

Research on the Value Impact of Generation Z youth based on Short

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Abstract

With the growth of short video platforms and government policy support for BB, earthy short videos have gained widespread popularity among Generation Z audiences on the Douyin platform. The researcher analyzes the psychological needs of Generation Z audiences through content analysis of earthy short videos on the Douyin platform, examines the platform's precise recommendation mechanism, and applies the theory of culmination to assess the impact of these videos on the values of Generation Z. Finally, strategies are proposed to optimize the value identity of contemporary youth audiences through the Douyin platform. Especially in the era of short video, in order to meet the development needs of generation Z, there are more and more researches on the application of short video recommendation algorithm. Deep convolutional neural networks have extremely powerful feature representation capabilities and have been reasonably applied in multiple computer vision tasks, The theory of culmination is applied to analyze the impact of short videos on the values of Generation Z audiences, exploring both positive and negative outcomes. Finally, a strategy is proposed for optimizing the value identity of contemporary youth audiences through the Douyin platform.

Keywords

Video recommendation algorithm; Cultivation Theory, Earthy Short Videos, Gen Z Youth, Value Identification, Psychological Needs.

1. Introduction

With the rise of short video platforms, local flavour short videos have emerged as a prominent online cultural phenomenon, attracting widespread attention. The rural characteristics and "earthy" undertones of "local flavour culture" presented in these videos are widely recognized^{[1]2} and have become an integral part of online culture.

With the deeper implementation of the "Agricultural sector, rural areas, and farmers" policy, local flavour short videos have become a crucial bridge connecting urban and rural areas, as well as tradition and modernity. Since General Secretary Xi Jinping proposed the rural revitalization strategy in the 2017 report of the 19th Party Congress, the Central Committee of the CPC and the State Council issued the 12th Central Document No. 1 on February 3, 2024, outlining a "roadmap" for the comprehensive revitalization of rural areas.^[2] Simultaneously,

Douyin launches an annual "New Farmer Plan" with an investment of 1.2 billion resources to support "Agricultural sector, rural areas, and farmers" content creation, while establishing a special zone to assist farmers in over 200 cities and counties in Shanxi, Sichuan, Fujian, Guangdong, Heilongjiang, and Gansu, the six core production areas. This demonstrates the government's strong support for "Agricultural sector, rural areas, and farmers" development. Meanwhile, the number of earthy video creators in the "Agricultural sector, rural areas, and farmers"^[3] field continues to rise. As of July 2024, the Douyin Countryside Guardian Public Welfare Plan has engaged 500,000 users in short video production, generating over 3 million submissions and helping disseminate high-quality rural content more than 500 billion times^[4]. Among these creators, 7 have more than 10 million followers, 31 exceed one million, and 25 surpass 100,000.

The rise of rustic short videos and their widespread popularity among youth groups is driven not only by policy support, which has led to a surge in content creators, but also by the cultural and psychological needs of youth, reflecting their identity and emotional connection to rustic culture. This phenomenon holds significant research value. In summary, this paper will examine the relationship between earthy short videos and youth audiences, using culmination theory to analyze the rise of these videos among youth groups and explore their psychological needs. The study aims to optimize short video platform strategies for enhancing the value identity of youth audiences.

2. Model and Method Establishment

With the rapid development of modern science and technology, the application research of short video technology platform is more and more extensive. In the new era, the Generation Z, born after 95-00, as a generation of young people in China's future development of productivity, has gradually become the backbone of social development, playing an important role in many fields such as ecology, science and technology, literature and art, and national defense. The specific process is shown in Figure 1 below

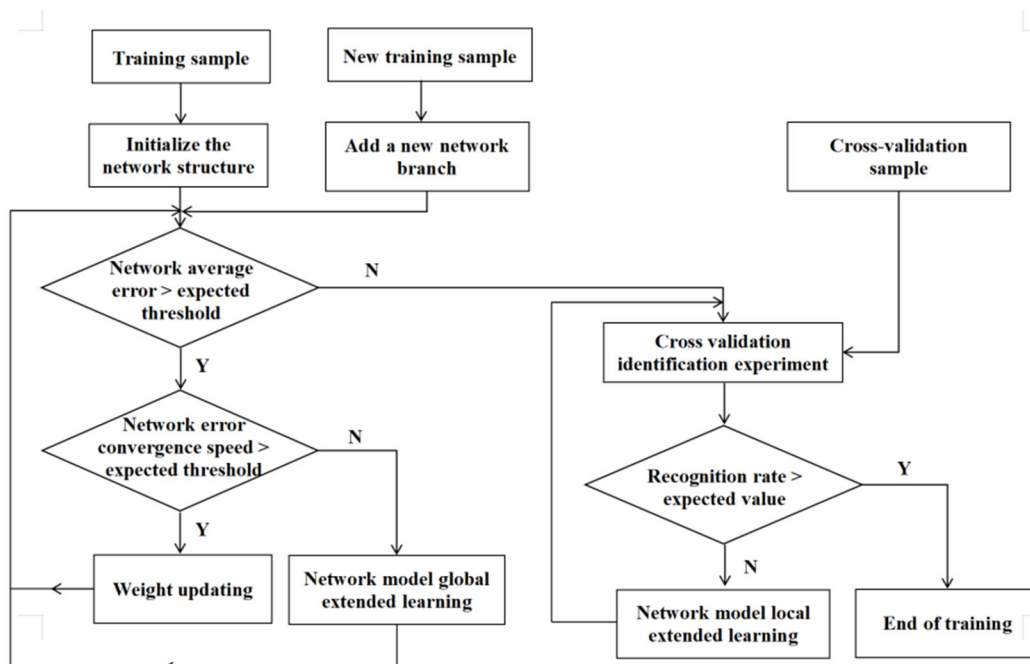


Figure 1. Flowchart of deep convolutional neural network

In the research on the value impact of Generation Z youth based on short video recommendation algorithm, a short video hash retrieval algorithm with deep learning as the core is proposed, which mainly uses deep convolutional neural network to obtain video features, improve the operational performance of actual retrieval, and meet the multiple requirements of Generation Z youth in obtaining and disseminating information. Among them, the hash retrieval algorithm flow is shown in Figure 2 below:

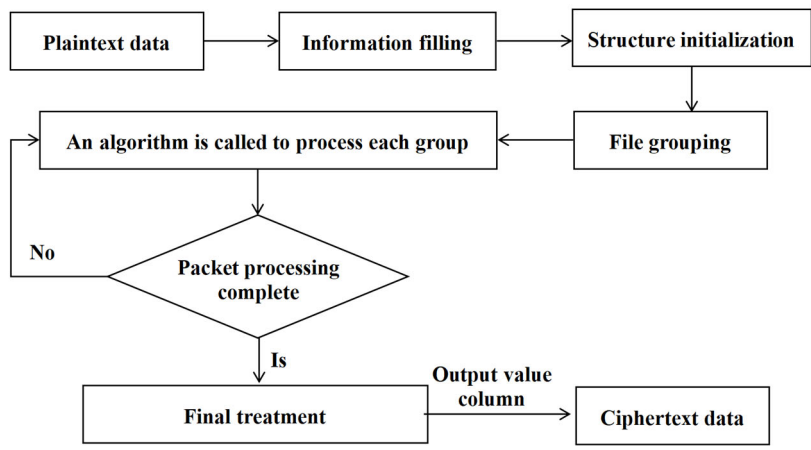


Figure 2. Flow chart of hash retrieval algorithm

In the whole network, video feature extraction and hashing mapping are fused in the same network, and network parameters are updated according to gradient descent method during backpropagation, so as to realize end-to-end optimization processing. In addition to the multiple classification loss functions, the objective function of this algorithm also adds a triplet loss function, so that during the training period, the network inputs three videos at a time, two of which belong to the same category and the third video belongs to a different category. From the perspective of practical application, the triplet loss function can be closer to the constraint condition in distance through the feature vectors of two videos of the same class, so that the network will map the same video to similar Hasima and the different video to dissimilar Hasima. The training steps of the actual algorithm are as follows:

First, every three videos constitute a group of input samples, two videos are of the same category, and the other video is of a different category. The same number of videos are randomly selected from the three videos and input into the network in parallel.

Second, convolutional neural network is used to obtain the features of each needle. After weighted average processing, all the needle features belonging to the same video are fused into the features representing the corresponding video.

Third, when generating the module, dimensionality reduction is carried out according to the first fully connected layer, and then the feature values in the specified interval are mapped to the corresponding interval through the sigmoid layer connected at the back. The second whole layer belongs to the classification layer, and the number of neurons is consistent with the number of video classes. The output value represents the probability that the video is judged as each class respectively.

Fourth, the triplet loss function and classification loss function are weighted and combined to form the objective function and optimize the network parameters according to backpropagation.

After mastering the training process of the hash retrieval algorithm, make full use of the migration of the deep convolutional neural network as shown in Figure 3 below for research. The specific steps are as follows:

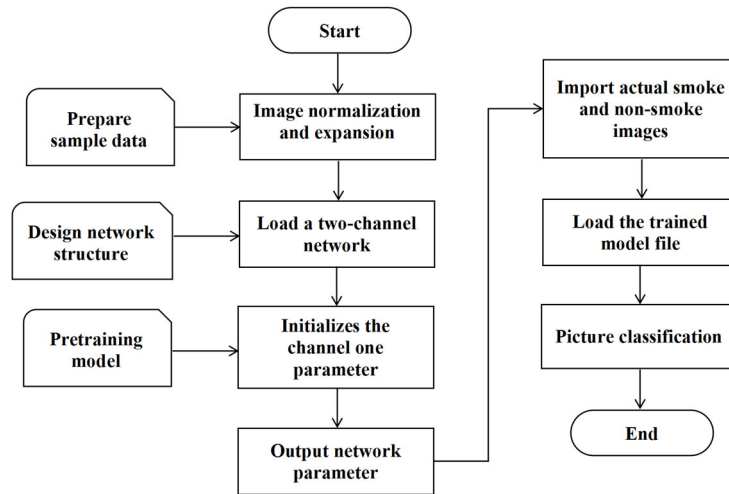


Figure 3. Migration analysis of deep convolutional neural networks

3. Analysis of Psychological Needs in Value Identity of Young Audience Groups in Douyin Platforms

Cultivation theory, also known as nurture theory or upbringing theory, was proposed by American scholar George Gerbner in the late 1960s.^[5] Gerbner introduced the concept of cultivation, highlighting the role of media content in shaping public perceptions of social security. Cultivation theory has also been applied to the formation of gender roles and identities, showing how media shapes audiences' expectations and influences their perceptions of gender and identity. Scholars like Shen Zhengfu argue that people's role expectations shaped by mainstream media reflect a behavioral appeal and a consistent value identity^[6]. Therefore, the researcher posits that short videos on Douyin platforms align with the media's role in shaping public perceptions of social security. Additionally, cultivation theory can be applied to the shaping of roles and identities, where media shapes viewers' expectations of identity and roles, influencing their self-perception and guiding their value identity through content.

3.1. Analysis of the psychological needs of the youth audience of earthy short videos

According to Maslow's hierarchy of needs theory, self-actualization is a higher need than respect, love, and belonging^[7]. In this context, self-actualization represents the highest value identity for young audiences, while respect, love, and belonging are more fundamental needs. According to official data from the 2023 Douyin "Agricultural sector, rural areas, and farmers" Creators Conference, the five most popular "Agricultural sector, rural areas, and farmers" content types on Douyin are rural life, rural food, "Agricultural sector, rural areas, and farmers" e-commerce, agricultural machinery, and planting technology. The most popular "Agricultural sector, rural areas, and farmers" topics on Douyin include: "Record my rural life," "Recording the happy life in the countryside," "Immersive experience of simple, happy rural life," "Another day of envy of rural life," and "I went back to the countryside to build a house". By analyzing the content of headline earthy short videos on the Douyin platform, the researcher categorizes them into four groups: healthcare, culture, countryside, and market business. The economic

needs represented by the market business category have consistently been a core psychological need for youth groups across generations. Thus, the first three categories are selected for further analysis.

3.1.1. The theme of health and wellness meets the life care needs of Gen Z youth audiences

Earthy short videos on health care meet the youth audience's demand for life care. Although Generation Z is generally in good physical health, high-pressure environments and unhealthy habits have made them increasingly willing to invest in their well-being [8]. According to the 2022 National TCM Health Index Research Report by the Chinese Society of Traditional Chinese Medicine, 'Post-95' Generation Z youth view new Chinese health care as focusing more on the integration of body and mind than other approaches. They value health care that provides both physical immunity to resist foreign pathogens and spiritual strength to counter mental depletion^[9]. The Douyin platform is popular for health maintenance videos, such as those by 'Country Dream Jun', a million-follower blogger. His video, "Steaming Water with Mugwort: The Secret of Longevity," has received 178,000 likes and been shared by other bloggers as of 6 December 2024. This demonstrates that young people are increasingly focused on their health, reflecting the growing importance of life care needs among Generation Z.

3.1.2. Cultural themes awaken Gen Z youth audiences' awareness of traditional culture

Cultural-themed earthy short videos have awakened traditional cultural values among contemporary youth, addressing their lack of understanding of traditional culture. This is due to the lack of cultural self-awareness and self-confidence among contemporary youth in the process of urbanization, coupled with their limited interest in traditional Chinese culture^[10]. For example, the Hmong papermaking tradition illustrates how the younger generation's failure to fully perceive and embrace the culture—cognitively, emotionally, and behaviorally—leads to the gradual loss of its inheritance across generations and ethnic groups^[11]. The video compilation by the ten-million-follower earthy blogger 'Shan Bai', titled "Brush, Ink, Paper, and Inkstone," showcases the ancient, intangible heritage of these traditional tools. It has garnered 1.29 billion views and over one million likes per video. For a nation, the core function of traditional culture is to shape identity, with cultural identity being the deepest form of identity^[12]. This expands the sense of belonging from "I" to "we". This collective sense of belonging converges into a shared national identity^[13]. Therefore, traditional culture offers Generation Z a sense of spiritual and cultural belonging.

3.1.3. Rural-themed content meets the psychological needs of Gen Z youth audiences for 'lying flat'

Rural short videos featuring simple rural life, close contact with nature, and other similar content meet the psychological needs of youth groups for a 'low-desire, passive pacifism' and the 'slow' rhythm of life^[14]²³. For example, in the local flavour short video by Douyin's ten-million-follower blogger 'Nianxianren Zhou Zhou,' the creator contrasts the 'slow' rural life—digging bamboo shoots, catching fish in rivers, and living surrounded by nature—with the 'fast' pace of urban youth life. This stark contrast between the 'slow' rural pace and the 'fast' urban rhythm leads contemporary youth to lower their expectations to cope with social pressure, reducing anxiety by minimizing desires to find inner balance amid social competition. This manifests as collective anxiety among youth facing social challenges^[14]²². Urbanization, along with the fast pace and competitive pressures of modern city life, contributes to feelings of psychological exhaustion and confusion. The real pressures of high property prices, career competition, and rising living costs have led to an increasing sense of escapism among youth. The simplicity, low desires, and minimal temptations of rural life have made local flavour short videos a popular means of escape for youth, offering them a brief respite from the pressures of

urban life and a 'lying flat' sanctuary for emotional recovery. Notably, the 'slow' pace of local flavour short videos may evoke resistance to social alienation among Generation Z youth.

In conclusion, the psychological needs of Generation Z youth, as seen in local flavour short videos, include heightened health consciousness, a renewed appreciation for traditional culture, and the rise of low-desire escapism, reflecting their need for life care, cultural belonging, and resistance to social alienation.

3.2. The content recommendation path of earthy short videos on the DOUYIN platform

Douyin's recommendation mechanism effectively targets the audience, driving higher traffic exposure for short video content. Additionally, Douyin's policy support fosters the growth of content creators, enhancing the quality of video submissions and boosting audience engagement and satisfaction.

3.2.1. Precise recommendation mechanism

The distribution of earthy short videos is primarily driven by Douyin's algorithmic recommendation system. By analyzing user behavior data, the content is precisely matched with the target audience, thereby increasing the popularity of earthy short videos. On Douyin's platform, audiences can actively choose short video content, creating a two-way interaction that empowers users with greater control and enhances their experience of free choice in video consumption. Under the logic of algorithmic technology, frequent interactions between users and algorithms generate digital traces and incremental data, enabling algorithms to dynamically and intelligently understand users' preferences^[14]. This includes personalized data such as clicks, viewing time, likes, and content preferences, which are then processed through big data analytics. This data is used to create user profiles, including labels for interests, location, and preferences, which are then used by algorithms to deliver personalized content recommendations. This precise content delivery mechanism enhances user experience and amplifies the platform's content dissemination impact.

3.2.2. Douyin platform responds to policies by increasing support for "Agricultural sector, rural areas, and farmers"

In response to national policies, the Douyin platform has strengthened support for content creators by launching public welfare programs, thereby enhancing the diversity and quality of its content and aligning with guiding values. For instance, in the "Agricultural sector, rural areas, and farmers" sector, Douyin, in collaboration with the Central School of Agricultural Radio and Television and the Chinese Academy of Agricultural Sciences, launched the 'New Farmer Program 2024' to support and train university-based creators of local flavor short videos. Additionally, to lower production barriers and improve audience engagement, viral short videos often use standardized templates to encourage secondary creation, fostering emotional resonance and strengthening audience loyalty to creators. Simultaneously, with policy support, audience interactions such as liking, commenting, sharing, and participating in secondary creation significantly increase the popularity of video content, influencing creators' content choices and, in turn, affecting the platform's trending topics and similar video production. This dual mechanism of algorithmic and policy support has bolstered the platform's content production capacity and increased audience retention. In summary, Douyin's recommendation mechanism, coupled with supportive policies, strengthens value recognition among young audiences while fostering a consistent value loop.

3.3. The acculturation phenomenon of earthy short videos on the DOUYIN platform

First, the connotations of short video content on Douyin platforms enhance the value identity of Generation Z youth, reinforcing the platform's dominant role in value dissemination. Second,

the psychological needs and preferences of the audience within the interactive mechanism may also influence and counteract the platform's content push.

3.3.1. The cultivation effect of the Douyin mechanism on the psychological cognition of Gen Z youth audiences

Douyin's data-push mechanism, combined with platform policies, strengthens the cumulative impact of earthy short videos on the psychological cognition of Generation Z youth. The repetition of earthy short videos deepens their influence on contemporary youth audiences.

The cultivation theory weakens the audience's independent judgment. Repeated exposure to the same thematic content broadens the youth group's understanding of the theme. Prolonged exposure to this content in their daily viewing influences youth groups, who are shaped by the information and value orientations pushed by Douyin platforms without in-depth reflection. This leads to a value identity tied to life care and cultural belonging to tradition.

Additionally, the cultivation theory can deepen negative impacts, intensifying the audience's identification with harmful culture. Accurate algorithmic targeting exposes youth groups to a one-dimensional environment, contrasting sharply with their own lives, which reinforces negative connotations over time. For instance, Generation Z youth find it increasingly difficult to break free from the "lying flat" psychological mode. According to cultivation theory, when media values align with audience consciousness, the effect is intensified, weakening the audience's critical thinking and leading them to unconsciously absorb and reinforce simplistic, superficial content, forming a "cage" of connotation.

3.3.2. The psychological addiction of Gen Z youth audiences and its counter-cultivation effect on the Douyin mechanism

While accepting connotation, audiences can also counter-connote video creators and platform mechanisms, thereby influencing the choices of content creators and platforms, which further expands the influence of short videos. The youth audience's preference for short videos counter-connotes other video creators, leading more bloggers to choose the same topics for filming. Young audiences also participate in the secondary creation of videos, prompting the short video platform to continue pushing content that aligns with their preferences. This leads to a significant increase in the proportion of homogenised short videos that the audience receives, which is a variation of the theory of connotation. In this process, the audience no longer passively accepts the media's connotative messages.

The mechanisms of Douyin platforms have significantly enhanced the culminating effect of short videos as a medium. Through personalised recommendations and interactive mechanisms, the platform not only effectively influences the audience's values but also provides greater space for audience participation. Under the closed-loop model of 'connotation-counter-connotation-connotation', the audience actively participates by choosing content, a process that is deeply intertwined with the values of the content pushed by the platform, forming a virtuous circle of mutual promotion. The audience's needs and preferences influence the platform's recommendation logic, while the push mechanism continuously deepens the audience's recognition and absorption of the content, ultimately forming a cyclical and interactive culmination process. From this point of view, the Douyin platform not only enhances interaction between the platform and the audience but also increases user stickiness.

4. Validation of Results

First, the parameters in the hash search algorithm network are the initialization results of ResNet-50 pre-trained on ImageNet, and the network parameters of other levels will be initialized randomly. In the case of backpropagation, ResNet-50 network parameters are not

updated, while other hierarchical parameters are updated by gradient descent method to reduce the convergence time of the loss function.

Second, if the network tends to converge, the freezing result of ResNet-50 network parameters should be lifted and the whole network parameters should be slightly adjusted until the loss function converges.

Third, based on the convergent network, the input videos are changed from one to three to ensure that they share the network parameters, at the same time, the constraints of the triplet loss function are increased, and the network parameters are slightly adjusted until the network converges, and the final network parameters are obtained on this basis.

In the process of video retrieval, frame truncation processing is implemented for the query video first. On this basis, several frames are selected from equal spacing and input into the trained network model, corresponding features are extracted from ResNet-50, and the features of all frames are fused together by weighted average method to form the features of the recommended video. According to the dimensionality reduction of the first fully connected layer, the feature values are mapped to a certain interval through the sigmoid layer, and the output values in the sigmoid layer are binarized. The values greater than 0.5 are mapped to 1, and the values less than 0.5 are set to 0 to obtain the hash code corresponding to the query video. Finally, the hash code of the queried video and the video hash code obtained by the same method in the video library are used for XOR operation and Hamming distance calculation. In the effective sorting, multiple videos with the smallest distance are returned to complete the retrieval work.

Combined with the short video recommendation process shown in Figure 4 below, the algorithm verification analysis was carried out, and the actual research results were as follows:

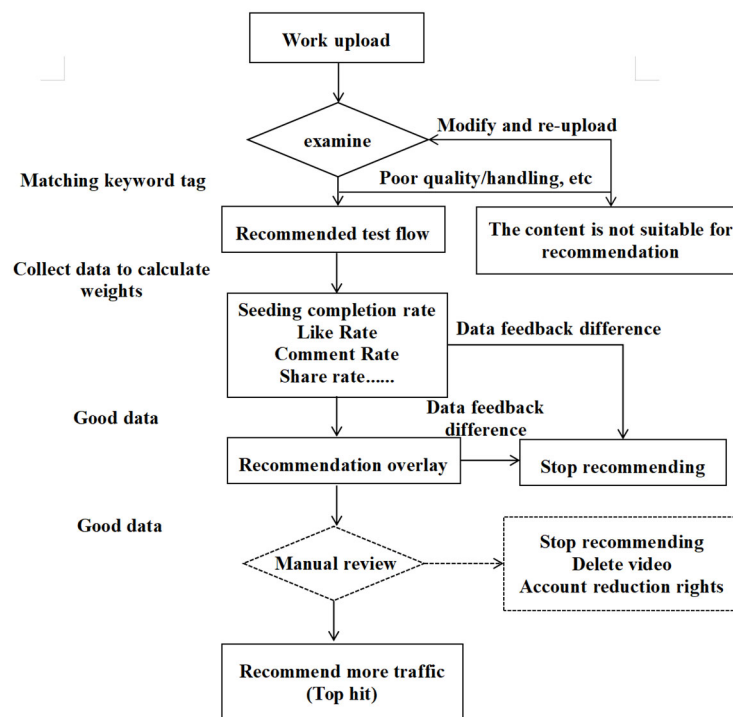


Figure 4. Flowchart of a short video recommendation

In this paper, the algorithm adopts end-to-end training method to obtain video features, and can adjust network parameters according to the results of the final loss function, so as to improve the performance of Hashima based on video semantic features. Compared with the

traditional hash algorithm, the distributed retrieval method studied in this paper has better effect. At the same time, it improves the objective optimization function, adds the triplet loss function to the original classification loss function, and can add distance restriction to the feature representation between the same or different categories of videos, and use similar features to represent the same category of videos. Use highly differentiated features to represent videos between different categories. This distance limitation can make the performance of the proposed algorithm significantly better than that of the deep hash algorithm. From the perspective of practical application, most of the detection results are correct, and there is a big visual difference between the actually retrieved correct video and the queried video, but they have the same semantic labels. Therefore, it can be verified that the deep convolutional neural network extracts high-level semantic features, which is more suitable for the application of semantic focused video retrieval tasks. With the continuous development of short video technology platform, there are more and more researches on corresponding recommendation retrieval algorithms.

5. Conclusion: Optimizing the Cultivation Strategy for The Value Identification of Gen Z Youth Audiences

Combined with the understanding and application demand of young people in the new era on short video technology platform, this paper systematically discusses the value impact of Generation Z youth based on short video recommendation algorithm, which can not only clarify the application value of corresponding technical algorithm, but also clarify the application value of the corresponding technical algorithm. It can also put forward appropriate search and recommendation models for specific youth groups, truly meet their learning and development needs, accelerate the development of modern science and technology software, and contribute to the creation of socialism with Chinese characteristics. As a form of popular culture accepted and recognized by the mainstream public and actively engaged in online culture, earthy short videos reflect the group characteristics of some Generation Z youths, such as their diverse needs for life care, cultural belonging, and resistance to social alienation. The researcher argues that media platforms should enhance the positive connotation towards the various needs of Generation Z, actively constructing and guiding the value identities of contemporary youth, thereby alleviating the negative contradictions within this group.

Firstly, Douyin's data push mechanism minimizes the disruption of diverse information to the audience, and, combined with policy orientation, plays a positive role in shaping the values of Generation Z youth. By accurately capturing the interests and ideological tendencies of contemporary youth audiences, platforms can push content that aligns with the values of youth groups, supported by big data. While facilitating cultural communication that aligns with the characteristics of the times, it can also spread positive and proactive social values in a targeted way. This two-way interactive mechanism guides them to embrace deeper cultural identities, ultimately fostering identification and active participation in social values, and promoting the dissemination of positive social values.

Secondly, Douyin's data push mechanism will shape specific subcultural circles while helping to form the cultural identity of Generation Z youth groups. By accurately capturing the interests and psychological dynamics of contemporary youth audiences, the platform pushes content that aligns with their needs, forming a cultural circle within youth groups. However, this interest-based push mode may limit the cultural cognition of youth groups, leading to biased perceptions of mainstream culture. This vicious cycle weakens contemporary youth's identification with positive social culture and may prevent them from developing a healthy sense of social responsibility and human values. In other words, platforms should be mindful of the limitations of cultural cognition while pushing content precisely, to avoid mutual

connotation between youth groups and platforms, which could contribute to negative culture. In the era of short videos, the strategy to guide Generation Z youth culture is to adjust the algorithmic recommendation mechanism, optimize the negative culture circle, and build content favored by youth groups, thus adapting to the characteristics of the short-video era while deepening and spreading social value identity.

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