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# Comparing the Use of Short Video Sharing Applications for Optimizing User Engagement

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**Abstract:**
Since the COVID-19 Pandemic outbreak and the accompanying lockdown, the short film business has seen an unparalleled transformation. Young people have a platform thanks to the software to express themselves through lip-syncing, dancing, humour, and singing. Users can also create movies and upload them to their social networks. Get access to a brand-new, sizzling stage where you may wow the world with your fiery ability while watching never-ending fascinating videos. Every day, people face problems while discovering new and fresh skills. On the app, anyone from anywhere in the world can meet intriguing individuals and enjoy amusing short movies. One of the technologies that has fundamentally altered the social networking industry is artificial intelligence (AI) [1]. Artificial intelligence is the ability of computers and other machines to learn, comprehend, and make judgments similarly to humans (AI) [2]. The programme essentially relies on AI and ML technology in two ways. Both from the producer's and consumer's perspectives. This study examines how SpotLight continuously enhances user engagement through the usage of AI and ML.

# Contents

## I. Introduction

A social media site where users can upload, share, and find short videos. There has been a large void in the market for a competent video-sharing software since the wildly popular TikTok was outlawed. Since then, a number of other applications have replaced TikTok, with Josh being the most well-known. On Google Play Store, the Josh app has already received more than 3 million downloads. The app offers a tonne of fun feature options for editing and taking photos and videos. Gamification is the use of game design concepts from video games, board games, or sports in non-game contexts like marketing, employee engagement, and training. The goal is to improve a current system, not to design a game. Instead of the other way around, gamification features are built into designs [1], [3].

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