

# Research on the propagation path innovation of rural culture in northern Anhui in short video

## -- A case study of Douyin

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### Abstract

The construction of rural culture is an important part of the rural revitalization strategy. The rapid development of short video technology also makes the construction of social spirit and culture gradually penetrate into rural areas. Combined with the unique rural cultural characteristics of northern Anhui, this paper explores the innovative path of short video to promote the spread of traditional rural culture in northern Anhui. Based on the background of rural revitalization, this project plans to conduct data research and analysis from the Douyin platform, analyze the communication effect of rural culture in northern Anhui in short videos from an innovative perspective, and visualize text data by means of data analysis and modeling, and build an evaluation mechanism "addiction model" based on empirical cases such as account page views, forwarded comments and audience feedback. Based on the unified evaluation standard, the communication effect of rural culture in northern Anhui through short video is analyzed, and based on this topic, the innovative research on the actual communication path of rural culture in northern Anhui in short video is carried out. Based on the model analysis of the actual situation and problems of rural culture communication in northern Anhui, high-quality content communication strategies and skills, the role and effect of short video in the actual promotion of rural culture communication in northern Anhui were examined from the perspective of cultural communication, and corresponding practical, strategic, innovative and feasible measures were proposed from the perspective of rural culture classification.

### Keywords

Northern Anhui rural culture, short video, addiction model, transmission path.

## 1. Introduction

### 1.1. Research background and significance

#### 1.1.1. Research background

"Rural revitalization" is an important strategy for the Party Central Committee to re-plan and deploy rural construction under the background of the new era. Among them, the construction of rural culture, as the core part, is a collection of rural material civilization, spiritual civilization and code of conduct. It not only promotes rural revitalization, but also serves as a source of wisdom. How to inherit the rural civilization and realize the cultural revitalization has become an urgent task in the present era.

The northern Anhui region, where the north and South cultures meet, has given birth to the unique northern Anhui culture, which is rich in resources and inclusive, especially the Daoist Laozhuang culture. In recent years, the rapid development of new media technology, especially

short video, has provided new opportunities for rural cultural communication. Technological empowerment and the power of we-media have enabled rural culture to spread actively and innovatively, attracting wide attention.

However, at present, the culture of northern Anhui is facing the challenge of weakness, short video creation talent is insufficient, and the works promoting regional characteristics are scarce, and the communication effect is limited. The revitalization and dissemination of rural culture is still a long way to go. In view of this, based on the short video platform of Tiktok, this paper conducts in-depth research on the creators and user groups of new farmers, analyzes how to use Tiktok to promote the cultural dissemination in northern Anhui and contribute to the revitalization of rural culture.

### **1.1.2. Research significance**

Theoretically, it provides a theoretical paradigm for the study of rural cultural communication. Based on the theoretical research of short video on rural culture in northern Anhui province, an evaluation model and theoretical paradigm are provided to improve the relevant theories and further promote the research of cultural theories in the academic circle. Explore short video to promote rural cultural communication innovation path in northern Anhui. Explore the feasible path of innovation from the perspective of cultural classification. Deepen the important role of short video platform in rural cultural communication in northern Anhui province. Through the improvement of the theory and path, the viscosity between short video and rural culture communication is increased, and the practical role and significance of short video are deepened.

At the practical level, direct guide rural short video creators practice. The topic summarizes relevant problems and excellent experience strategies, which can directly guide rural creators to carry out practical application. It provides reference for the propaganda department to coordinate the planning of rural cultural propaganda in northern Anhui.

## **1.2. Research contents, methods and innovations**

### **1.2.1. Research contents and methods**

Based on the introduction of rural culture and the theoretical basis of short video communication in northern Anhui, the evaluation mechanism model of rural culture short video communication in northern Anhui is constructed, and the model and data analysis are combined. Through the data presented by the effect evaluation model, the actual communication effect of rural culture in northern Anhui is analyzed, and the exposed problems in rural culture communication in northern Anhui are revealed. Combined with the results of empirical research, an innovative path to break through the communication dilemma is proposed.

### **1.2.2. Innovation points**

(1) Research perspective innovation.

At present, most research perspectives on the communication of rural culture in northern Anhui in short videos focus on the study of text phenomenon, communication content and communicators, etc. This project plans to establish an "addiction model" for effect evaluation from a new research perspective, that is, based on the study of communication effect, and aiming at the problem that effect research is difficult to be visualized. The text data will be visualized and displayed to explore the effect of rural culture in northern Anhui in the actual communication process of short video, and put forward the corresponding path for the communication of rural culture in northern Anhui in short video.

(2) Research method innovation

Compared with the traditional qualitative research, this topic pays more attention to the practicability of the research. By analyzing a large number of sample accounts and short videos

related to rural culture in northern Anhui, and combining questionnaire survey and other methods, this paper deeply explores the problems in the communication process of rural culture in northern Anhui through short videos and studies the innovation path from multiple perspectives, which has innovative value in research methods.

## **2. The connotation and characteristics of rural culture in northern Anhui**

### **2.1. Historical evolution of rural culture in northern Anhui**

The evolution of rural culture in northern Anhui has a long history and unique characteristics. In the early days, farming civilization was the cornerstone here, and people respected nature and worked hard, forming a deep local feelings. With the passage of time, the rural culture in northern Anhui gradually integrates multiple elements and shows its unique charm.

Historically, northern Anhui was an important channel for population migration, where cultures from different places blended and collided, injecting new vitality into rural culture. Taoist Lao-zhuang thought, folk art, traditional festivals and other cultural elements took root and sprouted in this land, forming a unique rural cultural landscape in northern Anhui.

Since modern times, the rural culture in northern Anhui has been evolving continuously in the process of modernization. On the one hand, traditional rural culture is inherited in the protection, such as the innovative development of folk art and the grand holding of traditional festivals; On the other hand, modern cultural elements gradually integrate into rural life and inject new connotation into rural culture.

Nowadays, the rural culture in northern Anhui is showing vitality by embracing modern civilization while maintaining traditional characteristics.

### **2.2. Unique elements of rural culture in northern Anhui**

#### **2.2.1. Folk art**

Paper-cut art: Paper-cut in northern Anhui is famous for its delicate lines and vivid images, which are often seen in festival celebrations and wedding occasions, implying good luck.

Clay sculpture: The clay sculpture in northern Anhui has exquisite craftsmanship and vivid image, especially the clay sculpture in Mengcheng, which has been widely praised for its unique style and connotation.

Embroidery: Folk embroidery is the best skill of women in northern Anhui. They use needle and thread to embroider exquisite patterns and decorate clothes, sheets and other daily necessities.

#### **2.2.2. Traditional folk art and performing arts**

Qin book: Huaibei Qin book is a unique form of folk music, mainly rap, beautiful melody, popular with local people.

Sizhou Opera, Flower Drum Opera and Clapper Opera: these traditional opera forms are widely spread in the north of Anhui province, and their performance forms and contents are full of strong local characteristics.

Folk rap and changing faces: The folk rap artists in northern Anhui are eloquent and their performances are humorous and popular with the masses. The art of changing faces has captivated audiences with its enigmatic nature.

#### **2.2.3. Traditional customs and festival activities**

Temple fair: The temple fair in northern Anhui is an important part of rural culture. People pray for good weather, good crops and enjoy various folk art performances at the temple fair.

Rural festivals: such as the Spring Festival, Mid-Autumn Festival and other traditional festivals, people in northern Anhui will hold a variety of celebrations, such as dragon and lion dances, fireworks and so on.

#### **2.2.4. Rural architecture and landscape**

Traditional dwellings: The traditional dwellings in northern Anhui are mostly made of black bricks and black tiles with reasonable layout, which is both practical and beautiful, reflecting the wisdom and aesthetic concept of the local people.

Rural landscape: The countryside in northern Anhui still has the unique style of traditional Hui architecture, and at the same time has the unique rural landscape in northern Anhui.

### **2.3. Value of northern Anhui rural culture in contemporary society**

In terms of cultural inheritance, rural culture in northern Anhui is an important part of traditional Chinese culture, which carries rich historical information and profound cultural deposits. In contemporary society, with the advancement of globalization and the acceleration of modernization, it is particularly important to protect and inherit rural culture. The unique elements and forms of rural culture in northern Anhui, such as traditional handicrafts such as paper cutting, clay sculpture and embroidery, as well as traditional folk arts such as Qin books, Sizhou opera and Flower drum Opera, are the embodiment of the cultural diversity of the Chinese nation, and are of great significance for maintaining the balance of cultural ecology and promoting the development of cultural diversity.

In terms of spirit shaping, rural culture in northern Anhui plays an important role in shaping rural spirit and promoting rural civilization. Rural culture is the reflection of rural social life, it contains the rural people's life style, values, moral norms and other spiritual content. By inheriting and carrying forward rural culture, rural people's sense of pride and belonging can be aroused, and their cultural self-confidence and spiritual strength can be enhanced, so as to promote the civilized progress and harmonious development of rural society.

In terms of economic development, rural culture in northern Anhui has economic value. With the rise of rural tourism, the rural media landscape is shaped, and diversified rural aesthetic scenes are presented to the audience. More and more tourists begin to pay attention to rural culture and are willing to deeply experience the charm of rural life. Rural cultural elements such as traditional houses, rural landscapes and folk art in northern Anhui can become attractive points for rural tourism and inject new vitality into local economic development.

## **3. Research on the current situation of rural culture spread in Douyin in northern Anhui**

### **3.1. Theoretical basis and design ideas of evaluation model**

The addiction model, also known as the HOOK model, was developed by Neil Eyal and Ryan Hoover in their book *Addiction*. This model is mainly concerned with how to design a set of behavior patterns that make users cycle continuously, so that users become dependent on the product and become loyal users.

At the heart of the addiction model lies four elements: triggers, actions, rewards, and engagement. Trigger is the starting point of user behavior, including internal emotional drive and external prompt guidance. Action requires product design to be attractive, reduce the difficulty of operation, and encourage users to actively participate. Reward is the key to meet the needs of users, through social recognition, material feedback or psychological satisfaction and other forms, to stimulate the desire of users to continue to use. Finally, investment is the user's continuous attention and pay to the product, the investment of time and energy will enhance the user's dependence on the product and good feelings. These four elements cycle

with each other, forming a closed loop that allows users to become dependent on the product and achieve an "addiction" effect. This model is of great significance in the design and optimization of Internet products, which can effectively guide user behavior, enhance user stickiness, and enhance product competitiveness.

Based on the "addiction model", 10% of the samples were taken for pre-coding test, and the "addiction model" suitable for rural culture short videos was summarized, including 4 first-order variables; Secondary variables 8 items; Tertiary variables 8 items; Four level indicators 34.

### 3.2. Research methods and data sources

Based on the "addiction" model, this paper constructs a model of influential factors of rural cultural short video transmission, and uses SPSS data analysis method to test the significance of its influence. The study selected 523 videos from 10 rural culture short video accounts (hometown in northern Anhui, Nanxi, Xiaoxie in northern Anhui, found that Anhui, Li Jia 🌟 girl ~, youth Licang, Anhui Cultural Travel, Nostalgia brother, Pu Yi Brother, Huai Feng Yiyun) as samples, in which the number of likes, comments and retweets were used as key indicators to measure the interactive effect. At the same time, the sample title sentence pattern, topic type, visual presentation mode, music style, video category, video theme, video harvest and video duration adjacent video is related or continuous. In order to ensure the accuracy of the coding, two coders independently completed the coding work of 40 videos, and revised some concepts and categories after discussion. Finally, the consistency coefficient of content analysis calculated by Hotis formula is 0.9, which shows high reliability.

In terms of data collection, the number of likes, comments and retweets provided by the Tiktok platform has become an important basis for measuring communication and interaction effects. This paper draws reference from the calculation method of mainstream media, and obtains the communication and interaction index of short cultural rural videos, that is, D index, through the calculation method of Douyin interactive index in Qingbo Index.

In the data analysis phase, the DIVOMINER qualitative research platform is used to assist the coding work. Through the K-S test of SPSS, it is found that the D-index samples do not conform to the normal distribution, so the non-parametric test method is adopted. Specifically, the Kruskal-Wallis test of multiple independent samples was performed for eight independent variables. As shown in Table 1, n represents the sample size and p represents the significance level. When  $P > 0.01$ , there is no significant difference between the independent variable and the dependent variable. On the contrary, there is a significant difference. This result provides a strong data support for further exploring the influential factors of rural short video transmission in northern Anhui province.

### 3.3. Data collection and processing

Table 1: Classification and coding of independent variables and SPSS non-parametric test results (N=523)

The independent variable	Independent variable categorization	coding	Sanple size	percentage	Dindex	Kruskal-Wallis test statistic H value	P* *
Title sentence type	declarative	1.0	315	60.23%	574.19	158.937	0.000
	exclamations	2.0	98	18.74%	226.01		
	question	3.0	5	0.96%	243.23		
	untitled	4.0	5	0.96%	279.49		

The independent variable	Independent variable categorization	coding	Sanple size	percentage	Dindex	Kruskal-Wallis test statistic H value	P* *
Topic type	No topic	1.0	113	21.61%	367.85	49.528	0.000
	Rural topics	2.0	291	55.64%	398.48		
	Other topics	3.0	119	22.75%	256.78		
Visual presentation	Vertical screenshot full screen liayback	1.0	495	94.65%	362.57	5.278	0.082
	Horizontal shooting center screen playback	2.0	13	2.49%	289.17		
	Horizontal shooting Horizontal playback	3.0	15	2.87%	341.28		
Music style	No music	1.0	149	28.49%	393.52	30.399	0.001
	Lively and light	2.0	287	54.88%	335.58		
	solemnity	3.0	1	0.20%	228.00		
	Tender and gentle	4.0	31	5.92%	422.73		
	Sad and grave	5.0	4	0.76%	275.83		
	Dramatic singing	6.0	51	9.75%	270.05		
Video category	Life record	1.0	396	75.80%	387.64	56.293	0.000
	Culture and tourism promotion	2.0	95	18.10%	224.98		
	story	3.0	32	6.10%	270.69		
Video subject	Agricultural facilities	2.0	6	1.10%	381.00	108.827	0.000
	Land use	3.0	3	0.60%	276.50		
	Agricultural and forestry	4.0	6	1.20%	339.56		
	Products and life	5.0	394	75.41%	401.76		
	Customs and habits	6.0	49	9.30%	206.51		
	spiritually	7.0	27	5.20%	407.08		
	Culture and entertainment	8.0	35	6.69%	211.18		
	Historical record	9.0	3	0.57%	100.00		
Video harvest	Nostalgia harvest	1.0	261	49.90%	396.58	49.193	0.026
	Culture harvest	2.0	190	36.33%	307.97		
	Aesthetic harvest	3.0	54	10.33%	212.42		
	Other	4.0	18	3.44%	307.92		

The independent variable	Independent variable categorization	coding	Sanple size	percentage	Dindex	Kruskal-Wallis test statistic H value	P * *
Video duration	1 minute or less	1.0	90	17.30%	162.92	176.277	0.000
	1-3 minutes	2.0	100	19.10%	284.66		
	More than 3minutes	3.0	333	63.60%	431.37		

### 3.4. Model construction and analysis

Based on the "addiction model", the sample processing of rural short videos in northern Anhui is conducted. The verification results show that the visual presentation and video harvest have no significant impact on the transmission of rural short videos in northern Anhui. The reason is that the audience pays more attention to the content of short videos and pays less attention to the perception of videos. In addition, the audience's experience after browsing may be more diversified, and its own browsing utility is not strong, so the discrimination degree of harvest is low. In addition, six factors have significant influence on the communication effect of rural short videos in northern Anhui.

The title D index of the declarative sentence pattern is the highest, so it has the best effect on communication. Direct expression of the content to be expressed by the video picture, at a glance, can achieve the purpose of interpretation and drainage, so that the audience will pay more attention to the video content itself, compared with no title, interrogative and exclamatory sentences, the audience tends to obtain content information through the video title, and then harvest emotional experience through the video itself.

Rural topics have the best effect on communication, followed by no topics, and topics have a retrieval and drainage effect on video communication. In recent years, Tiktok platform has given strong support to rural short videos, and the addition of related topics can obtain traffic support. In addition, related topics can also help audiences accurately retrieve corresponding videos with higher matching degree.

The background music style of gentle and graceful is more compatible with the overall harmonious and quiet atmosphere of rural short videos, and the short videos using this music style have better communication effect. In addition, without music, it can better highlight the simplicity of the rural short video soundtrack, the original sound and color of natural landscape, integrate natural scenery, full of life atmosphere, and enhance the sense of experience and immersion when watching, so the transmission effect is also good.

In the video category, life record has the best effect, compared with the more commercial literature and tourism propaganda and the more complicated plot narration, the short videos of life records provide the audience with easier and easier experience and do not require too much in-depth thinking. Such videos are more in line with the audience's original intention of watching short videos of rural areas, that is, they focus on obtaining sensory experience.

Short videos of spiritual belief and production and life have the highest theme D index. Short videos of spiritual belief convey more traditional rural customs and values, which can better resonate with the audience, while short videos of production and life are more in line with the rural style, showing a unique rural production and life style is more novel and interesting for the audience far away from the countryside. The development of rural short video relies on urban groups with strong consumption power, and catering to differentiated preferences is the key to communication.

(6) Short videos of more than 3 minutes can more deeply show the connotation and charm of rural culture. A longer time span allows content creators to more comprehensively display the natural scenery, human history, folk customs and other elements of the countryside, so that the audience can be immersed in it and feel the unique charm of rural culture. At the same time, such videos can also touch the hearts of the audience and trigger resonance through rich story plots and delicate emotional expression. Longer video duration also means more space for creative play, which helps to enhance the artistry and enjoyment of the video, and further enhance the communication effect of rural culture.

## **4. Research on the propagation path innovation of rural culture in northern Anhui in short video**

### **4.1. Analysis of the communication status of rural culture in northern Anhui in short video**

Through the search of short videos of rural culture in northern Anhui related to Douyin platform, it can be found that the communication status of rural culture in northern Anhui presents the following characteristics:

First of all, the spread of rural culture in northern Anhui is widespread, and more short video accounts begin to pay attention to and promote the unique culture of this region. These short videos cover the natural scenery, traditional architecture, folk activities, handicrafts and other aspects of northern Anhui, presenting a colorful picture of rural culture for the audience. Secondly, rural culture in northern Anhui is spread in various ways. Short video creators demonstrate the charm of rural culture incisively and vividly through vivid pictures, interesting stories and affectionate explanations. At the same time, they also actively use the interactive function of the Tiktok platform to interact with the audience, further enhancing the communication effect. In addition, the spread of rural culture in northern Anhui is favored by the younger generation. More and more young people begin to pay attention to rural culture, and they inject new vitality into the spread of rural culture by shooting short videos and sharing rural life experience. At the same time, the author should also note that there are still some problems in the communication of rural culture in northern Anhui, such as homogenization of content and lack of innovation. In the future, it is necessary to further strengthen the content innovation and the optimization of communication strategies in order to better promote and inherit the rural culture in northern Anhui.

### **4.2. Problems and challenges in rural culture dissemination in northern Anhui**

#### **4.2.1. Serious homogenization of content**

In the search process, it is found that the content of many short rural videos in northern Anhui has a high degree of similarity, whether it is the composition of the picture, the shooting method or the narrative mode, the video content and style are the same. This phenomenon of content homogeneity leads to aesthetic fatigue of the audience, which reduces the interest and attention of the short video of rural culture.

#### **4.2.2. Lack of creativity and depth**

Although some short videos show the natural scenery and cultural landscape of the countryside in northern Anhui, they often stay on the surface and lack in-depth cultural interpretation and creative presentation. This makes it difficult for the audience to truly appreciate the unique charm and profound heritage of rural culture in northern Anhui from the short video.

#### **4.2.3. Unclear audience positioning**

In the process of short video production and dissemination, the lack of clear positioning of the audience is also a problem. Different audience groups have different needs and interest points



for rural culture, so it is necessary to grasp the audience's psychology more accurately and produce short video content that is more in line with their tastes.

#### **4.2.4. Low interaction and participation**

Although the Douyin platform has a powerful interactive function, many rural short videos in northern Anhui province have poor performance in terms of interactivity and low audience participation. As a result, the communication effect of short videos is limited, and it is difficult to form effective word-of-mouth and viral communication.

## **5. Innovation measures of rural culture in North Anhui in short video communication path**

### **5.1. Suggestions on short video communication of folk art in northern Anhui rural culture**

The title should be direct and attractive, such as "Northern Anhui skillfully embroidered rural style" or "Traditional clay sculpture, inheriting the soul of rural art". The use of rural culture-related hashtags, such as "# Northern Anhui folk art #" and "# traditional crafts #", is easy for users to search and locate. In terms of background music, the selection of gentle melodies played by national instruments such as guzheng and flute is in line with the simple and elegant style of folk art. In terms of video content, in addition to showing the production process and finished effects of folk art, it can also intersperse the narration of artists, introduce the story behind it and the cultural connotation, and ensure that the duration is more than 3 minutes, so that the audience can deeply understand the charm and value of folk art.

### **5.2. Suggestions on short video communication of traditional folk arts in northern Anhui rural culture**

The title should highlight the characteristics and charm of Quyi, such as "Big Drum in northern Anhui, striking rural memories" or "Rural storytelling, telling legends through the ages". In terms of hashtags, "# traditional folk art inheritance #" and "# Village Voice #" can be used to attract audiences interested in traditional culture. In terms of background music, you can choose soft pipa or Erhu music to create a simple and elegant atmosphere. In terms of video content, in addition to recording the whole process of Quyi performance, it can also join the reaction and interaction of the audience to show the vividness and liveliness of rural culture. The duration is ensured to reach 3 minutes, fully demonstrating the rhythm and skills of Quyi.

### **5.3. Suggestions for short video communication of rural culture in northern Anhui on customs and festivals**

The title should be concise and clear to summarize the custom or the theme of the festival, such as "North Anhui Dragon Boat Festival, Zongzi fragrance to celebrate the festival" or "rural Spring Festival, reunion to celebrate the New Year." The hashtags can use "# rural custom experience #", "# Festival carnival #", etc., to arouse the audience's interest and curiosity. In terms of background music, you can choose cheerful gongs and drums or folk music ensemble to create a festive atmosphere. In terms of video content, the whole process of traditional festivals should be comprehensively displayed, including the preparation of activities, the lively scene at the scene, people's participation and interaction, etc., among which the importance of farmers' media image building cannot be ignored. The duration is not less than 3 minutes to ensure that the audience can fully feel the unique charm and cultural connotation of the rural customs festival.

#### 5.4. Suggestions on short video communication of rural culture in northern Anhui in architectural landscape category

The title should highlight the unique features of the architecture or landscape, such as "Ancient village in northern Anhui, old house in stone lane and ancient charm" or "Village temple, incense has flourished for thousands of years." Hashtags can be used to "# rural ancient architecture exploration #", "# traditional landscape appreciation #", etc., to attract audiences interested in architecture and landscape. In terms of background music, you can choose melodious kite music or flute, which is in harmony with the quiet and simple atmosphere of the architectural landscape. In terms of video content, it is necessary to show the appearance, internal structure, historical background and surrounding environment of the building or landscape. The duration is guaranteed to be more than 3 minutes, allowing the audience to gain insight into the historical and cultural value of the rural architectural landscape. At the same time, the narration of local residents can be interspersed to introduce its deep emotional connection with the architectural landscape, and increase the emotional color and humanistic connotation of the video.

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