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Research on College Students' Intention to Comment on Tik Tok Entertainment Videos

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Abstract:
This study focuses on the entertainment video comment behavior of college students on the Douyin platform, with an emphasis on exploring the key factors influencing college students' comment behavior on Douyin entertainment videos. For aspects such as personal subjective preferences, trust levels, emotional resonance, perceived values, and interactivity, real feedback data from college student users were collected through preliminary questionnaires. Then, the TAM model was used to analyze the formation mechanism of comment intentions. Meanwhile, SPSS was applied for data analysis to conduct in-depth research and analysis on the deep-seated motives of comment behaviors. This study found that college students' intention to comment on entertainment videos on Douyin has a significant positive relationship with perceived value, emotional resonance, trust, age, average daily usage duration, and Douyin platform usage experience. This study conducts an in-depth analysis of the motivations of college students' video comments, helping creators optimize their content based on the comments to enhance quality and appeal. It can help the platform better understand the cultural logic behind college students' comment behaviors, thereby precisely pushing, improving the software ecosystem, enhancing user experience and effectively optimizing the atmosphere in the comment section. At the same time, it can better provide practical basis for colleges and universities to carry out online ideological and political education.

Keywords:
Tik Tok, Perceived value, Emotional resonance, Trust, Willingness to Interact and comment

1. Introduction

As of now, Tik Tok daily active users have surpassed 750 million[1].The number of college students on Tik Tok has exceeded 26 million, accounting for nearly 80% of the total number of college students across the country. This data indicates that its penetration rate in the university scenario has surpassed that of traditional social media. In addition, short video comments, as a new type of social language, are one of the important ways for young people to express themselves online. In the field of entertainment videos, Tik Tok's content ecosystem has evolved from the early single forms of funny imitations and film and television editing to diversified forms such as immersive short dramas and AI-generated special effects.

Entertainment videos are widely popular on Tik Tok. On the one hand, Tik Tok offers a wide variety of

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entertainment content, such as comedy, film and television editing, music and dance, etc., which meet the diverse entertainment needs of college students. Comments have become an important way for them to participate in content dissemination and interaction. On the other hand, understanding college students' intention to comment is of great significance for content creation and platform operation. However, most of the existing research focuses on the analysis of users' viewing behaviors, with insufficient research on the deep-seated motivations of comment behaviors and a lack of systematic and in-depth analysis.

2.Data and Research Methods

2.1. Data

A total of 203 questionnaires related to entertainment videos on the Douyin platform were collected from college students in various regions of China (including Beijing, Shanghai, Zhejiang, Guangdong, Fujian, Hunan, Sichuan, Chongqing, Xinjiang and Heilongjiang) and Australia from September 10, 2025 to October 30, 2025. Among them, 190 valid questionnaires were collected. Thirteen invalid questionnaires with a filling time of less than 30 seconds were deleted.

2.2. Research Methods

2.2.1. Hypothesis Presentation

The willingness to interact and comment refers to the combination of an individual's dependent activities through language or behavior, as well as their value judgments and theoretical expound on things. It is the individual's view or idea about things and the subjective thinking thus generated. Perceived value is the overall evaluation of the utility of a product or service by an individual after weighing the benefits they can perceive against the costs they have to bear when obtaining the service. The perceived value is also reflected in the user's personal emotional experience of the video content after watching it.A higher perceived value positively influences users' trust in the video, and consequently, a higher level of trust can encourage users' willingness to comment and interact[2].Trust refers to a psychological state in which one dares to entrust and is willing to take risks based on positive expectations of others' intentions or behaviors. In Figure 1, the specific user motivation in the research scenario is the trade-off of video features by college students in their intention to comment on Tik Tok entertainment videos. The role of perceived value is reflected in the user's personal emotional experience of the video content after watching it.

Hypothesis 1: Perceived value positively affects users' trust in videos.

Hypothesis 2: Fun positively affects users' trust in videos.

Hypothesis 3: Emotional resonance positively affects users' trust in videos.

Hypothesis4: A higher level of trust can enhance users' willingness to interact and comment.

Li Ziqi's short videos use scenes such as villages and traditional farm tools as real Settings, and combine emotional narrative techniques to transform "Chinese rural life" from an abstract concept into a concrete and tangible one, establishing an emotional resonance platform for users. This unique content feature has changed

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the perception of traditional rural culture among domestic and foreign audiences, providing users with brand-new perceptual value.

On the Red book platform, bloggers share their real experiences, allowing users to gain advice and useful information from them, thereby generating trust in the content they post. After that, users would actively comment to ask about the relevant content they wanted to know, and their willingness to interact and comment increased significantly.

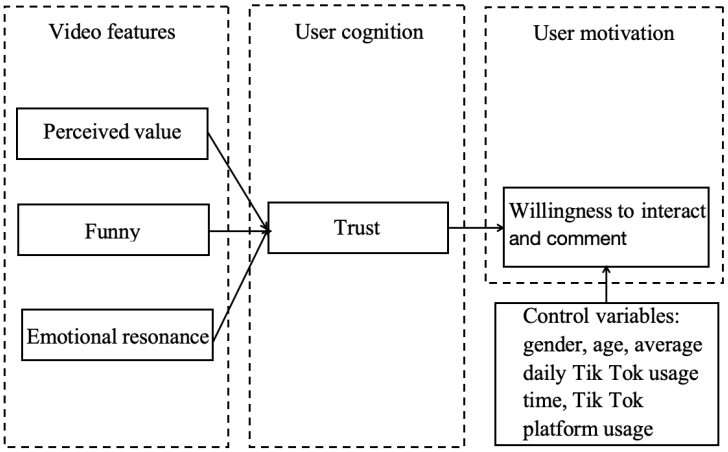


Figure 1 Theoretical model

2.2.2 The Design of the Questionnaire

The structural equation model was adopted to verify the construct directionality, analyze the independent variable roles including "perceived value, interest, and emotional resonance" in the path of "video features → user cognition", and the mediating role of "trust" in the path of "user cognition → willingness to interact and comment". Also the influence of control variables such as gender, age, average daily Tik Tok usage time and Tik Tok platform usage experience on the "willingness to interact and comment" path, etc.

When conducting questionnaire surveys, the core method of questionnaire design is to adapt mature scales based on existing research in combination with short video scenarios. In the actual operation process, we first screen out the measurement items related to user behavior and interaction intentions from the literature in the relevant field, and then adjust them according to the characteristics of Tik Tok entertainment videos to ensure that the questions conform to the theoretical framework and are close to the actual research scenarios. Meanwhile, the questionnaire design emphasizes logic and operability, ensuring that each construct has 3 to 5 items for measurement to enhance the stability and reliability of the data. Before distributing the questionnaires, a small-sample pre-survey was conducted to optimize the expression of the items and the humanistic care received by the respondents before filling them out, standardize the way of expressing the content, and make it concise and clear. Questions of the same dimension are asked in a concentrated manner to facilitate the quick identification of the results obtained from questions of each dimension. Delete redundant information from the question stem, clarify the core semantics to avoid ambiguity, and ensure that it conforms to the essence of the measurement concept. Make all questions expressed concisely, reduce reading costs and improve the efficiency of information transmission,so that the respondents could clearly understand the intention of the

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questions and fill out the questionnaires truthfully. Avoid data deviations caused by ambiguous expression and other doubts(see Table 1).

Table 1. Scale Design Project

Concept	Measurement items	Reference source
Trust	I think the content of Tik Tok Entertainment videos is reliable.	Xiong etc[3]
	I trust the bloggers on Tik Tok platform.	
	I'm not worried that bloggers in entertainment videos will use me to create public opinion trends.	
Perceived value	Compared with spending energy or money in life, it is more worthwhile for me to spend time on Tik Tok short videos to gain emotional value.	Xiong etc[4]
	Compared with the time I spend in life to obtain entertainment value, the time I spend on the Tik Tok platform is more worthwhile.	
	Watching entertainment videos on the Tik Tok platform has brought me greater entertainment value.	
Emotional resonance	When I watch entertainment videos on the Tik Tok platform, I can empathize with the protagonists in the videos.	Nan Zhang[5]
	When I watch entertainment videos on the Tik Tok platform, I can clearly feel what the author wants to express.	
	When I watch entertainment content on the Tik Tok platform, I am often touched.	
Funny	I think the content of the entertainment videos on Tik Tok platform makes me feel happy and interesting.	Ruonan Zheng[6]
	I think the entertainment content on the Tik Tok platform is very creative.	
	I think the entertainment content on Tik Tok is attractive enough to make me stop and pay attention.	
Usefulness	I think the entertainment content on Tik Tok platform has given me a satisfactory experience.	Ruonan Zheng[6]
	I think the entertainment content pushed by the Tik Tok platform has enriched my daily life.	
Interactivity	I often interact in the comment section of entertainment content on Tik Tok.	Ruonan Zheng[6]
	I can get timely responses when interacting in the comment section of entertainment content on the Tik Tok platform.	
	I think the entertainment content pushed by the Tik Tok platform can meet my needs and preferences.	
	When I watch entertainment videos on Tik Tok, I will actively post comments related to the content of the video.	

2.2.3. Data Analysis

Descriptive statistical analysis was conducted on gender, age and daily video viewing duration in the questionnaire. Reliability analysis, validity analysis and regression analysis were conducted on the factors of trust, perceived value, emotional resonance, interest and willingness to comment using SPSS27.0.1.

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3.Analysis Results

3.1.Descriptive Statistical Analysis

Descriptive statistics were conducted on gender, age and daily video duration in the questionnaire (see Table 2).

Table 2 Results of Descriptive Statistical Analysis

Variable	Item	Fequency	Percentage	Effective percentage	Cumulative percentage
Gender	Man	56	36.8	36.8	36.8
	Woman	96	63.2	63.2	100.0
Age	Freshman	35	18.4	18.4	18.4
	Sophomore year	123	64.7	64.7	83.2
	Junior year	22	11.6	11.6	94.7
	Senior year	5	2.6	2.6	97.4
	Postgraduate degree or above	5	2.6	2.6	100.0
Daily duration	Less than 0.5h	22	11.6	11.6	11.6
	0.5h—1h	22	11.6	11.6	23.2
	1h—2h	63	33.2	33.2	56.3
	2h—3h	42	22.1	22.1	78.4
	3h or more	41	21.6	21.6	100.0

3.2 Factor Analysis

First, conduct factor analysis to eliminate the unreasonable usefulness and interactivity. If there are overloaded items, that is, items with load coefficients of two or more factors greater than 0.5, or empty items, that is, items where all factor loads are less than 0.5, then these items need to be deleted to optimize the scale system. Among them, Willingness to comment 3 is irrelevant data and does not match the main point, so delete this item.The items of trust, perceived value, emotional resonance, interest and willingness to comment that met the above standards were screened out and included in the questionnaire (see Table 3).

Table 3 Results of Factor Analysis

	Funny	Interactivity	Perceived value	Emotional resonance	Trust
Trust 1	.115	.186	.091	.268	.862
Trust 2	.220	.124	.347	.061	.820
Perceived value 1	.158	.257	.791	.158	.141
Perceived value 2	-.001	.218	.809	.144	.159
Perceived value 3	.440	.129	.615	.145	.177
Emotional resonance 1	.367	-.038	.240	.736	.221
Emotional resonance 2	.494	.094	.166	.617	.116
Emotional resonance 3	.327	.201	.120	.821	.128
Funny 1	.789	.117	.132	.306	.128

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Funny 2	.816	.093	.088	.325	.127
Funny 3	.740	.307	.133	.229	.126
Willingness to comment 1	.117	.805	.343	-.006	.140
Willingness to comment 2	.244	.807	.026	.063	.112
Willingness to comment 4	.061	.831	.274	.161	.089

3.3 Reliability Analysis

A Cronbach's Alpha coefficient greater than 0.7 indicates that the reliability of the measurement scale is good. The results show that the Cronbach's Alpha coefficients of trust, perceived value, emotional resonance, interest and willingness to comment in the questionnaire are all higher than the standard of 0.7, indicating that the scale as a whole has good consistency. Among them, the reliability of "trust" and "emotional resonance" is greater than 0.8, which shows very good reliability(see Table 4).

Table 4 Results of Reliability Analysis

Variable	Item	The Cronbach's Alpha value after deleting any item	Cronbach's Alpha
Trust	Trust 1		0.804
	Trust 2		
Perceived value	Perceived value1	0.632	0.771
	Perceived value2	0.680	
	Perceived value3	0.756	
Emotional resonance	Emotional resonance1	0.754	0.837
	Emotional resonance2	0.820	
	Emotional resonance3	0.741	
Funny	Funny1	0.801	0.853
	Funny2	0.738	
	Funny3	0.841	
Willingness to comment	Willingness to comment 1	0.730	0.836
	Willingness to comment 2	0.843	
	Willingness to comment 4	0.733	

3.4 Validity Analysis

1) The KMO coefficient is greater than 0.8. The significance of Bartlett's sphericity test Sig<0.05

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Table 5 Validity Analysis Results

The measurement of the suitability of KMO sampling.		.853
Bartlett sphericity test	Approximate chi-square	1450.723
	Degree of freedom	91
	Significance	0.000

2) Factor analysis: No indicator has loadings (in bold) with lower values than their cross-loadings (Chin, 1998).

As shown in Table 3.

3.5 Regression Analysis

When the P value > 0.05, the result indicates a significant relationship.

Table 6 Regression Analysis Results (1)

Coefficienta					
Model	Unstandardized coefficient		Standardization coefficient	t	Significance
	B	Standard error	Beta		
(Constant)	.115	.466		.246	.806
Perceived value	.365	.074	.365	4.956	.000
Emotional empathy	.221	.094	.221	2.337	.021
Funny	.117	.099	.117	1.182	.239
Age	.009	.078	.007	.120	.904
Gender	.049	.130	.024	.376	.708
Daily duration	-.003	.054	-.004	-.064	.949
Proficient functions	-.057	.084	-.050	-.686	.493
R2/ Adjust R2	0.324/0.298				
Model F value	12.453				
Model significance	0.000				
a. Dependent variable: Trust					

Table 7 Regression Analysis Results (2)

Coefficienta					
Model	Unstandardized coefficient		Standardization coefficient	t	Significance
	B	Standard error	Beta		
(Constant)	-1.879	.418		-4.494	.000
Trust	.292	.066	.292	4.430	.000
Age	.244	.079	.195	3.072	.002
Gender	-.023	.131	-.011	-.177	.860
Daily duration	.144	.053	.181	2.746	.007
Proficient functions	.266	.076	.232	3.517	.001
R2/ Adjust R2	0.522/0.272				

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Model F value	13.748
Model significance	0.000
a. Dependent variable: Willingness to comment	

The regression results show that perceived value β=0.365, p<0.001 and emotional resonance β=0.221, p<0.05 have significant positive effects on trust, while fun has no significant effect on trust (p>0.05). At the same time, it can be seen from β=0.292, p<0.001 that "trust" significantly enhances users' willingness to interact and comment, and "trust" plays an effective mediating role. Among the control variables, age, average daily usage duration and Tik Tok platform usage experience have a significant positive impact on the willingness to interact and comment, but gender has no obvious effect.

4. Discussion and Outlook

Our research is based on a mixed study of qualitative and quantitative methods, and uses the TAM model to analyze the formation mechanism of comment intentions to study and conduct in-depth analysis on the deep-seated motives of comment behaviors. Different from the previous qualitative and quantitative research based on the traditional S-O-R model analysis framework[5], with the help of questionnaire surveys and structural equation models, it reveals that user-generated content interaction positively affects purchase intention through mediators such as psychological ownership. However, the traditional S-O-R model implies the linear logic of "stimulus determines response", which weakens the initiative and purposefulness of human behavior. Meanwhile, the S-O-R model is more suitable for explaining immediate and short-term behavioral responses (such as consumers' immediate purchase impulse after seeing promotional posters). However, it has relatively weak explanatory power for long-term and dynamic behavioral changes(such as habit formation and trust). The TAM model framework we adopt is simple and easy to implement. It takes "perceived value/interest/emotional resonance → trust → comment intention" as the core chain, with a refined structure, clear variable relationships, and mature and standardized related scales. It can quickly design questionnaires to connect with the research of college student groups, and the data collection and statistical analysis process of SPSS is convenient. Adapt to the feasibility requirements of "qualitative and quantitative". Meanwhile, the intention of college students to use entertainment videos is significantly driven by their own subjective judgment.

By using the TAM model to focus on users' long-term internal perception and attitude, the core decision-making logic for their choice of Douyin entertainment videos can be deeply explored.Through this study, we can conclude that video features, namely perceived value and emotional resonance, positively affect users' trust in videos. Thus, a higher level of trust can promote users' willingness to interact and comment. This indicates that college students are more inclined to believe the content after obtaining the information from short videos. Meanwhile, the emotional resonance of college students after browsing short videos will also promote the generation of trust. However, entertainment has no significant impact on the degree of trust that college students develop after watching short videos and cannot generate much trust. The relationship between whether short videos are interesting and that among college students is rather superficial and fails to evoke deep emotional identification in their hearts. When college students develop a strong sense of trust after browsing videos, the vast majority of them will subjectively express their opinions and make comments.

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In addition, age, average daily usage duration and Tik Tok platform usage experience have a significant positive impact on the willingness to interact and comment. During the growth period of college students, using this platform can help them obtain more information, perceive value and resonate emotionally. Meanwhile, proficiently using the Tik Tok platform can accelerate the acquisition and enrichment of information, thereby further enhancing the perceived value and emotional resonance they have gained. The increase in age also provides college students with richer cognition and knowledge, which is conducive to them expressing their views on trusted short videos with basis.

Our research differs from the macro business perspective of operating company lists[1]. It focuses on and anchors the micro behavior of college students' entertainment video comment intentions at the user end from a micro perspective, filling the gap in the research of user interaction in short videos. Meanwhile, college students are the core and active users of Douyin. Their comment behaviors carry the cultural connotations of youth and are in line with the trend of socialization of short videos. This research is closer to the essential logic of user behavior and is conducted through low-cost methods such as questionnaires, interviews, and content analysis. It does not rely on industry reports or enterprise data and is more suitable for college students to complete independently. At the same time, theoretically, a comment intention model can be constructed by integrating classic communication theories. In practice, it can guide creators in optimizing their content and improving the platform's operation mechanism, with a wider range of application scenarios.The Tik Tok platform can push age-appropriate entertainment videos based on the mechanism where college students actively comment, increase user activity, accurately identify user needs, and improve the interaction design of the platform. Design a more attractive push mechanism to display high-quality comments, thereby increasing the proportion of high-quality comments from users. Content creators can optimize their creative strategies to produce more targeted and high-quality content, thereby increasing play counts and influence. For platform operators, it is conducive to optimizing recommendation algorithms, precise push notifications, enhancing user stickiness and activity, and promoting the development of the platform. Relying on the technological advantages of Tik Tok's algorithm, groups are formed based on the video browsing preferences of different college student users to implement precise ideological and political content push and enhance the pertinence of the content style. Meanwhile, colleges and universities can build multi-method ideological and political exploration functions on their official platforms, allowing college students to choose the learning methods of online ideological and political content based on their own interests.

Author Contribution

YujiaSun is responsible for literature retrieval, TAM model design, scale production, distribution of questionnaires, summary of research results and article writing. Jiayi Wei is responsible for coordinating the connection work of each link among the team members, the design of the TAM model, the production of scales, literature retrieval and the analysis of research results. Yixuan Wei is responsible for literature retrieval, questionnaire distribution, scale production, data organization and analysis. Ruiyao Wang is responsible for distributing questionnaires and providing cases. ZijinZhao is responsible for the production, revision and distribution of the survey questionnaires.

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