

專輯論文

數字文化商品生產的平台化檢視：一項抖音與TikTok「熱播歌曲」的比較計算分析

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摘要

數字平台通過擴大其對社會生活經濟和基礎設施的影響而佔據主導地位。然而，處於不同治理和用戶環境的數字平台之平台化有何相似與差異化表達，尚有待研究。基於平台化和流行音樂的研究，我們對音樂短視頻平台抖音及其國際版TikTok上的熱播歌曲進行了比較計算分析。通過熱播歌曲音樂特徵與流行度的相關分析以及平台再生產版本與原版歌曲的對比分析，本研究發現，抖音熱播歌曲的流行度與

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某些音樂特徵相關，但這種相關性在 TikTok 上並不顯著，這可能與兩者所處的不同市場有關。同時，熱播歌曲在兩個平台上的自相似度都明顯高於原版，並且均強化了音樂引導積極情緒與消極情緒的作用，這表示短視頻平台在文化商品的(再)生產和流通過程中對流行歌曲的結構與表意進行了編輯。通過研究不同數字平台上的流行音樂再生產實踐，本研究提供了有關平台化異質性的經驗證據，推動了本地和全球範圍內的平台研究。

關鍵詞：平台化、文化商品生產、比較分析、熱播歌曲

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Special Issue Article

Platformization of Digital Cultural Commodity Production: A Comparative Computational Analysis of Hit Songs on Douyin and TikTok

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Abstract

Digital platforms have expanded their economic and infrastructural impacts on people's lives, thereby securing a dominant role in society. However, it is still unclear how similar digital platforms are to each other, given that they operate in diverse governance and user contexts. Based on the literature on platformization and popular music, we conducted a comparative computational analysis of hit songs on the online video-hosting platform Douyin and its international version TikTok. The correlation analysis of the songs' musical

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features and popularity, as well as the comparative analysis of the original and reproduced versions, indicated that the popularity of hit songs on Douyin was associated with certain musical features; however, no such association was found on TikTok. This discrepancy might be attributed to the different markets in which these platforms operate. Furthermore, hit songs on both platforms showed a significantly higher degree of self-similarity than their original versions, and positive and negative emotions were more pronounced on the platforms, which suggests that the latter modify the structure and meanings of hit songs when (re)producing and circulating these cultural commodities. By examining how hit songs are reproduced across different digital platforms, this study provides evidence of the heterogeneity of platformization both locally and globally.

Keywords: platformization, digital cultural commodity production, comparative analysis, hit songs

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