

Research And Application Of Adverse Effects Of TikTok¹ Ecology Under Marxist Contradiction Theory

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Abstract

This paper adopts the marxist theory of social contradiction and research questionnaire data empirical analysis of combining, through the TikTok ecosystem of social properties and characteristics, in the form of background to the TikTok ecosystem of the process, and then to Marx's perspective of social contradiction, grasp the social contradiction movement, in-depth analysis of three kinds of specific internal and external contradictions, make theoretical interpretation. Finally, in view of the adverse effects of TikTok system ecology on the mental health , it is proposed to play the role of multiple subjects, such as school and government, in order to minimize the adverse effects of TikTok system ecology.

In the current era, digital thoughts are surging, and social media has deeply influenced People's Daily life. The subjective influence of social media is reflected in the following three aspects(Jiang,2018). First, social media has fully stimulated the personality and expression desire of network users, and the needs of netizens' self-display are becoming increasingly refined and visual, which is the basic force leading the production of short video content. Second, with its short and straightforward cultural temperament, short video content can effectively fill the fragmented time and real-time audio-visual consumption needs of Internet users. Compared with other native network content (such as large-capacity network dramas and equally fragmented network literature without visual entertainment), it is irreplaceable. Third, the decline in mobile communication rates and increased rates also greatly reduce the cost of streaming content consumption, providing an indispensable technical basis for the prosperity of short video. The popular short video application "TikTok Short video" is a representative short video platform in China, and also a leader of China's original short video culture. TikTok As a popular short video social application, it quickly attracts the wide attention and participation of college students with the interaction and the content ecosystem, and is favored by college students. With the rapid growth of TikTok, the chaos on TikTok also begins to appear. TikTok addiction, information cocoon, addiction, mental pollution and other negative energy magnetic fields bring severe challenges to the mental health of college students. Marx's theoretical perspective of social

¹ This refers specifically to the Chinese version of Tiktok.

contradiction emphasizes the contradiction between the productive forces and the relations of production, the economic foundation and the superstructure, and believes that the society is composed of many subsystems of interaction and dependence, which provides a comprehensive perspective for the understanding and analysis of this emerging social media and overcoming its adverse effect.

TikTok Short video refers to a video content product with mobile intelligent terminal as the communication carrier, relying on mobile social platform and social chain, and playing between seconds and minutes. Since 2017, short video has become a new growth point of China's original Internet culture. Not only has the number of professional platforms shown a rapid development trend, but also the consumption habit of short video has been rapidly formed among Chinese young Internet users. Wang Xiaowei, head of TikTok product, once said: TikTok user portrait is well-educated young people under 24 in first-and second-tier cities. Therefore, combining with the development of TikTok itself and TikTok user portrait, correctly positioning the social attributes of TikTok platform is the internal essence of our research.

TikTok The success of short videos is not an accident, it accurately captures the psychological needs of young users. As a mobile smart terminal application, TikTok makes full use of the portability and popularity of smart phones, allowing users to watch, share and create short videos anytime and anywhere. At the same time, TikTok also relies on powerful social functions, allowing users to easily interact with friends, family and even strangers, forming a close social chain. On TikTok, users can browse various types of short videos, including funny, talent, life, travel and more. These videos are both creative and interesting, which can attract users' attention and stimulate their creative desire. In addition, TikTok also pushes the most suitable videos to users through algorithms, so as to improve user engagement and activity.

It is worth mentioning that the TikTok user portrait shows a trend of younger and highly educated. According to Wang Xiaowei, the head of TikTok products, TikTok users are mainly young people under the age of 24, and they are mainly concentrated in first-tier and second-tier cities. These users have high cultural literacy and aesthetic ability, and have high requirements on the quality and creativity of short video content. Therefore, TikTok needs to pay more attention to quality and innovation in content creation and promotion to meet the needs of these young users. To sum up, combining with the development of TikTok itself and the characteristics of user portraits, correctly positioning the social attributes of TikTok platform is the inherent essence of our research. TikTok As a short video social platform, it not only provides users with a rich visual experience, but also promotes the social interaction and cultural communication between young users. In the future, with the continuous progress of technology and the changing user needs, TikTok will continue to explore and innovate to bring better short video services to users.

TikTok Platform As a short video sharing platform, users can have access to a large amount of content in a short time. At the same time, the life cycle of Internet culture has a typical presentation on the TikTok platform. TikTok The life cycle of hot videos is integrated with the

ecological environment of the platform, including the start-up, development, maturity and decline stage(Hui,2023). Generally, it shows: initial rise and rapid spread; slow spread in the middle to the peak; and later gradual decline until complete disappearance. Generally speaking, the intensity of information provides rich materials for the generation of network hot spots, the individual interaction initiative provides the possibility for the generation and dissemination of "hot style", and the technical setting of the Internet platform provides a convenient channel for the dissemination of TikTok hot spot videos. On this basis, TikTok hotspots can be accurately produced, heavily replicated, and rapidly spread in the early stage, quickly capturing the attention of users. After the rapid growth period, with the fading of individual passion, the transmission speed of TikTok hotspots will gradually slow down, showing a momentum of slow growth in the medium term, until it reaches the peak of attention. In the middle stage, although hot spots will still be new individual attention and replication, maintain the momentum of growth, but because a large number of individuals have been familiar with, thus will appear in psychology said "habituation" phenomenon, due to the slow audience growth until the stagnation, habituation phenomenon and aesthetic fatigue phenomenon gradually increase, individual is easy to produce boredom of TikTok hot spots, this will increase the speed of its fade, eventually into recession.

TikTok Short video, viewed from the cultural dimension, owes its popularity primarily to the establishment and promotion of a convenient "imitation" mode(Nanhui,2023). This mode allows TikTok users to imitate popular or potentially popular short videos or narratives by triggering popular emotional sensitive points, subsequently uploading their replicas, and rapidly integrating them into the public cultural agenda within a brief timeframe. The success of this production mode underscores the pivotal role of the "imitation" mechanism in social and common cultural production.As a platform, TikTok further facilitates and even stimulates this behavior by providing convenient technical means. Users on the platform can easily access preset beauty filters, special effects, and background music elements with a simple click, enabling them to independently produce video content, create stars, and web celebrities with exclusive short videos.The motivation and process underlying individuals' adoption of imitation behavior, as well as the cultural potential of such imitation, constitute a crucial perspective for understanding social media culture. The content on TikTok often highlights the most vibrant aspects of users' lives, which can readily lead to social comparison among college students. Prolonged social comparison may foster dissatisfaction with their own lives, erode self-esteem, and potentially trigger psychological issues such as depression.

The distribution algorithm employed by the TikTok short video platform effectively ensures more precise content delivery, fostering robust vitality through constant variation. This fundamental aspect accounts for TikTok's consistent ability to cultivate fresh online trends. Furthermore, the influx of numerous entertainment stars onto TikTok serves as a pivotal hub for creativity and imitation, significantly amplifying the impact of user-generated content. Leveraging the efficiency of the fan economy, these user-created hotspots rapidly emerge as focal points of

online traffic.

Exploring the algorithm further, from a user perspective, TikTok's recommendation system primarily comprises three components: video-user profile alignment, video popularity, and release timing. Supported by Toutiao, TikTok utilizes a robust and sophisticated intelligent recommendation algorithm to cater to the diverse needs of each individual user by accurately capturing their preferences. Videos that gain significant popularity often possess high-quality content that resonates deeply with the audience. Additionally, the release time tag ensures that users are presented with trending content without any temporal lag. The combination of these three attributes collectively explains the frequent emergence of "overnight viral" content on TikTok.

From a content creator's perspective, TikTok's algorithm operates on the principles of intelligent distribution, layered recommendations, and popularity-based weighting. This algorithmic framework effectively maintains the enthusiasm of user-generated content, enabling creators to not only disseminate existing trends but also cultivate new ones(Qian,2023). Furthermore, by establishing contractual relationships with creators, TikTok facilitates organized content production, thereby guiding the platform's continuous evolution and innovation.

The Marxist theory of social contradiction is the concentrated embodiment of its core standpoint in the world outlook, methodology and values. The Marxist theory of social contradictions holds that social contradictions are the driving force of social development. In the capitalist society, there are contradictions between the productive forces and production relations, superstructure and economic foundation, and workers and capitalists. These contradictions reveal the internal law of social development and promote the replacement of social forms. By grasping the internal contradictions, to interpret the TikTok addiction, information cocoon and spiritual influence and other levels of chaos, analysis of multiple internal relationship contradictions, in order to promote the solution of the key contradictions of the mental health problems.

Commodity and brand marketing activities inherently furnish critical social resources for the creation and reproduction of emerging hotspots. To infuse vitality into traffic, the primary objective is to acquire a substantial amount of replicon, essentially attracting a larger pool of content creators and their fanbases. Fundamentally, marketing activities are centered around the economy of attention(Yu,2019). Although these two cultural principles differ, they conveniently align and operate synergistically in practice. Consequently, the short video traffic culture epitomized by TikTok has never encountered the antagonism between commercial logic and progressive political logic that other subcultures, such as micro-films, have encountered. Instead, it has been firmly established on the foundation of collusion with capital from its inception. Naturally, the influence of capital serves as a pivotal factor in TikTok's ability to generate a significant quantity of high-quality content (replicable traffic) within a compressed timeframe. As a business entity, TikTok's fundamental objectives are capital accumulation and profit pursuit. In pursuit of these goals, the platform strives to attract a broader audience and traffic, thereby

enhancing its advertising value and achieving commercial success. Nevertheless, this approach has led to a series of capitalist contradictions within the platform. Firstly, the relentless pursuit of profit maximization by capital may result in an overemphasis on commercial interests and a neglect of user experience, ultimately leading to user dissatisfaction with advertising and push notifications. Secondly, to maintain its competitive edge, the platform continuously undergoes iterations and updates, potentially exacerbating the inherent tensions between technology and society, as well as the divide between humans and machines. These issues collectively reflect the manifestation of capitalist internal contradictions within the TikTok platform.

TikTok The platform brings together users of different classes and backgrounds, which makes class contradictions reflected on the platform. First, in the interaction between TikTok users, class contradictions are manifested in differences in aesthetic and values of content. Some users are keen to show luxury life, high-end consumption and pursue fashion trends, while others pay attention to traditional culture and folk skills and emphasize a simple life attitude. These two distinct lifestyles are in stark contrast on the TikTok platform, and they also reflect the differences between social classes in China. Secondly, the performance of class contradiction among TikTok users is also reflected in the worship and imitation of web celebrity anchors. Some web celebrity anchors have attracted a large number of fans with their outstanding talent, appearance level or unique personality, becoming the best on the TikTok platform. However, this also leads to some users' blind worship of web celebrity anchors, and even imitating their words and deeds, thus further highlighting the class gap on the platform.

TikTok As a commercial company, platforms need to make profits and develop, but this often contradicts the interests and needs of users. First, the contradiction between the content review of TikTok platform and user freedom of expression; as a content provider, TikTok platform has the responsibility to review the published content to ensure the legitimacy and positive energy of the content. However, in practice, some videos posted by users have problems such as violation, vulgarity and infringement, which affect the overall quality and user experience of the platform. Secondly, the contradiction between commercial interests of TikTok platform and users' interests; as the business subject, TikTok platform pursuing profit is its fundamental goal. However, some merchants and advertisers use the TikTok platform to make false publicity and cheat consumers, which damages the rights and interests of users. Then, the contradiction between TikTok platform data privacy and user privacy right; in the process of providing services, TikTok platform needs to collect user data to provide personalized recommendation. However, some users have expressed concerns about the platform's data privacy protection measures, worried about personal privacy leakage. The platform should fully respect and protect the users' privacy rights while using the data. Finally, the contradiction between the regulatory responsibility of the TikTok platform and the user's self-restraint is found. TikTok As a part of the cyberspace, the platform has the responsibility to maintain the network order and protect the legitimate rights and interests of users. However, some users publish bad information and malicious comments on the platform, which

affects the network environment. While the platform strengthens the supervision, the users should also assume the responsibility of self-restraint.

TikTok Ecology has a certain negative impact on the mental health, all parties should make joint efforts to strengthen education and guidance, improve laws and regulations, implement corporate social responsibility, improve the ability of college students to adjust themselves, in order to deal with the negative impact of TikTok ecology on the mental health of college students. At the same time, college students should pay attention to self-protection, maintain a healthy mental state, and make full use of the positive energy brought by TikTok and other short video platforms, to promote their own all-round development.

Family education plays a crucial role in this issue. Parents should strengthen their children's online use education, guide them to correctly use social platforms such as TikTok, and develop healthy online habits. Parents can communicate with their children regularly to learn about their concerns and interactions on TikTok, guide them away from bad information, and develop correct values. School education should also play a positive role. Colleges and universities can carry out network security education to improve college students' ability to identify network information (Jian,2018). In addition, schools can also offer mental health courses to help students understand the importance of mental health and cultivate their psychological quality in the face of the negative impact of the Internet. At the same time, schools should strengthen psychological counseling services to provide timely psychological assistance for students.

The government plays a key role in the impact of TikTok ecology on the mental health of college students. Government departments should strengthen the supervision of TikTok and other social platforms, strictly implement the content audit responsibility of the platforms, and purify the network environment. For TikTok accounts, the government should investigate and punish the bad information, to maintain the order of the network. In addition, improving laws and regulations is also a top priority. China should establish and improve the network laws and regulations system, clearly stipulate the responsibilities and obligations of network platforms, and ensure that TikTok and other platforms operate on the legal track. On this basis, the illegal behaviors should be severely cracked down on to protect the legitimate rights and interests of college students in the TikTok ecology.

TikTok As an important part of the era of "we-media", the platform should assume social responsibilities and strengthen self-adjustment and optimization. First of all, TikTok platforms should improve the content review mechanism, strictly check the push of content, and prevent the spread of bad information. Secondly, the platform can provide more content beneficial to the mental health of college students, such as positive short energy videos, mental health knowledge, etc., to provide users with beneficial spiritual food. In addition, the TikTok platform can also strengthen the cooperation with universities and families to jointly care for the mental health of college students. For example, the platform can invite psychological experts to conduct online mental health lectures and provide users with professional guidance. At the same time, the

platform can regularly carry out online and offline activities to guide college students to actively participate in them and cultivate their healthy psychological quality.

In conclusion, TikTok the rapid growth, TikTok on the chaos also began to appear, TikTok prosperity accompanied by TikTok addiction, information cocoon, addiction false, mental pollution and other negative energy magnetic field to the mental health of college students bring severe challenges. Marx's social contradiction theory emphasizes the contradiction between productive forces and production relations, economic foundation and superstructure, and believes that society is composed of many interactions and dependence subsystems, which provides a comprehensive perspective for the understanding and analysis of this emerging social media and its impact on the mental health of college students. TikTok In this big system is not only a tool of information dissemination, but also an important factor affecting the behavior and psychological state of college students. With the popularity of social media such as TikTok among college students, understanding its impact on mental health has become an urgent issue. From the perspective of social contradiction theory, this paper discusses the impact of the use of TikTok ecosystem on the mental health of college students, and analyzes the reasons behind it, in order to bring enlightenment to the mental health education of college students.

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