

# Analysis of Influencing Factors on the Effect of Cross-border Communication of Chinese Traditional Culture Based on New Media

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**Abstract:** With the continuous advancement of global information integration, traditional cultural exchanges between countries are getting deeper and deeper. And the arrival of the new media era, as well as the rapid development of short videos, has brought a new way for cultural cross-border communication, and more and more people learn about the cultures of different countries through the way of new media. New media has the advantages of wide audience range, strong interactivity and fast transmission speed, so it can make an important contribution to cross-border cultural communication. This paper explores the influencing factors of cross-border communication effect of Chinese traditional culture based on regression analysis, in order to provide a faster and more efficient way for cross-border communication of Chinese traditional culture. It is found that content theme, copy duration, title duration, video duration, release time, and copy language affect the horizontal, vertical, and interactive communication of videos to different degrees. Therefore, in the cross-border communication of traditional culture, short video creators want to get better communication effect, they should control the length of the video release and the length of the title, try to compress the length under the condition of complete content and use short and concise title to attract readers to browse, and secondly, due to the time difference of each country and the difference of the language, they should reasonably arrange the release time and the language of copy according to the fans and the audience, and finally, for the copy writing, they should try to be full of details and write a copy in the best possible way. Finally, the copy should be as detailed as possible, so that the users can have a deeper understanding of the charm of Chinese traditional culture.

**Keywords:** New media; traditional Chinese culture; regression analysis; cultural cross-border communication.

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## 1. Introduction

### 1.1. Background to the study

As the name suggests, "traditional culture" is the culture of a country or nation that has been handed down over a long and tortuous historical process, which can be tangible material culture, such as artifacts, architecture, food and so on, or intangible spiritual culture, such as religious beliefs, aesthetic tastes, customs and habits. Why should we use new media to spread traditional culture? New media initially originated in the early 1990s, when with the rise of the Internet there were primary online media represented by e-mail, newsgroups, BBS, etc. Later, at the beginning of the 20th century, there was the emergence of new media. Later, at the beginning of the 21st century, blogs, QQ, etc. appeared and gave rise to a large number of self-media people. In recent years, with the booming development of digitalization, the new media has penetrated into every aspect of our lives, and it has changed the means of acquiring, sharing and exchanging information with its unique way of information dissemination. With the continuous progress of science and technology, new media will also play a more important role in the future, providing richer and more convenient information services. The future development of new media will be more specialized and verticalized. Various types of media will provide more targeted information services according to the characteristics and needs of their audiences. It is a bold guess that new media will also become the main way for cross-border dissemination of traditional culture, and there will be more specialized teams to improve the quality and depth of cultural dissemination. According to the Statistical Report on the Development of the Internet in China

released by the Internet Information Center of China, the total number of Internet users in China has exceeded 1 billion, of which 99.6% are cell phone users, with a per capita weekly Internet access time of 29.5 hours. Such a large user base means that the Internet has become as essential as oxygen, so with the help of new media, it is easy and fast to help us spread traditional culture. Among them, "Li Ziqi" is an excellent author of cross-border dissemination of Chinese traditional culture in China. She is not only an excellent creator on Chinese short video platforms, but also a blogger with 18.4 million followers on YouTube, who has shown China's long history of traditional culture by filming traditional food and traditional folk crafts. This paper will take Li Ziqi as the research object and use regression analysis to analyze the influencing factors of the effect of cultural cross-border communication in an attempt to provide suggestions for cultural cross-border communication based on new media methods, so as to promote Chinese culture can be spread out, and then promote cultural exchanges and integration between countries.

### 1.2. Purpose and significance of the study

#### 1.2.1. Purpose

Cross-border communication and exchange of cultures can help develop a sense of empathy and eliminate cultural centrism. At the same time, it can promote interaction between people of different cultural backgrounds, eliminate prejudice and misunderstanding, and build intercultural trust and integration. Strengthening cultural communication is also an important measure to maintain and establish the image of the country, and the rise of new media is the "highway" in the way of cross-border cultural communication. New media

video has the advantages of vivid image, short and concise, and strong image impact, which allows users to form direct judgment and deep impression of a certain thing or topic in a short period of time. deep impression of an event or topic in a short period of time. Therefore, it is of great significance to study how to improve the effect of cultural cross-border communication. The purpose of this paper is to find out what factors influence cross-border cultural communication and how these factors affect it.

### 1.2.2. Significance

In the era of new media, cross-border communication of traditional culture is a gas pedal to build national image and help build international communication capacity. For the time being, there are fewer studies on cross-border communication of culture, especially based on the field of new media short video communication, we should seize the new media as a through train to discover and excavate the influencing factors of the effect of cultural communication, this paper takes the highly representative blogger as the object of study, and analyzes the analysis and modeling by using the knowledge of statistics, so that we can provide countermeasure suggestions for the cross-border communication of Chinese culture, so as to make more people understand the Chinese culture, and also hope to promote the cultural exchange and interaction of different countries. Chinese culture, and also hope to promote the exchange and interaction of cultures from different countries.

## 2. Data Collection and Organization

### 2.1. Data collection

Li Ziqi as a representative of Chinese traditional culture disseminator, its video content is rich and detailed, which is

conducive to the data collection and research of this paper, the data collection of this paper is obtained by crawler software and manual browsing records. The collected contents include the number of likes, comments, plays, video duration, title, title length, release time, copy, copy length, and copy language. According to the report released by Alfred Data Room, the subscribers of "Li Ziqi" on YouTube platform are mainly from Russia, the United States, Vietnam, India, etc., with nearly 90% of foreign users.

### 2.2. Data organization

Since the crawled data will have content vacancies, duplicates, etc., it needs to be processed to generate clean data so as to improve the effectiveness of data analysis. The specific steps include the following aspects:

(1) Data cleansing: removing noise, errors, duplicates, missing data, etc. from data to make it cleaner, more complete and consistent.

(2) Data integration: integrating data from multiple data sources to provide more comprehensive, consistent and reliable data.

(3) Data conversion: Converting data from one form or format to another to suit different analytical needs.

## 3. Descriptive Statistical Analysis

### 3.1. Descriptive statistics

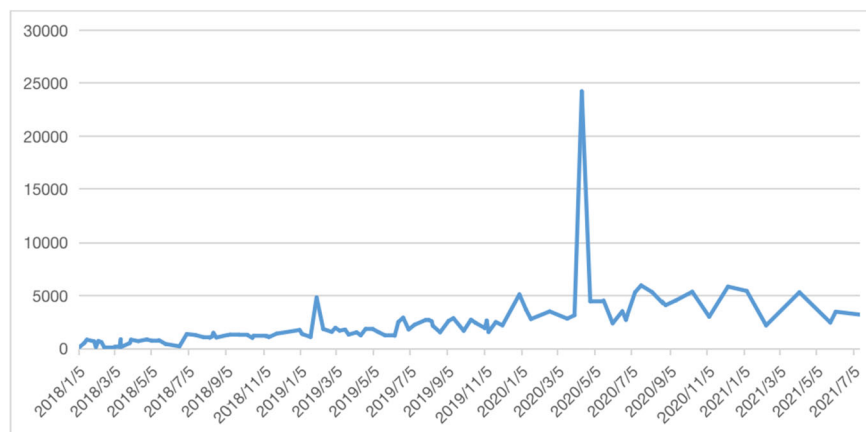
This paper analyzes the 99 videos on Li Ziqi's YouTube through data collection, as shown in Table 1 Li Ziqi's video length is mainly concentrated in 5-15 minutes, of which 5-10 minutes of video accounted for the highest proportion (59.60%), less than 5 minutes and more than 20 minutes of video, accounting for a total of 8.08%.

**Table 1.** Distribution of Li Ziqi's video duration

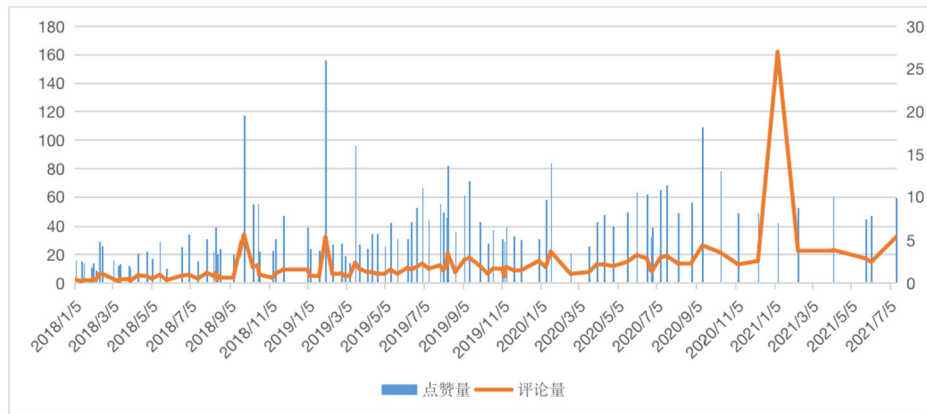
video duration	Number of videos	percentage
Under 5 minutes	2	2.02%
5-10 minutes	59	59.60%
10-15 minutes	22	22.22%
15-20 minutes	10	10.10%
More than 20 minutes	6	6.06%
add up the total	99	100%

The play volume, likes and comments of the video are the most intuitive response to the video effect of the measurement index, according to Figure 1 can be seen that the trend of the video play volume of Li Ziqi's video shows the status quo of increasing year by year, and the video play volume reached a

maximum value of 242,280,000 plays on April 13, 2020. According to Figure 2, it can be seen that the number of comments and likes of Li Ziqi's video in 2021 is higher than that of 2018.



**Figure 1.** Li Ziqi's video playback volume (unit: million)



**Figure 2.** The number of likes and comments on Li Ziqi's video (unit: 10,000)

## 4. Regression Modeling

### 4.1. Model variables

In order to better study the effect of cross-border communication, we will measure the communication effect from three aspects, using the playback volume to measure the horizontal video communication effect using the number of likes to measure the vertical video communication effect, and using the number of comments to measure the video interaction effect, and using them as the dependent variables to conduct regression analysis. In this paper, the independent variables are six latitudes: content theme, title length, copy length, video length, number of languages and release time. The content theme reflects the category of the video, and different video categories have different playback effects on different short video platforms; the length of the title is a key factor affecting the viewer's interest in browsing, and short

and concise text usually arouses the user's interest; the content of the text is often the key to guide the user's interaction, which can stimulate the user's sense of identity and emotional resonance; the length of the video is an important factor affecting the patience of the user in watching the short video. One of the reasons why short videos are so popular is that they can fill up people's fragmented time. Longer videos not only consume users' energy but also consume traffic, while shorter videos allow users to relax in their fragmented time. The number of languages determines the adaptability of cross-border cultural communication, even if a high-quality video uses fewer languages in cross-border communication, because of language limitations, it will naturally screen users, making it difficult for high-quality videos to play the best dissemination effect; the release time refers to the time of day when the video is released, due to the existence of time difference between different countries, so a reasonable release time will improve the effect of cross-border communication.

**Table 2.** Model Variables

variant	variable name	data type	clarification
implicit variable	volume of airplay	digital	Units: one
	number of likes (on a website)	digital	Units: one
	comment volume	digital	Units: one
independent variable	Content Topics	character type	0 for the crafts category theme 1 for the food theme
	Title length	digital	Units: one
	Length of copy	digital	Units: one
	video duration	digital	Unit: minutes
	Number of languages	digital	Units: one
	release schedule	digital	Unit: hours

### 4.2. Modeling

In this paper, regression analysis of the three dependent

variables using spss software yielded the following results:

**Table 3.** Playback volume regression model

variant	regression coefficient	P-value	significance
Content Topics	0.012	0.143	
Title length	-0.331	0.000	***
Length of copy	0.870	0.040	
video duration	-0.292	0.000	***
Number of languages	1.028	0.024	*
constant	-2.542	0.004	**

The playback volume regression model ultimately retained five variables. The coefficients are statistically significant when the P-value corresponding to the coefficients is less than

0.05, i.e., there is a certain effect on the dependent variable. According to the results of the playback regression, it can be seen that the title length, video duration, and the number of

languages have a significant effect on the playback volume of the video, in which the title length and video duration are negatively correlated with the playback volume, so the shorter the title length and the shorter the video duration are, the

better the video horizontal transmission effect is, and the length of the text is positively correlated with the playback volume.

**Table 4.** Regression model for number of likes

variant	regression coefficient	P-value	significance
Content Topics	-0.147	0.034	*
Title length	-0.114	0.005	**
Length of copy	0.791	0.000	***
video duration	-0.316	0.000	***
release schedule	0.916	0.032	*
Number of languages	1.146	0.000	***
constant	-3.970	0.483	

Six variables

were ultimately retained in the likes regression model. The p-values corresponding to the coefficients of all the independent variables were less than 0.05, all of which had a significant effect, with content theme, title length and video

duration negatively correlated with the number of likes, and copy length, posting period and number of languages positively correlated with the number of likes.

**Table 5.** Comment volume regression model

variant	regression coefficient	P-value	significance
Content Topics	-0.417	0.044	*
Title length	0.032	0.682	
video duration	-0.506	0.000	***
release schedule	1.028	1.763	
Number of languages	1.163	0.000	***
constant	-7.121	0.036	*

The comment volume regression model ultimately retained five variables. There are three independent variables whose coefficients correspond to p-values less than 0.05, so the content theme, video duration, and number of languages have a significant effect on the amount of comments on videos.

## 5. Conclusion

In order to investigate the influencing factors of cross-border cultural communication effects in the context of new media, so as to put forward suggestions for the dissemination of Chinese traditional culture, this paper takes Li Ziqi's video as an example and conducts a regression analysis on the horizontal communication effects, vertical communication effects, and interactive communication effects respectively, and finds that the title length, the video length, and the number of languages affect the horizontal communication effects, of which the shorter the title length and the length of the video are, the better the horizontal communication effects are. Content theme, title length, copy length, video duration, release time and number of languages affect the vertical communication effect, in which the shorter the title length and video length, the better the horizontal communication effect, and the longer the copy length, the better the horizontal communication effect. The content theme, video length and number of languages affect the interactive communication effect, in which the shorter the video length, the better the interactive communication effect. Therefore, for better cross-border dissemination of Chinese traditional culture, video creators should consider controlling the length of the video under the premise of high-quality and abundant content and the length of the title, and try to use short and powerful titles to attract users to browse, and pay attention to the time difference of the regions where the audience and fans are

located in the release time, and make targeted releases, and diversify the languages of the text as much as possible, taking into account the users in different countries, and analyze the audience and users so that they can communicate with the audience in a common language. Audience users so that they can easily understand the video content. In copywriting, it should be as full and detailed as possible, so that users can better understand the charm of traditional Chinese culture.

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