



# The Path of Government Short Video Participation in Poverty Alleviation: A Content Analysis of Tiktok in Maigeti County, Xinjiang Uygur Autonomous Region

Qinqin Zhang

Faculty of Public Administration, Xinjiang University of Finance & Economics,  
Xinjiang, Urumqi, China

3458527602@qq.com

**Abstract.** At present, the application of government short video in poverty alleviation is relatively common, but there are few studies on the use of short video for poverty alleviation propaganda in ethnic minority areas. This study explores the way to carry out short video propaganda of government affairs and promote poverty alleviation in Maigeti County, Xinjiang, a minority area. This study helps to understand how to combine information technology with poverty alleviation in China's ethnic minority areas, and provides ideas for other ethnic minority areas to use online resources to promote poverty alleviation. In this study, the video of Tiktok public account in Maigeti County is taken as the analysis object, and the content analysis method is used to analyze from three dimensions: theme, character and environment. This study found that the poverty alleviation path of Maigeti County is to release videos about poverty alleviation content, let returning college students and retired soldiers talk about the development and changes of their hometown, let the public understand the current situation and effect of poverty alleviation by the government, and further promote the common prosperity of less developed areas.

**Keywords:** Poverty alleviation, short videos on government affairs, minority areas, viral marketing

## 1 Introduction

In today's China, short videos of government affairs have become a communication channel between the government and the public, and a window for government public information disclosure and sharing [1]. With the support of the information poverty alleviation policy, major government short video accounts actively participate in the cause of poverty alleviation and realize the cultural and economic value of poor counties. As a poverty-stricken county in Xinjiang Uygur Autonomous Region, Maigeti county government has made great progress in poverty alleviation in ecology, culture, industry and employment by releasing videos related to poverty alleviation through the short video account of government affairs. This study raises the question of how short

government videos can participate in poverty alleviation. At present, the relevant research progress of government short video includes: discussion on the definition, characteristics and functions of government short video [2]. At present, many governments use short political videos as a means of poverty alleviation. By Posting videos of scenic spots in poor counties on Douyin, the influence of poor counties rich in cultural tourism resources has been expanded, and it has become a breakthrough in local tourism development. The following part will take the Tiktok account of Maigeti County as the analysis object and use the content analysis method.

## 2 Theoretical Foundation

Viral Marketing was put forward in 1997 by web entrepreneur Steve Jurvetson. The principle of viral marketing is to create a "word-of-mouth effect" among users and utilize users' social relationships for marketing purposes (Wang & Ma, 2019). Viral marketing spreads on the web in the forms of pictures, videos, sounds or websites, and social media is the main carrier. For successful viral marketing, it requires the appropriate people to disseminate the correct message in the right context. Social network holds the key position in viral marketing, while content and quality are the preconditions of viral marketing. Whether the account subject can provide the video content that citizens truly need is the crux to the success of viral communication [3]. Previous studies on viral marketing as a theoretical basis mainly involved consumer behavior and marketing methods[4]. Viral marketing theory has its own merits. It is an efficient marketing technique that can lower the cost of each stakeholder in the target group. It features low cost and good marketing effects, and can trigger the emotional response of the recipients. Government affairs short videos can promote government affairs through the Tiktok platform, which can attract people's interest and better achieve government affairs communication. Short government affairs videos with a larger number of recommendations will further expand their influence and eventually exhibit the characteristics of "viral transmission"[5]. Therefore, government short videos possess the nature and characteristics of viral marketing. The research question of this paper is how short government videos can participate in poverty alleviation. The analysis potential of viral marketing in previous studies involving government propaganda matches that this study takes short government videos as the analysis object. Therefore, this study will use viral marketing as the basis for the following analysis. Next, this article will establish an analysis framework from video types, video themes and personas under the existing communication platforms and modes based on the viral marketing theory.

## 3 Method

The main research method adopted in this study is content analysis. Through analyzing the Tiktok account of government affairs in Maigeti County, Xinjiang Uygur Autonomous Region, this study explores the problem of "how short government videos participate in poverty alleviation". Content analysis facilitates understanding of the content

and meaning of data, is A systematic and reproducible method for synthesizing and describing patterns in textual, visual, or audio data [6].

In this study, 88 short government videos related to poverty alleviation on the Douyin short video account of Maigeti County, Xinjiang Uygur Autonomous Region were selected as the research object (data from November 7, 2023 to August 21, 2024), and short videos unrelated to poverty alleviation were excluded. After determining the research object, this study conducted an in-depth study on 88 selected short government videos. After repeated viewing, a category system was established according to different characteristics of the videos, and the analysis framework and coding table were designed. In this paper, the "prior coding" method is used to encode. There are 157,000 fans of Tiktok short video of government affairs in Maigeti County, Xinjiang Uygur Autonomous Region. No scholars have conducted content analysis on it, so there is no relatively formed coding table for reference. Therefore, this paper forms a coding table based on the preliminary analysis results. By watching short videos of explosive government affairs and combining relevant materials, this study constructs the analysis framework from the characters, environment and theme. The analysis frame is composed of three dimensions: returning college students, retired soldiers, hometown changes, indoor and outdoor, culture, industry, ecology, employment and poverty alleviation. Based on the analysis framework, the video theme coding table is shown in Table 1. The video character coding table is shown in Table 2. The video environment coding table is shown in Table 3. According to the coding table, 88 government short videos were segmented and coded in this study. In order to ensure the accuracy of the encoding, this study encoded the same video multiple times over different periods of time.

**Table 1.** Video theme coding table

Serial number	theme	Quantity total
1	Ecological poverty alleviation	9
2	poverty alleviation by developing industries	53
3	Poverty alleviation through employment	2
4	Cultural poverty alleviation	24

**Table 2.** Video character coding table

Serial number	character	Quantity total
1	Returning college students	10
2	ex-serviceman	1

**Table 3.** Video environment coding table

Serial number	environment	Quantity total
1	indoor	17
2	outdoor	61

## 4 Results

### 4.1 Video Theme

Among them, ecological poverty alleviation videos accounted for 10.2%, industrial poverty alleviation videos accounted for 60.2%, employment poverty alleviation videos accounted for 2.2%, and cultural poverty alleviation videos accounted for 27.3%. Industrial poverty alleviation videos accounted for the highest proportion. The content of industrial poverty alleviation videos includes planting, harvesting and selling of cash crops such as vegetables, fruits, cotton and wheat. The reason for the high proportion of such videos is that such videos are related to people's lives and can attract people to watch videos. Let the audience know about the achievements made by Maigeti County in industrial poverty alleviation. The proportion of cultural poverty alleviation videos ranked second. Cultural poverty alleviation video content includes Daolang culture, farmer painter training, colorful classes to promote children's all-round development, calligraphy training, etc. Such videos can attract viewers to understand Daolang culture and attract tourists. The proportion of ecological poverty alleviation videos ranked third. The video content of ecological poverty alleviation includes tree planting and desertification control, ecological protection, and the inauguration of the Forestry and Grassland Bureau. Such videos can let viewers know about the government's efforts to combat desertification and attract volunteers to participate in afforestation. Employment poverty alleviation video accounted for the fourth. Ecological poverty alleviation video content includes agricultural machinery driver's license training, tourism practitioners training. Such videos can let viewers know about the government's efforts to promote employment and attract villagers to participate in training. Can promote employment, promote economic growth.

### 4.2 Video Character

Maigeti County government Tiktok number short video of government affairs has returned college students and retired soldiers say the development of hometown changes column. There are a total of 11 videos in this column (data from November 7, 2023 to August 21, 2024). Among them, the videos of returning college students saying the development and changes of their hometown account for 90% in this column, and the videos of retired soldiers saying the development and changes of their hometown account for 9.1% in this column. In the 88 videos selected, 11.3% of the returning college students said that the development and change of their hometown, while 1.1% of the retired soldiers said that the development and change of their hometown. Returning college students said that the development and change of their hometown accounted for a high proportion of videos. Maigeti County government Tiktok allows returning college students to leave the country to describe the development and changes of Maigeti from a more objective perspective, so that college students who have received education and growth in Maigeti County can truly feel the changes of Maigeti. Doing so can call on college students to actively participate in poverty alleviation work, contribute to the development of their hometown, and at the same time set an example for young

people. Veterans say their hometown is the second most developed place. The appearance of retired soldiers in the video can objectively describe the changes in Maigeti and the efforts made by the government for poverty alleviation. The exit of retired soldiers can make the audience more convincing and enhance the authority and convincing power of the government.

### **4.3 Video Environment**

Among the 88 videos selected, the shooting environment of Maigeti County government Tiktok short video can be divided into outdoor and indoor. Among them, the video shooting environment in the outdoor accounted for 69.3%, the video shooting environment in the indoor accounted for 19.3%. The highest proportion of videos were shot outdoors. The outdoor environment includes planting bases for cash crops such as vegetables, fruits, cotton and wheat, construction sites, deserts and so on. The highest proportion of videos were shot outdoors. It mainly shows the growth and harvest of various cash crops, construction progress, sand control status and so on. These environments can allow the audience to feel the current situation of poverty alleviation by the government, expand the channels for the public to understand poverty alleviation information, and enhance the public's trust in the government. The second most popular video was shot indoors. The indoor environment includes handicrafts production site, indoor performance videos of instruments related to Daolang culture, and scholarships and grants for students. These shooting environments can help the audience understand the Daolang culture, spread the Daolang culture, and expand the influence and popularity of Maigeti.

## **5 Discussion**

### **5.1 The Path for Poverty Alleviation**

Compared with previous studies on short videos of government affairs, the poverty alleviation path reflected in this study is: Release poverty-alleviation videos to let the public understand the government's poverty alleviation status and effect. This study will enhance people's trust in the government and broaden the channels of communication between the people and the government.

Release local Daolang culture related videos to promote the visibility of Daolang culture and attract tourists. With tourism as the starting point, coupled with the overall requirements of the national strategy of rural revitalization to achieve the corresponding development goals. This study will give full play to the advantages of resources and culture to promote the high-quality development of the tourism industry and the common prosperity of less developed areas.

By releasing videos related to ecological poverty alleviation, the public can learn that poverty alleviation officials, government personnel, volunteers, etc., plant trees in the desert to control sand, which can increase the enthusiasm of the public to control sand. Some wind-prevention and sand-fixation projects are participated by poor households, providing them with channels to increase their income and helping them get rid

of poverty. It has stimulated the sense of responsibility of poor households, and is conducive to improving the regional ecological environment and consolidating the achievements of ecological construction.

Videos related to industrial poverty alleviation were released, scenes of cash crop sowing and harvest were filmed, and the problem of difficult product sales was gradually solved. The enthusiasm of farmers increased, the industry gradually added value, and promoted the revitalization of the agricultural industry. The video of "New tax relief measures for special groups of individual industrial and commercial enterprises in Xinjiang" was released, and individual industrial and commercial enterprises timely understood the new policy, implemented start-up subsidies for entrepreneurs, attracted them to take root in rural areas, and contributed to rural revitalization.

Among them, returning college students and retired soldiers went abroad to talk about the development and change of their hometowns, playing a leading and exemplary role. Rural college students who grew up in Maigeti have hometown feelings for Maigeti, and they have a strong sense of responsibility and mission for poverty alleviation in their hometown. The exit of returning college students can improve the willingness of rural college students to return to their hometown and make contributions to the development of their hometown. The release of summer "three trips to the countryside" and social practice videos can guide college students to return to their hometown to carry out research and participate in supporting agriculture and education activities.

## 5.2 Implications

Combining the number of videos, likes and comments, this study found that in terms of video themes, poverty alleviation videos related to people's lives are highly popular. In terms of video characters, there are more videos about returning college students. This study can show that short government affairs videos with video content related to people's lives, video characters participating in returning college students, and video scenes conforming to video content can better achieve the purpose of promoting poverty alleviation, and can be used as the basis for the design of short government affairs videos.

Therefore, other regional government short video accounts can learn from the shooting method of Maigeti's short video account. First, take pictures of rural intangible cultural heritage and promote intangible cultural heritage to help revitalize rural culture. Carry out folk culture activities to attract tourists to visit, to achieve the purpose of cultural inheritance and economic benefit improvement. Combine the local advantages, train farmers and improve their cultural level. Shoot handicrafts to develop rural cultural and creative industries, promote employment, achieve precise poverty alleviation in culture, and inherit and develop excellent traditional culture. Second, shoot videos of volunteers and government personnel planting trees to control desertification, showing the progress of ecological poverty alleviation to ecological poverty alleviation.

## 6 Conclusion

This study selected 88 short videos of government affairs related to poverty alleviation from the Tiktok account of Maigeti County government. The analysis frame is constructed from characters, environment and theme. This study found that the short government affairs videos with video content related to people's lives, video characters involving returning college students, and video scenes conforming to the video content were more able to achieve the purpose of promoting poverty alleviation. In view of this way of government short video participation in poverty alleviation, other regions can learn from the poverty alleviation model of the government short video account of Maigeti County, improve the quality of video from three perspectives of video content, video scenes and video characters, so that the public can understand the progress and effect of poverty alleviation by the local government, guide more people to participate in poverty alleviation work, and help the cause of poverty alleviation make progress.

## References

1. Wang, C. W., & Ma, L. (2019). How to break out the influence of short government videos: Content analysis based on Government Tiktok number. *E-Government*, (7), 31-40. <https://doi.org/10.16582/j.cnki.dzzw.2019.07.004>.
2. Wu, X., & Ma, L. (2019). The spreading power of short government videos and its influencing factors: An empirical study based on government Tiktok. *E-Government*, (7), 22-30. <https://doi.org/10.16582/j.cnki.dzzw.2019.07.003>.
3. Bijker, R., Merkouris, S. S., Dowling, N. A., & Rodda, S. N. (2024). ChatGPT for Automated Qualitative Research: Content Analysis. *Journal of Medical Internet Research*, 26, e59050. <https://doi.org/10.2196/59050>.
4. Ji, F. (2020). Cultural Tourism Poverty Alleviation and Government Affairs Short Video: Origin, Current Situation and Problems. *China Newspaper Industry*, 0(3). <https://cstj.cqvip.com/Qikan/Article/Detail?id=7101133556>.
5. Praditya, R. A., & Purwanto, A. (2024). The Role of Viral Marketing, Brand Image and Brand Awareness on Purchasing Decisions. *Professional Education Studies and Operations Research*, 1(1), 11-15. <https://doi.org/10.7777/nr27d428>.
6. Sungkawati, E., Novitasari, D. R., & Hamad, S. B. (2024). Viral Marketing: Mixue the King of Snow Ice Cream—How does this franchise affect the market?. *Revenue Journal: Management and Entrepreneurship*, 1(2), 142-150. <https://doi.org/10.61650/rjme.v1i2.274>.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

