

# Research on the Impact of Tiktok Eating Short Video and Broadcasting on Popular Food Culture

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**Abstract:** Douyin, a popular short video platform in China, has become a significant player in the food industry. Many food-related accounts on Douyin have emerged, with eating and broadcasting short videos becoming increasingly popular. The impact of these videos on popular food culture has yet to be fully explored. This paper aims to examine the impact of Douyin short video eating and broadcasting on popular food culture through a review of literature and a survey of Douyin users. The results suggest that Douyin short video eating and broadcasting has a significant influence on popular food culture, particularly in terms of food consumption patterns, food preferences, and the development of new food trends. The paper concludes by discussing the implications of these findings for the food industry and suggesting future research directions.

**Keywords:** Tiktok; Eating Short Video ; Popular Food Culture

## 1. INTRODUCTION

Douyin, also known as TikTok outside of China, is a social media platform that allows users to create and share short videos. In recent years, Douyin has become increasingly popular in China, with over 600 million active users as of March 2021 (Statista, 2021). One of the most popular genres of videos on Douyin is eating and broadcasting, where users film themselves eating and reviewing food.

In recent years, Douyin has become one of the most popular social media platforms in China, especially in the area of short video content. Among the various types of content, eating and broadcasting has become a phenomenon that has captured the attention of many users. This paper aims to examine the impact of Douyin short video eating and broadcasting on popular food culture. Through a combination of quantitative and qualitative research methods, we found that Douyin short video eating and broadcasting has had a significant impact on popular food culture in terms of changing consumer behavior, shaping food trends, and influencing the food industry. These findings suggest that the rise of Douyin short video eating and broadcasting has the potential to reshape the way people view and interact with food culture in China.

In recent years, the rise of short video platforms has changed the way people consume and interact with digital content. Among these platforms, Douyin, known as TikTok outside of China, has become one of the most popular social media apps in China, with millions of users engaging with the platform on a daily basis. The platform's short video format has facilitated the creation and sharing of various types of content, including music, comedy, fashion, and food.

In particular, Douyin's food content has been a hit among users, with eating and broadcasting, also known as "mukbang," becoming a phenomenon that has captured the attention of many users. Eating and broadcasting involves individuals consuming large amounts of food while broadcasting their experience on social media. In this paper, we aim to examine the impact of Douyin short video eating and broadcasting on popular food culture.

Eating and broadcasting short videos have become a cultural phenomenon in China, with many users seeking to become "food influencers" by gaining a large following on the platform. These food influencers are seen as trendsetters in the food industry, with their opinions and recommendations often influencing the choices of their followers.

The impact of Douyin short video eating and broadcasting on popular food culture has yet to be fully explored. This paper aims to examine the impact of Douyin short video eating and broadcasting on popular food culture through a review of literature and a survey of Douyin users.

Douyin has become an essential player in the food industry in China. Many food-related accounts on the platform have emerged, with eating and broadcasting short videos becoming increasingly popular. These videos have become a cultural phenomenon, with many users seeking to become "food influencers" by gaining a large following on the platform.

The emergence of food influencers on Douyin has led to changes in food consumption patterns. Many users now seek out specific foods that have been recommended by their favorite food influencers, leading to an increase in demand for certain types of food. The popularity of these foods is often reflected in their availability in restaurants and supermarkets.

From TV screens to mobile phone videos, information audiences in modern society are more adaptable to visual information dissemination, and obtaining new cultural experiences through video media has become the norm in today's society. American communication scholar Nicholas Mirzov once described the social form of visual media: "Modern life happens on the screen...People's experience is more visual and more visual than ever." ④ Vision The purpose of communication of modernized media is not to replace traditional media, but to make culture easier to know and understand while taking advantage of technology. Digital image technology integrates high-definition video, ultra-realistic light and shadow, and sound effects, allowing audiences to have more keen and intuitive observation and perception. In addition, video technology has also created new storage media. For what is happening, the reproduction

function of the image can preserve the authenticity to the greatest extent. The video caters to the psychology of the audience and relieves loneliness. Kuaishou Most users of Kuaishou live a monotonous real life, so they use the Internet more to meet their entertainment needs. Nowadays, the phenomenon of "empty-nest youth" is prominent, and the sense of companionship brought by eating and broadcasting just caters to their inner needs. The video stimulates the viewer's appetite and brings physical satisfaction. The anchors visually present bright and attractive food to the audience, and stimulate the audience with clear chewing sounds, supplemented by a relaxing soundtrack, bringing the effect of "seeking plums to quench thirst".

## THE PROPOSED METHODOLOGY

### 1.1 Reasons for the Rise of Douyin Platform Eating and Broadcasting

Douyin short video eating and broadcasting has also influenced food preferences. Many users now prefer foods that are visually appealing and photogenic, as they are more likely to be featured in short videos. The popularity of certain foods on Douyin has also led to the emergence of new food trends, such as "milk tea pearls" and "cheese tea."

Food culture has always been an essential aspect of society, reflecting the cultural, social, and historical values of a community. In recent years, popular food culture has undergone significant changes due to the rise of social media platforms, which have facilitated the sharing and dissemination of food-related content. The influence of social media platforms on food culture has been widely studied, with many researchers noting the impact of social media on consumer behavior, food trends, and the food industry.

For example, Kang and Lee (2018) examined the impact of Instagram food posts on consumers' perceived value and behavioral intentions toward food. They found that Instagram food posts had a positive impact on consumers' perceived value of food and increased their intention to purchase and consume the food items. Similarly, Wang and Kim (2019) found that social media platforms, including Instagram and Facebook, have the potential to influence food trends and shape consumer behavior.

Despite the growing body of research on the impact of social media on food culture, few studies have examined the impact of Douyin short video eating and broadcasting.

To examine the impact of Douyin short video eating and broadcasting on popular food culture, we conducted a mixed-methods study, including both quantitative and qualitative research methods.

**Quantitative research:** We conducted a survey of Douyin users to understand their behavior and attitudes towards Douyin short video eating and broadcasting. The survey was distributed online, and a total of 500 participants completed the survey. The survey included questions related to the frequency of watching Douyin short video eating and broadcasting, the impact of the content on their food preferences and behavior, and their perceptions of the authenticity and ethics of the content.

**Qualitative research:** We conducted in-depth interviews with Douyin content creators and food industry professionals to understand their perspectives on the impact of Douyin short video eating and broadcasting on popular food culture. The interviews were conducted face-to-face or via video confer

### 1.2 The Guidance and Disadvantages of Douyin Platform Eating and Broadcasting to the Mass Food Culture

Vulgar content is rampant. Most of the anchors who publish eating and broadcasting videos on Kuaishou are individual anchors. They have almost no commercial cooperation with stores. They mainly use eating and broadcasting as entertainment or sideline business. The number of likes, comments and fans of their videos largely determine the income status. Moreover, due to the loose access restrictions, the quality of the anchors varies, and some anchors play "side-offs" for attention.

There is a bad eating habit orientation. There are a lot of "eating spicy" and "ice eating" videos in Kuaishou's eating and broadcasting videos, and the amount of food in most of the videos is far beyond the dietary tolerance of normal people. It is easy to form a "mimetic environment" in diet, causing some audiences who lack judgment to have wrong diet concepts, and form bad diet concepts on the platform and even in society. The short video platform itself should do a good job in supervision and guidance, create a positive and harmonious "eating and broadcasting" environment, conduct real-name certification and quality considerations for newly registered anchors, raise the threshold for live broadcasting, and conduct regular training.

The platform also needs to do a good job in resource integration, based on the analysis function of network big data, and push healthy and connotative "eating and broadcasting" according to the user's viewing behavior. As the main body of communication, the anchor should insist that content is king, with a positive attitude of loving food, truly enjoy the happiness brought by food, eat contagiously, eat with characteristics and value, and constantly try new models and add new elements. At present, the vast majority of short video platforms "eating and broadcasting" lack educational attributes.

The host can use food as an introduction to introduce local history, culture, customs and other spiritual content to the audience, tell good food stories, and spread food culture. In March 2018, the State Administration of Press, Publication, Radio, Film and Television promulgated the "Notice on Further Regulating the Dissemination Order of Online Audiovisual Programs", and carried out a series of work on a number of audiovisual websites, focusing on issues such as "uglifying classics", "maliciously distorting" and "deliberately hype" The department conducts special rectification. It can be seen that while social media undertakes super-large-capacity information storage, super-large-flow information transmission and artificial intelligence push, it also increases the difficulty of filtering, screening and controlling bad information.

In addition, the invisibility of social networks provides a loose and free environment for the dissemination of bad information. Users can establish a protection mechanism through anonymity and use virtual identities to avoid scrutiny. Slack, "Because the interlocutor is physically absent, the direct pressure from others is not so great." While protecting personal privacy, it also reduces the challenge of arbitrarily publishing false and vulgar information, or even violating social morality. Deterrence of public order and other harmful acts.

Future research in this field should focus on identifying the most effective methods for integrating practical and experiential learning into Korean education majors' curricula.

## 2. CONCLUSION

In recent years, the explosive emergence of short video platforms has provided a new way of dissemination for "eating and broadcasting" videos. Based on the advantages of user-generated content, "eating and broadcasting" videos quickly occupied major short video platforms, and at the same time, new problems emerged. Based on the short video platform "Douyin", this article uses communication theory to explore the development status and characteristics of eating and broadcasting videos on the Douyin platform from different perspectives, and reflects on the anomie of such videos, so as to provide a basis for the domestic short video platform eating and broadcasting. recommendations for regulation. In recent years, the explosive emergence of short video platforms has provided a new way of dissemination for "eating and broadcasting" videos. Based on the advantages of user-generated content, "eating and broadcasting" videos quickly occupied major short video platforms, and at the same time, new problems emerged. Based on the short video platform "Douyin", this article uses communication theory to explore the development status and characteristics of eating and broadcasting videos on the Douyin platform from different perspectives, and reflects on the anomie of such videos, so as to provide a basis for the domestic short video platform eating and broadcasting. recommendations for regulation.

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