

Short Videos & Social Media Algorithms: Effective Communication in Tourism Marketing

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ABSTRACT

More and more users and business owners are gravitating toward short films. Short videos are now more engaging and entertaining due to more interactive engagements and the development of artificial intelligence technology like facial recognition. Short video marketing communications emerged due to the rapid growth of short videos. Social media usage is one kind of short video marketing communication. Short videos can now be uploaded to social media platforms for communication. TikTok is one of those social media sites. To sell its app, TikTok uses short movies that, thanks to an algorithm, quickly become viral hits. This study aims to identify Social Media Algorithms and Short Videos as Effective Communication Media in Tourism Marketing. Descriptive techniques are used in this study's qualitative methodology. The findings of the study demonstrate how social platforms like TikTok, which use algorithms based on user preferences and short films uploaded to social media, have changed how prospective tourists learn about places to visit the use of brief videos through social media platforms as marketing communications influences tourists' perceptions of destination image and tourist intentions, with interactive marketing playing a more significant role. This study investigates empirically the influence of usage on perceptions of destination image and tourism intentions. Regarding the effect of visitor intention, the influence of tourist attractions and accommodations is greater than that of short video marketing on image perception.

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I. Introduction

A nation's income can be impacted positively or negatively by the tourism industry. According [1], the tourism industry has the most potential to increase foreign exchange significantly. Regarding tourism, Indonesia is now ranked fifth among ASEAN countries and aspires to move up the rankings this year [2].

Due to the rapid expansion of mobile internet and social media, sharing short videos is becoming increasingly popular[3]. As the newest and most popular social application, short movies have progressively become an important medium for disseminating the image of tourist locations based on their entertaining and striking expressions [4]. Numerous common individuals use short videos to rebrand their tourist attractions. With the participation of many user groups, culinary, lifestyle, and other market-related material is delivered from multiple angles. It is a three-dimensional representation of a tourism destination. Through the release of short videos, the image of such a unique tourist destination has been well-known in the tourism media ceiling. This has created new communication channels for tourism promotion [5].

Tourism service providers in Indonesia are now adopting video as a marketing strategy in response to this trend. Short video marketing for tourism because it conveys several meanings; visual and aural [6]. These tourism promotion videos can go viral with the help of the internet. Viral short videos will aid marketers in attracting the attention of a large number of individuals. Profitable for marketers

because it requires less time and effort [7]. Stelzner predicted in 2013 that 73% of marketers would employ video marketing in the future [8].

Short videos are a new style of video that mobile viewers typically view. The length of short videos needs to be more precisely defined [9]. Videos between five seconds and five minutes in length are typically considered short. Its manufacture is relatively simple and inexpensive. In the meantime, the content is typically rich, sophisticated, and suited to a fast-paced lifestyle [10]. In addition, the vertical screen format conforms to the preferences of mobile users, and the use of artificial intelligence technology, such as facial recognition, makes short videos more engaging and participatory [11].

Due to the exploding popularity of short videos, more and more brands opt to promote their products through this medium. While the term "short video marketing" is sometimes used to refer to all marketing efforts made on a single short video platform, the focus of this article is on "short video marketing" in its broader sense, which encompasses all marketing efforts made using short videos and taking place across all forms of online media. Encompasses not just platforms designed specifically for short videos (like TikTok, Instagram, etc.) but also social networking sites, microblogging platforms, business networking sites (like LinkedIn), and others [12].

Three-fifths of Indonesia's population is comprised of people born after 2000, and they could be the ones who make a video popular online [13]. In the eyes of UNESCO, the teen years span from 15 to 24. Young people are crucial to tourism because they account for a disproportionate share of international arrivals (Organization, World Tourism, 1991). Their environment, including people of different generations, is susceptible to their persuasion. People are accustomed to looking for data online; therefore, films have greater visibility among the general populace.

As previously indicated, marketers can leverage the internet to disseminate and engage young people with short viral films. There are over 132.7 million internet users in Indonesia, and eighty percent of them spend at least one hour daily on the internet (APJII, 2020). Based on the collected data, it was determined that consumers utilize the internet to gather more information before traveling. Additionally, they use the internet to organize their excursions. Respondents rely on internet travel agencies for hotel and airline ticket purchases. They are familiar with the platform via family and search engines (on the first page of the search engine). However, they are rarely aware of the video marketing/campaign, even when the platform is aware of it. This indicates that the video is not viral [14].

To make our short films go viral, we must comprehend the internet and social media algorithms. Social media algorithms containing videos, such as the TikTok video application algorithm system, will recommend which videos show on the For You Page [15] or You Page (FYP) page [15]. The displayed videos will vary from user to user based on their tastes. TikTok is now one of the most popular applications among young people. As of the first quarter of 2022, there are 1.39 billion Tiktok users worldwide. This number is astounding and a major factor for businesses and brands as a promotional platform [16].

For the tourism marketing plan to be effective and for a business promotion video to go viral, it is vital to understand how the TikTok social media algorithm functions in advance. The next essay will examine how short videos that employ algorithms become successful tourism marketing communications.

II. Methods

This form of research is qualitative and descriptive. This research aims to identify and characterize a phenomenon, event, or fact, as well as conditions and events that occurred during the study, by presenting what transpired [17]. The types and sources of data used for this study are secondary sources, such as journal articles, research studies, and scientific investigations. According to Miles and Huberman in [18], qualitative research data analysis components include data gathering, data reduction, data presentation, drawing conclusions, and data verification. After collecting the data, the data reduction process is implemented, which entails filtering and summarizing the existing data to identify the key points. Less information will offer a more distinct picture. The data is then presented and organized based on the preceding procedure. Last but not least, research can make conclusions and validate the ensuing findings.

III. Result and Discussion

A. *Development of Short Video Marketing*

The United States was the first to pioneer the market for short-form video platforms like YouTube, TikTok, and Instagram. In 2005, China saw the emergence of a new short video format created and shared by ordinary citizens. Short videos posted and shared by users take center stage, and new apps are regularly released for the home market. Domestic video advertising's worth fluctuated and lacked consistency in its early years. The short video era truly started in 2010 when advances in mobile internet technology, video social modes, and other media allowed for these videos' comparatively low production costs and high return on investment [19].

The growth of the country's short video industry began in earnest around 2012–2013. Short video apps designed specifically for mobile clients became increasingly popular during this period as mobile Internet technology advanced rapidly. The growth of the short video business in 2014 has been met with an influx of short video content makers and the attention of investors. Several short video applications actively leverage trending themes like the "ice bucket challenge" to attract users and ultimately drive the short video business to new heights. During this time, the most effective strategy for boosting sales via short video marketing was to have celebrities or influential people endorse the products[20].

Recently, researchers have been looking at short films from the perspectives of communication, industry chain, network governance, etc., exploring topics including short videos' characteristics, the communication path effect, industrial development modes, and user psychology. His exceptional intelligence made him a trendsetter. The challenges faced by China's short film business and how they were addressed were investigated and analyzed by [21]. From the perspective of reception aesthetics, Yang et al. (2019), analyze the causes for the surge in popularity of short films by breaking it down along three dimensions: recommended readership, the horizon of expectations, and the concept of calling structure.

TikTok needs to learn what its users care about to eliminate the "phenomenal product" syndrome. Short movies can provide users with a source of everyday pleasure, a means of expressing themselves, and a means of gaining an interactive sense of satisfaction. TikTok is considering the far-reaching consequences of its short viral videos. These days, vacations are featured heavily in Tik Tok's content. As the primary user interface element for many devices, the sound is a crucial design consideration [22].

The most popular short video platform, Tiktok, was released in September of this year, making it the most significant year for short video marketing. Short video marketing is growing in importance as the Internet, AI technology, and short video content creators improve rapidly. Watching even a few minutes of short movies can significantly increase the user's time commitment and have far-reaching consequences for their daily lives.

Easily digestible and readily disseminated, short videos can pique viewers' interest in various businesses, products, services, etc. This led to its gradual adoption as a standard strategy for promoting products and services. The following are common traits of short promotional videos:

1) *Form fragmentation*

Since short videos are typically seen on portable devices when people are on the go, relaxing, etc., the content tends to be fast-paced and disjointed. People in today's fast-paced world are more receptive to bite-sized chunks of information, such as brief videos, because they take less time to digest. As a result, many simple video-based apps are cropping up. Users typically need to click the LIKE button after watching one video to move on to the next when using an app with vertically scrolling short videos. Because of this, customers increasingly turn to short video apps during their sporadic free time [23].

2) *Personalization of distribution*

The short video platform, powered by big data and AI, constantly gathers data to digest from its users to accurately and personally distribute material that those users are interested in. This enhances user stickiness by engrossing them further in the milieu of the short videos, piquing their interest in what comes next, and so on. In addition, the targeted dissemination of commercials through short films improves their accuracy. This is because the platform's backend assigns a label to each user

based on the genre of video they view most often, allowing retailers to target their promotions more effectively [24].

3) *Decentralized content*

In contrast to social media giants like Facebook and Twitter, short-form video services often use a decentralized approach to content creation. Short video platforms always look for fresh and engaging content, and popularity takes precedence over all else. One who can make the most popular video will get the most views. The PGC+UGC content production mode encourages people to be creative while consuming videos because it combines professionally made content with user-generated content. Involving users more deeply not only guarantees high-quality results but also helps keep users motivated and active. Further, the time and financial investment required to create a short movie are minimal, and only basic shooting equipment is needed. Everyone can make user-friendly material so long as there is a good idea. [25].

B. *Social Media Algorithm*

In today's globalized world, every country has its own unique take on the influence of social media. More people are using the internet therefore it makes sense that there be a system in place to regulate the flow of information to you. The power of algorithms is here to aid you. Social media platforms constantly innovate in order to pique the interest of a growing user base by providing content relevant to each individual's specific likes and dislikes. As a business owner or provider of communication services, you are tasked with learning the ins and outs of this complex algorithm. So, the purpose of this article is to examine the inner workings of social media algorithms. But first, let's get a handle on what it means.

According to [26], an algorithm is an attempt with a logical and systematic sequence of operations to solve a problem and produce a certain output. An algorithm is defined as a method consisting of a series of structured and systematic steps to solve problems with the help of a computer [27]. So an algorithm is a systematic step for solving a problem that produces a certain output.

The term "social media" refers to any online service that enables its users to interact with one another and share information, including text, images, and video. It's a web-based service that facilitates users' interpersonal interactions in many ways. The social media algorithm is a systematic way for users to search for what content (writing, photos, or videos) the user is looking for, what the user like, what the user often sees, and what the user follows to display content that matches the user's interests so that it is often smartphones are said to record user conversations [28].

So, in the current technological era, social media algorithms record our surfing activities in the digital world. Social media algorithms record what we are looking for, what interests us, and what content fits our background. The social media algorithm is made to help us because we are comfortable with the content that appears according to what we are interested in. However, we still need to be vigilant because we do not let the social media algorithm make us forget our responsibilities in the real world. After all, we can be too comfortable surfing in the digital world.

To tailor your social media experience to your preferences, Algorithm Accounts prioritizes content-based factors. When it comes to social media, all eyes are on your profile and the content you seem to like. The algorithm will constantly guide you to similar posts when you indicate that you enjoy a particular trend or hashtag. Furthermore, many social media platforms employ collaborative filtering to pair you with users who share your interests and objectives. Because people with similar interests have liked or searched for this content, you will be taken directly to the post or video you requested. Consequently, algorithms serve to both enlighten and delight us [29].

In order to properly categorize your data, these systems will always be aware of your current position. From time to time, you may receive updates on events in the neighborhood. You can reach a wide audience with the help of social media algorithms. People's feeds can more accurately reflect their interests thanks to this set of mathematical criteria. Despite the effort required to learn the technology, marketers could use it to their advantage when promoting and selling their products and services.

C. Short Video with Social Media Algorithm as Effective Marketing Communication in the Tourism Industry

When it comes to marketing and advertising, social media is among the most useful platforms. Using social media for advertising has benefits like spreading the word swiftly, cheaply, and with little effort. Advertising, sales promotion, direct marketing, personal marketing, and public relations are all examples of promotional activities that can be carried out using social media.

Video-based social media like TikTok have become increasingly popular as a means of online communication. Tik Tok is one of the most well-liked apps right now. Tik Tok is a social media platform where users may upload and share short videos in a wide variety of genres, including creative challenges, lip sync, songs, dances, and performances. In light of its widespread popularity, Tik Tok can serve as a powerful promotional tool.

Use of short movies that explain current events as part of a marketing campaign on Tik Tok. That's why manufacturers have to time the launch of their wares just right. To achieve this goal, we routinely publish and upload short films to our product accounts in the hope that this will attract a larger audience. The more content creators provide for viewers, the more options viewers will have to take in a video. To ensure the success of your promotions, it's important to have a way to monetize your material as it gains more and more exposure [23].

Then How Can a short video that is made go viral so that it can be seen by many consumers and becomes an effective communication in tourism marketing? This is where the algorithm works. Like the TikTok algorithm, which uses an open social network system. This system allows users to see other users' upload recommendations as long as they do not make them private. There are two types of tabs included on the For You page. The first tab is the following tab, where users can see various uploads from the people they follow. Then the second tab is the FYP tab which contains innovative videos adjusted to user preferences. This is where the TikTok algorithm creates a different page view for each user. For example, users who enjoy culinary content will be provided with similar content continuously. Thus, the content displayed on the FYP TikTok page is not based on novelty [30].

After knowing how the TikTok algorithm works, you can pay attention to the following things if you want your video content to enter other users' FYP and get lots of views:

1) Use Relevant Hashtags

Using many hashtags allows your video to enter the discover tab or even the FYP page. However, this does not guarantee that your content will be seen by many users and will be trending, especially if the hashtags used are not relevant to the content. Therefore, use hashtags that are relevant to the video content being created. You can also analyze the discover tab regarding which hashtags are trending. You can create appropriate content to increase your business or brand engagement.

2) Write a Short Caption

TikTok does not focus on writing and text. However, there is nothing wrong with writing captions on videos to add to the description of the content created. Make a short but interesting caption to make other users curious about the content you create. It is possible; they will play the video until it is finished and share it with others. This interesting caption invites curiosity about what will happen.

3) Add Location

The TikTok algorithm also works with the location in mind. TikTok will recommend videos on other users' FYP pages through videos made by people not far from the user's position. In simple terms, TikTok considers proximity in its algorithm.

4) Consistent in Creating Quality Content

The last thing most important to note is creating quality content, which makes the audience want to watch the video to the end, even repeat it and share it with others. Highly recommended content is informative content packaged attractively to increase knowledge and entertain so you stay energized. You can also create content that contains unique facts about matches that not many people know, so they are increasingly curious about the content that will be displayed from time to time. This content creation must also be done consistently because it would be useless if you only make videos occasionally and randomly.

Although short video marketing does affect tourists' views of places and intentions, Tik Tok's impact is unique. The impact of interactive marketing on consumers' image cognition is greater. Those

in charge of promoting a specific location or tourist attraction to potential customers should choose their marketing methods and content following their goals, take a holistic approach to the marketing mix, and take full advantage of Tik Tok's benefits if they want to increase the impact of their communications. The following are some ways to improve the impact of marketing communications by making use of short films shared on social media sites like TikTok:

1) *Enhancing content quality and concentrating resources to provide tourism attractions or products.*

Videos marketed to potential tourists at a specific location should be practical, visually appealing, and convey a lot of information. This collection of clips is artistically immersive, and it features elements of technology, creativity, and travel. Whether it's interactive or text-based, short videos used for marketing objectively exhibit the principles of high quality and "truth, kindness, and beauty." That's why it's important for businesses specializing in destination marketing to carefully craft campaigns that take into account both the resources at their disposal and the demographic.

2) *Make effective use of marketing platforms to expand your fan base.*

Even though there is a lot of rivalry in the tourism industry, short movies are still used to attract potential customers. To attract these more committed and loyal tourists, destinations should gather more experience-worthy data and clearly define personalized products, which they can then use to expand their market. Concurrently, plan out both online and offline endeavors with meticulous attention to detail, and produce short marketing videos in the form of the target market's chosen content to evoke an emotional response and increase the number of chances for visitors to engage with the brand.

3) *Consider the people's influence and create a co-creation platform.*

The vast majority of short videos' originality and depth of understanding come from the real experiences of ordinary people. Images of destinations and people's motivations to travel are delicately manipulated. While it is the responsibility of the platform to present the destination as a whole, it is necessary for destination marketers to actively integrate with the platform. However, adapting the marketing budget and investment strategy in response to market shifts, building a unique co-creation platform via model innovation, enticing "grassroots" and travel experts to collaborate, and co-publishing more vibrant and emotive films are all strategies that have proven successful.

4) *Give short video network reporting and public opinion monitoring its due weight.*

The gathering of millions of netizens' monitoring force has created a short video with video and truth. In the hotspot public opinion communication chain, internet reporting and public opinion monitoring are crucial responsibilities of short films. On the sightseeing tour, violent law and disciplinary violations and acts of violence are recovered via brief recordings, preserving the legitimate rights and interests of guests' safety.

IV. Conclusion

Presently, the benefits of brief video communication continue. A brief video application is gradually referred to as a trustworthy everyday companion. Short videos are often cited as a force that cannot be disregarded in shaping and propagating the image of tourism. Short video app developers for social media platforms like TikTok use cutting-edge tech to create an algorithmic workflow that stands out from the competition. When users upload videos, they should cater to the wants and interests of the audience. Also, users can easily broadcast videos they discover on Tiktok through a number of different channels. Because Indonesia has the most Tiktok users, the app has become a powerful marketing communication tool in the country. The TikTok app is popular among celebrities because it allows fans to easily keep up with their favorite artists. Commercials on TikTok are distinctive and have the potential to reach more people. In the future, regardless of the development of online tourism resources, users will be able to enjoy the beautiful scenery of their home country without leaving their homes and will be provided with immersive experiences through digital twins; or in offline tourism, it will serve as a guide and service. The short video will be referred to as a sustainable driving force for sustainable urban tourism development.

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