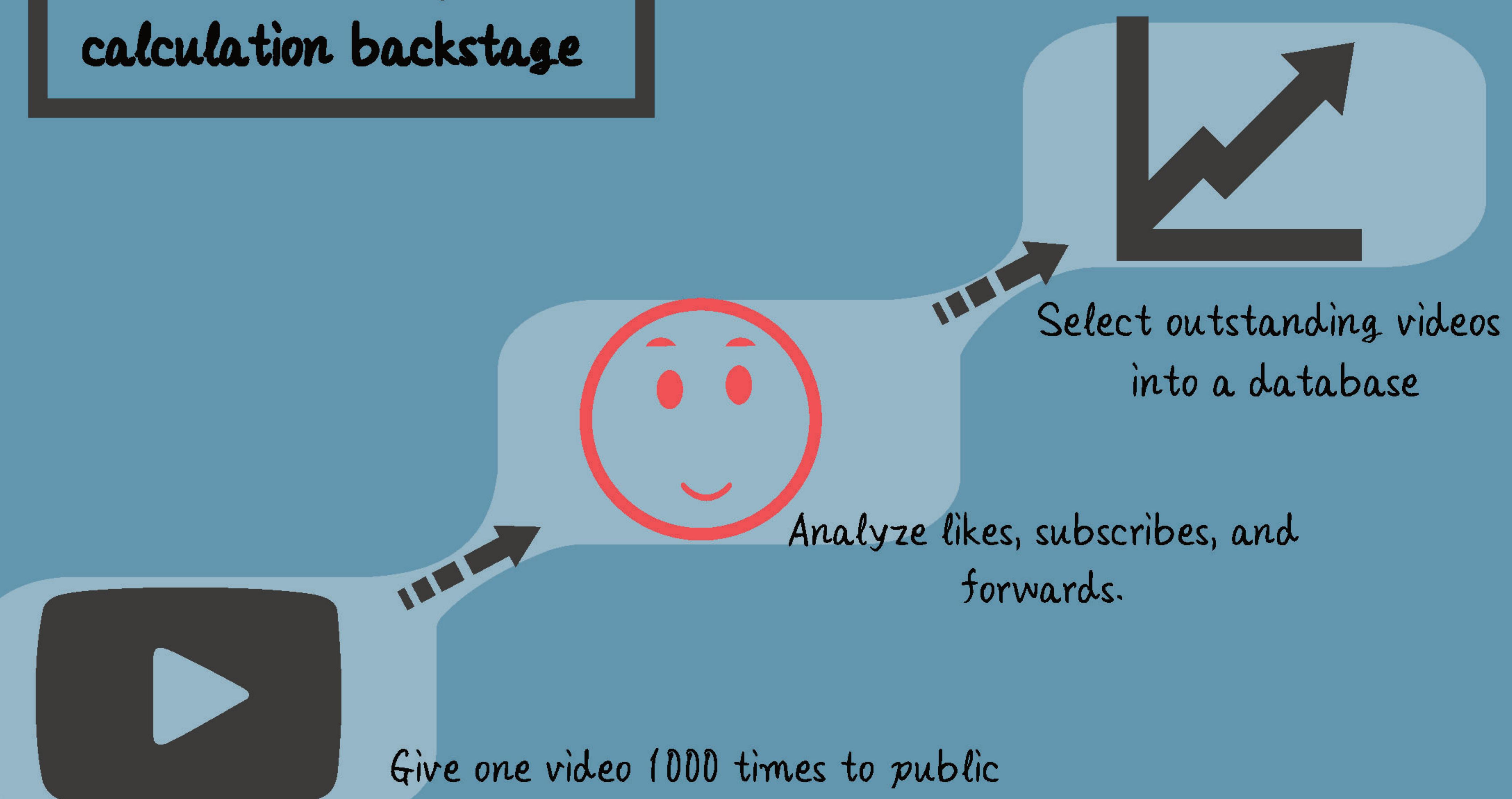


HOW TO QUICKLY GET ONE MILLION FOLLOWERS IN DOUYIN ?

ECON2901 Group Arena

Yu Bingrui 11551029 78	Wang Yapei 11551078 33
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Douyin's unique calculation backstage



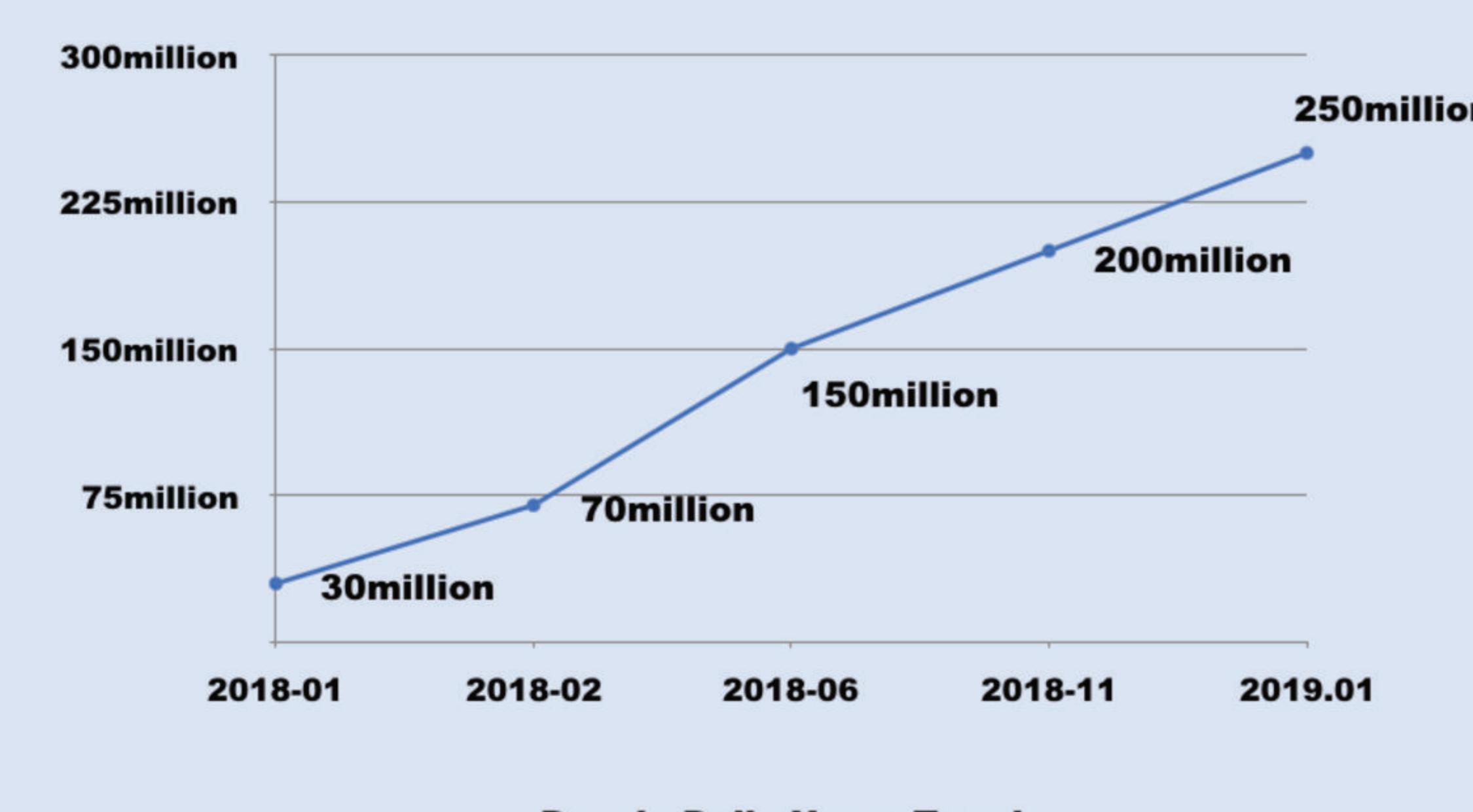
Background

Douyin, launched previously in China in September 2016. This app gained popularity and became the most downloaded non-game app in the U.S. in October 2018.

As a leading short video platform currently, it provides new mode of operations.

Douyin App earns money via high amount of users and clients' advertisements.

Bloggers earn money as the way of large followers, and then upload advertising videos in individual.



Methodology

• Online Questionnaire

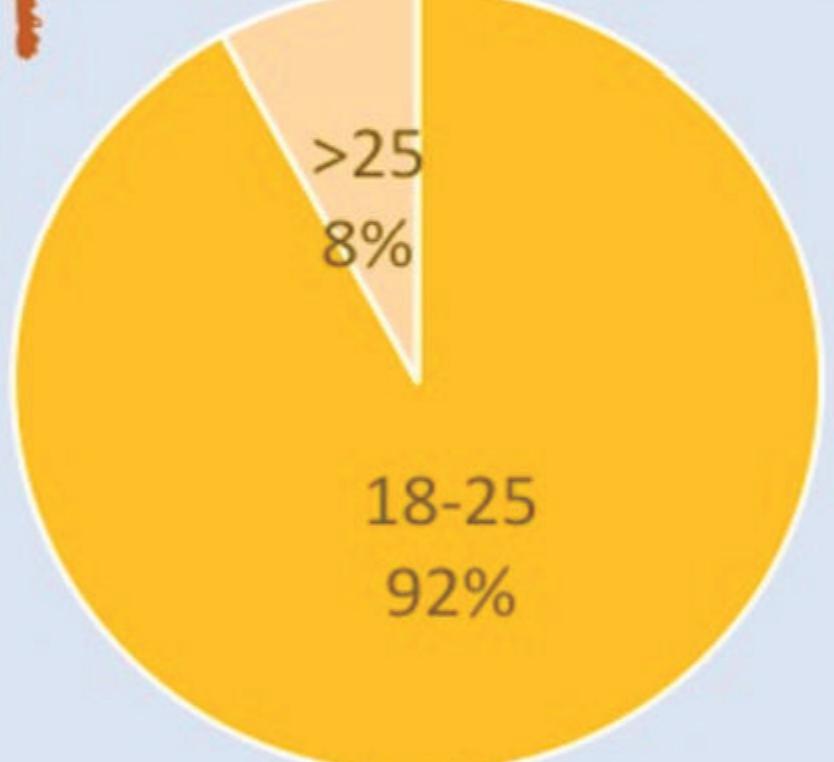
• Sample size=100

1 → 58

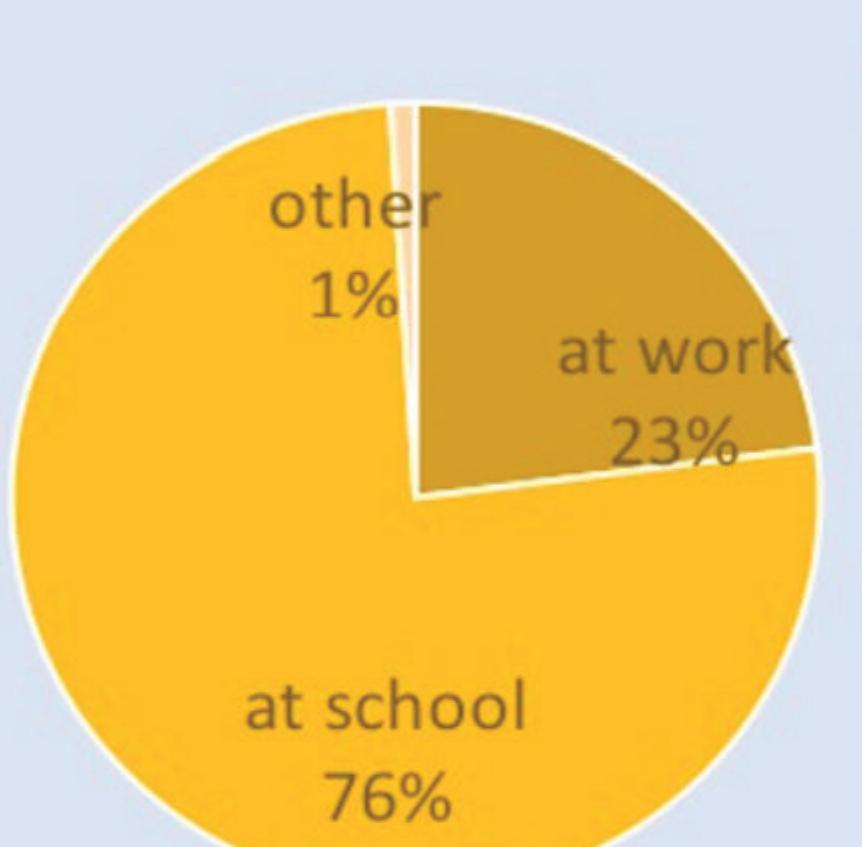
1 → 42

• Sample features

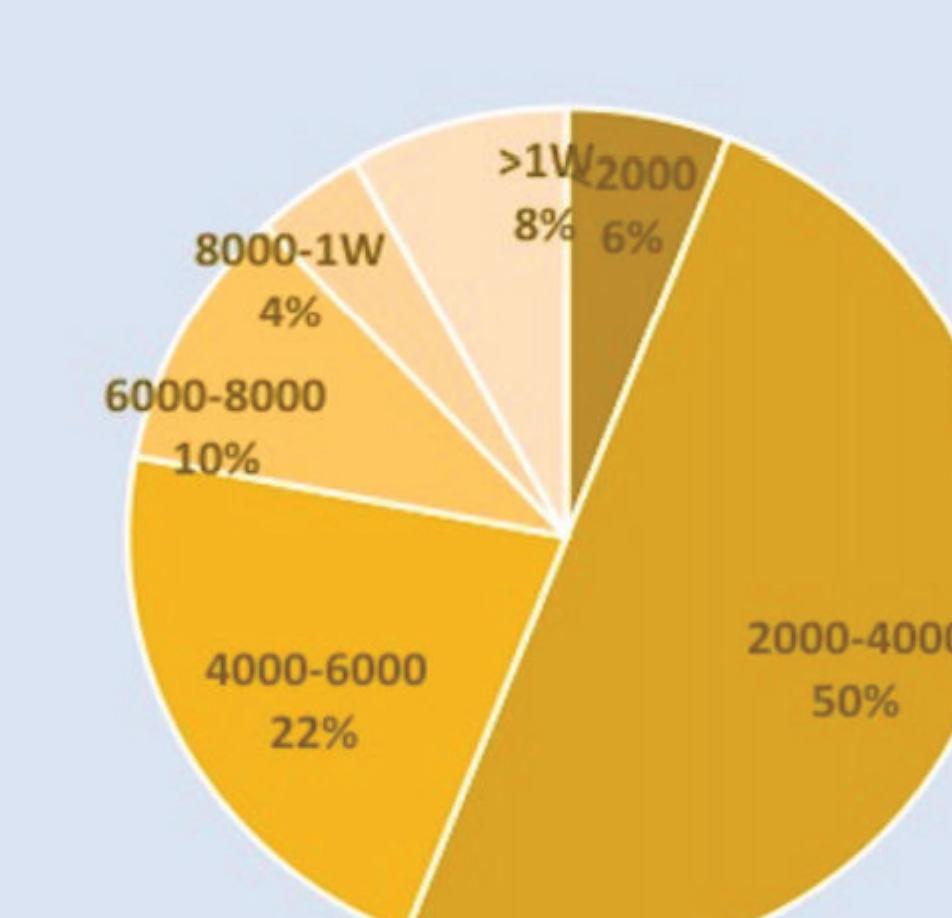
Age



Status



Consumption level



• Question types

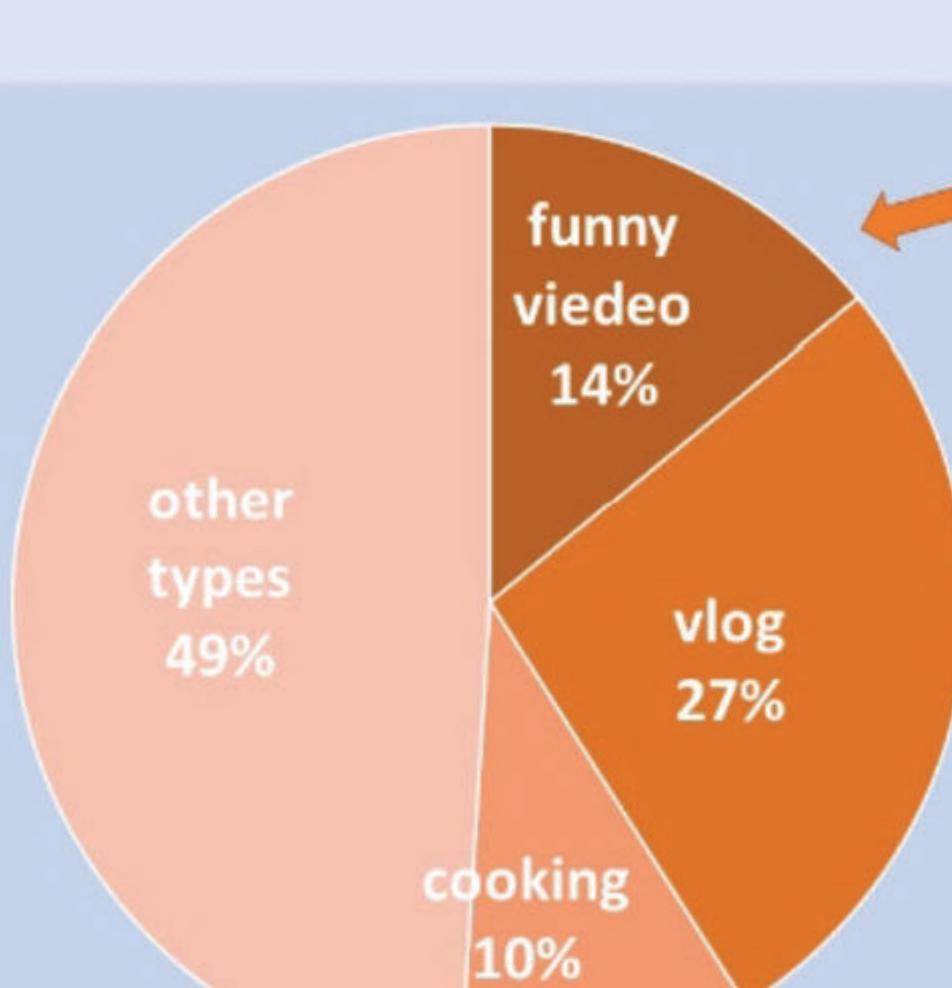
multiple choice / single-answer multiple choice / five-point scale evaluating question

Attraction level of different traits of bloggers (1 means lowest attraction, 5 means highest attraction)



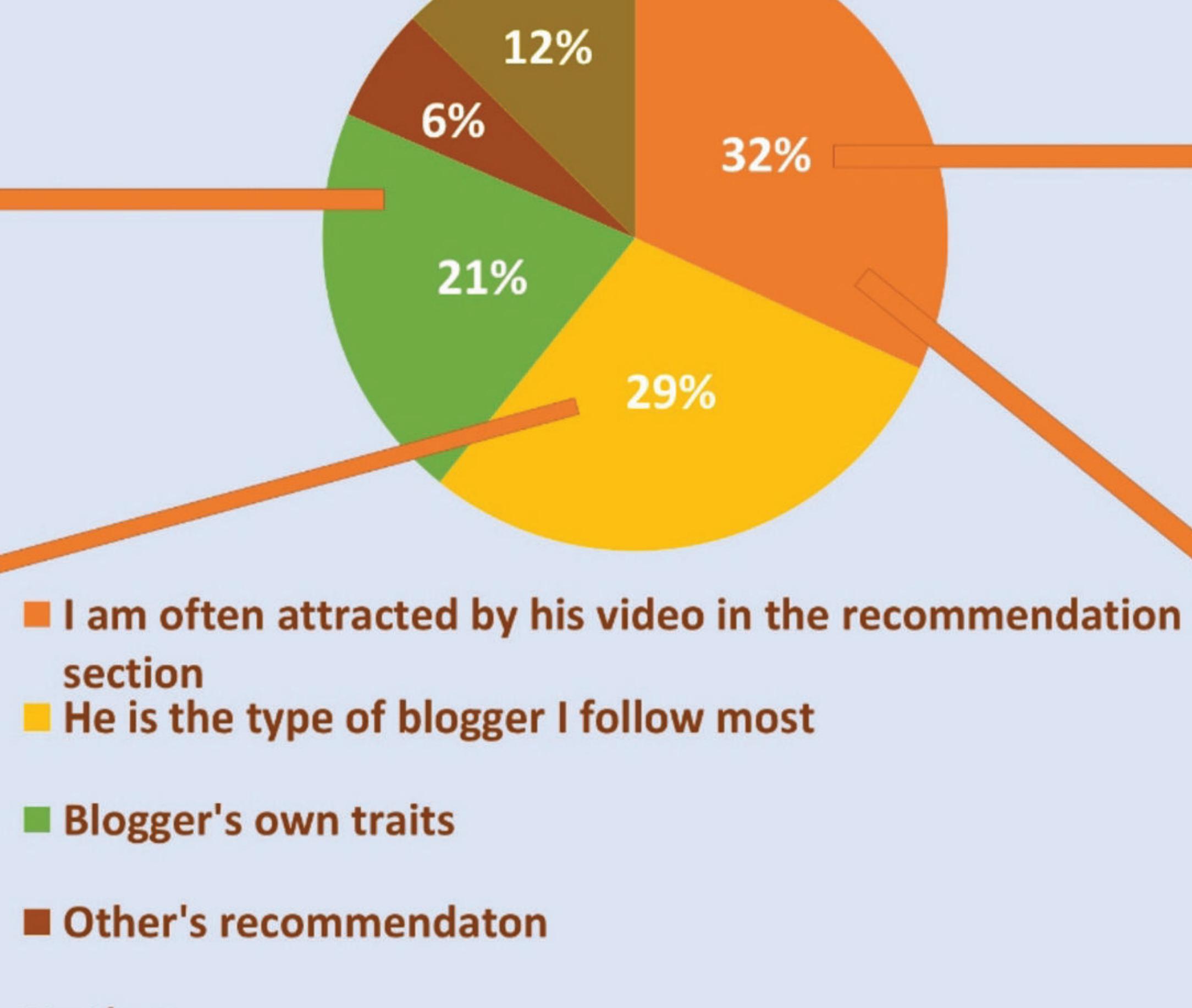
The most popular type of bloggers in the users' following list

- 1. Vlog 27%
- 2. Funny video 14%
- 3. Cooking 10%

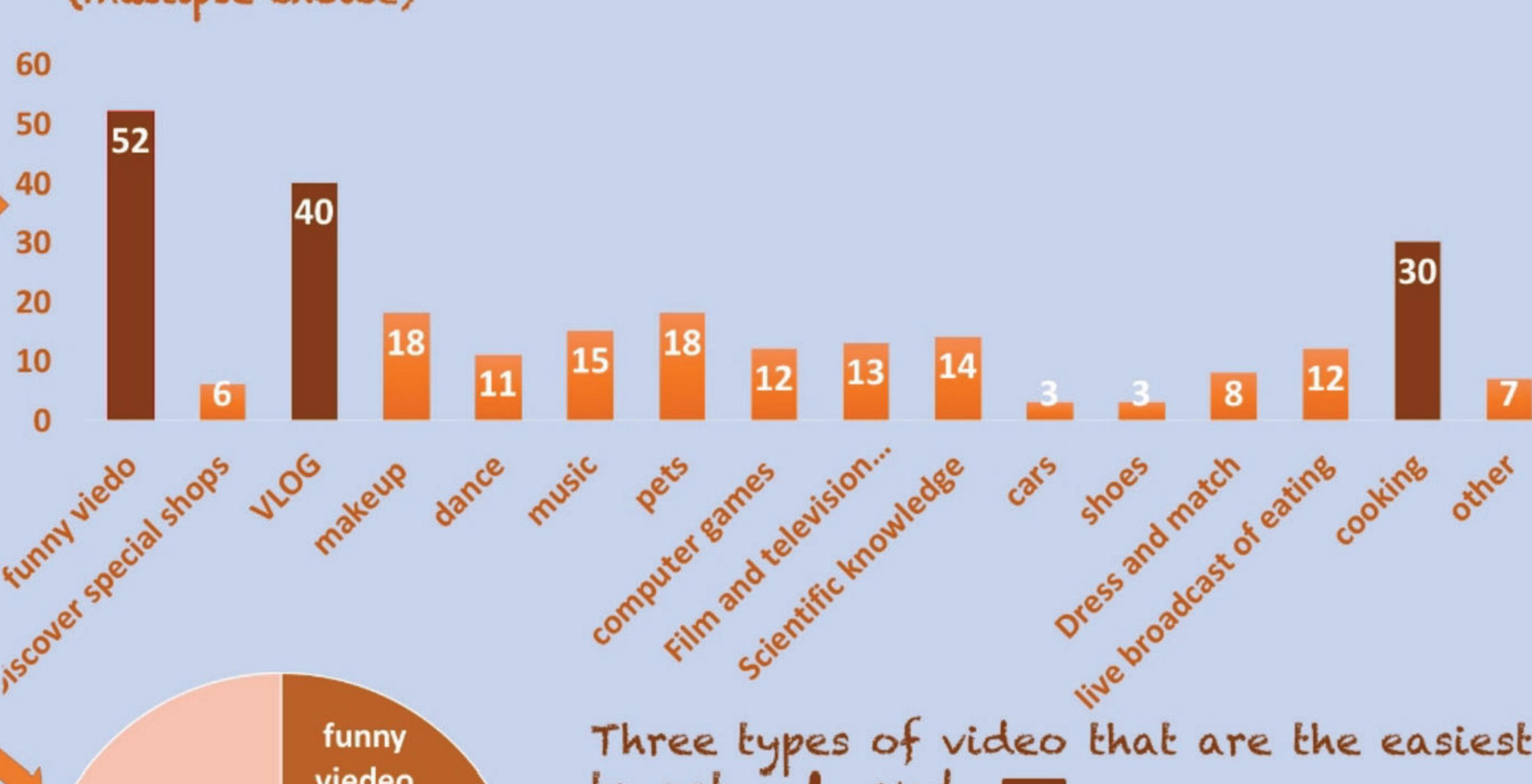


Results

Why will you follow a Douyin blogger?



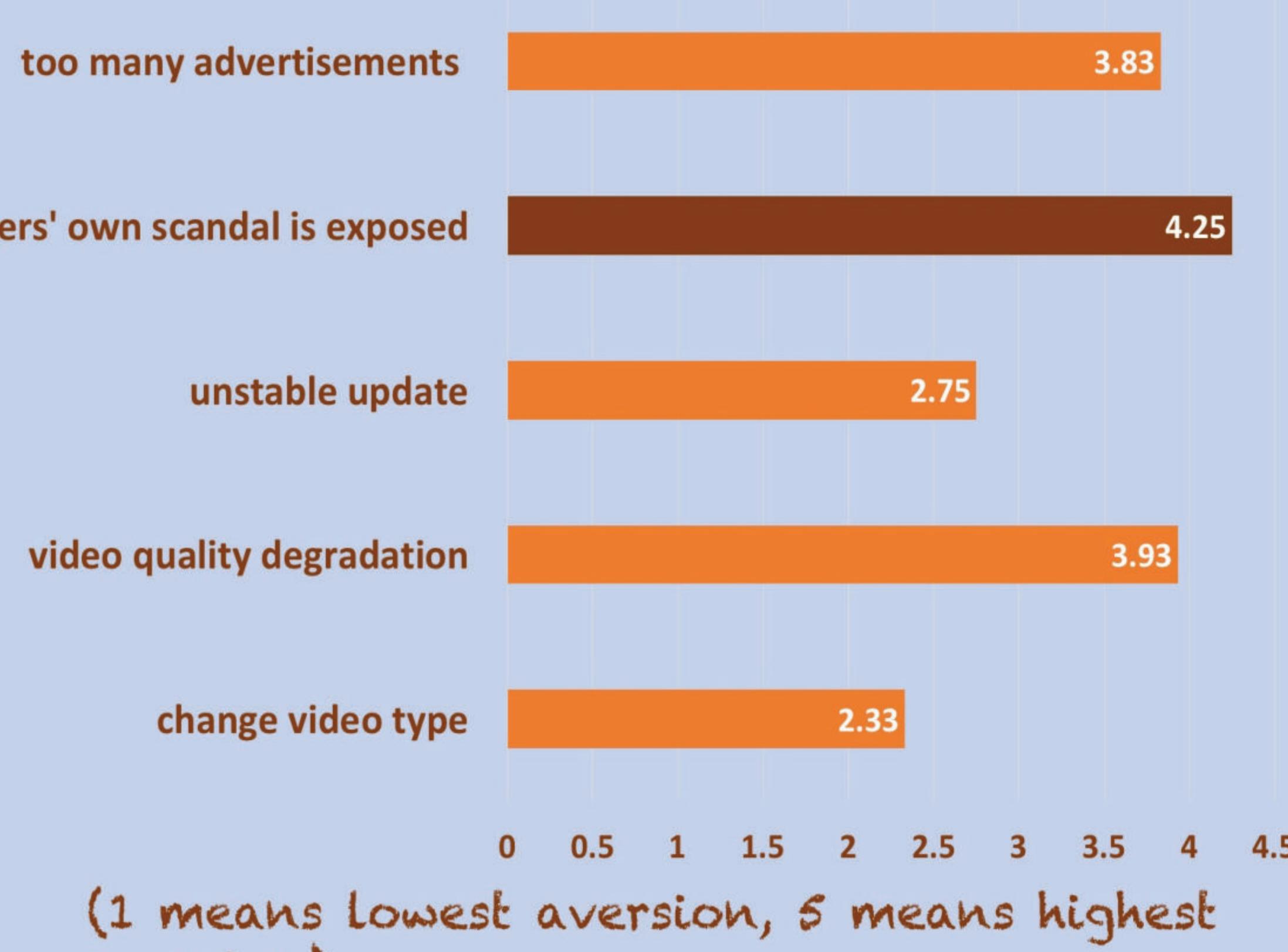
The type of video you most give a like and make comments on (multiple choice)



Three types of video that are the easiest to get thumbs up and thumbs down

- 1. Funny video 20%
- 2. Vlog 15%
- 3. Cooking 11%

Why will you unfollow a Douyin blogger?



Conclusion

- Funny video, Vlog and cooking are the three most dominant types of bloggers
- Vlog bloggers have an inherent advantage because they have the largest fan base
- Funny video is the easiest to get high popularity and be recommended by the algorithm of Douyin, thus brings a lot of potential fans to the blogger
- Fans pay more attention to the inner qualities of the blogger, such as thinking, speaking and personality
- Bloggers' scandal really hurts their followers.

Choose dominant type of blogger



Good style of speaking and thinking



Be far away from scandal



One million followers in Douyin

