

A Study on the Impact of Douyin on the Adolescent's Self-Shaping

Junlin Du^{1,a,*}

¹*Shandong Management University, Jinan, 250000, China*

a. 1632518729@qq.com

**corresponding author*

Abstract: Since the arrival of the big data era, adolescents' life has been occupied by a variety of online short video applications, causing a great impact on the development of the adolescent's self-awareness and the formation of their own values. Among all the online short video applications, Douyin, with the widest coverage nowadays, has had a particularly obvious impact on the adolescent's self-development. This paper comprehensively analyzes and considers the influence of Douyin on adolescents' self-development and concludes that the short video content on Douyin is easy to cause the adolescent's emulation and has an impact on the formation of the adolescent's values. This is reflected in the positive and negative impacts of Douyin on the adolescent's self-awareness, self-expression, and self-development. On the one hand, while watching Douyin short videos, teenagers can increase their knowledge and understanding of the many choices they may have in the future and make more suitable plans for their future development. On the other hand, the content of Douyin short videos makes teenagers feel "peer pressure" and change the way they describe and position themselves. Erroneous values may have irreversible negative impacts on teenagers' future development.

Keywords: Douyin, Adolescents, Teenagers, Self-development, Values

1. Introduction

Videos on Douyin cover a wide range of fields and are integrated into people's work and daily life, becoming the epitome of all walks of life. Douyin is used as a platform for online tutorials, information skill learning, and experience acquisition so that people can get in touch with and recognize a wider world [1]. Teenagers are in a stage full of curiosity about the world and are easily affected by the popularity trends and contents on Douyin while not being discerning enough about the contents. In the critical period of adolescents' self-establishment, online short video platforms have an irreversible shaping effect. It can be said that the Douyin platform has a guiding and modeling effect on the formation of values of people, especially teenagers. This paper introduces the current research status of the influence of Douyin on teenagers, summarizes the ways in which Douyin influences teenagers, and analyzes the influence of Douyin on teenagers' self-shaping. Finally, relevant countermeasures are put forward. Starting from the short video platforms, this paper provides multi-angle exploration and inspiration for teenagers' self-expression, self-awareness, and self-development.

2. The Current state of Research on the Impact of Douyin on Adolescents

Adolescent socialization is, to a certain extent, the self-development and self-improvement of adolescents. In the process of the interaction between the individual and society, adolescents gradually develop a unique character and an independent personality. In the process of adolescent socialization, the influence of society on adolescents is gradually increasing, especially the social popularity will have a particularly drastic and critical impact on adolescents. As a popular video platform, Douyin has an incalculable influence on the youth group. On this basis, the self-expression and development of the youth group may be greatly influenced by Douyin, and corresponding countermeasures should be taken based on the recognition of this problem, so as to improve the ability of adolescents to identify the content of Douyin videos.

The impact of online short videos on teenagers is two-sided. Most academics study the current situation of teenagers' values under the influence of online short videos, as well as the problems, causes, positive impacts, negative impacts, and strategies to deal with the problems from different fields such as psychology, sociology, and communication. Teenagers are the group most deeply and directly affected by the vulgarization of mass media, and online short videos, as a new emerging medium in recent years, have received extensive attention and research in the academic world. Scholars have dialectically researched both positive and negative impacts, and corresponding solutions to the negative impacts of online short videos are provided.

As one of the most popular online short video platforms in China, Douyin has a large youth user base and its influence on youth growth has attracted widespread attention from families, society, and academia. Therefore, it is important to study the influence of Douyin on youth socialization and propose a media environment that is conducive to building a healthy socialization environment for youth [2]. The positive and negative impacts of the global popularity of Douyin and related short video platforms have attracted the attention of scholars worldwide. Bukurie pointed out that in the socialization process of adolescents, mass media, the same as traditional methods such as family and school education, has an important influence on adolescents, and the influence on adolescents is mainly manifested in the two aspects of social concepts and behavioral habits [3]. Meanwhile, some foreign scholars also proposed that there is a need to strengthen the laws on network security and privacy to provide more comprehensive protection for adolescents, for example, the Belgian network department has published the "Internet Power Observation Post", and the United States has enacted the "Children's Internet Protection Act", which have provided relevant experiences and scientific references for China to promote the research on the influence of online short videos on adolescents' values.

In China, there are more studies focusing on exploring the positive and negative impacts of Douyin short videos on the values of young people. Wu Rui summarizes the characteristics of network short videos, that is, the production of the video is simple, it is easy to get started, and the content of the video is highly social and entertaining. However, a series of problems have also emerged in the development of network short videos, such as the "triviality" of video content, homogenization, and poor quality [4]. The positive impact of online short videos is that they provide young people with scientific and cultural knowledge, helping them live independently and breaking down information barriers to a certain extent. The negative impact is mainly manifested in the lack of supervision, resulting in the dissemination of vulgar and gory violence short videos on Douyin, negatively impacting the youth. Therefore, it is required that the market should strengthen supervision, and at the same time, the youth should also be responsible for their own value choices.

3. Ways in Which Douyin Influences Adolescents

3.1. Causing Emulation by Adolescents

The popular content of Douyin short videos contains violence, pornography, different ways of showing off wealth, etc. At the same time, the purveyors of Douyin video content use storytelling, visual, and auditory stimulation to capture the attention of teenagers, forming a short-term stimulus that highly concentrates their attention, and in the case of the shallow content, teenagers can actively learn or imitate without external assistance. Due to the setting of the video content and the recommendation mechanism of Douyin, teenagers do not need to spend too much effort or pay too much attention while watching Douyin short videos, which makes teenagers more inclined to use Douyin in their leisure and relaxation moments, and the attraction of Douyin to teenagers is far more than books. Teenagers are in a period of curiosity during adolescence, and their interest in exploring and accepting Douyin content far exceeds that of adults. Moreover, Douyin video content is all-encompassing, covering a wide range of content such as life, beauty, clothing, games, and sports, and at the same time, compared with traditional media, the content of Douyin is closer to life and more flexible, which makes it easier for teenagers to imitate what they learn in Douyin. When teenagers are in the stage of personality formation, their ability to identify the content of Douyin is weak, and excessive imitation of the content of Douyin will have a negative impact on their self-development.

3.2. Influencing the Formation of Adolescents' Values

According to media education, adolescents have a high degree of contact with mass media and are the main audience of the media, so based on the Media Education Theory, mass media can be used to improve adolescents' "media literacy". Meanwhile, teenagers have a high degree of acceptance of media content, and some vulgar content in Douyin short videos has a significant negative impact on the formation of teenagers' values.

Lin Yuexin pointed out in his book "Research on the Cultivation of Youth Values in a Multicultural Context" that the reasons for the youth's more and more obvious reliance on network culture in today's multicultural context are closely related to the equality, freedom, openness, and sharing characteristics of network culture, as well as the influence of the family and social environment and the specific personality of the adolescent period. It is also pointed out that the values of adolescents are polarized. Some of them have a vague understanding of the meaning of life and treat life negatively, but most of them have a correct understanding of life and treat life with a positive attitude. Duan Wen'e analyzes the three main reasons for the negative impact of short videos on adolescents in her paper "Research on the Problems and Countermeasures of the Youth Mode on Short Video Platforms", namely: adolescents' indulgence in short videos leads to the loss of time, which eats up adolescents' possibilities of future development; the mixed content leads to adolescents' imitation, which generates undesirable behaviors or motives and affects adolescents' future development; and the dissemination of short videos creates a cocoon of information. All of these have an extremely negative impact on the values of young people in the nascent stage of development. At the same time, Douyin also has a positive impact on teenage values. Douyin short videos can be screened utilizing teenagers' high acceptance level of the content so that high-quality content related to history, art, life, etc. can be disseminated, thus guiding teenagers to consciously explore high-quality information and completing the positive cultivation of the values of teenagers.

4. The Impact of Douyin on Adolescent Self-Shaping

4.1. The Impact of Douyin on Adolescents' Self-Perception and Self-Expression

Douyin, as a short video platform with a wide range of coverage, has a greater impact on teenagers' self-expression and self-perception. Douyin provides teenagers with the opportunity to show themselves, and teenagers can build their own Internet image by setting their own account avatars, nicknames, and posting their daily routines, etc. Douyin has become a social platform among teenagers. To a certain extent, online socialization promotes the socialization of adolescents. When adolescents post their personal statuses on online social platforms, considerations of what others want to see, what they want to display, and how to interact positively with their friends regarding the information they display are also intermingled. This enables adolescents to become more adaptable to social interactions [5]. The virtual space created by the Internet provides a diversified "performance" stage for contemporary youth groups, and the boundary between online "virtual self" and offline "real self" is gradually broken by the inter-temporal characteristics of social networks. In the absence of interaction in cyberspace, adolescents' self-representation is more active [6].

Psychological research generally recognizes that the use of social platforms generally serves two purposes: self-presentation and the acquisition of a sense of belonging. These two have indirectly become the purpose of adolescents' self-perception and self-expression, and it is inevitable that adolescents will be affected by the popular trends and content posted by their peers on Douyin when they use it. They will have comparisons and conflicts with their own lives and their own perceptions of themselves while accepting the content of Douyin short videos. If there is no external intervention, it is easy to influence the self-perception of teenagers and make their "peer pressure" multiply, thus changing the way they describe and position themselves. The strong social attributes and dissemination of video can help adolescents seek their own higher level of social value recognition and fulfillment [7]. Adolescents are in the adolescent period when they have not formed an independent personality and stable self-knowledge, and they are more easily influenced by popular or peer trends. They use their Douyin accounts to post content to complete the construction of their self-image and self-expression. On this basis, they are inevitably affected by network trends. In addition to self-expression in the social network, it cannot be ignored that the self-expression of teenagers is also affected by Douyin in the real world, whether it is for their own positioning or for the communication between the teenage groups. This has proved that Douyin, as a social platform, has a great impact on teenagers both online and offline. At the same time, Douyin also provides a platform for youth subcultures to communicate and express themselves, and a large number of teenagers obsessed with subcultures gather here to form a content-rich platform. The emergence of Douyin short videos provides a stage for teenagers' self-expression with an extremely low production threshold and strong information-carrying capacity. The short video has built a field space for youth to express themselves [8].

4.2. The Impact of Douyin on Adolescents' Self-Development

In the process of adolescent self-development, Douyin plays an indispensable role and has a great influence on the socialization process of adolescents. The socialization of human beings refers to the individual, in the process of interacting with society, gradually developing a unique character and personality, transforming from a biological person into a social person, and adapting to social life through the internalization of social culture and the learning of knowledge. Short videos can better help adolescents express their self-identity, which is a fundamental issue in adolescent growth and is closely related to adolescent socialization [9]. From the establishment of the self-development goal to the planning of the self-development process, Douyin has had a great impact on adolescents. The

popular content of Douyin and the charismatic character and colorful life shown by popular celebrities and self-media bloggers may have a great impact on the spiritual world of adolescents. On one hand, the rich world shown by Douyin may have a positive impact on adolescents' self-development by increasing the insights of adolescents to understand the variety of choices that they may have in the future, which has the probability of prompting the adolescents to make more suitable choices for their future development. On the other, it may also have a negative impact on adolescents' future, for instance, making them establish wrong values such as the futility of studying, which may have a continuous and irreversible negative impact on the youth's future.

5. Conclusion

This paper focuses on the positive and negative aspects of the impact of the Douyin, a short video platform, on adolescents' self-shaping. To summarize, foreign research on short videos started earlier and is more focused, while China's research is more focused on exploring the positive and negative impacts of Douyin short videos on adolescents' values. On the one hand, Douyin videos can easily cause the emulation of teenagers and influence the formation of their values. Since adolescents are weak in identifying the content of Douyin in videos, excessive imitation will have a negative impact on adolescents' self-development. At the same time, teenagers use Douyin accounts to publish content to complete the construction of self-image and self-expression, which is inevitably affected by the network trends, thus affecting the establishment of teenagers' self-development goals and self-development process plans. On the other hand, it is possible to screen Douyin short videos by utilizing adolescents' high acceptance of new things, thereby disseminating high-quality content and guiding adolescents to explore high-quality information so that a positive role can be played in cultivating adolescents' self-knowledge, self-expression, and self-development.

References

- [1] Hu, L. H. (2022). *Research on the guidance of youth values under the perspective of Douyin short videos*. Nanchang University. doi:10.27232/d.cnki.gnchu.2022.002660.
- [2] Gao, X. T. (2023). *The impact of Douyin (Chinese TikTok) on the socialization of Chinese youth*. SHS Web of Conferences, 155, 01013. doi:10.1051/shsconf/202315501013.
- [3] Xiong, L. (2022). *Research on the influence of online short videos on teenagers' values*. Guizhou Normal University. doi:10.27048/d.cnki.ggzsu.2022.000729.
- [4] Zhang, S. (2023). *Research on the impact of network short video on ideological and political education of college students and coping strategies*. Hebei Normal University. doi:10.27110/d.cnki.ghsfu.2023.000715.
- [5] Yang, S. L. and Li, Y. J. (2020). *Social interaction and self-expression of minors mediated by the Internet*. Youth Exploration, (06), 28-36. doi:10.13583/j.cnki.issn1004-3780.2020.06.003.
- [6] Wang, C. Y. and Wu, K. (2022). *Analysis of short video self-presentation characteristics and cultural factors of Japanese teenagers: Taking TikTok, the Japanese version of Douyin, as an example*. Journalism and Communication Review, 75(01), 47-60. doi:10.14086/j.cnki.xwycbpl.2022.01.004.
- [7] Giddens, A. (1998). *Self-identity in modernity: Self and society in late modernity*. Zhao Xudong, et al, trans. Beijing: Life-reading-Xinzhi Sanlian Bookstore.
- [8] Jia, Q. X. (2021). *Research on youth subculture of the short video platform*. Nanchang University. doi:10.27232/d.cnki.gnchu.2021.003391.
- [9] Yu, X. Q. (2022). *Research on the impact of short video communication on youth socialization*. News Culture Construction, (22), 46-48.