

Based on the Use and Satisfaction Theory to Study the Prevalence of Douyin in the Prd Region of China

Ruofeng Sun

Taylor's University, No.1, Jalan Taylor's, 47500 Subang Jaya, Selangor Darul Ehsan, Malaysia.

Abstract: *With the rapid development of the Internet and new media technology, in recent years, such as Douyin, quickly and beautiful mobile short video software rising rapidly in China, with their unique easy tone and rich creative content led the mobile social from traditional text and pictures to short video transition, brought new form for the media communication. [2] This paper takes the "Douyin" App as an example to investigate it in the specific context of the Pearl River Delta region of China. As one of the important economic centers of China, the Pearl River Delta region plays a key role in the economic and social development, and has a significant driving role and strategic position. This paper will combine the use and satisfaction theory (U & G) in communication science to explore the reasons why Douyin is widely popular in the region, and how it meets the multiple media needs of users.*

Keywords: Uses and gratifications theory, Social media application, User satisfaction.

1. Introduction

1.1 Research Background

With the rapid development of mobile Internet, people are exposed to more and more complex information, fast food cultural consumption has become a representation of contemporary society, people's time has become "fragmented" in the tense and fast pace of life, and people's material consumption, spiritual consumption, lifestyle, etc., also tend to be "fragmented" due to diversified needs.[2] Short video refers to the content that is played on various new media platforms, suitable for viewing in mobile state and leisure time, and pushed at high frequency. The duration is generally controlled within 5 minutes. Relying on the popular mobile intelligent terminal, short video meets people's demand for lightweight and fast food information consumption by virtue of its vivid and intuitive characteristics and low threshold of use, and has become a new media product for network users to obtain information, entertainment and leisure. Douyin is a short video sharing platform that has quickly risen to become one of the most popular social media apps worldwide since its launch in China. Its unique user interface, short video content and social interaction have attracted hundreds of millions of users, enjoying widespread popularity especially among the younger generation. Through the previous literature collection, it is found that there are a lot of research cases on Douyin app, but there are no studies that are geographically accurate to the Pearl River Delta region of China. Therefore, the scope of this study is the Pearl River Delta region in China, which includes Guangzhou, Shenzhen, Zhuhai and other cities in Guangdong Province, which are one of the most dynamic and economically powerful regions in China. This study aims to gain an in-depth understanding of the reasons for the popularity of Douyin app in China's Pearl River Delta region, explore how users use the app and their satisfaction with it.

1.2 Problem Statement

According to the latest data, in China, the monthly active users of Douyin short videos have reached 920 million, while nationwide, there are only 1.174 billion mobile Internet users. With more than 1 billion users, Douyin has successfully surpassed Google to become the world's most used app. In

China, the short video industry has been spreading the saying "South Douyin, North Kuaishou". If you open the two apps of Douyin and Kuaishou at the same time, you will obviously find that Kuaishou has more anchors with northeast accent, and the probability of northeast Chinese words appearing in Kuaishou is higher than that of Douyin. The Pearl River Delta is located in the south of China. This study aims to explore the popularity of Douyin App in the Pearl River Delta region of China through the use and satisfaction theory. Specifically, our research objectives include analyzing the reasons for the popularity of Douyin in this region. Investigate the usage habits of Douyin users in the Pearl River Delta region, understand the social interaction ways of users in the Pearl River Delta region on Douyin, and investigate the satisfaction of users on Douyin. Through these research objectives, a comprehensive understanding of Douyin's impact and user behavior in the Pearl River Delta region is provided to provide insight into the unique characteristics of social media applications in the Pearl River Delta region of China.

1.3 Research Objectives

Through the collection of relevant literature, it is found that there are a lot of research cases on Douyin app, but there are no studies that are geographically accurate to the Pearl River Delta region of China. The scope of this study is the Pearl River Delta region in China, which includes Guangzhou, Shenzhen, Zhuhai and other cities in Guangdong Province. It is a pioneer region of China's reform and opening up, an important economic center region in China, and plays a prominent leading role and a pivotal strategic position in the country's economic and social development. The research goal of this paper is to deeply understand the reasons for the popularity of Douyin App in the Pearl River Delta region of China, and reveal how users use Douyin app in this region and their satisfaction with it. Through this study, this paper will combine the use and satisfaction theory to study why Douyin is popular in the Pearl River Delta region of China and what impact it brings to users in the Pearl River Delta region, so as to provide valuable information for the development of social media applications in the region.

1.4 Research Problems

Q1. Why is Douyin popular in China's Pearl River Delta region? Are local users satisfied with Douyin's works?

Q2: What are the cultural and social impacts of Douyin on users in China's Pearl River Delta region?

2. Research Significance

As a new type of social media platform, Douyin has attracted hundreds of millions of users around the world, especially among the young generation. The short video research report shows that the target users of Douyin are white-collar workers, overseas returnees and college students in first - and second-tier cities. With its strong social nature, Douyin quickly became popular with young people. Become a dark horse in the short video market. As of 2023, the total number of Douyin users in China has exceeded 800 million, and the domestic daily active users (DAU) have exceeded 700 million, and the average daily use time is more than 2 hours. To some extent, Douyin has become synonymous with China's young population. However, despite Douyin's growing popularity and number of users, knowledge about its specific usage patterns and user satisfaction in China's Pearl River Delta region is still limited.

Therefore, the significance of this study is reflected in the following aspects:

Understand the characteristics of Douyin users in the Pearl River Delta region of China: Through in-depth study of the user groups of Douyin, we can more comprehensively understand their age, gender, education level and geographical distribution of user profiles. This helps Douyin and its relevant stakeholders better understand their audience and can more precisely target and meet user needs.

Explore Douyin usage patterns: This study will analyze user activity on Douyin, such as the type of content users follow, how users interact with each other, and how often they use it. Revealing users' behavior habits and preferences on the platform will also help provide more targeted guidance to content creators, marketers and platform operators.

Evaluate users' satisfaction with Douyin: This study will take the form of a questionnaire survey to deeply understand users' views and feelings on Douyin and evaluate users' satisfaction.

Expanding the field of social media research: By delving into the popularity of Douyin in the Pearl River Delta region of China, this study provides new perspectives and insights into the field of social media research. This will extend research into emerging social media platforms and provide guidance for future social media strategy development and research.

Overall, this study helps to fill in the knowledge gaps regarding Douyin's usage and satisfaction in the Pearl River Delta region of China, providing valuable insights into social media research and practice. By understanding the relationship between users and platforms, we can better understand the evolution of social media and the dynamics of user behavior, which has positive social significance for promoting the development of social media and enhancing user experience.

3. Theoretical Framework:

3.1 Theoretical Background

The "use and satisfaction" theory (U&G) originated from a communication theory about the audience's motivation to use media in the 1940s. The communication scientist Katz et al. published the article "Personal Use of Mass Communication". The audience's contact behavior to the media is summarized as such a pattern: social factors + psychological factors → expectations to the media → contact to the media → demand satisfaction. Contrary to the traditional communication research on the influence of communicators on the audience, this theory studies the audience as an active party and believes that the audience has specific needs for the media, and chooses the media according to their psychological needs and gets them satisfied [3].

3.2 Demonstration of Important Concepts and Hypotheses of the Theory

Related research papers show that the Use and Satisfaction Framework (U&G) provides a basic understanding of why people use media and what satisfaction people derive from using media. U&G is an audience-centric approach that considers the audience to be an active member in deciding why to use a particular medium. The U&G approach marks a shift in media theory, as people are no longer considered to be blindly dealing with media. Many scholars have used the U&G approach to better understand why individuals use a variety of media, including television variety shows, the Internet, and social media. After studying the theory of gratification, it is concluded that the theory is the concept that the audience satisfies the diverse needs and desires by choosing specific media and content. The initiative and selectivity of the audience is central, and they have clear motivations that drive them to choose a particular media channel. The theory emphasizes the versatility of media, that is, media not only meet a single need, but can meet a variety of needs at the same time, so the audience shows activity and initiative when using media. Katz summarized the audience's media contact behavior as a causal chain process of "social factors + psychological factors - media expectation - media contact - demand satisfaction". The "use and satisfaction" study regarded audience members as individuals with specific "needs" and regarded their media contact activities as "using" media based on specific demand motivation. The process by which these needs are "satisfied" [1].

Based on the theories of Elihu Katz and other researchers, Rubin (2005) put forward five premise assumptions of the "use and satisfaction" theory:

First, communication behavior. The choice and use of media is a purposeful behavior driven by a certain motivation. The audience chooses specific media to meet certain needs, which is a kind of functional behavior.

Second, the dominant right to choose and use communication media is in the hands of users. Audiences have varying degrees of initiative in deciding what media to use and how to use it, rather than being used by the media.

Third, social and psychosocial factors affect people's communication behavior. People live in the society, personal personality, social relations, interpersonal communication, etc., will affect the audience's media use behavior.

Fourth, the media competes with other forms of communication. In addition to the media, people can also meet their own needs through the interaction with others, or even by their own personal activities. The choice of audience depends on a variety of complex factors, including personal expectations, social environment and so on.

In general, the audience takes the initiative in the process of using media and obtaining satisfaction, but this is not always the case. The initiative of the audience determines the way of using the media and the consequences. In this process, the media will also have an impact on the individual, and then affect the political, cultural and economic structure of the society, and the audience will even become dependent on the media.

3.3 Application of Theory in Douyin App

"Use and satisfaction theory" regards the audience as individuals with specific "needs", and their media contact activities are the process of having specific needs and motivations and being "satisfied". In the age of new media. Especially in the short video market represented by Douyin, the "use and satisfaction theory" plays an important role. The first is the need for self-emotional regulation. The main target users of Douyin are urban white-collar workers, office workers and college students, who have strong personalities and attach importance to self-expression and creative expression. However, this group is also facing significant pressure in life and study, and is eager to adopt effective ways. Release and relieve stress in your leisure time. Douyin's fragmented entertainment features enable users to share videos anytime, anywhere. When video consumers are tired from work and study, they can watch interesting and creative videos at random to relieve the pressure and fatigue of the day. Then there is the need for entertainment. Entertainment is an important part of social life and plays an irreplaceable role and position in the process of personal growth. People need to relax themselves through the necessary entertainment ways, means and ways, so that individuals can get a healthier lifestyle in the social pressure. Douyin just meets the needs of users. Most of Douyin's content is mainly entertainment, which can always inadvertently relax people. Finally, social needs, people often want to be in the same communication circle with the surrounding crowd and society, thus obtaining a sense of security. In order to have a safe interpersonal relationship and reduce communication barriers, they often seek specific groups and common topics. Based on strong interactivity and rich content carrying capacity, short video has become a new way of social communication after graphic social communication. As a gathering place for young people, Douyin has become a carrier of communication for young people. If users do not use Douyin, they may be excluded from the social circle and cannot insert the topic of young people, resulting in a sense of social crisis [4].

3.4 Theoretical Limitations and Future Development Direction

While the use and satisfaction theory has been fully applied in the field of communication, it has also been criticized and disputed. Some scholars believe that the use and satisfaction of the theory is too subjective, resulting in the lack of empirical scientific research. Use and Fulfillment assumes that the audience knows what their needs are and knows how to meet them in the medium they use. In this way, the study of use and satisfaction needs to rely on individuals' subjective reports on their psychological needs, and this subjective report is very arbitrary, so it is worth considering as the basis for empirical scientific research. Some scholars also believe that the use and satisfaction believe that the audience can realize their own needs and take the initiative to use media to meet their needs. However, people's initiative and needs in using media are actually limited by the frame of media technology. This study not only overestimates the non-existent subjectivity of most audiences, but also obscures the social reality in which the media controls the audience's thoughts and creates and guides the audience's needs.

With the continuous development of new media, media carriers such as short video are becoming more and more diversified, and with the emergence of new media platforms, the theory of use and satisfaction has broad prospects in the field of new media. For example, virtual reality (VR), augmented reality (AR), blockchain, etc., researchers will explore how these platforms meet different social, information, and entertainment needs through the use and satisfaction theory. With the advancement of technology, there will also be a greater focus on how to optimize personalized media content and experiences based on users' interests, needs and personalized characteristics, and push users the content they need.

4. Literature Review

4.1 Prevalence of Short Videos (Douyin)

In recent years, social media has continuously broken the boundaries of social interaction in its development process and expanded the user market in various vertical fields. Among them, the short video social media represented by Douyin has risen rapidly and gradually developed into a new outlet of the Internet industry. Mobile short video refers to a new form of video that users use smart phones as mobile terminal devices to shoot for a very short time (generally less than 30 seconds), support rapid editing and beautification, and can be shared in real time on social platforms and seamless docking. Combining text, pictures, voice and video, it can meet users' needs of expression, communication and entertainment in a more intuitive and three-dimensional way. With the rapid development of intelligent mobile phones, the technical threshold of video shooting is getting lower and lower, and short video social networking has become an online social way favored by more and more netizens. On March 1, 2018, the "2018 China Short Video Industry Market Prospect Research Report (Short version)" released by the China Business Industry Research Institute showed that the size of China's short video market reached 5.380 billion yuan in 2017, with a growth rate of 175.9%. In 2018, the size of China's short video market exceeded the 10 billion yuan mark, reaching 11.325 billion yuan [8].

Previously, mobile short video software first appeared in the United States, Viddy is a 15-second video sharing application. In 2013, Twitter and Instagram added short video sharing functions, and China's two Internet giants, Sina and Tencent, also launched "Miaopai" and "Micro vision" in the same year to seize the short video application market in advance. Douyin APP emerged when the concept of short video was already in existence. It did not have the pressure to introduce users to what short video is, but only focused on developing its own characteristics and effectively spreading it. Previously popular apps such as Kuaishou, Meipai and Miaopai had already established the concept of short video, and Douyin chose vertical development on this basis. Its purpose is to differentiate itself from other short video software and create a sense of surprise for users.

So why is Douyin so popular in China? Relevant research shows that the main advantage of Douyin, as a popular short video social media application, is to innovate users' viewing experience. Different from traditional video applications, Douyin video playback interface accounts for a high proportion and additional functions are located at the edge, enabling users to focus on the video itself. Secondly, Douyin optimizes Chinese people's social interaction and enhances the sense of community integration. As we all know, China is a populous country, but also a humane society, the people have a strong demand for social interaction. Douyin started as a vertical community for short videos, but in the course of its development, users have been uploading more and more videos and interacting with other users has become more complete. As a result, communities have developed, and user engagement and loyalty have greatly increased. Moreover, based on the use and satisfaction theory, Douyin's big data algorithm makes personalized recommendations. Douyin relies on a powerful algorithm recommendation system, which can intelligently analyze user portraits, so for different people, Douyin has different short video recommendations, so as to better meet the personalized needs of users [5].

As a short video creator, Douyin would be a good choice. Traditional media are pyramidal, such as TV, newspapers, magazines, etc., the content is filtered layer by layer, spread from top to bottom, and occupy the commanding heights of the right to speak. In the era of mobile Internet, the rise of platforms such as Douyin has entered the era of "we media" where everyone is content and everyone is media, representing the shift from centralization to decentralization. In the era of "We Media", the public has replaced the viewership of TV with the number of videos played, and the circulation of newspapers with the number of tweets read. We have entered a new media era where information is fragmented, media is decentralized, and everyone can become popular. The core of Douyin is a decentralized algorithm, so that every video can be equally displayed, everyone has the opportunity to become popular, not just around celebrities, decentralization allows a steady stream of content to meet the needs of thousands of users [6].

4.2 Impact of Douyin

As a new social media application, Douyin has gained high attention and usage in China and around the world. It also has a lot of impact on society. According to relevant articles, the

first is entertainment and cultural media. As a short video application, Douyin can not only bring users happy entertainment, but also spread cultural and entertainment content. Secondly, it also promotes the development of short video economy. Douyin can stimulate creativity and talent, and convert the works and content contributed by users into profits. Moreover, it promotes social communication. Through short videos with music as the carrier, Douyin enables users to feel more emotional communication and interaction, and at the same time promotes the development of offline social activities. On the social side, Douyin provides users with a social platform where they can share their lives, interests and creative works with friends and family. Users can interact with other users on a global scale, expand their social circle, meet new friends, social media affects users' social behavior and interaction, and shapes their social cognition and interaction pattern [9].

4.3 Preference Difference of Short Video Apps in North and South China

In China, Douyin app and Kuaishou app, as the two giant applications of short video platforms, firmly occupy the front row position. Also on the network to "south Douyin, north quickly" as a joke, the claim from the two applications use area proportion, according to the latest released Douyin data show that users mainly distributed in Guangdong, Jiangsu, Zhejiang, the southern coastal zone, and the pearl river delta in southern coastal areas of China, belongs to China's famous special economic zone, quickly's main user groups, is a large part is located in northeast China and other regions, so there is a "north quickly, south Douyin" this statement. In related articles, the author mentioned that kuaishou app can see a lot of people, pay more attention to the individual, and its adhering to the idea of universal benefit, the head of the flow will not deliberately support, in addition, in the content of kuaishou is more like a society, everyone can participate in and record. In terms of the educational background of users, Douyin users have slightly higher educational background than Kuaishou, which also explains why Douyin penetration in developed coastal cities is higher than Kuaishou, while Kuaishou is more popular in inland and third-tier and fourth-tier cities. Douyin Short video content is more diversified, entertainment, suitable for quick browsing and sharing [7]. This content feature may be more attractive to young people, so there are relatively more users in the south. Southern China is dominated by coastal cities, which are more developed than northern cities, and more young people in the south than in the north, so it is a good explanation of why Douyin is more popular in southern cities.

5. Method

5.1 Quantitative Methods

Due to the large number of participants, the quantitative research method will be adopted in this study. 100 Douyin users aged 18-35 living in the Pearl River Delta region of China will be recruited as the target participants. The method will be piloted in a total of 30 participants in order to test its effectiveness. In order to ensure that the results of the study can provide reliable conclusions, a random sampling method will be used to obtain participants, in which each potential

participant has an equal opportunity to be selected to ensure the accuracy of the conclusions.

5.2 Research Design

The research design adopted in this study is an online survey method, and the survey questions are divided into several different parts. The questions in this section are used to collect basic information about the respondents. This includes age ranges to get an idea of the age group of the respondents; The highest degree to understand the respondent's level of education; And how long they have lived in the PRD region in order to determine the respondents' experience of living in the region.

Table 1: Population Information Questionnaire

Problem	Options		
What is your age range?	18-24 years old	25-30 years old	31-35 years old
What is your highest degree?	College and below	Undergraduate course	Master degree or above
How long have you lived in the Pearl River Delta region	Within 3 years	3 - 10 years	More than 10 years

This part of the questionnaire is aimed at the population in the region, and investigates the reasons for the use and popularity of Douyin, aiming to understand how the respondents use Douyin. It includes questions such as frequency of use, the main reasons for using Douyin, and the type of content typically viewed on Douyin. The last question is an open-ended question that asks respondents why they think Douyin is so popular in the Pearl River Delta region and allows them to offer their own opinions.

Table 2: Questionnaire on Douyin usage and causes of popularity

Problem	Options			
How often do you use Douyin?	everyday	weekly	By the month	Little or no use
What are your main reasons for using Douyin?	Relax and entertain	Get message	Social interaction	other
What type of content do you usually view on Douyin?	funny	Gourmet	musicians	other
Why do you think Douyin is so popular in the Pearl River Delta region?	Open question			

This part of the question survey aims to understand the respondents' satisfaction with Douyin content and whether they think Douyin meets their entertainment needs. The specific questions included their satisfaction with the content of Douyin they watched and whether they thought Douyin met their spiritual needs for entertainment.

Table 3: Questionnaire on User satisfaction

Problem	Options				
How satisfied are you with the content you watch on Douyin?	Very satisfied	satisfy	normal	dissatisfy	Very dissatisfied
Do you think Douyin platform meets your entertainment needs?	Very content	satisfy	normal	dissatisfy	Very dissatisfied

The last part of the questions covered respondents' views on Douyin's influence on the culture of the Pearl River Delta region. One of the questions was whether Douyin had an

impact on local culture. Another question explored whether Douyin has changed the way respondents interact socially with friends and family, and whether they believe Douyin is driving certain social trends or behaviors in the region. The questions are open-ended, allowing respondents to provide detailed perspectives and perceptions.

Table 4: Questionnaire on socio-cultural impact

Problem	Options			
Do you think Douyin has any influence on the culture of the Pearl River Delta region?	Positive influence	Have no effect		Negative impact
Has Douyin changed the way you interact socially with friends and family?	Obvious change	Slight change	Rarely change	No change
Do you think Douyin is driving certain social trends or behaviors in the PRD region?	Open question			

5.3 Data Analysis

This questionnaire survey included 100 people, during which 96 valid questionnaires and 4 invalid questionnaires were received. After further statistics, it is found that for the first part of personal information, nearly 70% of the respondents were under 30 years old, have a bachelor's degree and have lived in the Pearl River Delta region for more than 3 years. Of the 100 respondents, nearly 50 percent have lived in the Pearl River Delta region for more than 10 years. In the second part of the survey on Douyin use and epidemic reasons, 80% of the respondents use Douyin every month, mainly through Douyin for entertainment and social interaction. Browsing Douyin content is funny, food, music, food and funny accounted for the largest proportion, up to 85%. Open q & a, most respondents pointed out that Douyin is popular in the pearl river delta region has two reasons, first, the pearl river delta region is one of the most developed areas in China, the young people here are usually more exposed to the latest technology and social media trends, so more likely to accept and adopt Douyin this emerging social media platform. Second, the Pearl River Delta region is more urbanized, and young people usually face greater social pressure and demand. Douyin It provides a platform to interact with people in the social circle to help meet these social needs. In the third part of the survey on Douyin user satisfaction, 70% of respondents were satisfied and neutral about Douyin content, and 80% of respondents believed that Douyin met their entertainment needs. In the fourth part of the social-cultural impact survey, 78% of respondents believed that Douyin has a positive impact on local culture, while only 7% thought that it had a negative impact. Six percent of the respondents said that Douyin has changed the way they interact socially, while only 20 percent said it was unchanged at all. As for whether Douyin promotes local social trends and behaviors, most respondents mentioned the community group buying of Douyin. Douyin community group buying refers to the mode in which users participate in online group buying activities together by gathering purchasing power on the Douyin platform. This model is an embodiment of the social e-commerce model. It combines the communication power of social media with the convenience of online shopping, providing users with a more interesting and valuable shopping experience. This model also provides a sales channel for small-scale suppliers to attract more potential customers through community group-buying. In China, community

group-buying has become a popular way of shopping, and it has been widely promoted on some Internet platforms. According to the comprehensive data, the popularity of Douyin among young people in the Pearl River Delta region mainly include its entertainment, social interaction, content diversity and the satisfaction of social needs. It also has potential in the social e-commerce sector, having a positive impact on local culture and social interaction methods, giving Douyin widespread success and recognition in the region.

Gratifications: A Case Study of the TikTok App. *Science Communication*, 2020; 8(2):156-157.

6. Summary

In the Internet era, short videos with rapid and visual impact satisfy users' visual senses and viewing habits. In the virtual world, popular platforms for short videos can be extended to become social parks for users. Just like other network behaviors, people communicate with each other with the same interests and similar words on a platform where they cannot see each other. On the whole, this study makes use of the use and gratification theory and verifies that Douyin is popular among young people in the Pearl River Delta region through quantitative research methods. It meets the diversified needs of local people and has a certain positive impact on local culture and social interaction. However, at the same time of its rapid development, various problems continue to emerge. The future development of short video social media represented by Douyin must be based on the premise of chaos rectification, user experience, technology empowerment, and content optimization.

References

- [1] Gao, L., & Yang, X. A Study on the Dissemination of Pop Culture Memes in the Perspective of Uses and Gratifications Theory. *Visual Forum*, 2023;(9):38-41.
- [2] Ma, Y., & Wang, G. A Research on Mobile Short Video Apps from the Perspective of Uses and Gratifications Theory: A Case Study of DouYin App. *Science Communication*, 2018; (7):110-111.
- [3] Li, J. Reflections on the Popularity of the DouYin App from the Perspective of Uses and Gratifications Theory. *Journalism & Communication*, 2018; (8): 36-37.
- [4] Xu, Y. Dissemination and Psychological Usage of TikTok from the Perspective of Uses and Gratifications Theory. *Era of Screens*, 2021; 4(2):97-98.
- [5] Shi, P. Exploring Youth Internet Pop Culture in Taiwan through Short Video Social Platforms: A Case Study of TikTok. *Film Critique*, 2018;(18):104-108.
- [6] Chen, M., & Wang, Y. (Authors) / Yan, W. (Ed.). Highlighting Uses and Gratifications: A New Approach to the Development of Television Variety Shows in the Era of Integrated Media. *Chinese Television & Media Research*, 2021; 81-84.
- [7] Ding, Z., Ma, F., & Zhang, G. Spatial Differences in Online Attention to Chinese Cities Based on TikTok Follower Counts and Their Influencing Factors. *Geographical Research*, 2022; 41(9):2548-2567.
- [8] Chen, Y. An Analysis of Cultural Program Dissemination Attributes from the Perspective of Uses and Gratifications Theory. *Program Perspectives*, 2022; (9):67-69.
- [9] Chen, C. A Study of User Needs on Short Video Platforms from the Perspective of Uses and