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Research on the Symbolic Construction and Translation of Internet Celebrity Urban Memory in the Video Era

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Abstract
This paper aims to explore the phenomenon of "symbolic construction and translation of Internet celebrity urban memory in the video era". By taking the Harbin explosion as a case, this paper analyzes the mechanism and influencing factors of urban image construction in the video era and its implications for urban development. The study found that in the video era, the construction and dissemination of city image no longer relies on traditional publicity methods, but is realized through emerging channels such as social media and short video platforms. The success of Harbin's popularity is inseparable from the careful creation of the city's image and the choice of communication channels, which reflects the importance of city culture and characteristics. However, the construction of urban image also faces challenges of authenticity and objectivity, as well as the need for local cultural inheritance and characteristic protection. Overall, this study provides important inspiration for further exploring the construction of urban image in the video era.

Keywords
Video Era; Internet celebrity Urban memory; Symbolic construction; Translation; Harbin

1.Introduction

In the era of video, online video platforms represented by Douyin, Kuaishou, and Huoshan Video have become one of the main ways for people to obtain information and entertainment. This not only changes the way people obtain information and entertainment, but also profoundly affects the image and memory of the city. The rise of Internet celebrity cities has become a new cultural phenomenon, such as Zibo and Erbin. The widespread dissemination of city images on new media platforms provides cities with a large number of resources. Among many forms, short video is undoubtedly one of the main means of communication. From promotional videos to short videos, the process and results of urban symbol construction by Internet celebrities will be the main issues studied in this article.

2.Literature Review

2.1 Literature Review on Internet Celebrity Cities

In recent years, the concept of "Internet celebrity" has been generalized and extended to the field of city image. The term "Internet celebrity city" has emerged. Therefore, research by foreign scholars mainly focuses on the relationship between cities, space and people. Foreign scholar Kevin Lynch pointed out in "City Image"

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that city image is "a public image, that is, a comprehensive impression resulting from the interaction of the psychological feelings of the external material world and one's own cultural background"; scholar David Herman in 2005 "Routledge Encyclopedia of Narrative Theory." The spatial practice of social media content that creates emotional involvement. Scholar Henri Lefebvre pointed out in 1991 that we call a place in the city that we can recognize, associate with, and place emotions on as a spatial image. Lefebvre put forward the proposition that "space is a social product" to reveal the actual production process of space. , the commodification of space, and the expressive function of space in practice.

In 2021, domestic scholars Ding Junjie and Liu Caichen started from the perspective of spatial theory in "How Social Media Constructs the Spatial Image of "Internet Celebrity City"" and found that spatial imagery can achieve the coexistence of communication subjects and objects from material space, spiritual space and relationship space. establish. In the article "Metaphor and Reshaping: The Construction and Communication of Internet Celebrity City Image" in 2023, scholar Yang Yingying revealed the construction method and communication path of Internet celebrity city from the perspective of the construction and communication of city image.

2.2 Literature Review on Symbol Construction

2.2.1 Research on semiotics

Semiotics originated from Swiss linguist Saussure and American philosopher Peirce. Although Western semiotic circles have made remarkable achievements, Chinese academic circles have supplemented the semiotic theoretical system with traditional Chinese semiotic heritage. The Chinese word "semiotics" was proposed by Zhao Yuanren in his long article "Outline of Semiotics" published in the Shanghai "Science" magazine in 1926. Li Youzheng's "Introduction to Theoretical Semiotics" provides a detailed and systematic introduction to Western semiotics since the early 20th century.

2.2.2 Research on construction theory

The construction theory created by British scholar Anthony Giddens and later others is a general theory about social behavior. In terms of communication studies, Qiu Linchuan analyzed the coverage of the Li Wenhe case by three mainstream American newspapers including the New York Times using a constructivist framework. He found that the reports of the three newspapers had differences in editing styles and processing methods, forming their own respective A different landscape of reality. Generally speaking, when it comes to research on constructivist theory, domestic scholars mostly focus on the specific operation and application of theory in different disciplines, and tend to improve and develop constructivist theory at the application level. As for original works at home and abroad, we also tend to translate and quote theories, focusing on their absorption and digestion.

2.2.3 Research on symbol construction in news communication

As the basic unit of communication, symbols carry the signifier and the signified, and there are many researchers who use symbolic texts to conduct construction research. In terms of news reporting, Li Yanrong came to a conclusion after comparing the symbolic relationship constructed by two newspapers between symbolic reality, objective reality and subjective reality in "Metropolitan Newspaper's Symbolic Construc-

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tion of Objective Reality". In the research related to TV dramas, Zhang Huifang pointed out in the article "Construction of Leftover Women Symbols in Contemporary TV Series" that TV dramas with leftover themes shape and spread the film and television symbol of leftover women, which will inevitably bring about other TV dramas in China. New thinking. In "Double Interpretation of the Construction of Advertising Information Symbols", Zhang Ge uses the principles of semiotics to explain the dual interpretation of the construction of advertising information symbols.

To sum up, there are currently very few academic studies on the symbolic construction of urban memory of Internet celebrities, most of which are related to film, television, and advertising, and still remain in the aspects of symbolic analysis and reasons for success. However, the research methods and perspectives in the above studies provide this article with a lot worth learning from. What impact does the video turn in urban images have on urban memory, cultural identity and emotion?

3.Research Methods

3.1 Experimental Method

3.1.1 Hypothesis Establishment

Based on the above questions, the corresponding hypotheses are put forward here:

H1: Audiences who have watched the video and those who have not watched the video have different impressions of the city of Harbin.

H2: Audiences who watch different types of videos have different impressions of Harbin city.

3.1.2 Experimental methods

3.1.2.1 Experimental group

Control group: People who have not watched the Harbin short cultural tourism short video will answer the questionnaire directly.

Experimental Group 1: A group that watched Harbin's popular short video 1. After watching the video, they answered the questionnaire.

Experimental group 2: A group that watched Harbin's popular short video 2. After watching the video, they answered the questionnaire.

3.1.2.2 Experimental process

First, participants were recruited. In order to facilitate the operation, this study selected 30 students from the 2023 Law Class 1 of Hebei University and divided them into three groups (control group, experimental group 1, and experimental group 2). Secondly, participants were randomly assigned to different experimental groups, with 10 people in each group. Again, arrange for the respondents in experimental groups 1 and 2 to watch the video content of their group, and ensure that they can understand the content and information in the video. The video content of experimental group 1 is after the "ticket refund incident" of Harbin Ice and Snow World, the blogger made a short video based on the official apology and rectification; the video content of the experimental group 2 was a short video showing hospitality and sincerity in Harbin hotels, restaurants, and tourist attractions. Finally, fill in the questionnaire and ask the participants to fill in the relevant questionnaire after watching the video.

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3.1.2.3 Data analysis

Perform statistical analysis on the questionnaire data to compare the differences in cognition, emotional attitude, and degree of influence among viewers in different experimental groups. Analyze the impact of different types of videos on the construction and translation of urban memory symbols.

3.1.3 Experimental questionnaire design

Table 1 Questionnaire on urban memory about the "Harbin explosion"

Item	Question	**Options**
1	Have you ever watched video reports or related content about the explosion in Harbin?	A.Yes B.No
2	What is your impression/record of the city scenes, landmarks and other information appearing in the video?What is the level of memory?	1 2 3 4 5 6 7 Very poor Average Very good
3	Do you think the way the city scenes, landmarks, and people are presented in the video accurately reflect the true situation of the Harbin fire incident?	A.Yes B.No C.Unsure
4	How do you think the video promotes the city of Harbin?	1 2 3 4 5 6 7 Useless relatively useless average relatively useful very useful
5	Does the video touch you/can it arouse your empathy?	1 2 3 4 5 6 7 Strongly Disagree Somewhat Disagree Moderately Agree Strongly Agree
6	Did the content in the video arouse your interest in Harbin or your desire to experience it?	A.Yes B.No C.No impression
7	How has your impression of Harbin changed after watching the video? (if so)	Please fill in table 2
8	What is your impression of the Harbin fire incident after watching the video?	1 2 3 4 5 6 7 I hate it. Average I like it.

Table 2 Regarding your impression of Harbin, how much do you agree with the following statements?

Item	Strongly disagree	Disagree	Generally	Agree	Very much agree
I liked Harbin very much before watching the video	○	○	○	○	○
I like Harbin very much after watching the video	○	○	○	○	○
I like the food in Harbin	○	○	○	○	○
I like the service in Harbin	○	○	○	○	○
I like the attractions in Harbin	○	○	○	○	○
I like the culture of Harbin	○	○	○	○	○
I like the urban atmosphere of Harbin	○	○	○	○	○

3.2 Interview Method

The research method is mainly divided into two parts. In the first part, the experimental method was used. 20 respondents were randomly divided into 4 categories, watched the video and filled in the questionnaire. In the second part, the interview method was used, and further interviews were conducted with the interviewees who had watched the video and had deep memories to investigate their psychological processes and mechanisms.

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3.2.1 Interview objects

Table 3 Basic information of interviewees

Item	Gender	Age	Profession
1	male	18	College Students
2	male	19	College Students
3	female	22	College Students
4	female	21	College Students
5	male	20	College Students
6	female	23	College Students
7	male	27	programmer
8	female	27	insurance sales
9	female	28	Bank employee
10	female	28	doctor
11	female	29	civil servant
12	female	30	teacher
13	male	30	photographer
14	male	32	waiter
15	male	33	Graphic Designer
16	female	36	reporter
17	male	40	teacher
18	female	55	full time housewife
19	male	46	individual
20	female	30	property sales

3.3 Sample Characteristics Description

The interviewees who watched the video and had deep memories were further interviewed to investigate their psychological processes and mechanisms. Interview Questions During the interview and research process, the researcher tried his best to avoid the four ethical issues and deviant behaviors emphasized by scholar Al-an Bryman: first, causing harm to the research participants; second, Failure to use informed consent documents or materials; third, violating the privacy of research participants; fourth, deceiving research participants. And if the interviewee has any questions or dissatisfaction that he does not want to answer during the interview, he can remain silent or withdraw midway. The interview materials that the interviewees stated that they did not want to be made public were not included and quoted in this study.

This study conducted 15-minute semi-structured in-depth interviews with 20 interviewers aged 18-60 years old. The interview started in December 2023 and ended in January 2024. The interviewees first included college students, teachers and other professionals, and secondly, more research samples were collected through social contacts. According to the maximum sampling principle of qualitative research methods, when the 20th interviewee is collected, all interview content is sufficient to answer the research questions, and the sample collection is cut off. The interviewees differed in age, region, growth environment, etc., and the degree of homogeneity was low. The interviews were mainly conducted through one-on-one face-to-face interviews, and some were conducted through online WeChat communication. The interview results were compiled into a verbatim transcript, with a total of 15,000 words in the interview transcript. The processing of the interview content was completed by myself.

4.Research Findings and Discussion Points

This study compared the control group who watched the video with the experimental group who watched

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the video. The experimental results showed that watching the video content of the Harbin fire incident can enhance individuals' cognition and impression of the memory symbols of Harbin city. Participants generally said that the video format is intuitive, vivid, and emotional, allowing them to understand and remember the city of Harbin more deeply.

After in-depth interviews with investigators, the author found that the two experimental groups were more deeply impressed by Harbin. The city scenes, landmarks, characters and other symbols that appeared in the video had a strong feeling and recognition for them, making them have a strong impression of Harbin. The impression is richer and deeper.

When conducting further in-depth interviews on the interviewees' attitudes and emotions, topic participation, and channels of understanding about "Harbin Explosion", I found that most of the interviewees' evaluations of "Harbin Explosion" were positive. Positive words such as "warmth", "sincerity", "enthusiastic", "meticulous service" and "simple" were mentioned a lot. Regarding the psychological mechanism of the audience's image construction of "Harbin Explosion", the interviewees' answers corroborated my thoughts: "As a college student, I will naturally pay attention when I see topics related to 'Harbin Explosion'. Moreover, Harbin Ice and Snow World is in line with my fantasy of this winter, and I really want to go there."(S3)

"People in Harbin are known for their enthusiasm and sincerity. The queues at Harbin Ice and Snow World were so uncomfortable. What I didn't expect was that the leaders of the Harbin Culture and Tourism Bureau and the park apologized and made rectifications. It was so sincere."(S7)

"Although the winter in Harbin is cold, I was very surprised by the enthusiasm of the people and the warmth of the city. When playing in the Ice and Snow World, the staff's meticulous service and warm hospitality made me feel like the warmth of home."(S9)

"The service tenet of our hotel is to be warm and thoughtful. No matter who the guest is, we will do our best to meet their needs. Because we believe that sincere service can leave the deepest impression."(S14)
"When I ate at a restaurant in Harbin, I was deeply impressed by their meticulous service. Both the taste of the dishes and the attitude of the waiters were excellent, which made me feel very satisfied. Northeastern people are down-to-earth, and the portions are very generous. Many times I couldn't finish the meal. They all need to be packed away."(S17)

"During my trip to Harbin, I made many local friends, and they were very sincere and friendly. They were willing to share their stories and lives, which made me feel real friendship and warmth."(S20)

In short, the reason why video information can become an important means of symbolic construction and translation of Internet celebrity urban memory can be explained from many aspects. The following will discuss in detail the role of video information in the construction and translation of urban memory symbols from five aspects.

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4.1 Visual expression reflects urban characteristics, and emotional resonance triggers emotional connection

With its rich visual elements, video information can vividly display the city's characteristic landscapes, landmark buildings, cultural activities, etc., thus building a symbolic system of urban memory. In the video, the unique charm of the city can be vividly displayed through high-definition images, exquisite photography skills and artistic editing techniques. For example, the winter ice and snow landscape of Harbin, the European-style architecture of Harbin Station, the magnificent scene of Sophia Cathedral, etc. are all common symbols in the video. Through visual presentation, the audience can deeply feel the unique charm and magic of the city.

Video information can trigger an emotional connection between the audience and the city's memory symbols through emotional resonance, thereby deepening the memory and identification with the city. Through the emotional expressions, character stories, background music and other elements in the video, the audience can resonate emotionally with the urban scenes displayed in the video and feel their love, yearning and identification with the city. For example, a Douyin blogger recorded the journey of traveling to Harbin in the form of a vlog. Through real records, personal experiences and the sincere expressions of the video characters, the audience can feel the warmth of winter and the charm of the city, thus creating a sense of appreciation. A deep impression and emotional connection to the city.

4.2 Circle communication expands the scope of influence, and interactive participation enhances the sense of experience

Video information is easy to spread and share, can quickly expand its scope of influence, and promote the construction and translation of urban memory symbols. In the Internet era, video content can be disseminated and shared through various social platforms, video websites and mobile applications. Audiences can easily share their favorite videos with others, thus expanding the scope of the video's influence. For example, during the "ticket refund incident" at Harbin Ice and Snow World, videos of apology and rectification by leaders of the Harbin Culture and Tourism Bureau and the park can be shared through WeChat, Weibo, Douyin and other platforms, so that more people can understand and pay attention to Harbin. City.

Video information is interactive and participatory, which can enhance the audience's sense of participation and belonging, thereby deepening the recognition and understanding of urban memory symbols. In the video, the audience can not only feel it intuitively, but also interact and participate with the video content through comments, likes, shares, etc., so as to have a deeper understanding and experience of Harbin's characteristics and culture. For example, in a video showing Harbin delicacies (red sausage, sticky bean buns, frozen pears), viewers can share their views and experiences on the food through the comment area, interact with others, and enhance their understanding and experience of Harbin's food culture.

4.3 Other factors behind the "Harbin explosion"

4.3.1 Social recognition and identity

Social identity theory states that individuals seek identification with others in society and enhance their social identity by participating in specific social groups or social activities. Through in-depth interviews, I learned that a small portion of the audience already recognized and loved Harbin's urban culture and char-

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acteristics before watching the viral video. By sharing Harbin's culture, food, attractions and other content, they join a social group related to the city, thereby enhancing their sense of identity.

4.3.2 Media effect strengthens attitudes and behaviors

The choice and use of media can have an impact on individual attitudes, values, and behaviors. During the outbreak in Harbin, social media platforms became the main channel for information dissemination, and people's concepts and behaviors were affected by the information on these platforms. When a large amount of positive information about Harbin appears on social media, individuals' attitudes and behaviors towards the city will also be affected, which in turn deepens the phenomenon of Harbin becoming popular.

5.Summary and reflection

The phenomenon of Harbin's explosion is a typical case of Internet celebrity urban memory shaped by the video era. By analyzing this phenomenon, we can deeply think about the mechanism, influencing factors and implications for urban development in the video era of urban image construction.

First of all, the explosive phenomenon in Harbin shows the influence of the video era. With the rapid development of the Internet and mobile communication technology, video has become an important way for people to obtain information, express emotions, and share experiences. Behind Harbin's popularity is the emergence and widespread dissemination of a large amount of high-quality video content. These videos have attracted a broad audience with vivid images and rich content, shaping Harbin's unique image and becoming an important symbol of the city's memory.

Secondly, Harbin's explosive success is inseparable from the careful creation of the city's image and the choice of communication channels. In the era of video, the shaping of a city's image no longer relies on traditional publicity methods, but is achieved through emerging channels such as social media and short video platforms. Relevant departments and institutions in Harbin make full use of these new media platforms to actively promote the city's image, attracting the attention and participation of a large number of users, thereby realizing the dissemination and translation of the city's image.

In addition, the explosive phenomenon in Harbin also reflects the importance of urban cultural characteristics and sincerity between people. In the era of video, the image of a city is not only the city's external landscape and landmark buildings, but also the city's cultural heritage and humanistic characteristics. Harbin has attracted the attention and love of many users by displaying its unique ice and snow culture, European-style architecture, food culture and other characteristic elements, and moved people's hearts from the emotional level of "sincerity, enthusiasm and reality", thus successfully creating its own Internet celebrity. The image of a city.

However, the explosion in Harbin also reminds us of the challenges and reflections faced by urban image construction in the video era. First, the authenticity and objectivity of video content need to be guaranteed. While pursuing hot topics and high click-through rates, the dissemination of the city's image should also follow the principle of objectivity and fairness, not exaggerate facts, not mislead the audience, and maintain authenticity and credibility. Secondly, the construction of urban image needs to pay attention to cultural in-

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heritance and characteristic protection. In the process of urban development, we should pay attention to the inheritance and excavation of local culture, protect the city's cultural heritage and characteristic elements, and continuously enrich and enhance the city's soft power.

In general, the phenomenon of Harbin's explosion provides us with a profound case, demonstrating the mechanism and influencing factors of the symbolic construction and translation of Internet celebrity urban memory in the video era. By summarizing and reflecting on this phenomenon, we can more clearly understand the importance and challenges of urban image construction in the video era, and provide reference and inspiration for better promoting urban development and cultural inheritance.

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