The Countryside as "the Other" : A Study on the Diffusion and Influencing Factors of Rural Food Short Videos -- Taking Bilibili as an Example

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Abstract: In recent years, rural food bloggers such as Lizi Qi, Little Brother in West Yunnan, Brother Huanong, Sister Peach in Sichuan have become popular on the Internet, and the short videos of rural food have also been widely loved. Most of the content producers of the rural food short videos are from rural areas. They shoot rural life and hometown food, construct the audience's imagination of idyllic life, and bring home memories and a sense of belonging. Compared with other short food videos, the scene constructed by the short video of rural food is more down-to-earth and close to the personal life of the audience. Its strong flavor of rivers and lakes and hometown flavor make the audience linger. This paper takes the rural food short video of Bilibili platform as the research object, uses the questionnaire research method, based on the theory of innovation diffusion, analyzes the current communication phenomenon of rural food short videos, and concludes that the relative superiority, ease of use and trialability are the main factors that affect the communication effect of rural food short video.

Key words: Diffusion of innovation, Willingness to use, Rural communication

1 Introduction

In the era of mobile Internet, with the development and popularity of short videos, rural food short videos are gradually favored by the majority of netizens. In Bilibili, the rural food short videos' creators represented by Huanong Brothers and Little Brother in West Yunnan are loved by millions of fans. As of Sept 22, 2022, they had 6.41 million and 1.158 million followers respectively. The shooting scenes of the short videos of rural food are mostly in countryside. The video producers can arouse the audience's yearning for rural life, their memories and the sense of belonging to their hometown by shooting rural life and hometown food. Compared with other kinds of food short videos, the scene constructed by rural food short videos is more down-to-earth, and its strong flavor of rivers and lakes and hometown flavor make the audience linger. Based on the two theories of diffusion of innovation and use and satisfaction, this paper will

further discuss the reasons that encourage audiences to continuously browse rural food short videos and the factors that affect the communication effect of rural food short videos.

2 Literature review

2.1 Rural communication

Rural Communication in China defined rural communication studies as follows: "Rural communication can not only be a branch of development communication, but also a cross research field of communication and rural sociology. The preliminary establishment of its research results and theories is mainly based on the studies of communication and rural sociologists on the situation of rural communication and its interaction with external systems from different angles." Scholars' research on rural communication mainly focuses on communication status, communication strategy, communication effect and influencing factors. Taking villages in Lishui District, Nanjing City, Jiangsu Province as an example, Bu Jiamin and Xu Li used in-depth interviews and other research methods to deeply investigate the communication status between rural groups and new media in the context of all-media. Yu Yang-yang took the rural short videos created by the winners of Toutiao's "Golden Rice Spike Award" as the research object to analyze its communication strategy from the main body construction strategy, content communication strategy, "powder" strategy and liquidation strategy these four aspects, and it is concluded that only the platform and the producers promote rural construction technology, output quality innovation content, balance multiple subjects and maturity the e-commerce system can improve communication effect of Toutiao rural short videos be improved. Taking Toutiao Sannong certified We-media as the research objects, Xie Mingyi analyzed the relationship between content production and communication effect, and concluded that content production factors, symbolic logic of content production, emotional logic of content production, and the content production mode of UGC/PUGC/MNC all have a positive impact on users' attention, acceptance and participation. Wei Yizi analyzed the reasons for the good communication effect of Liziqi short video in foreign countries, and believed that the factors affecting the communication effect include the communication subject, the communication content, the communication channel and the communication audience these four aspects.

2.2 Diffusion of innovation

The diffusion of innovation theory is proposed by Rogers in the 1960s about persuading people to accept new ideas, new things and new products through the media, which focuses on the influence of mass communication on society and culture.In 2005, Hao Xiaoming and Zhao Jinqiu experienced the motivation of rural Internet users to contact and use the Internet and the practical significance of the Internet to rural development through on-the-spot

investigaion. The research found that the promotion and use of the Internet was influenced by both institutional factors and individual factors. In 2018, Li Wu, Huang Yang and Yang Fei integrated the technology acceptance model and innovation diffusion theory in their research on the influence of college students' willingness to use mobile news APPs, and transformed the five characteristics of innovation adoption into cognition of usefulness, cognition of ease of use, cognition of popularity and cognition of compatibility. It was found that the cognition of content usefulness, popularity and compatibility positively affects college students' adoption intention of mobile news APPs, while the cognition of social usefulness negatively affects college students' adoption intention, and the cognition of ease of use has no significant relationship with college students' adoption intention. In 2019, based on the theory of innovation diffusion, Tang Qingqiu used questionnaire to analyze the relationship between Douyin short video innovation diffusion and users' willingness to use from seven aspects including relative superiority, compatibility, ease of use, trialability and observability, as well as social attributes and communication channels.

2.3 Intention to use

The "Use and satisfaction" theory was put forward by Katz in 1950 from the perspective of the psychological motivation and needs of the audience which combined with the relevant knowledge of psychology and sociology, explained people's behavior of using media to get satisfaction, and put forward the social reasons and psychological motivation for the audience to accept media. Nowadays, more and more scholars have begun to study the "using intention" of short video users on we-media platforms. Li Guoju and Yang Jinglan taking "office Xiaoye" and “Ye Shi Xiao Ge" these two creative food short video account as the research object analyzing the reasons of the creative food short video that how to attract audience, to satisfy the audience demand. They found that non-traditional scene building, can be provided to the audience diversified viewing experience is audience choice of creative class food short video. It meets the needs of the audience's emotional sustenance and pressure releasing. Yang Xiao based on the theory of "use and satisfaction", taking "mukbang" short videos as the research object, using the practical methods of questionnaire survey to analyse the audience behaviors, using requirements and meeting conditions, which shows that the audience of "mukbang" short videos have high overall satisfaction in cognitive needs and stress relief needs, emotional needs are in the middle region, and personal integration and social integration are not ideal. Based on the theory of "use and satisfaction", Yao Jingying took the popular rural food short video blogger "Sister Peach in Sichuan" as the research object, and concluded that the rural food short video meets the needs of the audience's cognitive needs, emotional needs, personal integration needs, social integration needs and pressure relief needs.

To sum up, it can be found that few scholars' empirical studies on rural food short videos start from the theory of innovation diffusion, and give insufficient answers to the reasons why rural food short videos can be widely spread. Few scholars use rural food short videos based

on meeting the audience's use intention of Bilibili of theoretical research. But despite different perspectives and perspectives, all schools of thought recognize the importance of communication networks for the diffusion of innovation. Therefore, from the theory of perspectives of innovation and diffusion and theory of use and satisfaction, this paper tries to answer the two questions: what are the factors that affect the communication effect of the short video of rural food at Bilibili and why the audiences keep browsing the short video of rural food.

3 Research methods

In recent years, rural food bloggers such as Lizi Qi, Little Brother from West Yunnan, Brother Huanong and Sister Peach from Shuzhong have become popular on the Internet, and short videos of rural food have also been widely loved. Most of the content producers of the short videos of rural food are from rural areas. They shoot rural life and hometown food, build audiences' imagination of rural life, and bring home memories and a sense of belonging. Compared with other short food videos, the scene constructed by the short video of rural food is more down-to-earth and close to the personal life of the audience. Its strong flavor of rivers and lakes and hometown flavor make the audience linger.

In view of the above phenomenon, this paper puts forward two research questions: what factors motivate the audience to continuously browse the short videos of rural food; What are the factors that affect the communication effect of rural food short videos? This paper will study and answer these two questions, so it proposes the following hypothesis and conducts research by questionnaire:

H1: The interestingness of rural food short videos has a significant impact on users' viewing intention.

H2: The accessibility of rural food short videos has a significant impact on users' viewing intention.

H3: The trial ability of rural food short videos has a significant impact on users' viewing intention.

Considering that the online survey can more widely cover the target respondents, the author decided to carry out data collection in the way of online questionnaire survey. Next, the content of the questionnaire survey, release time, release channel and recovery results will be explained.

Survey content: The questionnaire was divided into three parts. The first part is demographic variables, including age, gender, educational background, current residence (urban/rural), and current residence type (first-tier city/second-tier city/third-tier city and below). The second part is a five-point scale designed around three independent variables (relative superiority, ease of use and trial ability). The third part is a five-point scale designed around the dependent variable (users' viewing intention). (Measures range from "strongly disagree =1 point" to "strongly agree =5 points")

Type	Aariable	Operational definition	Measure the statement
The independent variables	Relative superiority	Compared with other types of Bilibili short videos, the short video of rural food are more interesting	A1. The country food short video in Bilibili is more interesting than the other short videos.
			A2. Compared with other short videos, the content of the short video of rural food in Bilibili is closer to real life.
			A3. Compared with other short videos, the short videos of rural food in Station b are more original in content.
			A4. Compared with other short videos, the short video of rural food in station b has a more complete and full narrative plot.
	Ease of use	Bilibili short video of rural food easy to access	B1. Compared with other platforms --Bilibili has massive resources and wide content classification coverage.
			B2. I can see more exclusive country food short videos on Bilibili.
	Can be a pilot	In the process of watching the short video of rural food, if the audience does not like it or is not satisfied, they can cancel watching or cancel the blogger at any time	C1. How to watch -- I can access Bilibili through multiple channels (such as web page /APP/ mini program, etc.) and watch short videos of rural food.
			C2. I usually read the reviews before deciding whether to continue watching Biibili's rural short food video.
			C3. I think Bilibili rural food short video is not good. I can give up watching at any time.
			C4. Does it bother me to drop out and watch a short video of rural food from Bilibili.
The dependent variable	User viewing intention	Users' viewing intention when watching Bilibili's short video of rural food	E1. Will you continue to watch short videos of rural food at Bilibili.

Distribution time and distribution channel: The author used "Questionnaire Star" as the distribution platform to collect questionnaire data through wechat platform, QQ platform, Douban platform group and other channels from October 7, 2022 to October 14, 2022. Recovery results: By October 14, 2022, the collection of questionnaires had been stopped, and a total of 576 questionnaires had been collected. Among them, 297 valid questionnaires had been collected after excluding invalid questionnaires that had not watched the short video of rural food in Bilibili.

4 Research results

A total of 297 valid samples were collected in this questionnaire survey, among which 47.4%

of the respondents watched rural food videos from Bilibili less frequently than once in January, and most of the scenes they viewed were boring in daily life, which accounted for 51.8%.

According to Pearson correlation analysis, the relative superiority of rural food short videos is significantly positively correlated with users' viewing intention (r=0.371, P=0.000), which indicates that compared with other short videos, the more interesting rural food short videos are, the stronger audiences' viewing intention is. Hypothesis H1 is supported. There is a significant positive correlation between the accessibility of rural food short videos and users' viewing intention (r=0.256, P=0.000), which indicates that compared with other short videos, the more accessible rural food short videos are, the stronger audiences' viewing intention will be. Hypothesis H2 is supported. There is a significant positive correlation between the trial ability of rural food short videos and the viewing intention of users (r=0.25, P=0.000), which indicates that compared with other short videos, the more trial ability of rural food short videos is, the stronger audience's viewing intention is. Hypothesis H3 is supported. It can be seen that, for the audience, the characteristics of interest, accessibility and repeated viewing of the short videos of rural food are the important factors that drive them to watch the short videos of rural food continuously.

Based on the results of the questionnaire survey, the author will carry out a specific analysis from three aspects: relative superiority, ease of use and trial ability.

4.1 Relative superiority of interesting content

In the era of network media, the audience's media usage duration presents the trend of dispersion and fragmentation, which is not only the user's media use mode, but also generalized to the common behavior mode of people. The emergence of short videos can not only fill users' fragmented time, but also provide users with entertainment functions in the complicated fragmented daily life.

Bilibili village cuisine short video because of its lightweight and interest, has the characteristics of rural characteristics, compared with the traditional life such short video more ground, compared to the daily food store short video clock in class, rural food family interaction, the villagers of short video interaction between reduced many tedious and homogeneity. This conclusion is also reflected in the results of the questionnaire survey. 63.3% of the respondents think that the short video of rural food in Bilibili is more interesting than other short videos, and 71.4% of the respondents think that the short video of rural food in Station b is more original than other short videos. In addition, with the increasing trend of urbanization, rural areas have become the Internet memory of a new generation of young people, making the short video of rural food become one of the ways for people to learn about the countryside, increase their knowledge, and entertain themselves.

From Bilibili village food bloggers "shu in the peach elder sister" the latest video "bag spring submersible pump to fill foundation, peach elder sister to do a dish of Fried chicken, spicy delicious, really delicious", the whole video immersed in rural pastoral scenery, whether the shooting environment, or at the beginning of video conversation submersible pump, and the use

of that kind of peas sprinkle feather can prevent the birds eat, etc. Are landscapes, gadgets and common sense rarely seen in the daily lives of city dwellers. In the making process of the "small Fried chicken", killing chickens and degreasing, grinding the operation of the kitchen knife, chopping wood for fuel and a series of rich interesting is different with the majority of Internet users daily cooking way, in the daily life of the close to the netizen makes users get affinity at the same time, met the netizens to rural environment of rural food production process of curiosity. As the results of the questionnaire show, 69.7% of the respondents believe that compared with other short videos, the content of the short videos of rural food in Station b is closer to real life.

Nowadays, with the gradual increase of social pressure, people are faced with multiple pressures such as college entrance examination, work and life, which is also one of the reasons why people are keen to watch interesting short videos. According to the user profile of Bilibili, young and middle-aged users (18 to 35 years old) account for the largest proportion, about 78 percent, and this group is also the target audience for Bilibili's short videos of rural food. In the comments section of Shuzhong Taozi's latest video, many netizens posted comments such as "rest area for the postgraduate entrance examination" and "rest area for the examination of teaching funds". From the perspective of use and satisfaction, watching the short video of Bilibili rural food satisfies the users' need to relieve pressure.

4.2 Ease of use of massive similar Internet videos

Search for "Village food short video" on Bilibili short video platform, a total of 34 pages related videos. The first of these is a video by @Chuanmei Zhu Zhu "Immersive cooking # Country food Cold Chicken", which received 27 000 views. The second is a video posted by @Nature Rural Life titled "Make jam cans with tens of pounds of grapes, pick them in the countryside, and make the best fruit jam with country food", which has been viewed 286 000 times. Although the two video pruducers' videos are quite different in terms of picture definition and texture, these do not affect the huge appeal of short videos of rural food to Internet users. Since the rise of the short video platform, the Internet has empowered the audience. Whether it is professional media workers or ordinary people, everyone can use the mobile phone or camera and other shooting tools to take pictures. In this context, producers of rural food short videos have a large base, and they produce such videos vertically or even professionally, so that there are a large number of rural food short videos on the Internet. With the help of the algorithm, users can easily search a large number of high-quality short videos of rural food on Bilibili short video platform. All in all, on the basis of a large base of short rural food videos and with the help of the algorithmic recommendation technology of Bilibili short video platform, users can continuously and frequently access such short videos. With the blessing of these two conditions, rural food short video on the Internet platform shows the characteristic of easy to contact. This is evidenced by the 77.96% of respondents in this questionnaire who agreed that "Bilibili short video platform has massive resources and wide content coverage", and this feature provides favorable conditions for network users constantly browsing the rural food short videos.

4.3 The platform gives freedom of choice to experiment with

In the era of web1.0, users could only passively watch the limited information provided by websites, while in the current era of web2.0, users can generate content (UGC) independently to realize interaction with others or websites. The emergence of social media and short video apps provides channels for users to participate in content production. In the era of "Traffic is king", in order to attract users, each platform specially created user-friendly service mode. Take watching rural short videos on Bilibili short video platform as an example. Firstly, the Bilibili short video platform provides users with various entry points. In the survey, 74.24% of the respondents think they can access Bilibili short video through multiple channels to watch the short video of rural food. In addition to installing apps on their mobile devices, users can also use mini programs on Wechat or even search for Bilibili on their computer browsers. Secondly, in terms of interactivity, Bilibili has set a comment section at the bottom of each video, where users can post their views and opinion, so as to improve the sense of user engagement. In the survey, more than half of the respondents (55.25%) will be "browse comments first, then decide whether to continue to watch the country food short video", thus it set up to cater to the most users viewing habits. People who have not started to watch short videos of rural food can judge whether they want to continue to watch according to the viewing feelings of other users in the comment area. In this way, it plays a gatekeeper role in the process of users' selection of short videos of rural food, and saves users' selection time. Finally, the platform also gives users a great deal of autonomy. In the process of watching a video, if the user finds the story boring or meaningless, he or she can exit the playing page of the video at any time and choose other videos to watch. In this survey, 76.59% of the respondents agreed that they can give up watching the short videos of rural food on Bilibili short video platform at any time if they think they are not good, which provides solid evidence for this view. From this point of view, Bilibili short video platform has shown very strong experimental ability. In the video platform with high freedom, users have changed from "passive" in the past to "active", so their willingness to watch the short video of rural food is also extremely high.

5 Concludes

5.1 Suggestions on innovation diffusion of rural food short video

5.1.1 Pay attention to the core of creation and insist that content is king

Whether it is the traditional media era represented by newspapers, radio and television, or the current new media era dominated by short videos, the communication content has always been the key factor affecting the effect of media communication. In the current era of traffic is king, everyone is competing for traffic, but the production of high-quality content is the king of traffic. Only the content is infectious, can attract more users' eyes, so as to bring economic

benefits through secondary sales. But with the popularity of social media platforms, as well as the development of technology, people through the ordinary mobile device can be taken out of the high-definition pictures, cost reduction, so the increase in the number of rural food bloggers has caused problems such as high content overlap and similar narrative modes in rural food short videos, and the serious problem of homogeneity brings user fatigue. Even some producers infringe on other people's original copyright, direct appropriation or secondary creation, which will eventually be self-defeating.

Only by adhering to the concept that content is king and starting from their own living environment, local customs and unique characteristics of the countryside, can the producers bring users a unique psychological presence and create "other" countryside, can the communication effect of rural food short video be better and better spread.

5.1.2 Pay attention to creation techniques and reduce communication noise

Most of the producers of short videos of rural food are from rural areas. They have unique advantages in understanding rural areas. The videos they shoot can reveal their true feelings about rural areas and show more authentic local conditions and culture. However, due to the short time of contacting the media, many rural producers are confused in narrative logic, shooting techniques, video clips and other aspects, forming invisible noise in the process of communication, which greatly reduces the communication effect. Therefore, only by improving the shooting skills of the producers of rural food short videos can they produce more high-quality rural food short videos and promote their dissemination.

5.2 Prospect of innovation diffusion of rural food short video

With its relative superiority, ease of use and trialability, rural food short video is gaining the attention resources of the audience with its unique, vertical content and diversified and personalized visual and auditory elements. Producers of short videos of rural food should adhere to the advantages of innovation and diffusion, adhere to content innovation, tap characteristic content resources, constantly enrich communication models, broaden communication channels, take users' needs as the starting point, and meet users' needs for relieving pressure and cognitive needs, etc., so as to promote the audience to continuously browse rural food short videos and promote the dissemination of them.

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