



Study on the Influencing Factors of Short Video Communication of Hongqiqu Spirit

--Taking Tik Tok as an Example

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Abstract. Hongqiqu is an important red resource in Henan, and the spirit of Hongqiqu is an important part of our national spirit. In the short video era, the dissemination and promotion of the spirit of Hongqiqu is facing many opportunities and challenges. This paper extracts short videos related to Hongqiqu on the Tik Tok, and explores the factors influencing the communication power of short videos of Hongqiqu through content analysis. The study finds that the overall power of the dissemination of the spirit of Hongqiqu on the Tik Tok is limited, and the narrative style and video materials have an impact on the power of the videos. The official media should cooperate with the private opinion leaders to help spread the spirit of Hongqiqu in the short video platform.

Keywords: spirit of Hongqiqu; short video; communication power.

1 Introduction

Hongqiqu is located in Linzhou City, Henan Province, on the cliffs of the Taihang Mountains, is completely dependent on manpower to build a large-scale water irrigation project, this 1500-kilometer-long "artificial river" is known as "the miracle of the history of the construction of new China. The relationship of an era to its past depends to a considerable extent on their relationship to the medium of cultural memory^[1]. As one of the important red resources in Henan Province, the Hongqiqu, in addition to playing the role of irrigation and providing water for living as an entity, has gradually become a symbol beyond the entity in the past few decades, carrying a variety of functions, such as red culture, red education, red tourism, local brand, etc., and constantly expanding its extension.

We see the present through the rearview mirror, and we step backwards into the future^[2]. The arrival of the new media era provides brand-new opportunities and issues for the dissemination of the spirit of Hongqiqu. According to the 53th Statistical Report on the Development of the Internet in China, China's Internet applications continue to develop, accounting for 97.7% of the overall number of Internet users. The youth group is an important part of the short video user group, and it is also an important main body of the inheritance of the red spirit. Studying the communication

performance of the Hongqiqu spirit in the short video platform, making full use of the characteristics of short video such as wide coverage, fast transmission speed, etc., makes the inheritance of the Hongqiqu spirit relying on the short video platform "teaching and enjoying", and provides a new way of thinking for the dissemination and inheritance of the spirit of the Hongqiqu in the era of new media.

With the development of short video, the communication position of the spirit of Hongqiqu has also been expanded. As an important part of red culture, it is of great significance to study the development status of the spirit of Hongqiqu in the current short video platform. Based on the above sorting, this paper puts forward the following research questions: what are the factors affecting the short video communication of the spirit of Hongqiqu? What is the room for improvement in the short video communication of the spirit of Hongqiqu?

2 Research Ideas and Methods

2.1 Research Ideas

This study takes Tik tok as a case study, and takes "Hongqiqu" as the keyword, and extracts relevant short videos as samples for content analysis. At the same time, the concept of "communication power" is introduced as a dependent variable to measure the communication effect of short videos on Hongqiqu. Based on the content analysis data, some indicators are attributed and analyzed to explore the factors affecting the communication power of short videos of the spirit of Hongqiqu, so as to provide reference for the short video communication of the spirit of Hongqiqu.

In this paper, the number of likes, comments and retweets are used as indicators to quantify the communication power of popular science short videos. Drawing on Jin Xinyi and Wang Guoyan^[3], the calculation method of Jittery short video dissemination power W_0 is as in the formula: $W_0 = b_1 \ln(X_1+1) + b_2 \ln(X_2+1) + b_3 \ln(X_3+1)$, in which X_1 , X_2 , and X_3 are the number of likes, comments, and retweets of the short video, and b_1 , b_2 , and b_3 are the corresponding weight values, and the corresponding weights are respectively 20.2%, 26.5%, and 53.3%.

2.2 Research Sample

This study selects the short videos presented on the Tik Tok platform with the keyword "Hongqiqu spirit" as the research object. Tik Tok is currently the largest short video platform in China, which has strong representativeness, so Tik Tok is chosen as a case study.

In this paper, we adopt the method of content analysis, search for videos with the keyword "Hongqiqu spirit" in Tik Tok, and sort them in descending order according to "the most likes", intercept the number of likes up to 2,000, and extract the first 80 videos as research samples from the top to the bottom, and eliminate the irrelevant 10 samples. The top 80 videos were extracted from top to bottom as the study samples, and 10 irrelevant samples were excluded. By adopting the descending order of the number of likes to collect samples, we extracted the videos with the most contact with

users, which to a certain extent can represent the interest and recognition of Tio Tok users, and have a higher influence on the scope of dissemination and dissemination effect.

2.3 Coded Category

In this study, the 47 extracted samples were coded, with each video as a coding unit of analysis. The Table 1. Coding Table contains two main parts: the spread index and the basic attributes of the videos.

Table 1. Coding Table

Communication Index	Likes	Direct Count		
	Comments	Direct Coun		
	Retweets	Direct Coun		
Video Basic Attributes	Video Duration	≤30s	1	
		30min-1min	2	
		1mins-3mins	3	
		3mins-5mins	4	
		>5mins	5	
	Publisher	Media	1	
		Government	2	
		Self-media/individuals	3	
	Type of material	Whether mainly documentary images	Yes=1	
			No=0	
		Whether the material is mainly video clips	Yes=1	
			No=0	
		Is the Hongqiqu based on real-life scenes	Yes=1	
			No=0	
		Whether to use the above mixed materials	Yes=1	
	No=0			
	Does the narrator appear in the movie	Yes=1		
		No=0		
	Is there background music	Yes=1		
		No=0		
Content of narration	Overall introduction of Hongqiqu	Yes=1		
		No=0		
	Only tell the clip of story of the Hongqiqu	Yes=1		
		No=0		

3 Data Processing and Analysis

According to the Fig. 1. Sample Propagation Power Normal Q-Q Plot, the sample propagation power of this study conforms to the normal distribution and the sample is representative.

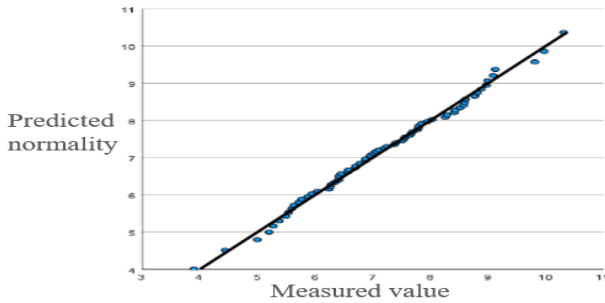


Fig. 1. Sample Propagation Power Normal Q-Q Plot

3.1 Pure Movie and TV Clip Videos Show Negative Correlation with the Spreading Power of Hongqiqu Videos

Among the top 70 videos in terms of likes, 10 videos are purely movies or TV dramas related to the Hongqiqu, and the videos are edited from related movies and TV dramas. According to Table 2. Relationship between the use of video clip material only and communication power, there is a negative correlation between all videos using film and television editing and their spreading power, while there is no significant correlation between all videos using real-life shooting of Hongqiqu, historical videos or mixed materials and their spreading power. Among the videos related to the Hongqiqu, not a few of them use movie and television clips, but the spreading power of the works that only use movie and television clips without other materials is not good. The author analyzes that this may be due to the fact that users have a high degree of recognition of historical images and geographical landscapes, but are less sensitive to unfamiliar film and television works.

Table 2. Relationship between the use of video clip material only and communication power

Model summaries				
model	R	R ²	Adjusted R Square	Errors in standardized estimates
1	.259 ^a	.067	.054	1.304028232228376

a. Predictor variables: (constants), movie and television

Coefficient a

Model	Unstandardized coefficient		Standardized coefficient		t	Significance
	B	Standardized coefficient	Beta			
(Constant)	7.328	.168			43.531	.000
Film and television	-.987	.445	-.259		-2.216	.030

a. Dependent variable: communication power

There are a large number of movie and television clips on the Tio Tok platform, which are often widely disseminated. However, the wide dissemination of edited works is based on the wide dissemination of the original movie and television works. Although there are a few movies and TV dramas related to the Hongqiqu, the TV drama "Hongqiqu", which was broadcasted in the prime time of CCTV set in 2021, has also gained the first place in the viewers' rating in that time slot. However, movie and television works have their popular scope and time: "Hongqiqu" belongs to the positive drama, which may not be suitable for spreading in the Tio Tok platform which is mainly used for leisure and entertainment; in addition, the TV drama has been broadcasted for more than one year, and the popularity in the movie and television works which are updated very fast has decreased greatly, which is difficult to produce a long time impact. Therefore, it may be difficult to achieve good results by purely utilizing movie and TV clips to spread the spirit of Hongqiqu. If the movie and television editing and other materials with each other, it may play a multiplier effect.

3.2 Whole Narratives achieve Better Communication Results than Fragmented Narratives

Table 3. Relationship Between Overall Narrative and Communication Power

Model summaries

Model	R	R ²	Adjusted Square	R	Errors in standardized estimates
1	.245 ^a	.060	.046		1.308996104809781

a. Predictor variables: (constants), overall

Coefficient a

Model	Unstandardized coefficient		Standardized coefficient	t	Significance level
	B	Standard Errors	Beta		
(Constant)	6.652	.300		22.152	.000
synthesis	.734	.352	.245	2.087	.041

a. Dependent variable: communication power

Table 4. Relationship between Clip Narrative and Communication Power

Model summaries

Model	R	R ²	Adjusted R Square	Errors in standardized estimates
1	.256 ^a	.065	.052	1.305319601739813

a. Predictor variables: (constants), fragments

The video content related to the spirit of Hongqiqu can be roughly categorized into two types, i.e., the overall introduction of Hongqiqu and the spirit of Hongqiqu, or the selection of fragments related to the construction of Hongqiqu and the spirit of Hongqiqu for narration. According to Table 3. Relationship Between Overall Narrative and Communication Power & Table 4. Relationship between Clip Narrative and Communication Power, the overall narrative and Hongqiqu video communication

power presents a positive correlation, while the fragment narrative and communication power presents a negative correlation, that is, about the Hongqiqu short video, the overall narrative than the fragment narrative can achieve good communication effect.

Short video platform has the so-called "golden 6 seconds" rule, that is, the first 6 seconds of the short video is the key to influence whether users can watch the whole video. Take the overall narrative of the Hongqiqu video often open the door, in a few seconds into the video theme, to catch the user's eye. For example, a very frequent narration: "Cutting down 1,250 mountains, cutting 211 holes, setting up 151 slots, 300,000 people fought for 10 years, to build China's most tragic aqueduct" In contrast, the story of the construction process of the Hongqiqu is richer and more varied, but it is more difficult to tell the story of the construction process of the Hongqiqu. More rich and diverse, but more difficult to enter the theme in the first time. In the author's opinion, this may be one of the reasons why it is difficult to achieve a better dissemination effect of fragmentary narratives.

Thus, the "micro drama" may be inspiring for the presentation of the spirit of the Hongqiqu video Tik Tok. Micro short drama is a product of the development of short video, it is presented in the form of short video time is short, the form of tiny, vertical screen form playback, etc.^[4], the length of time between the short video and film and television dramas, the standard of its system is "a single episode is less than 10 minutes in length^[5]". In 2021, Jittery held the "Short Drama Very Game-2021 Jittery Short Drama Conference", in which it announced the layout of Jittery in the field of micro short drama in 2021. Micro short drama often appears in the form of a continuous drama, which is able to split a long video into a number of short and medium videos that are disjointed but interconnected. Micro short drama can not only give play to the advantages of short videos that can be moved, short, flat and fast, penetrate into the user's life in the fragmented time, but also load a larger amount of information, and even form the user stickiness of the account. Tio Tok the Hongqiqu video into the form of micro skit, while paying attention to grasp the rhythm of the beginning of the video, a short overall introduction to tell the fragmentary story, while doing a good job of the upper and lower relations of the undertaking, or become a new idea of the spirit of Tio Tok the Hongqiqu spread.

3.3 Ultra-short Videos Underperform in Red Flag Video

According to Fig. 2. Percentage of Video Hours by Category, among the videos ranked in the top 70 in terms of the number of likes, the videos of 30 seconds-3 minutes accounted for the largest proportion, amounting to 81%, and the videos of less than 30 minutes accounted for the smallest proportion, accounting for only 3%. The initial video length of Tik Tok was limited to 15 seconds, and although it was gradually updated to extend the length, the overall proportion of ultra-short videos is still not small. In the Hongqiqu video, ultra-short video but poor performance.

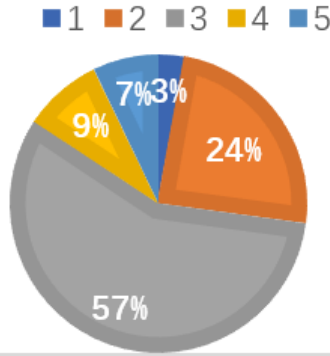


Fig. 2. Percentage of Video Hours by Category

The author analyzes that the poor dissemination effect of the ultra-short video below 30 seconds is related to the amount of information about the spirit of Hongqiqu. The spirit of the Hongqiqu has rich connotations and is supported by geographic landscapes and historical facts. Compared with Yan'an Spirit and Jinggang Mountain Spirit, the spirit of Hongqiqu is a national spirit at the national level, but the degree of nationalism is still a little lower. 1 minute ultra-short video is difficult to present the ins and outs of the spirit of Hongqiqu, so it is difficult to achieve a higher spreading power.

3.4 Different Publishers have Little Impact on the Level of Communication Power

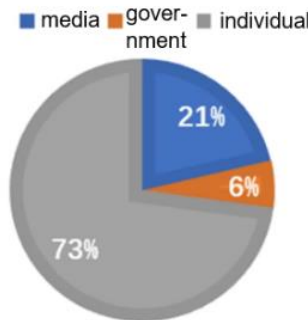


Fig. 3. Percentage of Publishing Subjects by Category

According to Fig. 3. Percentage of Publishing Subjects by Category, among the top 70 videos in terms of the number of likes, videos released by official media and government accounted for 27%, and videos released by individuals and self-media accounts accounted for 73%. However, according to Table 5. Relationship between Different Publishing Subjects and Communication Power, there is no significant correlation between the subject of video release and the spreading power. This suggests

that there is no significant difference between either official media or individual accounts in terms of the dissemination effect of the Tio Tok Hongqiqi videos.

Table 5. Relationship between Different Publishing Subjects and Communication Power

Model	R	R ²	Model summaries	
			Adjusted R Square	Errors in standardized estimates
1	.002a	.000	-.015	1.350274149599658

a. Predictor variables: (constants), subject of release

Model	Unstandardized coefficient		Standardized coefficient	t	Significance
	B	Standard Error	Beta		
(Constant)	7.186	.186		38.675	.000
Publisher	.005	.339	.002	.015	.988

a. Dependent variable: dissemination power

Tik Tok as a platform accessible to everyone, official media and civil opinion leaders are two intersecting and relatively independent forces, both of which have advantages that are difficult to replace. The official media has a natural advantage of influence and professionalism, while civil opinion leaders have a cross-circle decentralization, and even dominate some online events. Therefore, we should give full play to the enthusiasm of the main body of communication, the official media and network opinion leaders scattered in various circles complement each other, not only to "cast a wide net", but also not to form a "sense of pressure", to play a "silent" communication effect. "The official media are complemented by opinion leaders from various circles.

4 Conclusion

On the whole, videos related to the spirit of the Hongqiqi have a certain influence on the Tik Tok platform, but there is still much room for improvement. When searching for videos with the keyword "Hongqiqi" on the Tik Tok platform, there are 57 videos with more than 10,000 likes, among which there are 3 irrelevant videos, leaving only 54 videos after elimination. In the vast amount of videos on Jittery Voice, it is difficult to form a large-scale propagation network of only 54 videos, forming a breakthrough algorithm of the whole region and cross-circle coverage situation.

In terms of content, videos that introduce the deeds and spirit of the Hongqiqi as a whole are more likely to achieve good dissemination results. In this kind of video, many of them are based on the geographical landscape of Hongqiqiu, combined with historical images or fragments to introduce the spirit of Hongqiqiu. However, this kind of video is seriously homogenized, and the narration and video materials of many highly praised videos are highly overlapped. A large number of videos with similar content and form have some advantages in forming the scale of dissemination,

but more may form aesthetic fatigue, coupled with the platform's algorithmic calculation, which makes it difficult for users to stay in the same topic video. At the same time, most of the videos of this type are brief introduction to the deeds and spirit of the Hongqiqu, without in-depth description of specific events and typical characters. This leads to the introduction of the spirit of the Hongqiqu to stay on the surface, and even fall into the "false, big and empty" quagmire, it is difficult to form a resonance with the user.

The transformation of the Hongqiqu symbol from a geographical abstraction to a reproducible spiritual IP is the result of the continuous enrichment of the connotation and extension of the Hongqiqu under the joint collaboration of top-down official promotion and bottom-up individualized organizations^[6]. As a spiritual symbol at the national level, the linkage between the official and private sectors is essential in promoting the dissemination of the Hongqiqu short videos. In this regard, there have been many attempts at the government level. In 2019, the Hongqiqu Scenic Area cooperated with Tik Tok to carry out activities such as the "Surprise 'Tik Tok' in Hongqiqu" monthly and annual headline Tik Tok Challenge, which attracted traffic through the cooperation of the platform and triggered the participation of the whole population and the whole population. In 2022, Anyang City also carried out the first Hongqiqu live culture festival through Tio Tok Voice and other platforms, utilizing the form of network live broadcasting to utilize red resources, inherit the red gene, and carry forward the spirit of Hongqiqu.

How to form a linkage between official media and civil opinion leaders on the Jittery platform, drive individual users to participate in the learning and inheritance of the spirit of the Hongqiqu, make the Hongqiqu culture break through the geographical limitations to become a real spiritual space familiar to all people, and form a wide range of influences in the young generation, this is the Hongqiqu short video dissemination needs to continue to think about.

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