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Research on Stakeholder Negotiation and Imitative Platform Expression of High-energy Vlogs from the Perspective of Algorithmic Visibility

Ruihan Geng

School of National University of Singapore, Singapore 119077, Singapore

Abstract. To clarify the generation logic of short video homogenization driven by algorithm distribution, this article uses algorithm visibility as the analytical framework to explore the intrinsic relationship between the platform, creator, and user tripartite negotiation mechanism and the large-scale imitation production of high-energy vlogs. This paper selects TikTok, Bilibili and Xiaohongshu as research samples and carries out empirical analysis based on statistical data from China Audio-Video Association, QuestMobile and NewRank. Actual test data shows that the completion rate of high-energy emotional vlogs reaches 63.4%, which is 25.3 percentage points higher than conventional documentary vlogs. The data advantage has made this type of content the main replication template in the industry. The hierarchical traffic distribution mechanism promotes a long-term interaction among three parties: the platform regulates content development by adjusting algorithm weight parameters, creators obtain exposure by imitating existing works, and user interaction data continuously drives the iteration of recommendation models. Imitative works raise the costs of trial and error for emerging creators. The Matthew effect in traffic distribution also worsens content homogenization across vlog content segments. This paper puts forward corresponding solutions from four perspectives: algorithm optimization, vertical content creation, creator competency development and industry regulation, to drive the sound development of this segment.

Keywords: Algorithm visibility; Platform Stakeholder Negotiation; High-energy Vlog; Imitative expression; Short video content ecosystem.

1. Introduction

Short video platforms have widely adopted intelligent content distribution, phasing out old-style manual exposure management across the industry. Algorithm visibility stands as a core factor defining content reach and creators' commercial gains.

2024 China Network Audiovisual Development Research Report recorded 1.074 billion domestic online audiovisual users in 2023. Algorithm tweaks can reshape traffic allocation for all content categories, a conclusion backed by Quest's industry research. Over 1.55 billion short video accounts are registered nationwide. Most individual creators lack expertise in content planning and data analysis, tending to follow mainstream platform themes for their works. Full-time practitioners rely on platform traffic sharing as their main income source. Revenue always fluctuates alongside traffic changes, pushing many to copy existing content and cut financial risks.

High-energy vlogs feature polished editing, fitting soundtracks and continuous emotional delivery, matching mainstream platform recommendation rules perfectly. NewRank's field tests show a 63.4% completion rate for such content, compared with 38.1% for regular documentary vlogs. This edge helps the works gain access to premium traffic pools easily [1]. Viral clips often inspire small and medium creators to replicate proven narrative frameworks, making imitative production a mainstream practice in this content segment. At its 2024 Creator Conference, TikTok rolled out rules on original content identification and recommendation weighting to restrict inferior copied works.

Current scholarship tends to discuss algorithm governance and content homogenization as separate topics. Narrow research perspectives fail to interpret complex multi-stakeholder interactions behind traffic distribution. Drawing on years of industrial data, this paper explores the root causes of imitative

creation under the algorithmic power structure. It complements existing studies, whose findings offer limited guidance for industrial standardization. The following sections elaborate on algorithm rules and platform responsibilities in detail.

2. The Generation Logic of Algorithm Visibility and The Power Structure of Platform Entities

Leading short video platforms have rolled out rules for algorithm visibility amid ongoing commercial expansion and technical upgrades. Content delivery across TikTok, Bilibili and similar platforms relies on a tiered traffic pool system. All newly launched content goes through cold start within basic traffic pools. Platforms identify high-quality material by measuring core metrics: completion rate, dwell time and user interaction. Content with solid performance gains sustained visibility, and this entire operational framework underpins how platforms distribute traffic resources.

The platform has the authority to modify various indicators of the algorithm and will flexibly optimize the recommendation logic based on the shortcomings of its own content ecosystem. Relevant official documents released by TikTok and Bilibili reveal that the two platforms adjust scoring weights in line with their phased development objectives. Bilibili is deeply cultivating the knowledge content segment, including favorites and platform coins as bonus indicators for recommendation. With special support policies, the number of knowledge uploaded to high-energy vlogs has steadily increased. Relevant adjustment information on the platform can be found in various industry reports [2].

Long-term platform operation has given rise to three layers of power and responsibility relationships: the platform is responsible for formulating top-level algorithm rules, creators compete for exposure resources through their works, and ordinary users' daily browsing behavior continues to provide samples for algorithm iteration. NewRank’s 2024 creator survey shows obvious stratification among content producers. The top content team will continue to follow up on algorithm updates released by the platform and flexibly adjust their creative ideas; The vast majority of individual creators lack data analysis conditions and can only adapt to traffic preferences by following popular content trends.

The interactive data such as user scrolling, likes and comments will be synchronously entered into the platform backend. After summarizing various user behavior data, it becomes the basis for algorithm iteration and indirectly affects the allocation of traffic throughout the entire chain. According to authoritative industry reports, by the end of 2024, the average daily viewing time of domestic short video users was 156 minutes. The algorithm's precise push effectively optimized the user browsing experience, but the excessive concentration of traffic resources also squeezed the survival space of original content. A large number of small and medium-sized creators could only modify their creative topics according to the trend of platform traffic [3].

Imbalanced traffic allocation fuels continuous gaming among the three parties. Platforms optimize the overall ecosystem by fine-tuning algorithms, creators trade content revisions for exposure opportunities, and users' content preferences constrain platform recommendation orientation. The above interaction relationship objectively creates a realistic soil for a large number of imitative works in the vlog segment.

The traffic allocation rules shape the platform's content filtering criteria, and high-energy vlogs adapt algorithm logic based on their content characteristics, becoming a model for segment imitation. The following article will break down their content characteristics and dissemination rules.

3. Content Characteristics and Dissemination Mechanism of High-Energy Vlogs

The platform algorithm determines the traffic allocation rules, and the core reason why high-energy vlogs are more likely to obtain recommended resources is that the content design matches the platform's various quantitative assessment indicators. Driven by the UGC-based creation ecosystem, this sector has gradually developed an industrialized mass-production mode.

When analyzing its dissemination process, content dissemination can be roughly divided into three stages. Creators use titles and cover labels to complete content classification, and their works enter the first round of traffic pool; After excellent data performance, it continues to receive incremental recommendations, while bookmarking and forwarding help the content gain long-term traffic. The lifecycle of high-quality viral content generally far exceeds that of daily documentary works with a smooth rhythm [4].

Focusing on video format design, most creators control the length of the video to 60-180 seconds, optimizing the visual experience by adjusting the editing rhythm and matching with background music. Valuing the content design of the first three seconds of a video is a common way to increase retention rate. Creators use suspense and scene contrast at the beginning to capture users' fragmented browsing attention. Flat and straightforward factual content is difficult to achieve similar data performance.

With reference to the two industry research reports of TikTok and Bilibili in 2024, viral vlogs trigger massive follow-up submissions with identical structural frameworks. Mature top-tier templates greatly cut the trial-and-error costs of small-and-medium creators. Most individual creators do not have a professional directing team to support them, and standardized templates are just enough to make up for their creative shortcomings. By directly referring to the existing framework, the basic admission criteria of the algorithm can be met.

From the perspective of the entire segment, the widespread copying of content directly leads to the problem of homogenization. The structural imbalance in traffic allocation continues to change the interaction logic among the three parties involved. Optimizing algorithm weight parameters is a common means of balancing the platform ecosystem; Adjusting the direction of content creation is a pragmatic choice for creators to strive for exposure; Switching viewing preferences is an invisible way for users to constrain the direction of content in reverse [5]. The continuous integration of the three parties is also constantly reshaping the industry production rules of high-energy vlogs. The creative atmosphere and content selection in the segmented circles will dynamically change according to platform rules and user preferences, and various factors will interact with each other to promote the continuous diffusion and spread of popular templates on the segment.

Behind the mass production and homogenization of content is the differentiated negotiation strategy formed by the three parties based on traffic resources. Chapter 4 focuses on the analysis of the practical interaction path of the three parties.

4. The Practice Path and Interaction Strategy of Platform Stakeholder Negotiation

Layered traffic is a common distribution model for short videos today, where algorithms directly limit the scope of traffic distribution. Platforms, creators, and users form distinct interaction patterns regarding content creation and traffic competition, and the final direction of the tripartite interaction directly affects the overall creative direction of high-energy vlog segments. At the same time, the practical operation path of platform landing control is divided into three categories: algorithm weight revision, targeted traffic pool quota launch, and vertical topic column incubation. With reference to the platform operation documents published by TikTok Creator Center, for years, TikTok and Xiaohongshu have launched lifestyle-oriented incentive programs powered by exclusive platform traffic. In 2024, Xiaohongshu officially launched the "Treasure Creator Program", which is accompanied by detailed subsidies for medium and long video traffic. A large volume of targeted resources is concentrated in the lifestyle creation section, directly promoting the steady increase of high-energy vlog submissions on the site. For details of the project implementation, please refer to the industry report of Ebang Power.

Constrained by platform traffic support policies and their own resource conditions, segment creators have gradually differentiated into two types of differentiated creative paths. Most small and medium-sized creators lack content planning and professional editing resources, and prioritize reusing mature

creative templates that have been validated by the market to compress the cost of creative trial and error through standardized content; Top creators who deeply cultivate vertical circles embed specialized information in specific segments on top of universal templates, and break out of the internal competition dilemma with the uniqueness of content [6]. The monitoring data of Xiaohongshu's global content in 2023 can prove that the improved vlogs that integrate professional knowledge have overall better user collection indicators than copied content. Creators use content fine-tuning to complete implicit interactions with platform algorithms, competing for existing public domain exposure resources.

At the same time, end users complete bottom-up demand transmission through daily content consumption behavior, and real-time collection of behavior data such as video completion, instant scrolling, comments and likes into the algorithm training database. Based on the industry-wide ecological governance standards released by the China Network Audiovisual Program Service Association, homogeneous mass-produced content has long been at the forefront of user complaints. Major platforms have increased the algorithmic scoring weight of original content and implemented measures to respond to public viewing demands.

The interaction between platform rule updates, creators following trends in production, and user feedback gradually forms a closed loop, continuously promoting the large-scale production of high-energy vlog imitation content. Homogenization gradually transforms into a structural industry problem that is difficult to resolve in this segment [7]. Multi-party collaboration continuously promotes template creation, and Chapter 5 continues to delve into how algorithms can induce content imitation.

5. The Formation Mechanism of Imitative Expression and the Catalytic Effect of Platform Algorithms

Widespread template proliferation arises from the combination of algorithmic rules, industrial realities and user consumption inclinations, leading to rampant copycat production. Small and medium-sized creators are more inclined to choose trend following creation due to resource limitations, and algorithm design is a key factor in the widespread emergence of homogeneous content [8]. After long-term practice in the industry, practitioners have summarized a standardized mass production creative approach: using third-party data tools such as NewRank to screen popular and explosive content, breaking down the narrative rhythm, music arrangement, and copywriting logic of the original work, and only making minor modifications in small details to complete the new content. This model saves a lot of initial conceptual costs and is also a practical incentive for rapid expansion of creative following trends. In reality, many MCN institutions purchase data analysis tools in bulk, break down mature scripts, and distribute them to contracted bloggers, further amplifying the trend of replication with capital support. Commercialization accelerates the mass production of homogeneous content, further squeezing the living space of independent original creators.

When exploring platform algorithm design logic, the inherent rules of the platform have accelerated the diffusion of similar content. According to QuestMobile's 2024 survey on the new media industry, it is a common phenomenon for traffic in the short video segment to concentrate at the top, and the vlog segment has also failed to break free from this resource aggregation pattern. The platform uses content tags to achieve targeted distribution of content, copying the framework's imitation content, making it easier to match the original audience and obtain the first round of cold start traffic; The platform takes completion and interaction as the core assessment items, and mature templates can reduce the risk of creators' data not meeting standards [9].

There are significant differences in user profiles and community ecosystems across different platforms, leading to a differentiation in the diffusion speed of popular templates. TikTok is aimed at the general audience of all ages, and the spread speed of popular models is far ahead; The core users of Bilibili are mostly Generation Z and highly educated individuals, with lower aesthetic tolerance. Directly copying homogeneous content often makes it difficult to obtain impressive interactive data.

The increasing amount of homogeneous content has forced platforms to adjust their operational strategies due to user dissatisfaction and complaints. Many platforms have gradually increased the recommendation weight of original content in their algorithms and implemented ecological remediation measures. The update of platform rules, mass imitation by creators, and reverse balancing of user viewing choices are interrelated, constantly expanding the scale of segment imitation. The problem of homogenization is difficult to eradicate in the short term, and the industry has begun to explore multi-party collaborative governance methods.

6. Content Ecology Governance and Optimization Path Under The Imbalance of Algorithm Visibility

Based on the previous analysis of the causes of homogenization and the characteristics of multi-party interactions, this chapter proposes a practical governance plan starting from four types of entities. Various rectification measures need to closely follow current regulations and platform rules, and steadily optimize the segment environment.

The platform has algorithm adjustment permissions, and the optimization path is focused on two main directions: algorithm indicators and original content protection. In recent years, TikTok and Bilibili have been increasing the recommendation weight of original works [10]. The creators can directly open corresponding services in the official creation background: TikTok users can enter the rights protection zone of the Creator Center, and can enjoy infringement monitoring and rights protection assistance after signing with the Original Creator Alliance; Bilibili users open the Creative Rights page, and after enabling copyright protection, the platform system automatically scans online platforms for pirated works and assists authors in removing infringing articles. In addition to intercepting shoddy and plagiarized content, the platform's risk control system also regularly offers creative coaching courses to help creators break free from template-based creative thinking [11].

Creators need to balance platform algorithm requirements with the bottom line of original creation. Drawing on the content framework of mature vlogs is not a problem, but it is necessary to integrate personal life experience and industry segmentation knowledge to reduce the production mode of mindless replication. According to research data related to NewRank, accounts that have been deeply cultivating vertical content for three consecutive months have an average traffic and fan retention rate of 2.1 times and 35% higher than those that follow the trend and mass produce accounts, respectively. Deepening the segmentation direction has become a practical path for creators to break through the internal competition. The platform can also collaborate with industry media to carry out original science popularization activities, popularize vertical content creation ideas for novice creators, eliminate speculative ideas of mindless replication viral content from an ideological level, and consolidate the foundation of diversified content development.

Ordinary users can also participate in industry ecosystem optimization. Reducing the interaction data of homogeneous content and filing infringement complaints will reverse the platform's iterative algorithm rules. The supervision work was carried out by means of two industry documents, namely the Administrative Provisions on Multi-channel Distribution of Internet Information Content issued by the Office of Cyberspace Affairs and the Detailed Rules for the Standards of Online Short Video Content Review (2021) issued by the China Television Association, which delineated the boundary between plagiarism and malicious imitation and systematically restricted disorderly imitation. After the implementation of various rectification measures, the trend of blind replication has eased, and a virtuous cycle of algorithms, creativity, and user feedback has gradually formed.

7. Conclusion

Based on the actual research data from multiple authoritative institutions, this article takes the operational mechanism of algorithm visibility as the analysis basis, sorts out the interaction relationship between platforms, creators, and users in traffic competition, and summarizes the generation incentives and derivative industry problems of high-energy vlog mass replication. The

hierarchical traffic pool rules determine the allocation logic of content exposure resources, and high-energy vlogs meet the platform's various data assessment requirements, making it easier to seize traffic dividends; The Matthew effect continuously amplifies the advantage of top content traffic, driving the entire segment to follow the trend and replicate. The three parties are engaged in a long-term interaction around traffic, with the platform using algorithm adjustments and traffic support to guide content creation direction. Creators strive for exposure resources through content transformation or complete replication, while ordinary users force the platform to iterate recommendation algorithms based on browsing preferences and complaint feedback.

Objectively speaking, although template-based content can lower the entry threshold for newcomers and expand the platform's content reserves, it exacerbates the problem of segment homogenization under the guidance of data assessment. Based on the analysis of the causes, this article establishes four types of collaborative governance ideas, and the specific implementation details are detailed in Chapter 6.

The data for this survey were all taken from top short video platforms and publicly available information from legitimate think tanks. The sample selection was limited to mainstream commercial platforms, lacking data support from niche vertical platforms, and did not include long-term operational data from individual small and medium-sized creators. Subsequent research can expand the research cases of niche platforms, follow up on the update process of platform algorithms, track how policy revisions reshape stakeholder interactions and subsequent vlog production trends, and supplement the empirical findings of this study in follow-up investigations.

With the iteration of short video technology and continuous updates of regulatory rules, algorithm rules are still in a dynamic state of change. Continuously tracking the implementation outcomes of relevant policies will help further enrich the empirical content of this topic.

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