



Browse

My Settings

Help

Access provided by:

Dr B C Roy Engineering
College



Access provided by:

Dr B C Roy Engineering
College

[Sign Out](#)

All

[ADVANCED SEARCH](#)

[Conferences](#) > [2023 IEEE 3rd International C...](#)

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

Publisher: IEEE

[Cite This](#)

[PDF](#)

[Md. Keramot Hossain Mondal](#); [Sandip Chakraborty](#); [Nilisha Jaiswal](#); [Nikita Nishchal](#); [Priyanka Roy](#)

[All Authors](#)

Sign In or Purchase
to View Full Text

7
Full
Text Views

-
-
-
-
- [Alerts](#)

Alerts

[Manage Content Alerts](#)

[Add to Citation Alerts](#)

[Abstract](#)

Document Sections

I. [Introduction](#)

II. [Background of the Study](#)

[III. Features In Short-Video Sharing Applications](#)

[IV. Some Possible New Ideas In This Field](#)

[V. Basic Architecture of the Applications](#)

[Show Full Outline](#)

[Authors](#)

[Figures](#)

[References](#)

[Keywords](#)

[Metrics](#)

[More Like This](#)

- [Download PDF](#)
- [View References](#)
-
- [Request Permissions](#)
- [Save to](#)
- [Alerts](#)

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 t...View more

Metadata

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.

Published in: [2023 IEEE 3rd International Conference on Technology, Engineering, Management for Societal impact using Marketing, Entrepreneurship and Talent \(TEMSMET\)](#)

Date of Conference: 10-11 February 2023

Date Added to IEEE Xplore: 16 June 2023

ISBN Information:

INSPEC Accession Number: 23281444

DOI: [10.1109/TEMSMET56707.2023.10149964](#)

Publisher: IEEE

Conference Location: Mysuru, India

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].

[Sign in to Continue Reading](#)

Authors

Figures

References

Keywords

Metrics

More Like This

[COVID-19 Epidemic and Opening of the Schools: Artificial Intelligence-Based Long-Term Adaptive Policy Making to Control the Pandemic Diseases](#)

IEEE Access

Published: 2021

[FRD: Few-shot rumor detection for the novel coronavirus pneumonia epidemic](#)

2022 IEEE 21st International Conference on Ubiquitous Computing and Communications (IUCC/CIT/DSCI/SmartCNS)

Published: 2022

[Show More](#)

IEEE Personal Account

CHANGE USERNAME/PASSWORD

Purchase Details

PAYMENT OPTIONS

VIEW PURCHASED DOCUMENTS

Profile Information

COMMUNICATIONS PREFERENCES

PROFESSION AND EDUCATION

TECHNICAL INTERESTS

Need Help?

US & CANADA:
+1 800 678 4333

WORLDWIDE: +1
732 981 0060

CONTACT & SUPPORT

Follow

[About IEEE Xplore](#) | [Contact Us](#) | [Help](#) | [Accessibility](#) | [Terms of Use](#) | [Nondiscrimination Policy](#) | [IEEE Ethics Reporting](#) | [Sitemap](#) | [IEEE Privacy Policy](#)

A not-for-profit organization, IEEE is the world's largest technical professional organization dedicated to advancing technology for the benefit of humanity.

IEEE Account

- [Change Username/Password](#)
- [Update Address](#)

Purchase Details

- [Payment Options](#)
- [Order History](#)
- [View Purchased Documents](#)

Profile Information

- [Communications Preferences](#)
- [Profession and Education](#)
- [Technical Interests](#)

Need Help?

- **US & Canada:** +1 800 678 4333
- **Worldwide:** +1 732 981 0060
- [Contact & Support](#)

- [About IEEE Xplore](#)
- [Contact Us](#)
- [Help](#)
- [Accessibility](#)
- [Terms of Use](#)
- [Nondiscrimination Policy](#)
- [Sitemap](#)
- [Privacy & Opting Out of Cookies](#)

A not-for-profit organization, IEEE is the world's largest technical professional organization dedicated to advancing technology for the benefit of humanity.

© Copyright 2023 IEEE - All rights reserved. Use of this web site signifies your agreement to the terms and conditions.