

Walkthrough Tik Tok,including

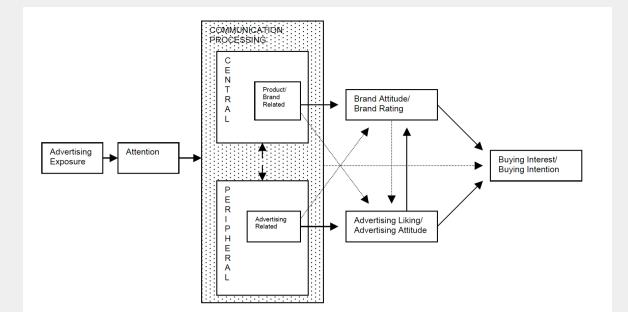
Download

Same City
Concerns
Recommend
Shosping Hell
Live Streening
Channels — Editorial Channel
Helscool:
Study
Epitore
Anti-spitemic

Register, Everyday use,

Close

Advertising promoting model (ARM)



Testing & Evaluation

1.How to develop the user-test?

- ▶ Eight users participated in the experiment. (TikTok users/Four male/ Four females/18-25 years).
- ► Testing prototypes.
- ▶ Interviews based on ARM models.

2.How to evaluate?

This strategy is working.

- ▶ 90% of those surveyed said they were more likely to be buyers of the new advertising strategy.
- ▶ 100% of testers felt that the second advertised product made a strong
- ▶ 20% of the testers were not aware that the first ad was seen as selling
- 60% of the testers said that the second advertised product was of interest and would be needed in their lives.

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Reflections

1.Limitations

- ▶ The sample is not large enough.
- ▶ Tik Tok is only prevalent in China and may not be suitable for the western con text.

2.Further research

▶ Future researchers in this field could use this strategy to go to North America or the UK and find more participants to prove the feasibility of this strategy.

Academic Projects

Utilize the relationship between Artificial Intelligence (AI) on short video platforms and user's self conception to guide marketing strategies

Abstract

When most people hear "advertising," they are repelled and think it is endless sales for profit. This stereotype has caused great trouble for product manufacturers or product promotion. How can we subtly make people accept advertisements and make purchases for them? Since short video platforms have become one of people's leading entertainment platforms, this study attempts to create a set of advertising strategies embedded in short video platforms for effective marketing.

Keywords

Social Media Al. Chinese User Self-conceptual Marketing Strategy

Diagram

- Using Tik Tok as an example, walkthough's research methodology provides an overview of Chinese short-form video platforms and outlines the features and functions of short-form video platforms.
- To investigate the impact of AI technology on users' self-perceptions on short video platforms, I conducted in-depth interviews with 15 participants. The interviews were based on Jeff Hancock's (2022) concept of self-perception.
- An attempt was made to apply the relationship between AI technology and user self-perception on short-form video platforms to a set of guidelines for improving marketing strategies.
- A prototype was designed to test the effectiveness of the new marketing strategy.
- Utilized the Advertising promoting model (ARM) to measure my optimized marketing strategy through interviews.

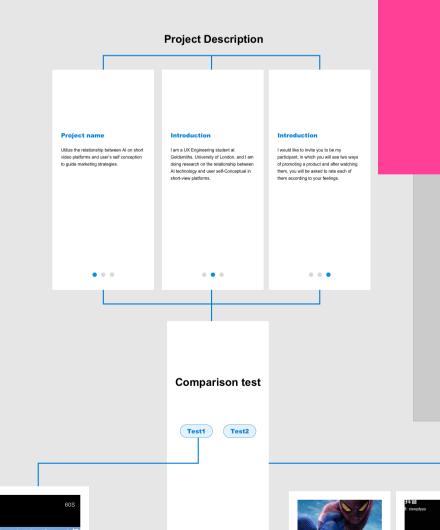
This project uses a **qualitative** approach to examine these two research questions. I conducted interviews and used grounded theory to analyze the results of the empirical research. In addition,

I designed a prototype that allowed participants to simulate and

to test the effectiveness of my planned optimized marketing strategy,

Testing prototypes

Traditional advertising strategies



1. Examine the relationship between AI on social media and users'

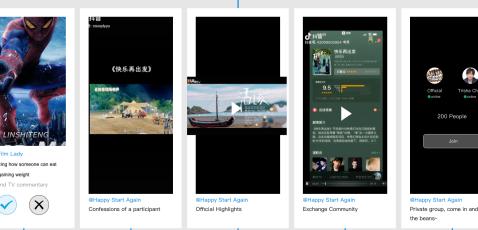
self-conception. Know me well——postive Real self——Negative Community——Negative

- 2. Utilize the relationship to optimize the marketing strategy. Prototype testing
- 3. Evaluate the strategy I use the Advertising Response Modeling (ARM) to measure my optimised marketing strategy through interviews.

New advertising strategies



Al builds spaces for customers to share their user experiences and



► Second-hand research

- Walkthough
- ► In-depth interviews
- ▶ Comparative experiments

experience a new marketing environment.

Study Methodology