

2nd International Conference on Social Development and Media Communication (SDMC 2022)

SHS Web of Conferences Volume 155 (2023)

Sanya, China
25 - 27 November 2022

Editors:

Jamilah Hj Ahmad
James Guo

ISBN: 978-1-7138-6636-7

Printed from e-media with permission by:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

This work is licensed under a Creative Commons Attribution 4.0 International License. License details:
<http://creativecommons.org/licenses/by/4.0/>.

No changes have been made to the content of these proceedings. There may be changes to pagination and minor adjustments for aesthetics.

Printed with permission by Curran Associates, Inc. (2023)

For additional information, please contact EDP Sciences – Web of Conferences at the address below.

EDP Sciences – Web of Conferences
17, Avenue du Hoggar
Parc d'Activité de Courtabœuf
BP 112
F-91944 Les Ulis Cedex A
France

Phone: +33 (0) 1 69 18 75 75

Fax: +33 (0) 1 69 28 84 91

contact-edps@webofconferences.org

Additional copies of this publication are available from:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571 USA
Phone: 845-758-0400
Fax: 845-758-2633
Email: curran@proceedings.com
Web: www.proceedings.com

TABLE OF CONTENTS

Analysis on the Status Quo of Construction Industry and Workers' Professional Literacy.....	1
<i>Sun Junxia, Zhang Yan, Tao Qin, Wang Ying, Liu Nana</i>	
A Study on the Comparison and Enhancement of Health Literacy of College Students in Guangdong Province in 2020 and 2022.....	5
<i>Guo Yintong, Jiang Dan, Dong Jian, Zhuang Mengli, Lin Jieping, Wang Xiaodan, Feng Juan, Li Zhuangwei</i>	
Research on the Offensive Characteristics of La Liga Team Based on Social Network Analysis.....	11
<i>Du Wei, Li Jingwen, Li Feiyu</i>	
Sportswomen and Digital Media: Case Study of "Dream Crazier" Campaign	15
<i>Liu Xiaotong</i>	
What Predicts the Intention to Engage in Home-Based Exercise: The Theory of Planned Behavior.....	19
<i>Xu Zhe</i>	
Research and Exploration on the Optimization of the Completion System of the History Library Group of Colleges and University.....	26
<i>Lu Ming, Wang Qi, Liu Yali, Cao Chen</i>	
Reasons Why the Ageing Population Stands Out on TikTok and the Analysis of Its Commercial Potential.....	30
<i>Cheng Aolin</i>	
Barriers to Sustainable Development in Digital Communication of Intangible Cultural Heritage: Emotion Drain Under the Technology Dominance	34
<i>Wang Jiayi</i>	
The Development and Application of Digital Media Interaction in Artistic Experience.....	40
<i>Huang Yu</i>	
Research on the Path of Promoting the High-Quality Development of State-Owned Enterprises in the New Era	44
<i>Li Xin</i>	
Have Housing Prices Affected Residents' Level of Social Integration?	50
<i>Li Yiping</i>	
Analysis of Urban Ecological Vulnerability and Prospects Under the Impact of Urban Expansion	54
<i>Yang Xingyu</i>	
The Impact of Douyin (Chinese TikTok) on the Socialization of Chinese Youth.....	58
<i>Gao Xinting</i>	
Marketing Strategies of Huangshan Hotel Homestay Industry in the Post-Epidemic Period.....	62
<i>Li Ziyi</i>	
The Impact of Taobao's Negative Comments on Consumer Willingness.....	66
<i>Sun Liyuxi</i>	

“Cultural and Creative IP” Empowerment Model for Red Culture Under the New Media Environment	71
<i>Ye Xiaoling, Liao Chenya, Cai Xiaofan, Wu Zixin, Xue Lin</i>	
Exploring the Communication Strategy of Intangible Cultural Heritage in the New Media Context	76
<i>Meng Mei</i>	
Exploration of Rural Revitalization Planning in Guangdong Under the Strategy of Rural Revitalization: An Example from Youshan Town of Nanxiong City	81
<i>Li Youhuan, Shou Songtao</i>	
Investigation of the Post-05 Adolescents’ Families’ Attitudes Toward fertility——A Case Study of Changshu	88
<i>Xie Junze</i>	
A Study on the Implementation of Precise Poverty Alleviation Policies in Luotan Village, Zhangjiajie City, Xiangxi Province —— a Perspective Based on the Mitt-Horn Policy Implementation System Model.....	92
<i>Yuan Dingke</i>	
Study on Construction Quality Evaluation Index of Prefabricated Buildings and Identification of Workers’ Occupational Literacy Evaluation Index	100
<i>Liu Nana, Wang Wei, Chen Cheng, Sun Junxia</i>	
A Study Media Coverage of College Crisis Under Framing Theory	104
<i>Luo Haonan, Ling Qianwen</i>	
Research on the Countermeasures of Military Equipment Instructors’ Teaching Ability Construction in the New Era.....	109
<i>Zhang Wei, Gu Chenggang, Fang Qiqing, Wang Jingjing</i>	
Appropriate Solutions for Traditional Media and New Media to Establish in Contemporary Society.....	113
<i>Gong Yitian</i>	
Research on Training Objectives of Civil Engineering Talents in Local Engineering Colleges Based on OBE Concept.....	117
<i>Yang Zhao, Xiao Liangli</i>	
Analysis of Social Media’s Online Expression Strategy for Social Hot Spots Based on the Perspective of Mass Communication - Take “Bilibili” as an Example.....	121
<i>Chen Shuying</i>	
The Influence Factors of Short Video Marketing on Consumer Purchasing Behavior and the Effective Suggestions	126
<i>Zhao Yaping</i>	
Reflection on the Communication of Urban Image of Chaoshan Area in the Era of New Media	131
<i>Fang Huan, Zhang Tian, Zhang Yanting</i>	
Research on Film Short Video Marketing Strategy from the Perspective of the New Marketing Theory of 4C	139
<i>Xu Jingyi</i>	
The Application of Post-Humanism in Digital Media Visual Design——Cyberpunk 2077 as an Example.....	143
<i>Zhang Xuefei</i>	

Reasons for Teenagers' Habitual Use of Social Media: A Case Study of TikTok.....	147
<i>Yang Yihan</i>	
The Impact of Live Streaming Behavior on Consumers' Consumption Intention.....	151
<i>Ying Jiayao</i>	
Predicting Online Shopping Intention: The Theory of Planned Behavior and Live E-Commerce.....	158
<i>Zhang Ruobing, Chen Mengxin</i>	
On Strengthening the Dissemination of Positive Chinese Traditional Culture in Colleges and Universities in the New Media Era.....	168
<i>Li Kexin</i>	
A Study on the Success of Short Videos Themed on Beijing Cuisines and Its Influence on the City's Image.....	174
<i>Li Yixuan</i>	
A Study of the Language of Bullet Comments in Bilibili Auto-Tune Remix-Themed Content Videos.....	178
<i>Li Pengyun</i>	
A Review on Strategies and Development of the Live Broadcast for Agricultural Products Under COVID-19.....	182
<i>Li Kejia</i>	
The Impact of Positive and Negative News About Celebrity Endorsers on the Consumer Behavior of Generation Z — Take the Chinese Market as an Example.....	186
<i>Wang Weiran</i>	
The Development of Contemporary Women's Issues.....	191
<i>Jialu Song</i>	
The Comeback of the Medium: The History and Contemporary Revival of the Vinyl Record Industry.....	195
<i>Guo Yiqian</i>	
Analysis on the Application of Psychological and Business Strategies of Douyin to Build Up Consumer's Addiction.....	201
<i>Zhu Xiaoyu</i>	
Research on the Use of Social Media to Grasp Consumers' Psychology and Create Traffic: A Case Study of Brandy Melville.....	205
<i>Liu Zheran</i>	
Urban Communication Strategy Based on Short Video Platform: A Case Study of TikTok.....	209
<i>Wang Xueyi</i>	
Research on the Brand Building of Rural E-Commerce Live Streaming Under the Background of Rural Revitalization.....	214
<i>Liu Jingwen</i>	
The Study on the Generation and Spread of Internet Rumors About the New Crown Epidemic.....	219
<i>Ji Yingzhen</i>	
Investigation and Research on the Use of Tik Tok of College Students in Beijing.....	224
<i>Liang Yingyu</i>	

Research on the Tax Dilemma of Network Broadcast Industry and Countermeasures	229
<i>Yayi Li, Yi-ting Liu, Jing-yi Zhang</i>	
Research on the Ways to Overcome Social Media Addiction.....	235
<i>Wu Xiangyu</i>	
Exploring the Effects of Overload and Stress Factors on WeChat Moments Users' Discontinuous Usage Intention: An SSO Perspective	240
<i>Zhang Qianrun</i>	
Research on How Live Streaming Helps Revive the Chinese Economy Under COVID-19	246
<i>Wu Zhiying</i>	
Multimedia Advertising and Marketing Methods in the Context of Digital Communication	250
<i>Zhou Shen</i>	
Exploration of Government Collaboration in the Co-Location of Guangzhou and Foshan	254
<i>He MuChuan</i>	
Technological-Progress and Accident-Drive: The Presentation of the Topic of “medical Beauty” in the Domestic Media—the Media Reports of “People’s Daily”, “Southern Metropolis Daily” and “China Women’s Daily” as Examples (2000-2022)	260
<i>Zeng Kaiyin</i>	
Hegemonic Gaze: Tyranny, Media Chauvinism and the Image of Women - Based on Chinese Mainstream Media’s News Coverage of Ailing Gu's Winter Olympics Victory	266
<i>Zhou Tieyu, Hua Ranjun, Wang Han, Gao Linyi</i>	
Psychology and Solutions of Perpetrators in Cyber Violence	275
<i>Chen Zhenming</i>	
The Cognition Trend of Chinese Traditional Media on Feminism and the Underlying Reason for Existing Negative Reports.....	279
<i>Cao Yining</i>	
The Analysis of Why Women Kill Season 2 Based on the Development of Feminism in China.....	283
<i>Guo Zhen</i>	
Development of Internet of Things in the Field of Smart Home Security.....	287
<i>Shi Guoyi</i>	
Consumers’ Adopt Intention for Contactless Delivery During COVID-19: An Extended Perspective on the Theory of Planned Behavior.....	291
<i>Wang Haotian, Chen Mengxin</i>	
Intercultural Communication Research About a Foreign Online Celebrity “I Am Jerry Guo”	296
<i>Zhao Xinyu</i>	
Is There a Barrier Between Seniors and Smartphone Use in the Internet Age? a Study of Digital Disconnection Among Older Adults.....	301
<i>Jiao Ruotong</i>	
Using the Extended Theory of Planned Behavior to Predict Privacy-Protection Behavioral Intentions in the Big Data Era: The Role of Privacy Concern.....	305
<i>Chen Mengxin, Wang Haotian, Zhang Ruobing</i>	

More Attached, Less Stressed: Viewers' Parasocial Attachment to Virtual Youtubers and Its Influence on the Stress of Viewers During the COVID-19 Pandemic.....	311
<i>Tan Yulan</i>	
Facebook Cyber Security Evaluation	316
<i>Sun Jinnan</i>	
The Effect of Algorithmic Recommendations on Female University Students' Willingness to Engage in Romantic Behaviour.....	320
<i>Guo Conghui, Guan Xuexin</i>	
The Historical Transition of All-China Women's Federation	326
<i>Tian Muye</i>	
A Study on the Media Framework During Beijing Winter Olympic Games from a Comparative Perspective: Taking People's Daily Online and CNN as Examples	331
<i>Yu Zhuqi, Cheng Nuo, Zhang Chunfu</i>	
A Contrastive Corpus Study on Lexical Features of the English Translation of the Report of the 20th and 19th CPC National Congress	338
<i>Zhang Yiyu, Wang Lin, Hu Wenming, Yao Xiajing</i>	
Visual Truth and Image Manipulation: Visual Ethical Anomie and Reconstruction of Digital Photography.....	344
<i>Wang Xia, Hu Qianqian</i>	
Research on the Development of Voice Assistants in the Era of Artificial Intelligence	350
<i>Huang Yuqi</i>	
Influences of Women in the Sports Field from the Sociology Perspective.....	354
<i>Shi Dingxu</i>	
Research on the Application Status of Image Recognition Technology in Textile and Clothing Field	360
<i>Ren Mingzhen, Liu Yajie, Ma Xinmin</i>	
Co-Working with AI is a Double-Sword in Technostress? an Integrative Review of Human-AI Collaboration from a Holistic Process of Technostress	364
<i>Xia Mengting</i>	
Guidelines for Green Design of Televisions.....	370
<i>Zong Jianfang, Zhang Xin, Yang Yutao, Li Husheng, Yuan Han</i>	
Guideline for Green Design of Printers and Multi-Function Printers.....	375
<i>Zong Jianfang, Zhang Xin, Yang Yutao, Li Husheng, Yuan Han</i>	
Guideline for Green Design of Computer Products.....	380
<i>Zong Jianfang, Zhang Xin, Yang Yutao, Li Husheng, Yuan Han</i>	
Influence and Prospect of Artificial Intelligence on the Development of Cultural Industry	385
<i>Meng Chao, Juanatas Ronaldo, Niguidula Jasmin</i>	

Author Index