试谈自媒体时代商业运营的发展—以抖音短视频为例

摘 要

随着移动互联网的普及，微博、微信等社交性质的网络平台不断在发展，如今我们又迎来了属于我们自己的自媒体时代。自媒体行业的繁荣发展，引发了各类学术界的广泛讨论，越来越多人开始进入这一新兴行业。从传播的方式来看，自媒体具有低门槛、个性化、平民化等优势。以抖音为代表的短视频平台正是自媒体行业下的新生体现，吸引了无数用户，慢慢成为了我们每个人生活中不可缺少的媒介。目前，抖音拥有 5 亿用户，日均活跃用户达到了 1.5 亿。但大量用户涌入其中，同样也给抖音带来了一定的挑战，包括抖音的弊端也随之展现出来。

基于此背景，本文选取了抖音短视频作为研究对象，运用了文献研究、案例分析等方法，从传播的主体、介质、内容以及成效等多个方面对短视频自媒体运营发展状况予以分析进一步提出解决建议，以达到促进抖音短视频可持续运营发展的目的，同时也能为其他自媒体的运营发展提供一定指导。

关键词：运营发展；自媒体；抖音

ABSTRACT

With the popularization of mobile Internet, social network platforms such as microblog and WeChat are continuously developing. Now we have ushered in our own era of self-media. The prosperity and development of the media industry has triggered extensive discussions in various academic circles, and more and more people have begun to enter this new industry. From the way of communication, self-media has the advantages of low threshold, individuation and popularization. The short video platform represented by tremolo is just a new embodiment of the self-media industry, attracting countless users and gradually becoming an indispensable medium in everyone's life. At present, tremolo has 500 million users, with an average of 150 million active users per day. However, the influx of a large number of users also brings some challenges to chattering, including the drawbacks of chattering.

Based on this background, this paper selects short video with chattering sound as the research object, and uses the methods of literature research and case analysis to analyze the development of short video self-media operation from the aspects of the main body, media, content and results, and further puts forward some suggestions to achieve the purpose of promoting the sustainable development of short video with chattering sound, and also to provide some guidance for the operation and development of other self-media.

Key Words：operation development; self media; trill.

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