       |      |                               | Network language                          | 0.299 | 0.1% |
|                                | Anecdotes                                  | -0.214| 1.8% |                               | No obvious style                          | 0.084 | 50.7%|
| Shooting Form                  | Compare with graphic splicing               | 0.037 | 66.9%| Domain Related                 | University related or No related          | -0.137| 8.4% |
|                                | Sitcom                                     | 0.043 | 61.7%|                               | Compare with 1-15seconds                  |       |      |
|                                | Real Shooting                               |       |      | Video Duration                 |                                            |       |      |
|                                | Compare with popular songs of Douyin        | 0.053 | 53.7%|                               |                                            |       |      |
|                                | General background music                    |       |      |                               |                                            |       |      |
|                                | No background music                         | -0.009| 91.7%|                               |                                            |       |      |
|                                |                                           |       |      |                               |                                            |       |      |

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4. Conclusions and Recommendations

4.1. Research Conclusion
We use content analysis and regression analysis to explore the effect of 9 influencing factors on the dissemination power of short videos.

4.1.1. The Unknown Universities Post Short Videos Related to the University’s Characteristics can Still Get the Dissemination Power and Improve Reputation
Except the 12 famous universities of the 18 samples, the remaining four universities is featured by its distinctive characteristics. The content released by the University of Defense Science and technology is military related and unique. People's Public Security University of China and Chinese Criminal Police Institute Douyin accounts are related to police field. Communication University of China has the professional characteristics of broadcasting and hosting related. Sichuan Southwest Vocational College of Civil Aviation is characterized by training flight attendants, and most of the short video content released are related to the daily work of flight attendants. Chongqing Hailian Vocational Technical College is characterized by training high-speed railway attendants, and most of the short video contents released are related to the daily work of flight attendants.

4.1.2. The Content of University Official Douyin Account is Limited
From the theme of the popular videos of the official accounts, 79.4% of the short videos are related to college publicity, which will inevitably lead to aesthetic fatigue. In contrast, anecdotal short videos are more likely to get more likes and attract public attention. Through regression analysis, we also found that whether the video content is related to the campus life has no significant impact on the dissemination power. Therefore, the video content does not need to be limited to the campus life.

4.1.3. Short Videos Has Stronger Dissemination Power Combined with Network Hot Spot
Through regression analysis, it can be seen that short videos combined with network hot spot can get more likes and have stronger dissemination power. This is because most of these short videos use popular online language at that time and are liked by young groups.

4.2. Policy Suggestion

4.2.1. Identify the Role Orientation of Official Douyin Account
First, the university official Douyin account should not only clarify the positioning of the official media, but also strengthen the attributes of we media, especially the social attributes, rather than just one of the official publicity channels. Secondly, to different from other official university accounts, the account operator must combine the characteristics of the college to create unique features, such as creating an online figures, introducing a special major, and optimize the expression of short videos.

4.2.2. Enrich the Content and Theme of Short Videos
Topic selection determines content and content determines fans. The university official Douyin accounts not only help colleges and universities to enlarge their influence, but also provide information and satisfy entertainment needs of teachers and students. Therefore, the university official Douyin accounts need to focus on the demand of their fans especially teachers and students, and post popular short videos. It is better that the short videos convey campus culture and spiritual connotation.

4.2.3. Optimize the Expression of Short Videos
The topic of short videos should adopt interrogative sentence pattern and short videos should better use network language, which has a significant positive impact on the communication effect. Therefore, Douyin operators should focus on the latest production technology of short videos, and constantly enrich the expression forms of short videos, so as to enhance the dissemination power of the university official Douyin accounts.

Acknowledgment
This work was supported by the General Scientific Research Project of Wenzhou Polytechnic under Grant WZY2021025, Wenzhou, China.

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