



Research Progress of Cultural Creative Products

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Abstract. By selecting the core journals of CNKI database as the data base, the Citespace software is used to visualize the research on China's cultural and creative industry. The research finds that the research on cultural and creative products can be divided into three stages: exploration period (2011–2016), development period (2016–2019), and comprehensive development period (2020–2022); high-yield author groups, institutional groups, and cooperation networks have not yet been formed; the research institutions are mainly colleges and universities, mainly secondary colleges of art/art design, with more central and eastern regions; the research direction is to design, promote and perceive three themes of cultural and creative value.

Keywords: Cultural creative products · Cultural industry · Knowledge map

1 Introduction

Cultural and creative products are innovative achievements under the development of cultural and creative industries in the new era. Compared with general products, cultural and creative products emphasize more on the cultural connotation of products [1] and creative design [2, 3], while realizing the market value of products, it also caters to people's spiritual demands. With the transformation of the economy from manufacturing to service industry, cultural and creative industries have gradually become a new driving force for economic growth [4]. As an important part of cultural and creative industries, cultural and creative products came into being. At the same time, with the improvement of people's income level and the change of consumption concept, their demand for goods has also changed [5]. More and more people begin to pay attention to the quality of life and cultural connotation, which promotes the demand of the cultural and creative product market [6]. At the level of cultural needs, under the influence of the wave of internationalization, more and more people begin to pay attention to cultural inheritance and expression, and are willing to express their cultural identity through cultural products [7]. It is by combining traditional culture with modern life [8] that cultural and creative products meet people's needs for culture. The Chinese government has also given strong support and support to the development of cultural and creative industries, including financial and policy support, such as 'some measures to further promote the development of cultural and creative products in cultural relics units'. The introduction of these policies provides favorable conditions for the rapid development of cultural and creative products.

Finally, the integration of cultural industry and tourism industry is also a hot research field [9–11].

In summary, the development background of cultural and creative products reflects various factors of economy, consumption, culture and policy [12–15]. This paper uses the Citespace visualization map research method for quantitative analysis, draws a knowledge map in the field of cultural and creative products, sorts out the current research hotspots, research frontiers and research evolution rules, and discusses the direction and development trend of cultural and creative themes in combination with literature, hoping to provide a relatively objective and valuable reference for subsequent research.

2 Statistics and Analysis

This article uses CNKI academic journals as data sources. In this study, ‘cultural and creative products’ were used as keywords to retrieve 9432 academic articles in CNKI. The research on cultural and creative products has a wide range of design and rich results. Therefore, the filtering of articles was increased, and the academic articles of Peking University core, CSSCI, SCI and CSCD were screened out, and the conference papers, results introduction, master and doctor papers and other publications were eliminated. Finally, 789 valid sample documents were obtained. The 2022 Citespace6.1.R2 (64-bit) version is used to quantify the selected samples, and the data of authors, institutions and keywords are analyzed in detail.

2.1 Research Literature Keyword Analysis

The first stage is the preliminary period, from 2011 to 2015. The number of core publications of cultural and creative products in this stage is 10 in total. With the 2015 ‘Museum Regulations’ in China encouraging museums to explore the connotation of cultural collections, deepen cooperation with cultural industries and tourism, and create more cultural products, research on cultural and creative design has begun to increase, but the main research direction is the exploration of cultural and creative development principles or development models.

The second stage is the development stage, from 2016 to 2019. The number of papers published in this stage has increased explosively, with an average annual increase of about 35. Since the 18th National Congress of the Communist Party of China, China’s cultural industry has attracted a golden period of rapid development. The total scale of the cultural industry has increased unprecedentedly, and the market for cultural and creative products has increased. In 2016, the State Council issued the “13th Five-Year Plan for the Development of National Strategic Emerging Industries.” Digital creativity was included in the national strategic emerging industry development plan for the first time, providing a new perspective for cultural and creative industries. Internet + cultural and creative is a hot topic at present. The network has pulled into the distance between the market and the supply side, and put forward new requirements for the principles and methods of cultural and creative design. In the new era of freedom, openness and sharing, cultural and creative should be more ‘grounded’ [16], so that traditional culture is not rigid, elegant culture is not ‘cold’, and pull into the distance between consumers

and cultural and creative design. In terms of policy, in 2016, the General Office of the State Council forwarded the notice of the Ministry of Culture and other departments on promoting the development of cultural and creative products in cultural relics units. In order to fully tap the cultural resources of cultural relics units, promote Chinese excellent culture, promote the coordinated development of economy and society, and improve the spiritual connotation of the people. In terms of policy, in 2016, the General Office of the State Council forwarded the notice of the Ministry of Culture and other departments on promoting the development of cultural and creative products in cultural relics units. In order to fully tap the cultural resources of cultural relics units, promote Chinese excellent culture, promote the coordinated development of economy and society, and improve the spiritual connotation of the people. Therefore, a large number of scholars have studied the design, development and development path of cultural and creative products, especially for units with rich cultural resources such as libraries, museums and archives. The design and development of cultural and creative products need to pay more attention to how to achieve, which is also mentioned in the ‘opinions’ to fully mobilize the enthusiasm of cultural relics units and strengthen the combing and sharing of cultural resources.

The third stage is the comprehensive development period, after 2020. Although the number of articles published in the research of cultural and creative products has increased, the increase is not large. In March 2021, the Ministry of Culture and Tourism and the National Development and Reform Commission put forward the “Opinions on Promoting the High-quality Development of Public Cultural Services” in March, encouraging qualified public libraries and cultural centers to refine and develop cultural IP to strengthen the construction of cultural and creative systems; in August, the General Office of the CPC Central Committee launched the “Opinions on Further Strengthening the Protection of Intangible Cultural Heritage,” which mentioned the cultural and creative design to encourage intangible cultural heritage resources; the State Council (General Office) proposed to improve people’s quality of life, develop characteristic cultural and creative products and enrich cultural tourism products through cultural and creative products in the “Notice of the 14th Five-Year Plan for Tourism Development.” With the call of policy documents, the importance of cultural and creative products to enrich people’s spirit is gradually reflected, and the research scope of cultural and creative products is gradually extensive. Not only from the perspective of cultural design research, the research on cultural and creative products after 2021 is more diversified and the number is increasing.

3 Research Conclusions

- (1) From the perspective of research stage, the total number of publications on cultural and creative products in China has continued to grow from 2011 to 2022. Combined with keyword clustering, time zone distribution and hotspot analysis, the research on cultural and creative products can be divided into three stages: 2011–2016 is the exploration period, 2016–2019 is the development period, and 2020–2022 is the comprehensive development period.
- (2) Wang Yi is a prominent scholar in the research of cultural and creative products in museums from 2017 to 2020, and it is also the biggest highlight of the map display. The number of citations of a single article is the highest, which has the influence of

the times. With the increase of research on cultural and creative products, the number of citations of other scholars may come later. From the perspective of cooperation network, there is less cooperation among authors in the field of cultural and creative product research. Most of them are one-time cooperation and are still in the stage of independent research.

- (3) From the perspective of publishing institutions, institutions of higher learning account for the vast majority in the field of cultural and creative product research, some cultural relics units, and the main secondary institutions of architectural and design colleges; geographically, the central and eastern regions are mostly; the cooperative relationship is not close, mostly short-term cooperation between scholars; there were more than 8 papers published by 7 institutions including Jiangnan University and Shanghai University, and more than 3 papers published by more than 40 institutions. The research on cultural and creative products of Shanghai University mainly focuses on museum cultural and creative products.
- (4) From the perspective of keyword co-occurrence, the research on cultural and creative products is mainly based on cultural and creative design, followed by the research on cultural and creative product promotion strategies and value perception. The research on design has a large number of research results, but there are still deficiencies in other fields such as national cultural and creative, traditional arts and crafts.
- (5) From the perspective of thematic research, first, under the influence of the times and policies, the cultural and creative industries of museums and libraries are obviously more mature, which is the benchmark of the cultural and creative industries and has a realistic basis for research. Second, the creative attributes of cultural and creative products have attracted a large number of scholars to devote themselves to cultural and creative design research, from their own cultural elements to external market needs and other different design perspectives and principles. Thirdly, the research on cultural and creative products has been in the interdisciplinary research, which integrates the fields of design, architecture, aesthetics, consumption, economics and so on, but rarely involves tourism. In reality, Chinese creative products often appear in tourist attractions, but they are less combined with tourism disciplines, which makes people reflect on the reasons.
- (6) Broaden the scope of the study. The research of cultural and creative products is a comprehensive cross-cutting field, involving the integration of multiple knowledge fields. Therefore, most scholars can put forward their views in combination with their own research. However, the current research situation still focuses on the research of cultural and creative units and the research of cultural and creative design, which has certain limitations. In the future, we can start from the perspectives of national cultural creation, craft cultural creation and public welfare cultural creation; research on marketing strategies such as cultural and creative promotion, employee service, market segmentation, consumer's individual needs, marketing channels of price factors, and social elite drive; in-depth discussion of consumers' research on cultural and creative consumption intentions, emotional consumption, value consumption, rational consumption, etc., the preferences and priorities of market segments, creating local IP, and avoiding excessive homogenization.

- (7) Multidisciplinary combined with the method. It can be seen from the secondary colleges of colleges and universities that the research on cultural and creative products is mostly technical research and application research. The research methods draw on the research paradigms and theories of other disciplines, and it is often easy to ignore the characteristics of cultural and creative products, resulting in research defects. The research of cultural and creative products involves many factors such as political, economic, social and cultural factors. In terms of research content, it needs the participation of economics, tourism, sociology, culture, art and other disciplines and fields. In terms of research methods, it is still based on qualitative research. Other methods suitable for cultural and creative product research, such as model analysis, quantitative analysis, network ethnography, and experimental methods, should be organically combined. In particular, the use of big data and experimental methods can effectively support research on topics such as market demand and customer perception.

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