

The Influence of Shakeology on College Students' Attitudes toward Traditional Chinese Culture

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Abstract:

As a valuable wealth of the Chinese nation and an important foundation of modern Chinese culture, traditional Chinese culture is not only the core of national culture, but also an important reflection of a country's cultural soft power. In recent years, with the development of the Internet, short videos have become the mainstream way of information acquisition in China, providing a brand-new opportunity for the promotion of Chinese traditional culture. In this study, a cognitive mediation model was used to explore how college students' attention to Jieyin short videos affects college students' access to information and ultimately their attitudes toward traditional Chinese culture. (A total of 412 Chinese college students participated in the questionnaire I designed.) The study found that the frequency and duration of using ShakeMeInfo videos affect the acquisition of information about traditional culture, and the popularity of traditional culture topics affects college students' identification with traditional culture.

Keywords: Chinese traditional culture, cognitive mediation model, Jittery Voice short videos, ideological and political education

1. Introduction

Culture, is an important force for the survival and development of a nation. Culture plays an important role in both national development and social stability. Culture is fundamental and guiding, providing intellectual support, spiritual support and value leadership for the construction of economy, politics, society and ecological civilization [4]. Comrade Xi Jinping pointed out that the excellent traditional Chinese culture, which was nurtured in the development of civ-

ilization for more than 5,000 years, has accumulated the deepest spiritual pursuit of the Chinese nation and represents the unique spiritual identity of the Chinese nation.

In today's context, foreign cultures to a certain extent impact the national culture, which requires us to pay attention to the national culture, build a strong socialist culture, make full use of the Internet as the main medium of communication, and play the strength of the youth group, mainly college students, to strengthen the cultural self-confidence. The youth group

mainly composed of college students is one of the highly active groups in the network, with much free time in college life, rich and flexible [5], and the speed of accepting information is leading among all the groups in the current stage, and it is also an important driving force for the development of the society. The process of information acceptance is helpful to some extent, and in the face of one of the conflicts between entertainment and learning, the Internet's knowledge acquisition has brought great convenience [5]. In the era of the Internet mainstream, how to play the advantages of short videos about the dissemination of topics related to traditional Chinese culture, to promote the college students mainly youth groups to have a deeper attitude towards traditional Chinese culture insight is a topic worth exploring.

2. Literature review

2.1 Research Background

Regarding this research topic, it is a study of college students' attitudes toward traditional culture in the era of big data. The popularity of jittery short video is a phenomenal event in 2018, and the jittery short video platform, as a medium of Internet communication, has the characteristics of a wide range of user groups and precise pushing according to individual interests, which is conducive to the rapid dissemination of information. According to the release of the 2023 China Audiovisual New Media Development Report: the scale of short video users reached 1.012 billion.

According to statistics, among all the short videos on the Jitterbug platform, there are 65 million traditional culture-related contents, with a cumulative playback volume of more than 16.4 billion times and a cumulative number of likes of more than 4.4 billion times, which has a very wide coverage and influence [4].

2.2 The current situation of research

2.2.1 Foreign Status

In recent years, foreign scholars have made new research results in the field of platform innovation in the study of short videos. In 2023, Peili Fan pointed out in "Innovative Practices of Chinese Traditional Cultural Elements in Short Video Platforms" that the uniqueness of traditional cultural elements and the fragmentation of short video platforms form a strong attraction for the short video platforms. Peili Fan in "Innovative Practices of Chinese Traditional Cultural Elements in Short Video Platforms" points out that the uniqueness of traditional cultural elements and the fragmentation of short video platforms form a strong

attraction, providing users with a sense of freshness and identity. This viewpoint provides us with a new research perspective, which helps us better understand the influencing factors that exist in the insights of college students' attitudes toward Chinese traditional culture when they pay attention to short videos.

2.2.2 Domestic situation

In the domestic aspect short video research has also made great progress. In 2024, Liu Yajuan pointed out in the literature of "New Direction of Chinese Traditional Culture Communication in the New Media Era, Taking Short Video of Non-heritage as an Example" that with the rapid development of network informatization technology, all kinds of self-media based on network informatization technology as well as short videos and other businesses have prospered, and have become an important channel for people to receive external information in the current society. The rapid development of the Internet has led to the generation of new media, and the rapid development of short videos has an important impact on college students, using short videos, which are characterized by fast speed and wide range of dissemination, it is more important to strengthen the ideological and political education of college students by short video content [6]. Chinese traditional culture in this context to obtain further development, must make full use of short videos and other dissemination. The dissemination of Chinese traditional culture with the help of short videos is explained to reveal its phenomenon for us.

2.2.3 Cognitive Mediation Model (CMM Model)

Cognitive Mediation Model (CMM) is a model used to study the relationship between motivation for public media use and knowledge acquisition. The model was proposed by Eveland in 2001 [2] to explain how people construct meaning and make sense of news as they receive it. The CMM suggests that people acquire a basic understanding of news through extensive media surveillance and use these perceptions as mediators in the process of making sense of news information. The term "cognitive mediation" in the model refers to the process of cognitive mediation (i.e., thinking) that takes place from simply receiving news to thinking about it [1]. According to the CMM, the process of acquiring and understanding news can be split into three different parts, i.e., personal motivation, media use, and cognitive processing. These three parts form a continuous flow in the CMM, influencing and facilitating each other. Cognitive Mediation Model (CMM) is a widely used cognitive model that can help researchers to understand the relationship between public media use and knowledge acquisition, and to delve into the role of

news events in public ideology and cognition.

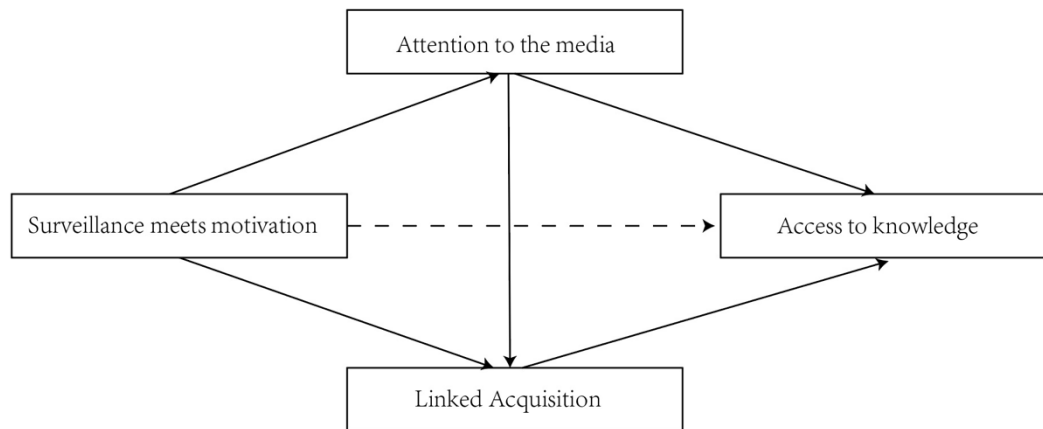


Figure 1 Schematic diagram of the cognitive mediator model

3. Research Design

3.1 Research Method

This study uses the questionnaire method, which is one of the positivist research Method more widely used in social surveys at home and abroad [3], is the researcher with this controlled way of measurement of the problem under study, the questionnaire method is also a frequent use of one of the methods of investigation [3], as a way to collect real and reliable information.

Basic information of the questionnaire. This questionnaire has 20 questions in total. The first part is a survey on the collection of users' personal information, totaling three questions, the second part is a survey on the use and frequency of Jitterbug, totaling two questions, and the last part is a survey on the impact of college students' attitudes toward traditional Chinese culture using the Jitterbug platform, totaling 15 questions. This questionnaire uses SPSS to analyze the data, including descriptive analysis, to test its survey data and present it in the form of charts and graphs.

3.2 Research Idea

The study aims to investigate the influence of Shakeology on the attitudes of contemporary college students towards traditional Chinese culture. Through the use of questionnaire survey, the study collected a large amount of data to understand the attitudes and views of college students on traditional culture[4], and how they learned the relevant information in Shake Music. The results of the survey can be used to study in depth the spread and influence

of Chinese traditional culture in the new media era. In addition, the role of new media platforms such as Jieyin in cultural inheritance and value transmission can be explored, and whether this influence has a positive meaning and constructive impact, and the nature and causes of this influence can be further introduced, so as to provide a more in-depth understanding of cultural inheritance and value transmission and research methods. By focusing on the communication ability and influence of traditional Chinese culture in the new media era, it will provide more constructive ideas and methods for the inheritance and development of traditional Chinese culture in the future.

3.3 Analysis of research data

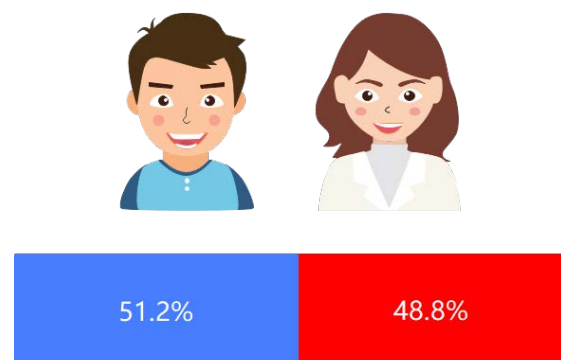


Figure 2 Gender ratio of respondents

In this survey, 51.2% of the respondents were male and 48.8% were female, a relatively balanced proportion of men and women participated in the survey, with men slightly outnumbering women to provide a more comprehensive gender perspective for the survey results.

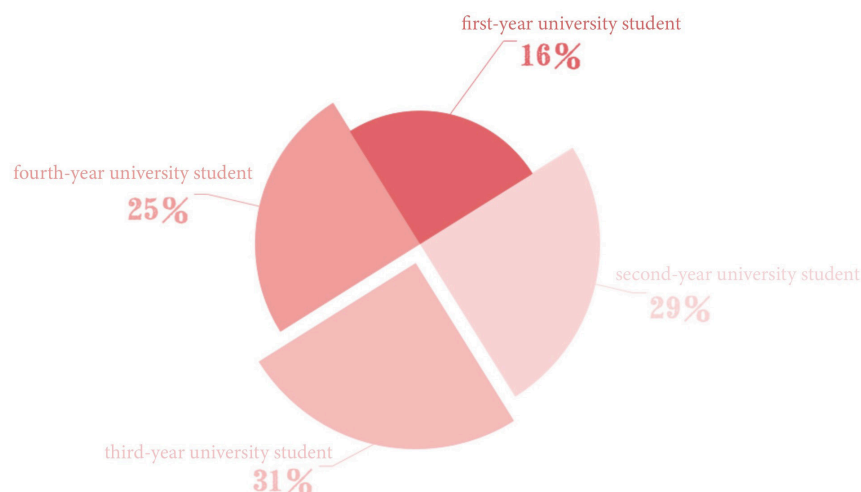


Figure 3 Age distribution of respondents

At the level of respondents' grade distribution, freshmen and sophomores had a higher level of participation, while juniors and seniors had relatively fewer; freshmen had the highest percentage at 30.7%, followed by sophomores at 29.0%. The percentages for juniors and seniors were 24.5% and 15.7%, respectively.

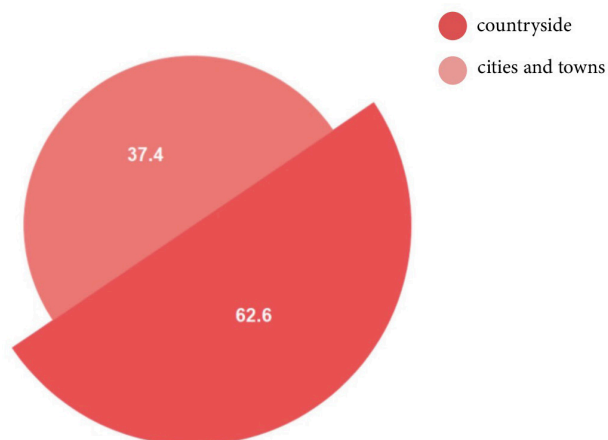


Figure 4 Respondents' household level

At the level of respondents' household registration, there were 258 students with rural household registration, accounting for 62.6% of the total, while there were 154 students with urban household registration, accounting for 37.4% of the total, reflecting the higher level of participation of students from rural areas in the use of Jieyin and concern for traditional Chinese culture.

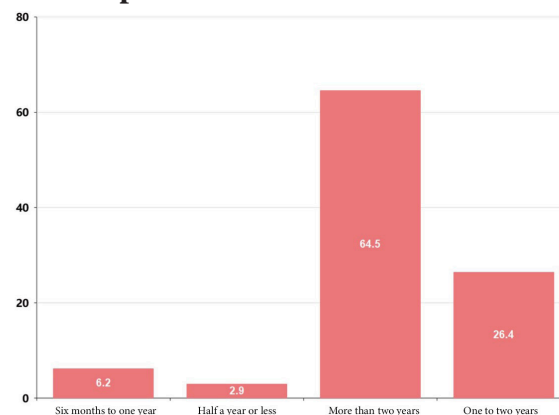


Figure 5 Respondents' length of time using Jitterbug

The respondents who used Jitterbug for the longest period of time were those who used it for six months to one year, with a total of 271 respondents, accounting for 64.5%; followed by those who used it for one year to two years, with a total of 111 respondents, accounting for 26.4%; and those who used it for more than two years and half a year or less were 26 (6.2%) and 12 (2.9%), respectively, with the majority of Jitterbug's student population focusing on the six-month to one-year period of time.

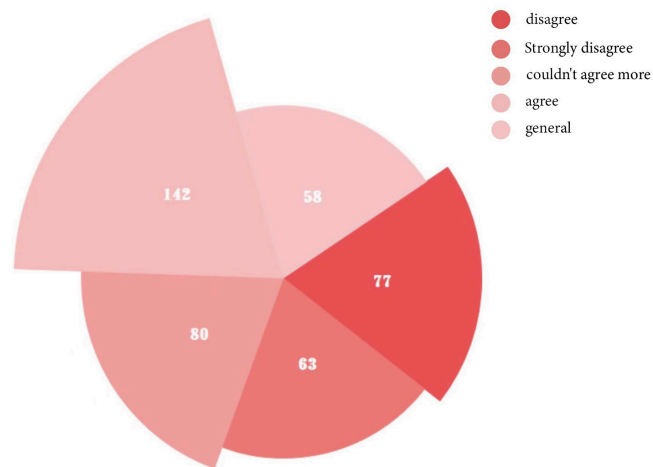


Figure 6 Respondents' time spent using TikTok

Regarding the time of use of Shakeology, 142 respondents (33.8%) “strongly agreed” that they use Shakeology every day, 80 (19.0%) “agreed”, 77 (18.3%) “generally”, and 63 (15.0%) “disagreed” and “strongly disagreed” respective-

ly. “and 77 (18.3%) said “generally”, while 63 (15.0%) and 58 (13.8%) “disagree” and “strongly disagree” respectively. and 58 (13.8%) respectively, indicating that more than half of the respondents use Jieyin every day.

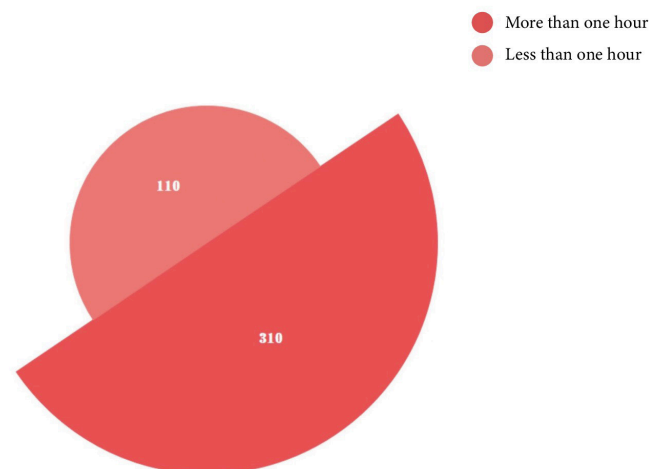


Figure 7 Mostly used for more than an hour

Specifically, nearly 60% of respondents use Shakeology for more than an hour a day.

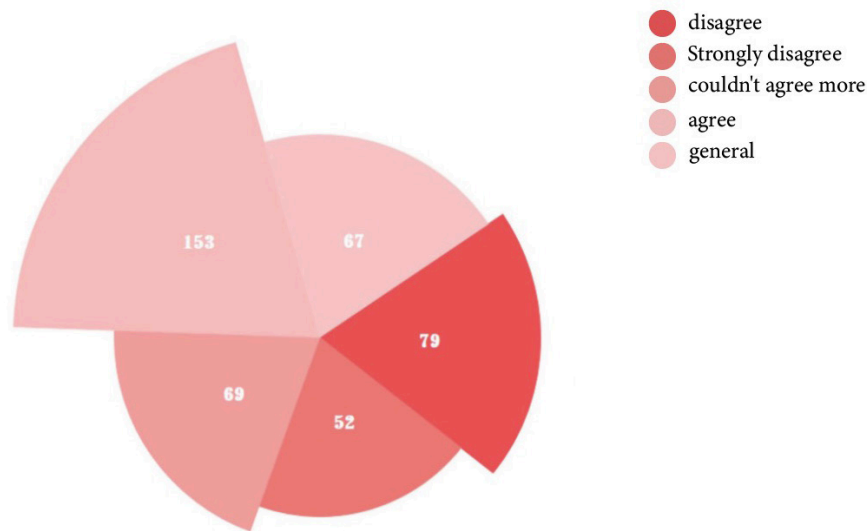


Figure 8 About interest in traditional Chinese culture

Regarding interest in traditional Chinese culture, 153 (36.4%) of the respondents said “agree” and 69 (16.4%) said “strongly agree”, indicating that more than half of the respondents have some interest in traditional Chinese

culture. However, 79 (18.8%) of the respondents were “not interested” and 52 (12.4%) were “very uninterested”, indicating that there is a certain degree of polarization in the student group’s interest in traditional Chinese culture.

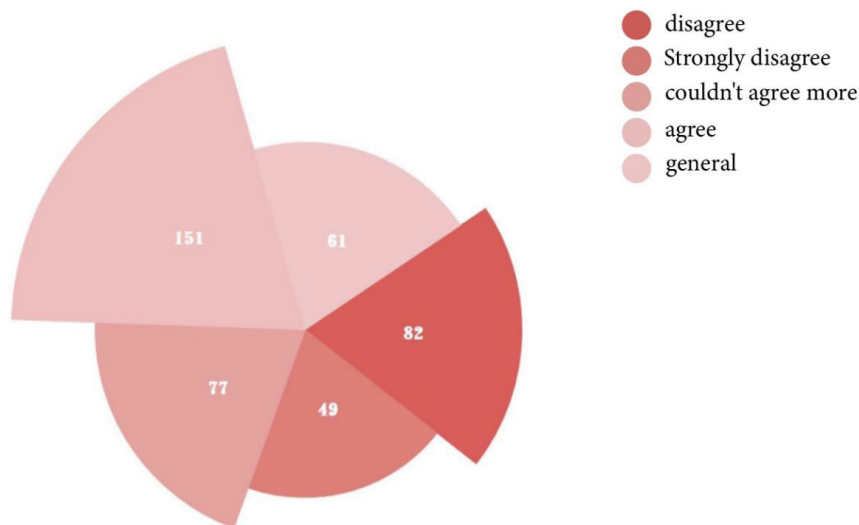


Figure 9 About frequency of seeing videos on traditional Chinese culture

Regarding the frequency of seeing traditional Chinese culture videos on ShakeMechanics, 151 people (36.0%) agreed that they often saw related videos on ShakeMechanics, and 77 people (18.3%) strongly agreed. However,

there were also 82 (19.5%) who “disagreed” and 49 (11.7%) who “strongly disagreed”, suggesting that many people believe that there is traditional Chinese cultural content on the ShakeEn platform.

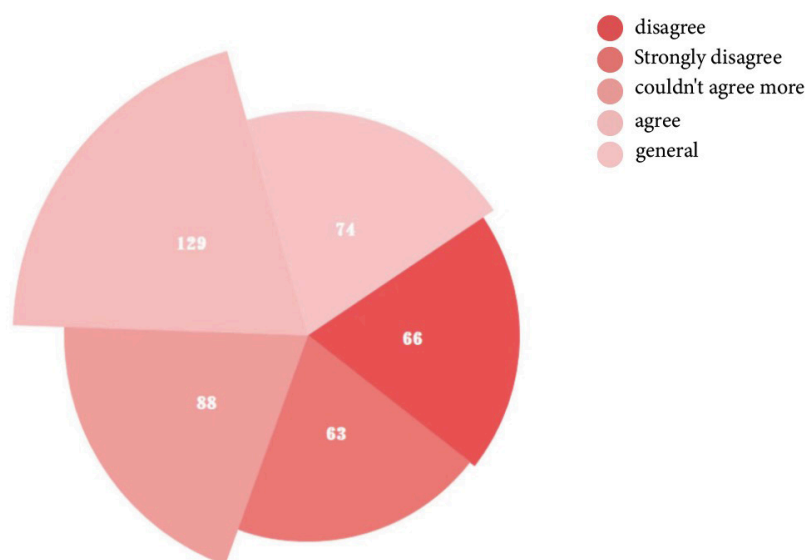


Figure 10 Does traditional Chinese culture bring new insights

When it comes to the question of whether discussing traditional Chinese culture can bring new insights, 129 (30.7%) of the respondents chose “Agree”, and 88 (21.0%) chose “Strongly Agree”, and the majority of the respondents believe that discussing traditional Chinese culture is help-

ful in gaining new insights. The majority of respondents believed that discussing traditional Chinese culture was helpful in gaining new insights. However, there were still 66 (15.7%) respondents who “disagreed” and 63 (15.0%) respondents who “strongly disagreed”.

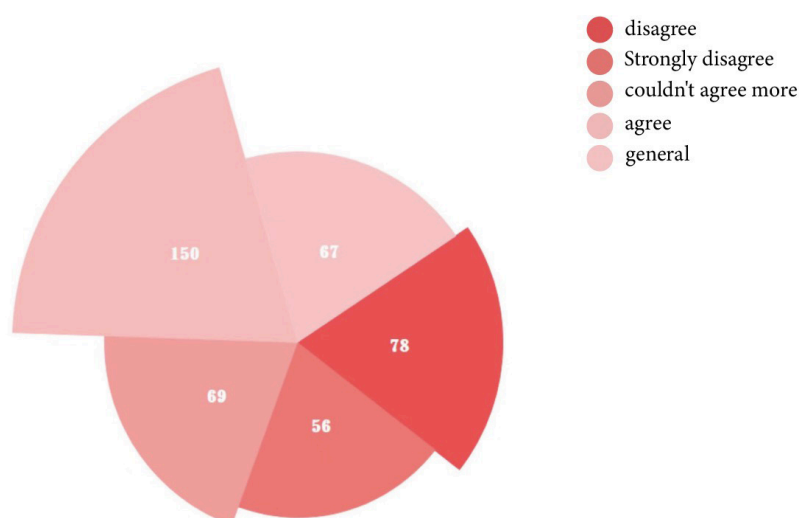


Figure 11 whether short videos can arouse interest in traditional Chinese culture

Regarding whether short videos can arouse students' interest in traditional Chinese culture, 150 students (35.7%) said “agree” and 69 students (16.4%) said “strongly agree”, with nearly half of them expressing positive attitudes, indicating that short videos can indeed arouse

students' interest in traditional culture to a certain extent. Nearly half of them expressed positive attitudes, indicating that short videos can arouse students' interest in traditional culture to a certain extent.

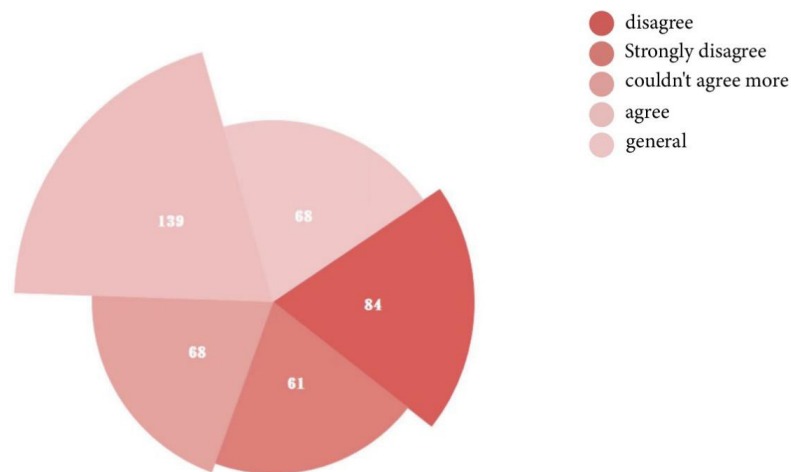


Figure 12 New insights into traditional Chinese culture through discussion

When discussing whether Shakeology short videos have given students new insights into traditional Chinese culture, 139 (33.1%) said “agree” and 68 (16.2%) said “strongly agree”, indicating that Shakeology has indeed

had a positive impact on some of the students in this regard. This shows that Shakeology does have a positive influence on some students in this aspect.

The statistics for the scale questions are as follows:

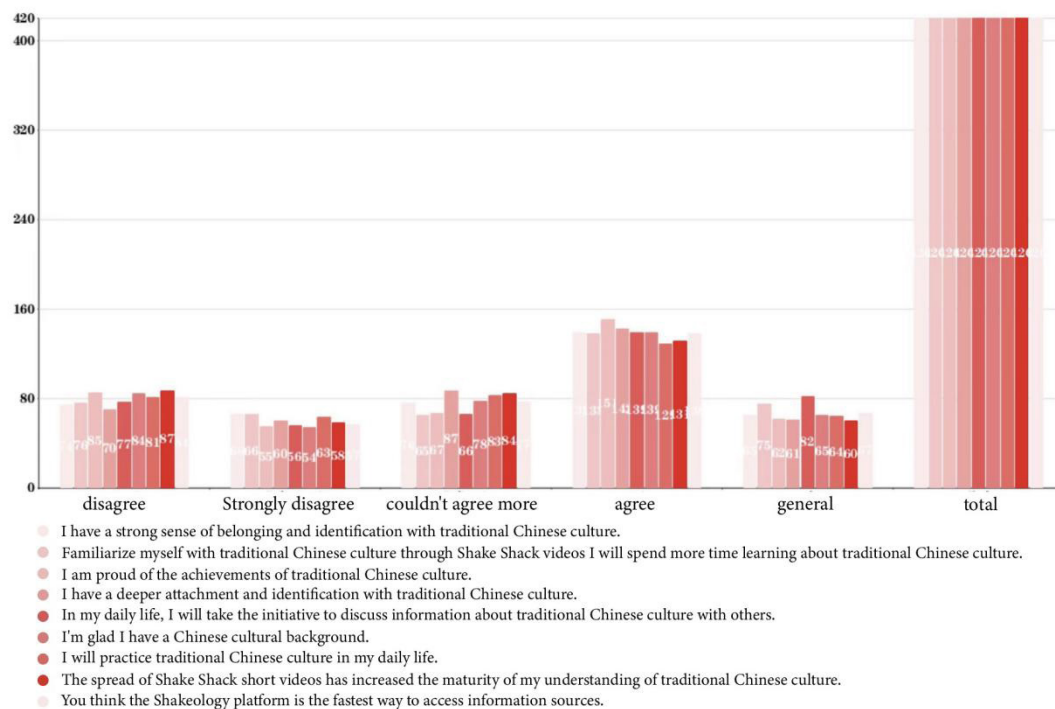


Figure 13 Research summary

According to the statistics, I have a strong sense of belonging and identification with traditional Chinese culture, 145 people (34.6%) said “Agree”, 74 people (17.6%) said “Strongly Agree”, and more than half of the respondents have a strong sense of belonging and identification with

traditional Chinese culture. More than half of the respondents have a strong sense of belonging and identification with Chinese traditional culture.

In this question, 138 (32.9%) of the respondents said “Agree” and 65 (15.5%) said “Strongly Agree”, and

nearly half of the respondents were willing to learn more about traditional Chinese culture through ShakeMe videos. Nearly half of the respondents are willing to spend more time to learn more about traditional Chinese culture after familiarizing themselves with it through Shakeology short videos.

I am proud of the achievements of traditional Chinese culture: 151 (36.0%) of the respondents said “Agree”, while 67 (16.0%) said “Strongly Agree”, indicating that most of the respondents are proud of the achievements of traditional Chinese culture.

Regarding attachment to and identification with traditional Chinese culture, 142 people (33.8%) said “Agree” and 87 people (20.7%) said “Strongly Agree”, indicating that more than half of the respondents have deep feelings for traditional Chinese culture.

In my daily life, I will take the initiative to discuss information about traditional Chinese culture with others. 139 (33.1%) of the respondents said “Agree”, 66 (15.7%) said “Strongly Agree”, and nearly half of the respondents will take the initiative to discuss traditional Chinese culture in their daily life. Nearly half of the respondents would actively discuss traditional Chinese culture in their daily lives.

I am very happy to have a Chinese cultural background. 139 (33.1%) of the respondents said “Agree” and 78 (18.6%) said “Strongly Agree” that they are proud of having a Chinese cultural background, and most of the respondents are proud of their cultural background. Most respondents were proud of their cultural background.

Regarding practicing traditional Chinese culture in daily life, 129 people (30.7%) said “agree” and 83 people (19.8%) said “strongly agree”, and many respondents are willing to practice traditional culture in their lives.

The dissemination of Shakeology short videos has increased the maturity of my understanding of traditional Chinese culture. 131 (31.2%) of the respondents said “Agree”, while 84 (20.0%) said “Strongly Agree”, indicating that the dissemination of Shakeology short videos has to a certain extent increased the maturity of the respondents’ understanding of traditional Chinese culture. This indicates that short videos on ShakeMo have to some extent enhanced respondents’ understanding of traditional Chinese culture.

Do you think the ShakeMe platform is the fastest way to

access information sources? 138 (32.9%) of the respondents agreed with the speed of ShakeMe platform as a source of information, while 77 (18.3%) strongly agreed, indicating that the majority of the respondents recognized the timeliness of ShakeMe, while the majority of the respondents agreed with the timeliness of ShakeMe. This shows that the majority of respondents recognize the timeliness of Shakeology.

4. Summary and Prospects

This study analyzes the questionnaire survey and then conducts a descriptive research to find out the problems and reasons behind the influence of ShakeEn on college students’ attitudes toward traditional Chinese culture. As one of the most popular information media in modern times, as well as a unique algorithmic model, ShakeMein can match the user’s preferences to push videos [4], and the college student group, as one of the most widely used groups of the ShakeMein APP, provides a carrier for the dissemination of traditional Chinese culture and the development of practice, and the short-video platform provides timeliness for the dissemination of information.

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