

A Study on the Variability of Content Creator Vitality on Social Media Platforms — A Case Study of “Zhou Daye Doesn’t Accept Aging” and “Chushi and Sanjiu”

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Abstract:

In the increasingly competitive landscape of short video platforms, content creators often face the dilemma of “going viral is easy, staying relevant is hard.” This reflects the inherent instability between platform traffic allocation mechanisms and users’ limited attention resources. This study focuses on two representative Douyin accounts, Zhou Daye Doesn’t Accept Aging and Chushi and Sanjiu, aiming to analyze the differences in their “creator vitality.” Using comment likes as the primary data source, the research applies methods such as high-frequency word analysis, sentiment polarity recognition, thematic concentration measurement, interaction intensity evaluation, and linguistic uniqueness modeling. Based on these, a quantitative framework for assessing creator vitality is constructed. Findings show that Zhou Daye Doesn’t Accept Aging fosters a comment section with more positive sentiment, clearer thematic focus, stronger engagement, and more creative language use. In contrast, Chushi and Sanjiu display signs of emotional detachment, topic diffusion, weak interaction, and formulaic expression. These results suggest that a creator’s vitality depends not only on the content itself but also on the depth of emotional investment and linguistic interaction from their audience. In conclusion, this study recommends the development of a “comment section health early-warning model” to help creators detect potential signs of decline and extend their active presence on the platform.

Keywords: Short-form video; comment section analysis; audience engagement; sentiment polarity; creator vitality.

1. Introduction

In recent years, as short video platforms have rapidly expanded, a wave of content creators has risen to fame—only for many to fade just as quickly. While high-quality content is a prerequisite for attracting audiences, what often determines whether a creator remains active over time is the level and nature of user engagement in the comment section.

Comment sections are more than just spaces for users to express emotions or give feedback—they play a crucial role in shaping a sense of community around a creator. Whether viewers are willing to comment, whether their comments are original, and whether likes are sustained over time all reflect the health of the creator–audience relationship. While much of the existing research focuses on macro-level metrics such as follower counts and view numbers, the comment section—as a site of micro-level interaction—remains an underexplored resource rich with insight.

This study selects two Douyin accounts, Zhou Daye Doesn't Accept Aging and Chushi and Sanjiu, as case studies. Though both are representative, they are at different stages in their content life cycle. Using a mixed-methods approach centered on natural language processing and basic statistical analysis, the study examines five key dimensions: high-frequency word extraction, sentiment analysis, thematic focus, interaction intensity (based on likes), and linguistic originality. These are used to construct a comprehensive framework for analyzing creator vitality.

The goal of this research is to identify which linguistic and engagement features signal a creator's active status and to assess whether comment section data can serve as an early warning for decline. The findings aim to inform actionable strategies for content creators and platform operators seeking to maintain long-term relevance.

2. Literature Review

As short video platforms become mainstream channels for information dissemination, the central challenge for content creators has shifted from “how to be seen” to “how to stay engaged with.” User engagement is increasingly emerging as the decisive factor in sustaining creator vitality. The comment section, as a direct expression of this engagement mechanism, provides insight into an account's “interactive temperature” through its linguistic richness, emotional density, and rhythm of interaction.

Chen, Chen, and Tian proposed a “dual-pathway model” to explain consumer behavior in streaming environments, arguing that user behavior is influenced not only by con-

tent itself but also by habitual patterns of platform use [1]. This insight holds true in short video contexts as well. A viewer's sustained interest in a creator is shaped both by the informativeness and readability of the content and by how frequently the content appears due to platform algorithms.

This model helps explain the contrasting vitality between Zhou Daye Doesn't Accept Aging and Chushi and Sanjiu. The former uses a consistent structure (such as escape room games and age-defying humor) and high-frequency emotional triggers to build both cognitive recognition and habitual engagement. In contrast, the latter frequently alters its content structure and cast, weakening viewer memory and breaking habitual interaction patterns.

Sustainable creator vitality, then, depends not on a single viral hit but on repeated expressions that foster user habits. This is echoed in recurring phrases found in loyal viewer comments like “Here we go again!” or “Escape Room King!”—language that signals familiarity and emotional anticipation.

In examining how users engage emotionally, Scotland, Thomas, and Jing conducted large-scale analysis of comment section sentiment following the George Floyd incident [2]. They concluded that social media comments not only reflect individual emotions but also serve as outlets for collective emotional release. This function is amplified on short video platforms: when creators successfully tap into shared emotions, comment sections become sites of contagious emotional energy. In Zhou Daye Doesn't Accept Aging, comments like “Hahahaha” and “My grandpa's the same!” illustrate spontaneous emotional clustering, helping to form a self-sustaining cycle of interaction. In contrast, Chushi and Sanjiu's comments—such as “The story changed?” or “New characters again?”—are fragmented and lack emotional resonance, undermining community formation.

From a short video marketing perspective, effective engagement stems from aligning content with three layers of user experience: timing, emotional state, and platform-specific interaction modes [3]. This means that sparking user comments depends not only on content quality but also on when the video is released (e.g., during commuting hours or late evenings), what emotions it targets (e.g., humor, empathy, surprise), and whether it resonates with platform culture (memes, in-jokes, trending phrases).

This study finds that Zhou Daye Doesn't Accept Aging consistently releases videos during peak user activity windows (morning and evening), follows a stable content rhythm, and uses recurring interactive language, achieving a “platform rhythm + audience psychology” dual resonance. In contrast, Chushi and Sanjiu frequently changes its timing, style, and engagement cues, resulting in less

stable interaction patterns.

3. Comment Section Data Analysis

This study selects two representative Douyin accounts as case samples and systematically collects and analyzes user comment behaviors and content. Zhou Daye Doesn't Accept Aging is a high-activity account known for its focus on older adults, challenging age-related stereotypes through humor and daily life scenarios. In contrast, Chushi and Sanjiu, which initially gained popularity, has experienced a decline in engagement in recent years. Its content is primarily structured around family drama scenes and scripted dialogue.

For this analysis, three of the most recent videos from each account were selected. From each video, 1,000 comments were extracted, resulting in a dataset of 2,000 comments in total. Using natural language processing techniques, the study applied high-frequency word extraction and built models across four key analytical dimensions to systematically examine user behavior, linguistic creativity, and emotional engagement as reflected in the comment sections.

The aim is to reveal how these elements together represent the concept of "creator vitality"—the capacity of a creator not only to attract but to continuously activate audience interaction over time.

3.1 Sentiment Score: A Primary Indicator of Emotional Investment

Out of the 2,000 comments analyzed, this study used a lexicon-based method to identify the proportion of words conveying positive sentiment. Results show that Zhou Daye Doesn't Accept Aging had a 27.1% frequency of positive emotional expressions, with typical phrases including "hahaha," "so wholesome," "that's our grandpa," and "reminds me of mine." This is notably higher than Chushi and Sanjiu, which scored 13.4%, with comments skewing toward neutrality, confusion, or mild disappointment—such as "Why did the plot change again?" "This one's a bit messy," and "I don't get it."

This contrast clearly indicates that Zhou Daye Doesn't Accept Aging's viewers are more inclined to express positive emotions and engage in emotional co-construction through comments. High emotional density in the comment section signals stronger audience loyalty and a higher potential for emotion-driven content diffusion. When public sentiment is transmitted via comments, emotional consensus can emerge in minutes—manifesting not just in agreement, but in shared emotional resonance and amplification, which often leads to collective behavior such as likes, shares, and remixes [2].

Furthermore, the study found a strong correlation between positive emotional expression and the likelihood of content being shared. Users with higher emotional investment are more likely to participate in both commenting and reposting, supporting the logic that "comment heat = emotional investment = diffusion potential."

3.2 Thematic Relevance Index: Focused Dialogue and IP-Building Capacity

Thematic relevance measures how closely user comments align with the main storyline or characters of a video. By referencing video titles and key content terms (like character names or settings), the study calculated the proportion of high-frequency words directly tied to core themes. For Zhou Daye Doesn't Accept Aging, 39.9% of high-frequency terms were highly relevant—e.g., "grandpa," "senior college," "escape room," "age-defying," and "dance class"—suggesting viewers not only watched but actively engaged in extending character narratives through comments.

In contrast, Chushi and Sanjiu had a thematic relevance rate of just 21.2%. Comments largely centered on confusion or frustration—"What's going on?", "New actor again?", "Changed the title?"—reflecting disorientation tied to irregular content structure and unclear character relationships.

High thematic focus correlates with longer view duration and encourages repeat watching [3]. At the comment level, it reflects not just narrative clarity, but whether users can form a discursive community—directly impacting fan retention and long-term engagement.

3.3 Average Engagement per Comment: Measuring Resonance Potential

To measure which expressions generate the strongest audience resonance, the study calculated the average number of likes on comments containing high-frequency terms. Zhou Daye Doesn't Accept Aging averaged 139.7 likes per such comment, more than double Chushi and Sanjiu's 64.3. This suggests users are more inclined to engage with comments that are humorous, emotionally expressive, or distinctive in tone.

Likes function as low-cost but high-impact signals of recognition. Beyond validating the comment itself, they influence algorithmic promotion and serve as social proof among viewers [4]. In this context, average engagement can be viewed as a "socially driven value signal," where higher numbers indicate a comment's capacity to trigger imaginative or emotional responses—often stemming from linguistic creativity, emotional punchlines, or humor.

3.4 Linguistic Uniqueness Index: A Barometer of Creative Ecosystems

Finally, the study compared high-frequency comment words against a general corpus of common expressions to assess linguistic uniqueness. Results show that 84% of Zhou Daye Doesn't Accept Aging's high-frequency phrases were creative or platform-specific—e.g., “Captain of the escape team,” “Grandpa takes the lead,” “Drama dorm”—demonstrating a vibrant, community-driven style of expression. In contrast, only 39% of Chushi and Sanjiu's terms were non-generic, most being vague or lacking context, such as “uhh,” “no update again,” and “new name?”

The creativity of comment language reflects user enthusiasm and the existence of a “participatory remix culture.” Such behavior signals a shift from passive viewership to co-authorship, where fans extend the content's narrative through language [5]. A high rate of unique expressions suggests that the audience plays an active role in sustaining the account's cultural resonance.

As noted by Chen et al. (2024) in *Shorter Is Different*, short-form content must incorporate linguistic “hooks” that are algorithmically recognizable and culturally reusable [6]. Creative language becomes a key driver for replay value and fan clustering. While emotional tone, thematic focus, engagement volume, and linguistic flair all serve as indicators of creator vitality, it's crucial to consider one major contextual variable: Chushi and Sanjiu's original lead character passed away during the account's operation.

This loss triggered a fundamental shift in content tone and narrative identity. The original character had shaped the account's emotional core and stylistic signature through mannerisms, scripted dialogue, and interactional rhythm. With that central presence gone, newer videos, though similar in form, lack the original's emotional and narrative cohesion. Viewers may retain emotional inertia, but without a clear object for emotional projection, their reactions in the comment section become scattered, hesitant, or even negative.

4. Discussion

The comment section of Zhou Daye Doesn't Accept Aging demonstrates a high degree of linguistic vitality and content stickiness. Viewers not only leave comments, but also co-create meaning through expressions like “King of the Escape Room” and “Grandpa is so handsome.” This phenomenon can be understood as a form of collaborative language-making, where users do not merely consume content—they participate in its interpretation and narra-

tive extension through comments.

In this process, the boundary between viewer and creator begins to dissolve. The comment section becomes an extension of the video's narrative space. When this interaction reaches a certain density, it forms one of the core mechanisms of creator vitality [6]. In stark contrast, Chushi and Sanjiu's comment section exhibits a high degree of linguistic homogeneity and low originality, with many comments focusing on confusion or dissatisfaction—e.g., “Why a different actor?” or “I don't get the plot.” This suggests a failure to establish a sustainable path for audience participation, weakening the expressive ecosystem of the comment section and limiting the reach of the content.

A comparison of sentiment trends further reveals that Zhou Daye Doesn't Accept Aging's comment section is not only more emotionally positive overall, but also exhibits stronger group affective alignment. This can be described as an emotional aggregation effect, where shared expressions foster a temporary “emotional community.” In this sense, the comment section functions not only as a space for emotional expression, but as a site for psychological affiliation [2]. Such collective emotion builds stronger user engagement and reinforces the creator's perceived personality, increasing long-term loyalty. Expressions like “Hahaha,” “My grandpa does this too,” and “Love this group” are not just humorous responses—they signal emotional resonance with the video's context.

This capacity for emotional interaction is vital for sustaining long-term audience engagement. Although originally applied in the study of language development in children, the idea holds in short video contexts as well: sustained user participation depends on emotional richness and structural coherence [4].

While Chushi and Sanjiu did enjoy strong early engagement, its later content lacked stylistic consistency and thematic continuity. As a result, viewers struggled to form a “psychological viewing schedule” or habitual watching rhythm. This contributed to lower platform recommendation rates, declining comment quality, and weakened creator vitality.

On algorithm-driven platforms, traffic allocation depends not just on viral success, but on whether creators can retain that attention and convert it into stable interaction [7]. In Chushi and Sanjiu, frequent shifts in casting and narrative style weakened the structure needed to support ongoing engagement. Meanwhile, Zhou Daye Doesn't Accept Aging built an integrated system of content, language, emotion, and rhythm: consistent video structure, distinct linguistic style, emotionally predictable content, and regular posting times. This consistency fostered viewer familiarity and anticipation. In short-form ecosystems,

emotional rhythm outweighs novelty as the primary driver of user retention [8].

It is also worth noting that the value of Zhou Daye Doesn't Accept Aging lies not only in its entertainment appeal, but in its reframing of elderly identity. Through irony and humor, it challenges stereotypes and evokes both intergenerational resonance and a sense of empowerment. This alignment with social values deepens audience identification.

Creators who embed value systems within their narratives are more likely to foster repeated engagement and lasting audience loyalty [9]. In contrast, Chushi and Sanjiu suffers from value ambiguity and lacks a clear thematic stance—limiting the expressive potential of its comment section and the depth of audience discussion.

5. Conclusion

From a sentiment analysis perspective, the density and positivity of emotional expression in the comment section serve as key indicators of a video's popularity. This study finds that Zhou Daye Doesn't Accept Aging shows a significantly higher proportion of positive sentiment words compared to Chushi and Sanjiu, suggesting that viewers not only experience emotional satisfaction while watching but are also willing to provide affirmative feedback through comments. Such active engagement fosters a localized context of emotional co-construction, which facilitates the continued circulation of content within and beyond the immediate community, deepening the psychological connection between creator and audience.

In terms of thematic relevance and interaction parameters, whether comments remain focused on the video content and whether they contribute to a consistent thematic center are critical in assessing the narrative stability of an account. The number of likes a comment receives reflects viewer recognition and serves as a key metric in the platform's content evaluation and distribution algorithms. Approximately 40% of high-frequency terms in Zhou Daye Doesn't Accept Aging's comments are directly related to core content, while comments on Chushi and Sanjiu are comparatively scattered and lack thematic focus. This indicates that the former has gradually established a stable "content-audience alignment mechanism," turning the comment section into an extension of the video narrative. In contrast, instability in content structure and format tends to undermine the precision and coherence of viewer responses, weakening the account's ability to retain engagement.

Linguistic uniqueness is another important factor. The comments under Zhou Daye Doesn't Accept Aging are marked by personalized expressions and a distinct com-

munity voice. Original terms, in-jokes, and recurring phrases form a "familiar language circle" where linguistic choices signal not only opinion but also identity. In contrast, Chushi and Sanjiu's comments are more templated, emotionally flat, and lacking in sustainable interactive culture. This linguistic divergence reflects a fundamental difference in community-building capacity—an essential component for whether content can achieve a "second life" through continued audience participation.

When analyzing the decline in Chushi and Sanjiu's creator vitality, the cause is not solely rooted in content or algorithmic changes. The passing of the account's original protagonist forced a shift in content style. As the emotional and narrative anchor of the early videos, the protagonist had shaped the viewers' cognitive path and emotional attachment. Once that core figure disappeared, the established emotional channels were disrupted. As a result, the sentiment density, thematic focus, and interaction levels in the comment section declined sharply. Viewer responses began to exhibit signs of estrangement and detachment, revealing that the new content failed to carry forward the memory and culture of the original community.

This case illustrates a deeper dimension of creator vitality: it's not just about consistent content output, but also about preserving emotional continuity and maintaining a stable linguistic ecosystem. When familiar emotional arcs and character dynamics are interrupted, the comment section may lose vitality even if the visual format remains unchanged. Thus, the ability to build and maintain a long-term, recognizable expressive structure becomes essential to sustaining an account's relevance and engagement over time.

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