Exquisite World Under Symbols: A Study on the Persuasion Strategies of Red Book Immersive Video Daredevils

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Abstract: With the continuous development of Internet e-commerce, immersive short videos have become an emerging and popular form of video on Red Book in recent years, and many bloggers have adopted this form for marketing and promotion of their products. In this paper, from the perspective of symbolic interaction theory, combined with immersion communication theory, the content analysis is applied to study and analyze the persuasion planning of Red Book video masters. The results show that symbolic factors and immersion factors in immersive videos have significant marketing on persuasion promotion effect, which provides a reference for such videos to further promote the development of a virtual economy.

Keywords: persuasion theory, symbolic interaction theory, immersive video, immersive communication, new media and society

1 Introduction

With the rapid development of the domestic platform economy, Red Book, whose Slogan is "mark your life", has gradually stood out from the crowd of social media platforms, especially in the context of the rise of "her economy", the Recommend Culture on RedBook has become an important part of influencing the consumption behavior of young women. Especially in the context of the rise of "her economy", the culture of "planting" on RedBook has become an important part of influencing the consumption behavior of young female consumers. In recent years, "immersive video" has become a source of inspiration for many RedBook creators and one of the buzzwords searched by users.

According to the data of "2020 China Immersive Industry White Paper", China's immersive industry created a total output value of 4.82 billion in 2019, which includes film and television, cultural tourism, game mutual entertainment, advertising, and many other industries. Therefore, immersive video has attracted much attention in recent years and has become a potential industry sector is worth exploring in the future. The term "immersion" was first introduced by American psychologist Harry Chekov to indicate an individual's emotional experience of being fully engaged in a certain activity or thing. The "immersion" experience has been around for a long time. Initially, the "immersion" experience showed the characteristics of the class theme,

such as theme parks, theme hotels, and theme parties. The purpose is to provide people with a more focused, enrich experience by creating a specific style of scene, using equipment, lighting, and decoration, thus prompting people's consumption behavior.

With the development of technology and short videos, "immersive" videos came into being. The original content of immersive videos is mostly stimulated by whispering or tapping and rubbing of objects to stimulate the viewer's "ASMR" (ASMR means "spontaneous perceptual meridian response", which means the body's perceptual stimulation through sight, sound, touch, smell, etc.). It is a pleasant and unique stimulation in the cranium, scalp, back or other parts of the body, also known as "eardrum" or "intracranial orgasm"), which produces a pleasant and relaxing experience in the brain. Nowadays, immersive videos have gradually developed into "immersive makeup", "immersive storage", "immersive learning", "immersive childcare ", immersive Versailles" and other content. For example, the immersive skincare video released by "Britney Lao Tian Tian", a creator of grass-planting content on the Little Red Book platform, has received 44,000 likes and 9,374 favorites, and the grass-planting effect in the comment section is remarkable. We observed that the immersive video artists marketed their content with labels such as "exquisite girl must- have", "treasure unboxing goodies" and "immersive experience at home". This kind of blogger tends to have stronger persuasive power than ordinary grass bloggers, even if they show obvious signs of bringing goods, the comment section also has fewer negative emotions. In addition, this believe that fundamental immersive video marketing is still not out of the short video marketing category, and its purpose is still through the audience's favorite immersive video mode, commercial products, or the blogger's marketing promotion to obtain commercial benefits. Therefore, we try to supplement the symbolic interaction theory and better explain the communication persuasion strategy of immersive video through the perspective of short video marketing logic.

2 Overview section

2.1 Review of research on persuasion theory in the context of e-commerce

Persuasion can be traced back to classical rhetoric, which was developed by the ancient Greek philosopher Aristotle. Early rhetoric was defined by Aristotle as "the function of being able to identify possible ways of persuasion on any issue," where persuasion refers to a reasoned, logical way of arguing, rather than to sophistry. Aristotle argued that rhetoric needed to focus on three areas: oral communication, audience preferences, and defense of truth. This laid the foundation for the development of modern persuasion. During World War II, numerous scholars conducted numerous studies related to persuasion for war propaganda-related content. Carl Hovland's research concluded that mass media persuasion was very effective in conveying information, but failed in getting audiences to change their attitudes. After World War II, Carl Hovland and others conducted further research on attitudes and persuasion at Yale University, and in 1953 co-authored Communication and Persuasion with Janis and Kelly, a comprehensive exposition of persuasion theory that further refined the relationship between persuasion and

attitude change[1]. Joshua Meyrowitz, an American communication scholar, studied the influence of "media scenarios" on human behavior and psychology from "scenarios" and concluded that the information environment and technological experience created by electronic media determining people's behavior and needs. The information environment and technological experiences created by electronic media determining people's behavioral and demand characteristics[4]. This is also a reference for this paper to further explore how immersive video persuades people to behave.

Along with the rapid development of live e-commerce and short video, the model of "short video + e-commerce" has been recognized by the market, and the research on the use of persuasion strategy for "short video + e-commerce" in China has taken shape in the past two years. Chen Yaoshuang researched the influence of persuasion methods of Internet celebrities on consumers' search and sharing behaviors and concluded that different persuasion methods of Internet celebrities would lead to different behaviors of consumers[7]. Zhao Yu conducted a study on the persuasive communication of public welfare live-streaming with goods on social media platforms and concluded that the visibility, credibility, and attractiveness of anchors are the keys to their persuasive effect when they perform public welfare live-streaming with goods[16]. Liu Jiaxi takes Li Jiaqi as an example to study body communication in short videos with goods and argues that non-verbal symbols can promote consumers' consumption behavior[10]. Based on the persuasion theory, Su Yefei takes the social e-commerce company "RedBook" as an example to study the communication behavior of social e-commerce, analyze its communication sources and targets, and conclude that the fundamental reason for the effective communication effect of social e-commerce is to understand the psychological needs of users and provide a better user experience[14]. After that, Li Wenjue also studied the persuasive communication of RedBook and concluded that the elements of the persuasive communication of RedBook that achieved good results include the unique style of opinion leaders, the platform, and the site notes [7].

Based on this, we can identify the use of persuasion strategies for e-commerce research as a more widespread research method. In these studies, however, scholars have focused on the communicators and the recipients, i.e., on the impact of persuasive actions taken by anchors on consumers, or the consumer behavior of e-commerce online platforms. In this paper, we try to analyze how communicators who use "immersion" as a popular filming technique achieve persuasive effects and what factors influence them.

2.2 A review of immersive video research

Foreign research on immersive video first began with the immersion theory, also known as "flow theory". Immersion theory was first proposed by Csikszentmihalyi in 1975 to explain why people become fully engaged in a situation while performing certain daily activities, concentrating attention and filtering out all irrelevant perceptions, and entering an Immersion state of immersion.[3] Some researchers believe that the immersion state is a one-dimensional experience, which does not need to be divided into different dimensions. To some extent, these elements only represent the differences in the semantic description, rather than the actual

existence of these dimensions. Therefore, an immersive experience is considered a single-factor mechanism, and when one's attention is focused on only one activity, it constitutes an immersive experience.[15]

With the development of computer technology, Webster et al. developed immersion theory into a discussion about human-computer interaction, arguing that this interaction has both playful and exploratory qualities (Webster, Trevino &Ryan, 1993). Ghani and Deshpande (1994), studying the impact of human-computer interactions at work, proposed two main characteristics of immersion: namely, being fully in the activity dedicated to and the psychological enjoyment that is directed out of the activity. Novak, Hoffman, and Yung et al. conducted a series of studies on web immersion starting in 1996 and argued that, unlike the original immersion model, the prerequisites for immersion in human-computer interaction must be coupled with a concentration in addition to challenge and skill. Chen, Wigand, and Nilan analyzed the immersion experience in the network performance and found that in networking usage behavior, information seeking is the most likely to enter immersion, followed by Reading and Writing. Different types of online activities, such as online games, online shopping The difference in immersion experience is also brought about by different types of online activities, such as online games, email, etc. [2]According to foreign scholar Pérez Pablo, the application of immersion modes under the influence of technology has expanded to entertainment, work meetings, social relationships, health care, etc. Users of these immersive technologies can get more interactive and personalized exploration and experience stimulation. At the same time, we need to understand the quality of user experience and other feedback to better meet their needs and expectations. [6] Professor Qin Li has creatively proposed the concept of "immersive communication" and elaborated the theoretical analysis framework of immersive communication in her Book "Immersive Communication: A Communication Paradigm in the Third Media Era", and made a pioneering discussion on the value and index system of immersion degree. She defines "immersive communication" as a new type of information dissemination, "a human-centered, ubiquitous, omnipresent, and omnipotent communication mediated by the human environment that connects all media forms." [9] In Digital Survival, Nicholas Negroponte predicted that virtual reality could make artificial things as realistic as real things. And now his claim is a reality, with immersive communication making the real world and the virtual world one.[5]

Based on the aforementioned, immersive video belongs to the category of short video marketing persuasion. Domestic scholars have more research practices for this kind of research: for example, domestic scholar Zhou Qihui in the "Strategy of Short Video Marketing in the New Media Era"[17] pointed out through the analysis of the current short video industry that short video marketing refers to the marketing path that enterprises use short video as a communication carrier to deliver product information to existing consumers and potential consumers, influence the audience on cognition, attitude and behavior, and finally achieve consumption conversion. Moreover, short video marketing has the characteristics of enterprise-independent video recording, viral communication, and implantable marketing. As for the origin of immersive video, scholar Pan Pan Zhong said in an interview on "Reasons for the Rise of Immersive Video"[12] that immersive video has similarities with the previously popular "ASMR"

(spontaneous perceptual meridian response) audio and video. They both rely on perceptual stimulation to create a pleasant sense of stimulation in the cranium, creating a sense of ultimate relaxation for the viewer, and are accompanied by soothing music, which invariably has a stress-relieving effect; and by studying the process of immersive communication, Fu Longyu believes that immersive video originated from the need for body-mediated and customized individual needs.[8]

In the article "Immersive Short Video on Communication Strategies",[13] domestic scholar Luo Xingdan analyzes the communication characteristics, problems, and future communication strategies of immersive short videos from the perspective of immersive short video communication. The study concluded that domestic immersive video content largely presents difficulties in choosing innovative content, using emerging technologies, and forming excellent teams, and pointed out that future immersive videos also need to be content-based, supported by scenarios and emerging media, to enhance interactive communication with audience users.

In summary, we can see that immersive modes have been studied by scholars in the past for their role in enriching sensory experiences, increasing attention, and amplifying promotional and persuasive effects. Immersive video research is becoming a hot topic in recent years and has the potential for the future development. The great influence of immersive experience is important for us to explore the persuasive strategy of immersive video for short video marketing and the ecological development of short video platforms. Concerning academic papers, we find that the research on immersive video is mostly on immersive technology and immersive video communication paths and communication effects, but there is a gap in the field of research on the commonality of immersive video content and its representative symbols on audience viewing and communication behaviors. Therefore, this paper studies immersive video persuasion strategies from symbolic interaction theory, and tries to answer the above questions with originality.

2.3 Problem formulation

This paper will attempt to answer the following questions in terms of symbolic interaction theory, persuasion strategies, and immersion communication theory.

Why does immersive video content have a better marketing persuasion effect? On a micro level, which is the main reason for the enhanced persuasive effect, the symbolic factor or the immersion factor in the video? What other reasons may affect the persuasive effect of immersive videos? From a macro perspective, how does the persuasion mechanism of immersive videos affect the marketing ecosystem of RedBook?

3 esearch Methodology

Based on the above research questions, this paper proposes hypotheses around the following symbolic and immersion factors.

H1: the more obvious the symbolic word in the title, the stronger the user's willingness to

consume.

H2: The more obvious the persuasive words in the headline, the stronger the user's willingness to consume.

H3: the more natural sounds appear in the video, the stronger the user's willingness to consume.

H4: The less human narration appears in the video, the stronger the user's willingness to consume.

To prove the hypothesis, this study used the content analysis to sample the total population and create a questionnaire.

This paper intends to use content analysis and interview methods to evaluate and analyze the symbols contained in the titles of immersive videos, the degree of discourse obviousness, natural sounds, human voices, and background music in the videos, and willingness feedback in the comment section to explore their persuasive effects.

3.1 Content Analysis Method

3.1.1 Sample selection

The corresponding research object of this survey is the immersive video works on the RedBook platform. According to the report of RedBook 2022 Business Ecology Conference, the monthly activity of the RedBook platform has reached 200 million[1] and has the characteristics of a wide range of young user groups, a large proportion of female users, a more even distribution of cities, and many young user groups, so it is highly representative.

First, we conducted a representative sampling of the overall RedBook immersive videos, observed the content of RedBook immersive videos, divided them into four categories: daily immersive, food immersive videos, beauty immersive videos, and sound immersive videos, and categorized the extracted videos into summaries. These four categories are chosen because they cover almost all types of current immersive videos in RedBook. The coverage is wide and has a strong representation. Second, the author constructs a coding table for immersive video works in different media with the variables of video title, natural sound in video, human voice, background music, and willingness to comment area, and extracts 32 representative samples from them for analysis.

3.1.2 Code table

The independent variables of the study are the symbols and discourse contained in the title of the immersive video, the natural sound, human voice, and background music in the immersive video, and the dependent variable is the audience's willingness to consume. We rated some of the elements on a scale of 1 to 5. For example, the extent to which the headline is distinct, the presence or absence of the word "immersive", the number of more distinct words, and the overall headline words and tags are rated. The rating of willingness to consume in the comments section was also used.

3.2 In-depth interview method

In this paper, eight interviewees were selected by online private messages from the comments of the immersive videos on Little Red Book and were guaranteed to have experienced at least two different types of immersive videos. In this paper, we used "purposive sampling" to select suitable subjects and screen out individuals with high information density and intensity for the study. The number and length of interviews were not fixed, and the interviews were conducted online, mainly using QQ, WeChat, and other media tools for in-depth interviews. And with the consent of the interviewees, the whole interview was recorded by cell phone. At the same time, to ensure the authenticity, accuracy, and completeness of the information, this paper focuses on establishing a harmonious research relationship with the interviewees, focusing on the interviewees' preferences, understanding, and experience of choosing immersive videos. In this process, the original information is read repeatedly, and the categorized information is further summarized to refine the themes. The entire research process will strictly follow the ethical and moral principles of scientific research, and each research subject will voluntarily choose whether or not to participate in this study with full knowledge of the study. The research subjects read and signed the Informed Consent Form before the formal start of the study and clearly understood their rights and obligations; the researcher treated each research subject with respect and as much equality as possible based on the principle of responsibility to the research subjects and kept the research process and all original data strictly confidential.

The interview questions were divided into three main parts. The first part mainly deals with the basic information of the interviewees, including their gender, age, time of exposure to RedBook, and time of exposure to immersive videos. In the second part, the research questions were downscaled into interview questions. In this study, the symbolic factors were downscaled into the vocabulary contained in the immersion titles and the words used in the immersion titles. The immersion factors were downscaled into whether the sounds appearing in the video were sounds naturally made by the objects, how many types of sounds appeared in the video, and whether human voices appeared.

4 onclusions of the study

4.1 Symbolic factor: Symbols can attract users' attention, but cannot be the dominant factor of persuasion effect

The scales used in this study were collected and summarized, and a total of 32 video data was collected. Among them, four categories were included: "stress relief", "beauty", "daily" and "food". From the descriptive analysis, the number of self-located words in the titles of immersion videos was two, accounting for 37.5%, indicating that although there were clear symbolic words in the titles, immersion videos did not use too many locators under the capacity limitation. The Pearson correlation analysis found that H1 did not hold ($r=0.135$, $p=0.461$), H2 held ($r=0.122$, $p=0.02^*$), and persuasive words showed a positive correlation with consumer willingness. The

more obvious the headline discourse contained in the title of the Little Red Book immersive video content, the more it can stimulate users' willingness to consume. Compared with bland titles, videos with rich discourse content are more likely to attract users' attention, and users are more likely to watch video content with such titles.

In the interview, when asked whether they would click on the videos because of certain targeted words, the interviewees said, "I would like to click on the videos if there are keywords that are close to my favorite style, mainly based on functional choices and the psychology of following the trend." (S1) "Exquisite and stress relief are more appealing to me. I live a rough life and want to make some changes to "exquisite", or I want to watch stress relief when I am very upset." (S2) When asked whether they would buy further, respondents said, "Sometimes the desire to buy comes up, like being categorized by keywords, and they would buy in turn to fit the label." (S3) Combining the content analysis method and the in-depth interview method, we can learn that users with more obvious symbolic words in the title are more willing to make a viewing and generate purchase intention based on that. As for whether they decide to buy or not, they have to consider multiple factors such as product quality and product price.

4.2 Immersion factor: videos with no human voice and multiple natural sounds can improve immersion and enhance persuasion

Through the content analysis method, the majority of the videos in which the narrator's vocals appeared were "no", and the video background without vocals could better highlight the sound of the items and increase immersion. The Pearson correlation analysis revealed that H3 (r=0.145, p=0.043*) and H4 (0.121, p=0.002**) hold, and the immersion factor is more influential on users' willingness to consume.

Professor McCombs of the University of Texas has shown that "engagement" brings more pleasure than "possession" and people are more willing to spend money on "engagement". The immersive video format provides users with a sense of "presence" through natural sound, leading them to deeply engage with the video content, which is what makes immersive video so much more persuasive. Through in- depth interviews, we found that in terms of sound type, most respondents prefer videos to contain only natural sounds or background music, while some are averse to deliberate tapping and some find it indifferent. In terms of sound complexity, most respondents prefer videos with only one kind of natural sound. In terms of the presence or absence of vocals, most respondents said they "don't like it because the vocals might disturb the immersion."

4.3 Pathway study: The difference between symbolic content and immersive form of influence

When interviewing which accounts for a greater proportion of persuasion, symbolic, or immersion factors, the opinions of the eight interviewees produced a large difference, summarizing the interviews, which can be divided into two categories. The view of the

interviewers who believed that the symbolic factor accounted for a greater proportion was that they were the keywords searched for after a certain need arose, "the keywords that come with the title inside are more likely to satisfy my need to watch the video, and the immersive video just provides a good sense of viewing or a point that attracts viewing. But what affects my consumption is still the content of the title and the product itself." The view of the interviewer who felt the immersion factor was more significant was that the title was just a quick index with pointers and that it was the feeling of watching the video that dominated the process of whether or not to buy the product: "The title is just the key to get in, the content is what the guide makes me experience."

We believe that the symbols contained in the title objectively play a positive role in the content retrieval of users. Compared with the content with fewer elements contained in the title, the title composed of multiple-element symbols can increase the frequency of appearance in the algorithm retrieval link, thus increasing the exposure and potential traffic. Secondly, in the eye economy environment, a title rich in a variety of attractive elements can be more favored by users in the process of quick information search, which is one of the reasons why many online "title parties" exist. From the psychological point of view, the positioning words commonly seen in video titles, such as "refined", "practical", "necessary for students' Party", and "necessary for office workers", cater to users' cognitive positioning, or expectations or approaching psychology for an image, thus promoting users' viewing behavior. The above factors will impress the user's viewing. When the user clicks the video link to enter the viewing link, it is no longer the title or some symbols that can affect the user's grass planting and purchase behavior, but the video content itself. The immersive video itself provides a focused environment through natural sound, background music, or slight voice, which enables users to focus more on the product itself in the video, amplify the publicity effect, and finally enhance their purchase intention and consumption behavior.

4.4 Critical study: inappropriate title symbols and video content can be counterproductive to persuasion

Title symbols can harm purchase intention, and inappropriate positioning can cause negative emotions among users. In the comment section of "Immersive storage that fills up the fridge, once a week shopping", there are many comments such as "I can't finish this in a year" and "Can I eat this much in a week? "Many comments were accusing them of wasting food. The same situation is also seen in the video of "72kg girl is immersive eating", due to the symbol of "72kg", comments such as "it's hard to watch", and "I'm so thin around me. "I am surrounded by thin people who do not eat like this", "a few hours to eat a steamed bun? " , " why deliberately eat so slowly" and other more negative comments. In addition, the undisciplined nature of the video content itself can cause a shift in focus and have a greater impact on consumption intentions. For example, in the comment section of Ma Baoer's "Immersive Makeup: Princess Jasmine & Aladdin", some users are more concerned about the blogger's failure to restore the characters and the problem of painting the skin black. For example, in the video of Orange

washing makeup brushes, some users pointed out that there were mistakes in the way the blogger washed the brushes. This shows that "immersive" headlines are not a panacea for attracting users and gaining recognition, but the content itself is uninteresting, out of touch with reality, or deviates from common sense, which can also cause users to resent and question.

It is important to note that we are concerned that video content titled "immersive video" is not necessarily content that truly meets the elements of immersive video. Among the works we collected, there is also content ride-along that does not fit the "immersive" category. For example, in the work "Dove's Study Abroad Diary", there are a lot of human voices and narrations, which is similar to ordinary vlog-style life record videos in form, but the feedback in the comment section is good. This type of "immersive video" exists in RedBook to some extent, which further proves that "immersive" is to a certain extent just like "sophisticated" or "affordable". "It has become a tool for the creators of RedBook to attract users to watch and increase traffic.

5 Summary and Reflection

5.1 Analysis Summary

This study conducted research on the phenomenon of Little Red Book immersive video and exquisite symbolic fire following interaction theory through content analysis method and interview method, trying to answer the question of the communication effect of immersive video and symbolic worship theory under social media society. Based on the data analysis and interview results, this paper finds that: in the study of symbolic factors, the fixed expressions of immersive video titles possess a better purchase persuasion effect than keywords. Keywords in most cases can only play the effect of search positioning and cannot decide whether users finally buy the product or not. In the study of the immersion factor, immersive videos provide an immersive environment, which makes it easier for viewers to focus on the content of the blogger's video and attracts interesting groups of people to substitute themselves and create a convergence and aspiration psychology through the blogger's host persona. In addition, immersive videos with no human voice and multiple natural sounds can bring sensory stimulation to users and thus convince them to buy the products featured in the videos. Under the category of "immersive video", there are many videos with content that does not match the immersive video, and such videos have gained good traffic and attention through the form of "title ride-along".

As a result, "immersive video" itself becomes a symbol, linked to "sophisticated life" or "pragmatism", which in turn leads to symbolic worship by other creators and users. It is important to note that although immersive videos can achieve a good persuasive effect, whether end-users consume them or not depends on a variety of factors, such as product quality and price. In addition, different users have different preferences on the acceptance and selection of natural sounds and human voices in immersive videos. If you want to improve the persuasive effect, you should conduct more in-depth market research in advance, pay attention to the long-

tail effect, and design different videos for people with different preferences.

5.2 Reflection and outlook.

In terms of its research operation, the content analysis method partially evaluates the video content is reflected in a more subjective quantitative evaluation, not through strict data calculation in the assessment, but using artificially set criteria for scoring. Secondly, in both the content analysis method and the in-depth interview method, the amount of sample data collected in this paper is small and insufficient to draw more accurate conclusions, and these aspects deserve further improvement in future research.

When conducting content analysis, we found that some bloggers would write the products appearing in their videos directly in the video introduction, in the video, or at the top of the comment section, and in the comment section of such videos, there would be less willing to consume and plant, affecting the data results. However, this does not mean that viewing users will not buy the products that appear in their videos. The method of collecting this information remains to be explored.

In addition to, the parts studied in this paper, we also found that there are videos such as "immersive experience of school violence" (ID. 635138542), "immersive experience of the depressive episode" (ID. 1148490640), and so on when we collected video contents. 1148490640) and other types of immersive videos. Expanding the effect of communication persuasion through immersive video formats can also be applied to issues of social concern or in the field of public welfare. In future immersive video research, researchers in the field of immersive video may need to focus more on the formation and dissemination of such videos and expand the research and practice of immersive video.

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