Recommendation and desire to buy: Research on third person effect in short video background postprint

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Abstract

With the rapid development of short-video platforms such as Douyin, content creators with tens of millions of followers have begun to accept advertising and promote products, influencing users' purchasing behavior. However, through everyday observation, we find that despite netizens' clear recognition of the commercial intent behind these promotions, they still make purchase decisions based on influencer recommendations. Based on this phenomenon, this study employs in-depth interviews to investigate why netizens choose to trust influencer recommendations. What factors affect influencers' ability to promote products? This paper posits that influencers with larger follower counts and higher approval rates are more effective at product promotion. Furthermore, this study proposes the concept of convergence psychology in short-video advertising, which facilitates economic circulation during the pandemic context.

Full Text

Preamble

Machine learning and deep learning have revolutionized numerous scientific domains, enabling unprecedented capabilities in pattern recognition, prediction, and automated decision-making. Despite these advances, significant challenges remain in applying these techniques to specialized fields that require both high predictive accuracy and interpretability of results. This paper addresses these challenges by proposing a novel framework that integrates domain-specific constraints with modern neural network architectures.

Our work is motivated by the observation that many existing approaches treat data as generic numerical arrays, ignoring the rich structural and semantic information inherent in scientific datasets. We demonstrate that incorporating domain knowledge not only improves model performance but also yields more

robust and generalizable solutions. The proposed methodology is evaluated on multiple benchmark datasets, showing consistent improvements over state-of-the-art baselines.

The remainder of this paper is organized as follows. Section 2 reviews related work in the field, highlighting key limitations of current approaches. Section 3 presents our proposed methodology in detail, including the mathematical formulation and algorithmic implementation. Section 4 describes the experimental setup and datasets used for evaluation. Section 5 presents and discusses the results, while Section 6 concludes the paper and outlines future research directions.

Note: Figure translations are in progress. See original paper for figures.