



A Literature Review on the Communication of Chinese Cultural Heritage Short Videos Online

Jie Zhang*

Sichuan University of Media and Communications, No. 67, Xueyuan Street, Tuanjie Street, Pidu District, Chengdu, Sichuan, China

*18571579406@163.com

Abstract. Taking short videos on China's cultural heritage as a focal point, this study summarizes the current state of research, existing challenges, and potential solutions regarding such content in China. It identifies successful approaches for contemporary expressions of the Chinese nation's outstanding traditional culture while exploring further possibilities for enhancing the dissemination of cultural heritage-related online short videos, thereby providing a theoretical foundation for the promotion of the Chinese nation's outstanding traditional culture.

Keywords: Cultural heritage, online short videos, Cultural Dissemination.

1 Introduction

The internet communication of cultural heritage online short videos requires familiarity with the discourse system of internet users. By applying these discursive elements, the content positioning and content delivery of such videos can be deconstructed and encoded through modern communication practices, thereby endowing cultural heritage online short videos with exceptional communicative power. By analyzing the patterns observed in existing research findings in this field, this study provides a theoretical foundation for constructing a content matrix for cultural heritage online short videos within the context of micro-dramas, exploring contemporary modes of expression for China's outstanding traditional culture, and achieving the creative transformation and innovative development of cultural heritage. Ultimately, this work facilitates the continued transmission and inheritance of China's excellent traditional culture.

2 The Virality of Online Short Videos

The widespread adoption of mobile devices and the digital revolution have made short videos an important social channel for people, gradually becoming a way of life for the general public. They are shaping users' production and consumption scenarios in various ways, thereby influencing the current state and future prospects of various industries. Given the profound impact of short video dissemination on users, industries, and

© The Author(s) 2026

C. F. Peng et al. (eds.), *Proceedings of the 2026 5th International Conference on Humanities, Wisdom Education and Service Management (HWESM 2026)*, Advances in Social Science, Education and Humanities Research 1024,

https://doi.org/10.2991/978-2-38476-593-5_57

society as a whole, scholars have conducted comprehensive research on the dissemination power of online short videos (see Fig. 1) to enhance the efficiency of positive dissemination and regulate harmful dissemination behaviors.

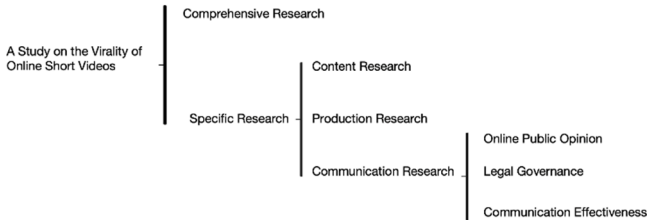


Fig. 1. Types of Research on the Virality of Online Short Videos.

Based on the level of granularity, research can be broadly categorized into two types: comprehensive studies and focused studies. Comprehensive studies include works such as Chang Xin et al., who analyzed the dissemination patterns and trends of short videos [1]; and Shao Zhengfeng, who took the Douyin platform as the subject of his study to deconstruct the characteristics, challenges, and future development trends of Douyin's dissemination [2]. Focused studies can be further divided into three categories: content, production, and dissemination. Regarding content, research primarily explores dissemination-related aspects by examining the subcategories of online short videos. For instance, Zhang Wenjia examined the pros and cons of youth subculture dissemination in online short videos and, by analyzing its dissemination mechanisms, proposed incremental and tiered regulatory strategies [3]; Zhang Kefen analyzed and summarized the content creation characteristics and integrated dissemination features of health-related short videos, establishing best practices [4]; Zhou Sizhuo summarized the dissemination characteristics of micro-short dramas, analyzed the development challenges they currently face, and proposed solutions [5]; Yan Mengyao analyzed effective methods for enhancing the dissemination effectiveness of short videos promoting revolutionary culture [6]; Leng Song et al. explored the short-video-based dissemination of online variety shows [7] as an important marketing strategy; Liang Xiangyi took short-video news as the research object and analyzed the significant dissemination efficacy of short-video news language [8]; Other studies focus on the impact of short video dissemination on college students' ideological and moral development. For instance, some analyze the impact of online short videos on students' moral development to clarify the responsibilities and obligations of universities as the primary venues for ideological and moral education [9], while others propose strategies to break the deadlock by reconstructing universities' ideological discourse authority [10].

In terms of production, research is conducted by breaking down the analysis according to production factors. For instance, regarding production technology, some studies explore the application of artificial intelligence in online short videos [11], while others reflect on the technological nature of online short videos from the perspective of the

philosophy of technology [12]. Regarding secondary production, some research examines copyright disputes surrounding the secondary creation of short videos from the perspective of balancing interests [13], while others focus on the role of live streamers as a key element, analyzing their role positioning and competencies to provide new insights for the innovative cultivation of talent in this field [14].

Research topics in the field of communication are relatively broad and can generally be further categorized into the following themes:

Online Public Opinion. Taking short videos on torrential rain disasters as an example, this study constructs a predictive indicator system and model for short video-related online public opinion crises [15]; Zhang Aijun et al. analyzed the risks of political communication in Douyin short videos and proposed a positive governance pathway for the constructive management of political communication and the public opinion space [16]; Using grounded theory to construct an ecosystem model for public opinion dissemination in UGC short videos [17]; exploring the influencing factors and dynamic evolution of online public opinion dissemination via short videos in the new media era [18]; and clarifying the current state of irrational expression forms, types of irrational interaction, and emotional intensity in online public opinion dissemination on short video platforms from the perspective of public opinion management [19], among others.

Legal Governance. Against the backdrop of challenges in enforcing copyright protection for short videos, Tang Jianning proposed four recommendations for improving copyright protection for short videos [20]; Zhang Yun et al. explored comprehensive governance approaches to optimize the content ecosystem of online short videos from the perspectives of legal adaptability, technical monitoring, and social oversight systems [21].

Communication Effectiveness. Some studies directly examine the value of short video dissemination online [22] and reveal the mechanisms of consumption in the era of smart connectivity [23]; others focus on cross-cultural communication, such as analyzing the characteristics of short video cross-cultural dissemination through an analytical framework of hedonistic and happiness experiences based on short video comments [24]; Some studies focus on communication impacts, such as examining the significant influence of live streaming and short videos—represented by Kuaishou—on rural society in ethnic regions of Northwest China [25], investigating the limits of individual agency development in online short video communities [26], and exploring the new aesthetic characteristics of short videos emerging under the influence of the internet and digital technology [27]; Others are experiential summaries, such as summarizing the experiences of mainstream media in using short videos to disseminate mainstream values and promote the “main melody” [28] to inform related content production.

Research on the dissemination power of online short videos has reached a considerable level in terms of scope and breadth; however, in terms of research methods, it has primarily focused on qualitative case studies, with relatively few quantitative studies. In terms of research approach, since users are the primary recipients of communication, studying dissemination power from the user’s perspective holds greater practical value. However, existing research on the dissemination power of online short videos lacks this user-centered perspective. In recent years, only Cheng Siqi et al. have analyzed the

cross-cultural communication characteristics of short videos by examining user comments [24].

3 Short Online Videos on Cultural Heritage and User Sharing Behavior

In the era of mobile internet, short online videos have emerged as the key to driving traffic across all industries, thanks to their unique advantages: streamlined storytelling, short, frequent, and fast-paced content, accessible creation processes, mobile distribution, and widespread public participation. These features enable unrestricted dissemination and facilitate viral spread on social platforms where people gather. Coinciding with a resurgence of traditional culture, and driven by national policy guidance, active platform support, and enthusiastic public participation, online short videos featuring cultural heritage have emerged as a thriving online phenomenon. Communication is a vital mechanism for ensuring the intergenerational transmission of social heritage [29]. As cultural heritage enters the public eye through the mass medium of online short videos and gains new vitality, opportunities and challenges coexist. To summarize experiences and enhance the quality of dissemination, scholars have conducted a comprehensive examination of the dissemination of cultural heritage-themed online short videos(see Fig. 2) .

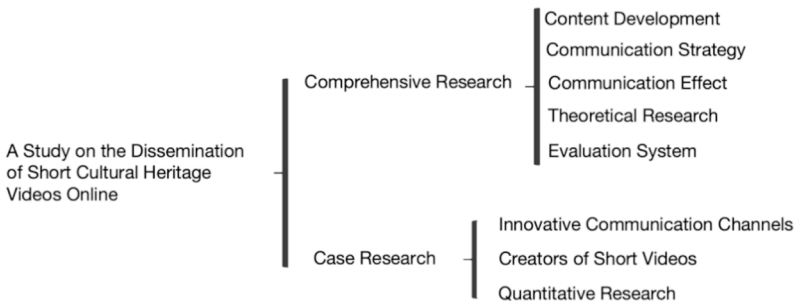


Fig. 2. Types of Communication Research on Online Short Videos of Cultural Heritage.

Based on the level of detail, research can be broadly categorized into two types: comprehensive studies and case studies. Comprehensive studies involve scholars analyzing the landscape of online short videos related to cultural heritage as a whole, examining optimization strategies for content development, dissemination strategies, and dissemination effects from a macro perspective. For instance, regarding content development, Wang Yingji et al. explored the deep-seated issues in short video content production and analyzed innovative pathways for producing short videos on China’s outstanding traditional culture from the perspectives of cultural preservation, research and interpretation, technological demonstration, and aesthetic expression [30]; Zhao Yuxia examined methods for developing traditional culture short video content to adapt to

new modes of dissemination, thereby promoting the dissemination of China's outstanding traditional culture [31]. In terms of dissemination strategies, Wang Ping summarized the factors influencing the effectiveness of short videos on intangible cultural heritage (ICH) and proposed optimizing dissemination strategies by focusing on delivering aesthetic pleasure, adhering to the principle that "content is king," delving deeply into the intrinsic value of the content, and refining the dissemination structure [32]; Lin Jia, by examining the unique advantages of short videos in ICH dissemination and identifying existing challenges, proposed three strategies for innovative dissemination of ICH short videos: consolidating ICH visual resources and serving ICH education [33]; Si Ruo et al. summarized the four-tier dissemination model of domestic ICH short videos, identified patterns in China's international dissemination mechanisms for ICH short videos, and proposed strategic optimization plans [34]; Against the backdrop of intangible cultural heritage undergoing a dynamic evolution from localization to trans-regionalization, Guo Yongping and others explored and summarized methods to achieve mutual generation, mutual shaping, and deep integration of ICH in cyberspace, thereby safeguarding, inheriting, and developing China's excellent traditional culture [35]; Wang Liuqun, by summarizing the significance of ICH short video dissemination, analyzing existing issues in dissemination, and proposing recommendations on how to effectively utilize short video channels for ICH dissemination [36]; Ran Hongyan et al. examined the new characteristics of ICH short videos in terms of media formats and creative techniques, and proposed improvement strategies and measures from the perspective of ICH short video production and broadcasting entities [37]; Against the backdrop of "intangible cultural heritage" short videos on social media platforms tending toward homogenization, formulaic content, and one-sidedness, Ji Linxuan et al. propose that new media promotion of "intangible cultural heritage" should adhere to the laws of inheritance, reveal cultural connotations, and promote product consumption [38]; Zhu Bin et al. analyze identity-building strategies for online short videos on intangible cultural heritage from the perspective of cultural memory [39]. In terms of dissemination effectiveness, Jiang Jianhua et al. propose that, to fully leverage the role of short videos on intangible cultural heritage (ICH) in promoting and strengthening the sense of a Chinese national community, guidance should be enhanced in areas such as content output, user interests, and user feedback [40]; Wen Wen et al. analyzed the unique advantages of new media platforms—particularly mainstream short-video platforms—as venues for the digital dissemination and experiential engagement of ICH in the context of its transmission [41].

In addition, the comprehensive study also encompasses theoretical research and research on evaluation systems. In terms of theoretical research, Geng Rui et al., drawing on Rosenberg's theory of ritual communication, analyzed the characteristics of ritual communication in ICH short videos from three perspectives: ritual symbols, ritual space, and ritual behavior [42]; Wei Pengju et al., drawing on phenomenological theory, used the short video works of three ICH content creators on the Douyin platform as case studies. They employed metrics such as likes and shares as indicators of dissemination effectiveness to explore the dissemination effects of ICH short videos [43]; from the perspective of media ecology, they examined the dissemination of traditional

Chinese culture on the Douyin platform, discussing the new characteristics, developments, and manifestations of traditional culture dissemination in the internet era [44]. In terms of evaluation systems, Zhai Shanshan et al. selected characteristic indicators of intangible cultural heritage (ICH) short videos during their dissemination process to construct a UGC-based model for measuring the dissemination effectiveness of ICH short videos [45]; Xu Xiaojuan et al., drawing on stimulus-organism-response theory and communication ecology theory, identified the influencing factors and mechanisms of ICH information-seeking behavior on short video platforms to enhance the modern dissemination of intangible cultural heritage [46].

Case studies involve researchers focusing on cultural heritage within a specific sub-field to examine the dissemination of short videos related to that heritage. The vast majority of these studies center on innovative dissemination pathways; for example, Zhao Lan explored avenues for the digital dissemination of intangible cultural heritage in the form of folk music in the digital age [47]; Du Juan et al. examined the opportunities and challenges presented by short video platforms for the dissemination of Dunhuang culture, and explored pathways for utilizing these platforms to disseminate Dunhuang culture [48]; Peng Cong, using short videos featuring Anxin reed paintings as an example, discussed innovative dissemination pathways for the living traditions of intangible cultural heritage [49]; Li Kailu et al. analyzed the developmental challenges facing Jiju Opera, a significant cultural heritage of Northeast China, and discussed its opportunities for growth on short video platforms [50]; Su Chang, building on the double-helix model, examined the “external environment” and “linking factors” in the dissemination of intangible cultural heritage via short videos, summarizing suitable pathways and directions for the dissemination of Yi ethnic group’s intangible cultural heritage [51]; Lü Hui et al. employed quantitative analysis to explore the presentation characteristics of the dissemination of artisanal culture on online short video platforms and proposed countermeasures to address issues arising in the dissemination process [52]. There are also case studies that explore strategies for enhancing the dissemination of short videos from the perspective of their creators. For example, Xu Fang et al. examined the short video production process and proposed that, in the digital dissemination of the Grand Canal’s linear cultural heritage, short videos should focus on topic selection, production, and distribution [53]. A small number of case studies have adopted quantitative research methods to examine specific cultural heritage-related online short videos from the perspective of user preferences or needs. For example, Xu Xiaojuan used short videos on the intangible cultural heritage of “Huangmei Opera” as a case study. Based on data from popular user comments, she explored the characteristics of users’ demand for intangible cultural heritage information, factors influencing participation, and the relationships between these factors and user participation behavior [54]; Xue Ke, based on the UTAUT model, used short videos as a research platform to explore adolescents’ viewing intentions regarding shadow puppet theater [55].

4 Conclusion

It is evident that research on the dissemination of online short videos related to cultural heritage has primarily focused on macro-level, holistic studies, indicating that scholars are dedicated to exploring dissemination strategies for such content that offer broad, general guidance. In terms of research methods, qualitative research has been the overwhelmingly dominant approach. While the conclusions drawn from this method can certainly provide directional guidance, they are bound to yield limited results in the practical efforts to enhance dissemination effectiveness due to a lack of specificity and targeted focus—a consequence of the absence of quantitative research.

Disclosure of Interests

The authors have no competing interests to declare that are relevant to the content of this article.

References

1. Chang Xin, Du Lin. Analysis of Short Video Communication Models in Micro-Discourse and Reflections on Trends [J]. *Television Research*, 2017, (08): 70-73.
2. Shao Zhengfeng. Analysis on the Characteristics, Challenges and Future Development Trends of TikTok Communication [J]. *Modern Educational Technology*, 2018, 28 (12): 80-86.
3. Zhang Wenjia. The Communication Mechanism of Youth Subculture in Online Short Videos and Its Regulation [J]. *Media*, 2023, (01): 77-78.
4. Zhang Kemin, Wang Mengyuan. Research on Content Production and Integrated Communication of Health-themed Short Videos by Mainstream Media: A Case Study of CCTV.com's "Go Science" Column [J]. *Television Research*, 2022, (07): 45-48.
5. Zhou Sizhuo. Communication Characteristics, Dilemmas and Countermeasures of "Micro-Dramas" on Short Video Platforms: A Case Study of "Kuaishou Little Theater" [J]. *Media*, 2022, (10): 55-57.
6. Yan Mengyao, Wang Fengxian. De-formalization and Re-contextualization: Short Video Communication of Red Culture [J]. *Young Journalist*, 2021, (20): 83-84.
7. Leng Song, Wang Ting. Research on the Short Video-based Communication of Online Variety Shows [J]. *China Television*, 2019, (04): 15-19.
8. Liang Xiangyi. The Evolution of Short Video News Language and Its Communication Effectiveness [J]. *Learning and Practice*, 2019, (11): 116-121.
9. Yang Yang. A Multi-dimensional Examination of Moral Construction in Colleges and Universities via Online Short Videos [J]. *China Radio & TV Academic Journal*, 2022, (08): 41-43.
10. Bai Linchi. Online Short Videos and the Ideological Discourse Power of Colleges and Universities [J]. *Political Teaching in Middle Schools*, 2022, (28): 1+4-6.
11. Zhou Renping, Luo Yiwei. Artificial Intelligence Technology in Online Short Videos: Applications, Reflections and Suggestions [J]. *Education Media Research*, 2020, (05): 22-26.
12. Li Jing, Cao Ran. The Current Situation and Development Trends of Online Short Videos from the Perspective of Philosophy of Technology [J]. *China Editor*, 2020, (10): 86-91.

13. He Miao. Secondary Creation of Short Videos under Interest Balance: Review of "Online Short Video Creation" [J]. *Journalism Lover*, 2023, (04): 114.
14. Li Bin. Role Positioning and Functional Changes of Short Video Online Hosts [J]. *Media*, 2021, (22): 62-64.
15. Lyu Wei, Zhou Wennan, Chen Wentao, et al. BN Research on Public Opinion Crisis Triggered by Rainstorm Disaster Short Videos [J]. *China Safety Science Journal*, 2022, 32 (11): 192-199.
16. Zhang Aijun, Cao Huiya. Generation, Conflict and Guidance: Online Public Opinion under Political Communication on TikTok Short Videos [J]. *Journal of Jiangsu University (Social Science Edition)*, 2022, 24 (05): 12-24.
17. Dong Na. Construction of Short Video Online Public Opinion Communication Ecosystem Based on User-Generated Content [J]. *Library*, 2022, (04): 73-81.
18. Liu Yaoxuan, Ma Shuqin, Zhao Dan. Influencing Factors and Dynamic Evolution of Short Video Online Public Opinion Communication in the New Media Era [J]. *Information Science*, 2022, 40 (04): 179-185.
19. Huang Fangnan, Li Mingde. Irrational Expression and Interaction Analysis of Short Video Public Opinion [J]. *Journal of Intelligence*, 2022, 41 (03): 152-158+113.
20. Tang Jianning. Research on Copyright Protection of Short Videos [J]. *Publishing Science*, 2022, 30 (04): 78-82.
21. Zhang Yun, Sun Rongxin, Zhang Xu. Current Situation, Problems and Approaches of Content Governance of Online Short Videos in the Digital Intelligence Era [J]. *Publishing Research*, 2023, (06): 13-19.
22. Zhou Hao. The Network Communication Value of Short Videos in the Mobile Social Era [J]. *Publishing Panorama*, 2019, (01): 70-72.
23. Ning Hailin. Research on the Communication Mechanism of Short Video News Based on the SICAS Model [J]. *Modern Communication (Journal of Communication University of China)*, 2019, 41 (02): 56-58+62.
24. Cheng Siqi, Yu Guoming. Pleasure and Well-being: Constructing a "Direct Train" Model in Cross-Cultural Communication — An Analysis Based on Comments on Li Ziqi's Short Videos [J]. *Journalism University*, 2022, (05): 36-49+119.
25. Sha Yanfen, Li Wenxu. An Anthropological Study of the "Kuaishou" Phenomenon in Rural Society of Northwest China — Based on Observations of "Kuaishou" Live Streaming and Short Videos in a Rural Society in Ningxia [J]. *Ethnology Forum*, 2022, (01): 28-36.
26. Wu Lei. Online Short Video Community Communication: The Realization and Limits of Individual Subjectivity [J]. *Contemporary TV*, 2019, (08): 100-103.
27. Peng Kuan. Evolution of Audiovisual Forms: A Preliminary Discussion on the Aesthetics of Online Short Videos [J]. *Contemporary TV*, 2023, (10): 99-103.
28. Zhang Xi. "Kuai Kan" of CCTV.com: Values Communication and Guidance Strategies of Mainstream Media Short Videos [J]. *Media*, 2022, (04): 62-63.
29. Guo Qingguang. *Communication Studies Tutorial* [M]. Beijing: China Renmin University Press, 1999: 113.
30. Wang Yingji, Chen Xun. Research on the Current Situation and Innovative Paths of Content Production of Short Videos on Excellent Traditional Chinese Culture [J]. *China Editor*, 2023, (11): 36-43.
31. Zhao Yuxia, Wang Bing. The Network Communication of Excellent Traditional Culture Short Videos [J]. *Young Journalist*, 2019, (29): 4-5.
32. Wang Ping. Advantages and Strategies of Intangible Cultural Heritage Short Video Communication [J]. *People's Tribune*, 2023, (24): 133-135.

33. Lin Jia. Communication and Inheritance: Innovative Development Paths of Intangible Cultural Heritage Short Videos [J]. *China Editor*, 2023, (05): 98-103.
34. Si Ruo, Song Xinxin. Visual Grammar and International Communication of Intangible Cultural Heritage Short Videos [J]. *China Television*, 2023, (03): 13-21.
35. Guo Yongping, Jia Lulu. From Glocalization to Local Globalization: Protection and Inheritance of Intangible Cultural Heritage in the Internet Era [J]. *Journal of Yunnan Normal University (Philosophy and Social Sciences Edition)*, 2023, 55 (02): 125-133.
36. Wang Liuqun. On the Short Video Communication of Intangible Cultural Heritage [J]. *Publishing Panorama*, 2021, (16): 77-79.
37. Ran Hongyan, Chen Shi. Production and Communication of Intangible Cultural Heritage Short Videos in the Context of All-Media [J]. *China Publishing Journal*, 2021, (19): 55-57.
38. Ji Linxuan, Ma Zhiyao, Liu Yixi. Communication and Inheritance of Intangible Cultural Heritage in the New Media Era [J]. *Ethnic Art Research*, 2020, 33 (04): 137-143.
39. Zhu Bin, Liu Fang. Identity Construction Strategies of Intangible Cultural Heritage Short Videos from the Perspective of Cultural Memory [J]. *Television Research*, 2023, (05): 79-82.
40. Jiang Jianhua, Zhang Han. Positive Communication of the Sense of Community for the Chinese Nation via Intangible Cultural Heritage Short Videos [J/OL]. *Journal of Ethnology*, 2023, (08): 13-20+157 [2024-02-21].
41. Wen Wen, Zhao Mengdi. Digital Scenarios and Construction Paths of Intangible Cultural Heritage in China [J]. *Theory Monthly*, 2022, (10): 89-99.
42. Geng Rui, Pi Jingting. Representations and Reflections on Ritual Communication of Intangible Cultural Heritage Short Videos [J]. *Contemporary Communication*, 2023, (06): 108-112.
43. Wei Pengju, Wei Xixiao. A Phenomenological Analysis of the Development of Intangible Cultural Heritage Short Videos: Taking Three Top TikTok Bloggers as Observation Objects [J]. *Journal of Yunnan Minzu University (Philosophy and Social Sciences Edition)*, 2023, 40 (06): 61-63.
44. Li Ziyang. Research on Short Video Communication of Traditional Chinese Culture from the Perspective of Media Ecology: A Case Study of the Online Short Video Platform "TikTok" (Douyin) [J]. *Journalism Lover*, 2021, (08): 30-33.
45. Zhai Shanshan, Gong Yue, Zha Siyu, et al. Research on Communication Power Measurement of Intangible Cultural Heritage Short Videos Based on UGC [J]. *Modern Information*, 2023, 43 (01): 110-119.
46. Xu Xiaojuan, Zhao Zerui, Wu Manli, et al. Research on Influencing Factors of Intangible Cultural Heritage Information Seeking Behavior on Short Video Platforms: Based on Hierarchical Regression and Fuzzy-Set Qualitative Comparative Analysis [J]. *Modern Information*, 2022, 42 (11): 121-134.
47. Zhao Lan. Digital Communication of Intangible Cultural Heritage of Folk Music [J]. *Media*, 2023, (12): 77-79.
48. Du Juan, Fang Jiali. Analysis of the Communication Paths of Dunhuang Culture on Short Video Platforms [J]. *Chinese Museum*, 2022, (05): 77-81.
49. Peng Cong, Zhao Kun. Communication Innovation of the Living State of Intangible Cultural Heritage: A Case Study of the Presentation of Anxin Reed Painting Short Videos [J]. *Publishing Panorama*, 2019, (01): 49-51.
50. Li Kailu, Ba Dan. The Communication Dilemma of Ji Opera and Its Development Opportunities on Short Video Platforms [J]. *Drama Literature*, 2020, (10): 123-128.

51. Su Chang. "External Environment" and "Link Keys": Reflections on Intangible Cultural Heritage Short Video Communication in the 5G Era — Taking Yi Nationality Intangible Cultural Heritage as an Example [J]. *Journal of North Minzu University*, 2021, (03): 57-63.
52. Lyu Hui, Tang Yu. Research on the Communication Paradigm of Ingenuity-themed Short Videos [J]. *Young Journalist*, 2021, (12): 50-51.
53. Xu Fang, Wang Ziyang, Zhang Huimin. Application of Short Videos in the Digital Communication of the Grand Canal Linear Cultural Heritage [J]. *Archives and Construction*, 2022, (09): 51-54.
54. Xu Xiaojuan, Zhao Zerui. Research on User Information Needs Characteristics and Participatory Behavior of Intangible Cultural Heritage Short Videos: A Case Study of Online Comments on "Huangmei Opera" Short Videos [J]. *Modern Information*, 2022, 42 (08): 74-84.
55. Xue Ke, Lu Xiaotian. Influencing Factors of Adolescents' Willingness to Watch Intangible Cultural Heritage Short Videos of Traditional Opera: A Case Study of Shadow Puppetry Short Videos [J]. *Journal of South-Central Minzu University (Humanities and Social Sciences Edition)*, 2020, 40 (06): 67-73.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

