

# An empirical study on the communication effect of Xiaogang short video—taking Xiaogang Village Red Brigade short video as an example

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## ABSTRACT

The story of Xiaogang Village began in 1978. The protagonists of the story - 18 villagers of Xiaogang Village, Fengyang, Anhui Province, demonstrated the pioneering "big contract spirit" to the world through groundbreaking reform practices. The 44-year road of rural reform and development has written a new chapter for Xiaogang Village. The "Xiaogang Spirit" of "dare to create, dare to take responsibility, and dare to struggle" has become an important core of China's rural revitalization strategy. The report of the 20th National Congress of the Communist Party of China and the government work report of the two sessions both pointed out that we must comprehensively deepen reform and opening up and promote rural revitalization. This article aims to study the publicity effect of the Red Brigade short video in Xiaogang Village under the integration of the Red Brigade, explore and summarize the optimization strategy of short video communication in Xiaogang Village, shoulder the mission of the times with practical actions, and help rural revitalization.

## KEYWORDS

Xiaogang spirit; Communication effect; Red Brigade integration; Rural revitalization

## 1. RESEARCH BACKGROUND AND SIGNIFICANCE

Xiaogang Village is regarded as the first village in China's rural reform. It not only kicked off the reform of China's rural economic system, but also helped to introduce the household contract responsibility system. In more than 40 years of development practice, the "big contract responsibility system" of that year has After continuous enrichment, the "Xiaogang Spirit" has been gradually summarized and condensed into the "Xiaogang Spirit" by generations of people. It is the epitome of reform and opening up and reflects the brilliant achievements of rural reform [1]. Today, Xiaogang Village has a completely new look. It has multiple honors such as "National Key Cultural Relics Protection Unit", "China's Famous Rural Red Heritage Village" and "National Red Tourism Classic Scenic Spot". It plays an exemplary role in promoting my country's rural revitalization strategy [2].

The development of digital media has enabled Xiaogang spirit to continue to innovate and continue with the help of the Internet. Rural revitalization and "Internet + large contract" have brought new development impetus to Xiaogang Village. Digital economy and rural e-commerce have provided huge resources for the revitalization of Xiaogang Village's industry. Help. The "2024 Government Work Report of the State Council" states that it is necessary to further promote the innovative development of the digital economy; carry out the "artificial intelligence +" action; and build smart cities and digital villages.

The Xiaogang Village spirit of "Dare to create, dare to take responsibility, and dare to struggle" is of great significance to the education and guidance of the younger generation. Under the background of

the new era, Xiaogang Village's new chapter urgently needs to be written by responsible and creative young people. The Xiaogang short video is disseminated through the Internet media. It can not only promote Xiaogang Village tourism and e-commerce industry to the majority of young people, expand the influence of Xiaogang Village tourism brand, but also convey the essence of Xiaogang spirit and guide the majority of young people to personally participate in it. In the practical process of rural revitalization, it leads the establishment and practice of socialist values.

## **2. CURRENT RESEARCH STATUS AT HOME AND ABROAD**

Ni Xiaofan and others conducted a content analysis on 487 reports about Xiaogang Village in People's Daily from 1978 to 2018, trying to explore how national policies influence and guide news media reports, and how different styles of literature shape Xiaogang Village. Media image [3]. Today, in the context of digital media environment and mobile communication, information production and consumption patterns have changed dramatically, which has a particularly significant impact on young people [4].

Wen Ke and others took a different approach and chose to study Xiaogang Village from the aspects of branding and brand positioning. By understanding the characteristics of its red cultural brand, analyzing the effectiveness and contradictions in brand transformation, they proposed relevant strategies to further clarify the positioning of the red cultural brand. It provides a reference path for the development of the Red Tourism industry in Xiaogang Village [5].

Zhong Deren and others investigated the development status of innovative red tourism products in Xiaogang Village through SWOT analysis, indicating that Xiaogang Village Red Tourism must deeply understand the spiritual connotation of red culture, innovate red tourism products, and integrate VR virtual technology and new media Architecture and other modern information technologies are used to develop a series of products with Xiaogang spirit elements such as experiential and study-based products, and use this carrying mechanism to create a characteristic red tourist attraction of Xiaogang Village with a beautiful environment, education and entertainment [6]. It provides practicality for our group's research.

The lack of communication of red spirit in foreign theoretical circles is more reflected in precise communication strategies, which mainly focus on personalized recommendations, social media communication, cross-platform communication, data-driven media strategies and cross-cultural communication. These studies use advanced technologies and theoretical methods to provide many useful revelations and solutions for the media communication of Xiaogang Village spirit.

## **3. EMPIRICAL RESEARCH**

### **3.1. Survey Objects And Questionnaire Design**

Under the growing development trend of the red tourism market, short video platforms have become an important channel for promoting red tourism projects. They can not only expand the popularity of scenic spots, but also intuitively reflect the actual effect of short video promotion through the number of tourist conversions. This article selects Xiaogang Village as the key target of this strategic exploration. Aiming at the existing problems of publicity in Xiaogang Village and the future choice intentions from the perspective of consumers, we randomly selected college students across the country to conduct a questionnaire survey. A total of 350 questionnaires were distributed, and all were returned. There were 338 valid questionnaires, and the effective questionnaire recovery rate was approximately 96.6%.

In terms of the setting of the questionnaire, the questionnaire was set up with 24 questions from the three dimensions of "basic information", "perception of Xiaogang spirit" and "attitude and

suggestions for Xiaogang Village's use of short video communication", focusing on surveying young people. People's understanding and suggestions of existing short videos in Xiaogang Village. In terms of questionnaire distribution channels, we also combined the field survey method, combined the questionnaire and field survey, conducted data analysis through SPSS, and deeply explored the optimization ideas for the communication effect of Xiaogang's short video.

### 3.2. Factor Model Analysis Based On Questionnaire Results

Tourists' tendency to choose red tourist attractions can not only reflect the audience's interest level, but also provide an optimization direction for the communication effect of Xiaogang Village's short video. Therefore, this article is based on the "factors influencing the selection of the Red Travel Scenic Spot", focusing on the group of college students who have been to Xiaogang Village and those who have not been to Xiaogang Village, and constructed a factor model for analysis.

#### 3.2.1. Never been to Xiaogang Village Red Tourist Area

Carry out KMO and Bartlett tests to determine whether factor analysis is suitable. The results are shown in the figure below:

**Table 1.** KMO results

KMO sampling appropriate quantity		0.916
Bartlett test	Approximate chi-square	316.783
	degrees of freedom	28
	Significance	<0.001

From the KMO value in the above table is 0.916, it can be seen that the above data is suitable for factor analysis, and the significance is  $P < 0.001$ . The null hypothesis is rejected. There is a correlation between each influencing factor, and factor analysis can be performed on the questionnaire results.

**Table 2.** Total variance explained

Element	initial eigenvalue			Extract the sum of squared loads		
	total	Variance %	Cumulative %	total	Variance %	Cumulative %
1	5.634	70.422	70.422	5.634	70.422	70.422
2	.649	8.113	78.536			
3	.463	5.786	84.322			
4	.401	5.012	89.333			
5	.288	3.596	92.929			
6	.222	2.781	95.710			
7	.186	2.328	98.038			
8	.157	1.962	100.000			

From the total variance explanation table, we can see that after extracting the factors, the mean value of the variance percentage of the factors is very high, indicating that the extracted factors can well describe these eight indicators. At the same time, the cumulative variance percentage after rotation is 70.422, which is greater than 60%, which means that one factor is sufficient to explain all the content, so it is more appropriate to extract one factor.

**Table 3.** Component score coefficient matrix

	1
The relics are well preserved and abundant.	.142
Complete public facilities Element	.147
Humanistic (natural) historical value	.159
tourist destination image	.147
Visitor client (portal) development	.144
Online booking status	.140
Complete smart supporting services (such as smart information release and smart emergency response)	.151
Internet advertising	.160

To sum up, college students who have never been to the red tourist attraction in Xiaogang Village are more inclined to the effect of online publicity in selecting scenic spots. This reflects that Xiaogang Village needs to conduct more online publicity and use new media methods such as short videos to attract more tourists.

### 3.2.2. Visited the red tourist attraction in Xiaogang Village

Carry out KMO and Bartlett tests to determine whether factor analysis is suitable. The results are shown in the figure below:

**Table 4.** KMO results 2

KMO sampling appropriate quantity		0.945
Bartlett test	Approximate chi-square	1369.016
	degrees of freedom	28
	Significance	<0.001

From the KMO value in the above table is 0.945, it can be seen that the above data is suitable for factor analysis, and the significance is  $P < 0.001$ . The null hypothesis is rejected. There is a correlation between each influencing factor, and factor analysis can be performed on the questionnaire results.

**Table 5.** Total variance explained 2

Element	initial eigenvalue			Extract the sum of squared loads		
	total	Variance %		total	Variance %	
1	5.199	64.986	64.986	5.199	64.986	64.986
2	.538	6.722	71.708			
3	.454	5.678	77.386			
4	.403	5.036	82.422			
5	.390	4.872	87.294			
6	.357	4.458	91.753			
7	.345	4.309	96.061			
8	.315	3.939	100.000			

From the total variance explanation table, we can see that after extracting the factors, the mean value of the variance percentage of the factors is very high, indicating that the extracted factors can describe these eight indicators well. At the same time, the cumulative variance percentage after rotation is

64.986, which is greater than 60%, which means that one factor is enough to explain all the content, so it is more appropriate to extract one factor.

**Table 6.** Component score coefficient matrix 2

	Element
	1
The relics are well preserved and abundant.	.156
Complete public facilities	.160
Humanistic (natural) historical value	.152
tourist destination image	.152
Visitor client (portal) development	.156
Online booking status	.156
Complete smart supporting services (such as smart information release and smart emergency response)	.155
Internet advertising	.155

To sum up, college students who have been to the red tourist attraction in Xiaogang Village are more inclined to have complete public facilities in their selection of scenic spots. This reflects from another aspect: Xiaogang Village needs to pay more attention to the improvement of public facilities when promoting short videos, so that tourists who have visited have a stronger sense of belonging, so as to promote spontaneously.

### 3.3. Summary And Discussion

Through factor model analysis, it can be seen that "promoting through new media such as short videos" is the most popular method among college students, and it is also one of the important factors that influence college students to choose Xiaogang Village for tourism. Further analyzing the data, we found that almost all college students have a certain understanding of the Xiaogang spirit. However, the existing problem with the short video in Xiaogang Village is mainly that the communication effect is insufficient, which makes the audience completely unfamiliar with the Red Tour attractions in Xiaogang Village. Understand; at the same time, its performance in communication channels is also very narrow, and it does not fully meet the media usage habits of young people. The only short video platform it has settled on is Douyin, and other social platforms are rarely involved. In addition, the existing short videos in Xiaogang Village are relatively boring in content, and their preaching style cannot arouse the interest of young people. To sum up, the current short video promotion effect in Xiaogang Village can be summarized as follows: the communication effect is average and cannot fully attract young people.

The popularization of mobile Internet in rural areas has unblocked the links between rural areas and cities and even the world, breaking down urban-rural information barriers, truly realizing information equality and knowledge equality, and promoting the promotion of new media and rural e-commerce in rural areas. Therefore, the future construction of Xiaogang short videos needs to make full use of high-interaction, strong participation, and experience-focused digital media technology to carry out secondary development and creation of local representative folk traditions, intangible cultural heritage skills, traditional literature and art and other cultural resources [7], integrating the use of digital display, virtual reality, light projection and other means to deliver high-quality cultural content in a form that people like to hear and see, and enhance cultural confidence and cultural pride. At the same time, use digital means to promote the widespread transmission of high-quality culture, integrate

regional and all-level cultural resources with digital platforms, and promote cultural flow and information sharing between villages, urban and rural areas, and between regions.

## **4. IDEAS FOR OPTIMIZING COMMUNICATION EFFECTS**

Intelligent media is based on the Internet and relies on artificial intelligence, big data and other technical means to make the communication objects from vague to clear and precise, and can be communicated accurately depending on the individual. From a theoretical perspective, the impact of artificial intelligence on media communication covers all communication elements; from a technical perspective, artificial intelligence can effectively capture network hot spots and public opinion information and summarize them, providing inspiration for communicators [8], traditional media It is gradually being eliminated, and smart media will definitely become the future. Based on this perspective, the optimization strategy for the communication effect of Xiaogang short video must be studied from aspects such as channel placement, content production, effect evaluation, and interactive construction to give full play to the portability and efficiency of artificial intelligence to help build Xiaogang Village Smart Media .

### **4.1. Diversified Precise Media Channels**

The further optimization of Xiaogang short video is inseparable from the formation of a new media matrix. Xiaogang Village currently does not have officially operated accounts such as Bilibili and Xiaohongshu, and it lacks the occupation of the main battlefield of online communication. The main online media used by young people include short video platforms such as Douyin, Kuaishou, and Bilibili, and social media platforms such as WeChat and QQ. Information platforms mainly use Weibo, Toutiao, etc., and official accounts are not only media that fully caters to young people Usage habits [9] are a good way to promote Xiaogang Village, listen to the opinions of the masses, and guide correct public opinion. Therefore, Xiaogang Village should focus on the media types and content creation methods that young people often come into contact with, such as setting up science lectures at Bilibili, disseminating check-in short videos on Douyin, etc., fully considering the basic attributes of each major media platform, and achieving diversified Communication through precise media channels.

### **4.2. Innovative Content Production**

Fully understanding the content patterns that young people like and producing high-quality short video content requires accurate insights into the demands of young people. Artificial intelligence-assisted technology can simplify this process. At present, young people do not like preaching and hate hard advertising, so they can add story-based communication [10] to promote the industrial development story of Xiaogang Village, pay attention to the authenticity, touchingness and innovation of the communication content, and integrate the Xiaogang spirit into it , stimulate the emotional resonance of young people and arouse their interest and attention. At the same time, we refuse to be stereotyped in form and can use big data analysis and AI technology to provide inspiration.

### **4.3. Use AI To Assist In Evaluating Communication Effects**

With the help of large AI models such as ChatGPT and Wen Xinyiyan, user data can be analyzed in real time and communication content can be adjusted in a timely and accurate manner. Analyze the interests, hobbies and behavioral habits of young people through online questionnaires and comment areas to collect feedback. For example, people in Anhui Province are familiar with Xiaogang Village, and people from outside the province come to Xiaogang Village to accept the Red Revolution. Education accounts for a small proportion. We can conduct surveys in different provinces, focusing on other provinces other than Anhui Province, and investigate the "willingness to go to Xiaogang

Village" among young people, follow the thinking trends of young people in a timely manner, accurately grasp the needs, and timely Adjust strategies to enhance communication effects.

#### **4.4. Strengthen Interactive Discussion Construction**

Make full use of new forms such as interactive videos, or establish a Xiaogang spirit community on social media and related platforms to provide a platform for communication and learning, and expand communication influence through the power of the community [11]. Through online publicity and red education activities, people from all walks of life are invited to dig deeper into the channels for revitalizing the industry in Xiaogang Village, and young people are encouraged to participate in discussions, share their opinions and thoughts, and enhance their in-depth understanding and inheritance of the Xiaogang spirit.

#### **4.5. Strengthen Content Supervision**

From the perspective of "youth groups represented by college students", most students only briefly read the relevant press releases or video content released by the news and do not care. As a gathering place for student groups, colleges and universities should encourage college students and other youth groups to pay attention to the red spirit. Inherit, through "teaching ideological and political courses well", "Red Education Practice Week", red essay collection, red short video competition and other methods, fully tap the creativity of young students, guide more college students to enter the red education base, and use practical actions to help Promote the inheritance and innovation of red culture [12].

From the aspect of "artificial intelligence-assisted production", content production based on AI technology must respect relevant laws and regulations, adhere to the principle of originality, and firmly grasp the core of Xiaogang's short video - Xiaogang spirit, in order to better inherit and develop its "reform" The connotation of "innovation". The era of "artificial intelligence +" has arrived. Xiaogang Village should effectively use AI to build smart media, follow Internet hot spots, create good account content, enhance the construction of the four media forces, give full play to its advantages and roles, and vigorously promote rural revitalization.

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