

# Rescue and Excavation: Research on Establishing Digital Archives of Xibe Culture

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**Abstract.** Digital globalization has become a mainstream development trend. With the advent of the internet age, the rise of digital technology has provided new channels for the dissemination and development of traditional culture with ethnic characteristics. At present, ethnic culture is facing many problems due to the erosion and influence of natural and social factors. How to use digital technology to promote ethnic culture towards the world is an important issue in strengthening international communication capabilities. Since the 18th National Congress, national leaders have repeatedly proposed to enhance the confidence of national culture and make cultural relics "live". This paper uses digital technology to actively protect national cultural heritage. It will display national culture and cultural relics for people in an all-round way in an interactive way. Through the comprehensive application of the latest digital image technology, short video technology, Internet and other technologies, the cultural heritage of the Sibe people nationality will be sorted, classified, recorded, edited, managed and reproduced through digital technology. Without knowing about the national cultural heritage, people can visit and feel the national culture clearly and comprehensively through the network and computer. They can go beyond the international and cultural boundaries without space and time constraints, feel and watch the development and inheritance of Sibe people culture, so that today's people and future people have the opportunity to contact these brilliant and precious national cultural heritage, so that the national culture can be inherited and developed, To jointly promote human civilization and progress. The ideas and methods proposed in this study will be empirically studied to provide case references for future research in this field.

**Keywords:** Big data; Sibe people; Cultural heritage; Active state pro.

In the digital era, the market development shows a trend of diversification. Traditional websites and apps only publish culture in the form of simple information and pictures on the Internet. The connotation of culture cannot be accurately expressed, and the timeliness is relatively lagging. Therefore, we should make good use of the Internet, media and virtual reality and other digital means to spread the national culture of Liaoning Province, focus on reflecting the connotation of traditional national culture, and achieve emotional interaction with the audience, so as to truly arouse the vitality of the spread and development of traditional national culture. When ethnic culture and digital technology embrace each other, new ethnic characteristic industries achieve innovative development, and the ethnic cultural industry chain is also extended, which can drive the progress of economic strength in ethnic regions.

## 1. Opportunities for the dissemination of Xibe culture in the digital age

In recent years, China has achieved some remarkable results in the digital display and dissemination of ethnic culture, which has attracted worldwide attention. Research has been conducted on key technologies such as the digital protection of Dunhuang art, the digitization of the Forbidden City, the digital exhibition project of the Three Gorges cultural heritage, and the digital rescue, protection, and dissemination of folk performing arts. Research has also been carried out on the digital technology of Chu culture bell weaving, music, and dance, as well as the digital auxiliary design system for Yunnan bronze handicrafts. These highly anticipated ethnic cultural heritages are constantly being excavated, protected, and inherited, but Chinese ethnic culture is far more than just these. There are also many ethnic minority cultures that have been forgotten. The Xibe ethnic group is one of the most important ethnic minorities in Shenyang, Liaoning Province, China. With the



changing times, Xibe culture has gradually disappeared, and there are few inheritors. The part of inheriting ethnic culture in practice is very few.

(1) The large information capacity in the digital age has expanded the space for cultural dissemination

As British scholar Anne Lille has pointed out, "This network that connects all the information and images transmitted at the speed of light around the world has enormous potential, and it can ultimately connect all human knowledge together. Integrated media, with a large number of cloud computing platforms, continuously extends the value chain of its traditional culture. The development and utilization of data constantly promote the productization and popularization of traditional culture. Today's" AR+5G "high-tech technology, using popular display methods, effectively conveys the core values of China's excellent traditional culture, and the universality of China's excellent traditional culture is quickly realized, which to some extent expands the dissemination space of its traditional culture.

(2) In the digital age, there are many platforms that enhance the data thinking of cultural dissemination

Various platforms such as Tiktok short video, Bilibili website, WeChat official account, Weibo and other network platforms have the function of "storing" traditional culture. These computing platforms with data thinking can present traditional culture in various types, rather than just staying in libraries and books like before. Through the popularization of integrated media knowledge, coupled with media promotion, forum discussions, experiential activities, and other dissemination methods related to traditional culture, it has to some extent endowed the data thinking of the dissemination of excellent traditional Chinese culture, and achieved good dissemination effects.

(3) The rapid spread of the digital age has accelerated the speed of cultural dissemination

In the era of integrated media, the dissemination of excellent traditional Chinese culture can be achieved in a short period of time through text, images, sound, and other means to convey the core concepts of excellent traditional Chinese culture to the target audience. People can make use of their fragmented time by watching short videos or voice broadcasts to timely "absorb" recent news related to traditional culture. For example, in this Winter Olympics, the opening ceremony presented various elements and components of the Winter Olympics through live streaming on the internet. Among them, the mascot of the Winter Olympic Games - "Bing Dwen Dwen", the ribbon on its head represents the national speed skating hall, the transparent lines contain the characteristics of "5G" technology, and the heart shape in its left hand represents the welcome to athletes from other countries. Through the rapid dissemination of the internet, people quickly learned about the hidden deep meanings of traditional culture.

(4) In the digital age, precise communication has achieved the educational effect of cultural dissemination.

From a personalized perspective, people's demand for the internet cannot be separated from their need for personalization, and the same applies to culture. Through systematic analysis of integrated media and deep learning techniques, intelligence can depict the excellent traditional Chinese cultural content that people like according to their needs, and adopt targeted learning resources and methods to stimulate people's interest in learning Chinese excellent traditional culture. From the perspective of intelligence, with the help of its own integrated media analysis methods, intelligence can accurately and systematically analyze the data (thoughts, behaviors) generated by the audience in the process of disseminating excellent traditional Chinese culture in the era of integrated media. By using intelligent computing to mine the inherent value hidden in the data generated, it provides a new way of showcasing the dissemination of excellent traditional Chinese culture, in order to achieve the educational effect of precise dissemination of traditional culture.

## **2. Challenges in the dissemination of Xibe culture in the digital age**

The development of new media has brought opportunities and challenges to many fields of society. How to combine the mainstream ideology and core values in traditional culture with intelligence? What kind of dissemination mechanism is adopted? How to create a way of spreading excellent traditional Chinese culture that people can accept? These issues are the practical challenges faced by the dissemination of excellent traditional Chinese culture in the era of integrated media.

### **(1) The transitional phenomenon of technological innovation**

In the digital age, there are abundant types of new media, and it is necessary to continuously explore and analyze the dissemination rules and characteristics of new media, which requires a certain amount of time to complete. As the technological background for the dissemination of excellent traditional Chinese culture, the rapid development of modern technology and the upgrading of new media have led to a certain conflict between theoretical research and practical development in the field of new media. Therefore, we need to deepen our understanding of new media in the digital age, constantly leverage their advantages, and transform their disadvantages.

### **(2) The information explosion affects the effectiveness of communication**

The dissemination subject needs to conduct sample surveys on traditional culture when carrying out cultural dissemination. Therefore, in order to pursue the accuracy of traditional cultural dissemination data, researchers need to carefully screen and review every piece of traditional cultural content data. On the basis of obtaining a large amount of traditional cultural data resources, program analysis is carried out, and uncertain data sources are pre-set to introduce excellent Chinese traditional culture that people enjoy. This requires a significant amount of time, leading to a decrease in research efficiency and thus affecting the effectiveness of traditional cultural dissemination.

### **(3) The misreading phenomenon of traditional culture**

Chinese culture is vast, profound, and has a long history, with a rich and diverse range of cultural products. The real danger is not that traditional culture has become the content of mass media, but that mass media may become the content of traditional culture. This serves as a warning to people to have a correct view of the role of mass media and not to let it become a "forced communication tool". Cultural producers, in the context of socialist market economy, blindly pursue their own interests while neglecting the spiritual core of cultural dissemination, lacking exploration of cultural connotations, and only spreading for the sake of dissemination. Cultural dissemination should follow the function of exerting historical value, educational value, and contemporary value, rather than just pursuing superficial "perfection". The display of excellent traditional Chinese culture in the digital age is not comprehensive enough, and its own advantages have not been better reflected. In the trend of highly integrating the digital age with excellent traditional Chinese culture, it is still challenging to integrate and utilize the advantages provided by big data to promote the digital cultural dissemination, aesthetic and networked dissemination of excellent traditional Chinese culture.

## **3. Innovative research on the dissemination of Xibe ethnicity in the digital age**

In the digital age of information explosion, people's vision is filled with a large amount of fragmented information. The pursuit of ethnic culture often follows the trend, and even due to the manipulation of the internet, the information people come into contact with has a certain closed loop. Ethnic culture cannot be systematically, completely, and interestingly presented, making it even more difficult to inherit and study. To spread the voice of China to the world and tell the story of China well, relying solely on mainstream and traditional media is far from enough. We must leverage the power of digital technology to form a multi-dimensional, wide-ranging, and all-round form, systematically showcasing the huge and profound Xibe culture.

### **(1) Innovative Design: Creating Xibe AI "Intelligent Cultural Tourism"**

The digital Xibe cultural archives can present the Xibe culture in a relatively systematic and complete manner, bringing the endangered ethnic culture back into the public eye. Displaying the local characteristics of "Xibe Culture and Tourism" in the digital Xibe cultural archives, organizing and forming tourism industries with different themes, and developing corresponding cultural and tourism experiences according to different groups: it can be a cultural journey for artistic youth, a study journey for young people, a health resort for the elderly, and a dream kingdom for children. Encourage the audience to learn about different themed experiential forms at the Xibe Digital Museum. Experience the simple rural scenery of the Xibe ethnic group, learn the craftsmanship inheritance of ethnic craftsmen, understand the local original Xibe cuisine and traditional Xibe activities, and leave your own beautiful scenery and blessings in the Xibe Digital Museum. At the same time, the Digital Xibe Museum can use AI technology to customize travel plans for different groups of people, including clothing, makeup, and activities. Through AI pre experience online, it can build a one-stop service for online and offline, and leverage the power of modern technology to explore and inherit Xibe culture, showcasing the charm of the birthplace of ethnic culture.

### (2) Scene Communication: Space Construction and Cultural Imagination

The brand narrative theory suggests that good stories should have dramatic conflicts, which is the most important aspect that resonates with people's psychology. Scene dissemination can use digital technologies such as VR and 5G to inherit Xibe ethnic culture. By combining the concepts of drama theory, scene theory, and flow theory, and utilizing media technologies such as VR and 5G, as well as external conditions, we aim to achieve a "populist" interpretation of ethnic culture. Utilize technological innovation to provide users with sensory extensions and immersive experiences in the context of new media scenes. Interpreting the historical changes of Xibe's westward migration through virtual and real technology, showcasing the cultural connotations of Xibe totems, and telling the folk stories of Heineken's mother; Combining new forms of cultural tourism such as script killing, cross dressing, and immersive experiences to inherit the Xibe ethnic culture, visitors can intuitively feel the birth and inheritance of Xibe craftsmanship through the five senses of the human body, and use traditional craftsmanship to create more modern ethnic handicrafts; At the same time, utilizing virtual reality technology to complete tourists' makeup and character selection, VR sensing experiences are set up during the gameplay, allowing tourists to constantly discover and find their favorite scenes during the experience, and jointly build ethnic cultural scenes with tourists, making cultural tourism more free, diverse, vivid and interesting, emphasizing details and life oriented expression, and close to the lives of ordinary people.

### (3) Diversified Integration: Focusing on Xibe Culture Integrated Media

With the development of digital media, users are gradually moving towards heterogeneity, and previously overlooked niche and marginalized groups are also being included in the user community. A large number of new media platforms are constantly emerging, such as Xiaohongshu, Weibo, Tiktok, short videos, WeChat applets, JD, Taobao, Dianping, Meituan, Himalaya, Tencent and other large amounts of information are flooding our eyes, and digital information has a tendency of "becoming increasingly attractive". This makes people inevitably appear impetuous in their daily lives, and they are at a loss for exploration and research of Chinese national culture, leading to the continuous extinction of many valuable cultures.

Diversified integration is the trend of the Internet. Big data can effectively integrate pictures, words, sounds, video images, and data information, achieve comprehensive and systematic records, sort out the historical facts, documents, and cultural relics of national culture, and create a more streamlined, more creative, and more interesting Xibe culture platform. We strive to gradually expand the influence of national culture with high-quality content, and do a good job in the promotion and protection of national culture.

By integrating different types of platforms, the survival and development of Xibe culture in the digital age can be achieved. By using information websites such as Xiaohongshu, Dianping, and Tuniu, one can sort out and explore the existing Xibe archery, lacquerware, embroidery, and other crafts of the

Xibe ethnic group, hold study and learning activities to learn skills from old inheritors, experience the wisdom of ancient people, and spread Xibe handicrafts; In addition, Xibe ethnic crafts can be sold through commercial platforms such as Meituan, JD.com, and Taobao, allowing exquisite crafts to realize their value; Then, the cultural tourism of the Xibo nationality is refined, deeply explored, and high-quality audio-visual experience is created by using platforms such as Tiktok, short video, and microblog, so that the national simplicity, pastoral leisure, exquisite craftsmanship, and integration of ancient and modern can be presented in the public's view, immersing the audience in it, and constantly contacting and exploring. Classify and integrate different platforms to serve content and achieve systematic and complete inheritance of digital Xibe culture.

#### **4. Conclusion**

The power of technology is constantly changing, and the charm of culture is enduring. The cultural heritage that has been washed and precipitated by history is not only a shared cultural memory of the Chinese people, but also a vivid witness to the inheritance of historical context. Under the strong impact of the development of ethnic cultural industries, the emergence of digital communication channels has injected strong impetus into the innovative development and widespread dissemination of Chinese national culture. Promoting the development and rise of ethnic industries in Liaoning Province, promoting the dissemination of ethnic culture, and accelerating the development of social economy, digitalization of ethnic culture is essential. The immersive interactive experience of digital technology can almost realistically replicate real scenes. Through this digital technology, culture can be further elaborated, and the excellent traditional culture of the Chinese nation can be deeply integrated with digital technology. It transcends the limitations of time and space, allowing the charm of national culture that has been circulating for thousands of years to reappear before our eyes. It explores a new digital path of virtual reality technology and cultural exchange and integration. By using the magical power of digitization, it is possible to travel through ancient and modern times, achieve rapid economic growth, and use high-tech means to inherit the millennium old national culture, making it shine new in the digital age.

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