



Research on Creation Strategies of Short Video Hosts for Digital Legal Education: A Case Study of "Lawyer Wei with Boundless Legal Power" on Xiaohongshu Platform

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Abstract. Against the background that short video media are reshaping digital knowledge dissemination in public education, this paper takes the creation strategies of short video hosts for digital legal education as the research object. Through observation method and text analysis method, combined with the typical case of "Lawyer Wei with Boundless Legal Power" on Xiaohongshu platform, it systematically discusses the communication characteristics and practical logic of such educational short videos. The study finds that these short videos have four core characteristics: legal professionalism of subjects and contents, mixture of hot and non-hot topics in topic selection, coexistence of controversy and accuracy of legal knowledge, and practicality of audience needs. Based on these characteristics, hosts need to design concise scripts with professional knowledge, balance hot and non-hot topics with popular narrative strategies, handle controversial issues through seeking common ground while reserving differences, and respond to practical needs through active interaction and differentiated creation. These strategies help achieve the dual adaptation of professionalism and communicability. The above characteristic induction and creation strategies provide theoretical reference for the practice optimization of short videos for legal education, and also contribute thinking to the innovative path of legal education in the digital age. The author declares no conflict of interest.

Keywords: Short Video; Digital Legal Education; Creation Strategies; Xiaohongshu

1 Introduction

In the past, legal popularization videos usually took the form of documentaries and case reports lasting one hour or longer, which created difficulties for audiences in terms of time and attention. In contrast, short videos offer shorter viewing time and more refined information, and have become a main medium for information dissemination [1]. Driven by the public's demand for legal popularization, more and more legal professionals and other people with legal knowledge have begun to transform into part-time

or even semi-full-time short video hosts with the development of short video technology. Most legal popularization short video hosts use their professional experience and knowledge to popularize legal knowledge for the audience. Due to the differences in audience and duration between short video platforms and traditional video platforms, the production and dissemination of these popularization videos are different from traditional legal programs.

Compared with general popular science, legal popularization has a more prominent feature. The public has a stronger demand for "knowing why it is so". Everyone may need to flexibly apply relevant legal knowledge in life, while for knowledge such as biology, physics and astronomy, it may be enough to just "know what it is" even without understanding the underlying reasons. For this reason, the creation strategies of legal popularization short video hosts are inevitably different from those of traditional legal programs. The attribute of legal popularization also means that the creation strategies of such hosts are different from those of news anchors and travel hosts. Furthermore, unlike news anchors who report facts where there is only one truth, legal issues often have more controversies. Similar cases may lead to different judgments, which further increases the complexity of legal popularization short videos.

1.1 Definition of Short Video Hosts for Digital Legal Education

Digital legal education is essentially the digital transformation of traditional legal popularization, and short video-based legal popularization is its core practice form in the current era. A legal popularization short video host is a creator whose core output is short videos dedicated to disseminating legal knowledge and analyzing legal issues. Legal popularization extends beyond explaining specific legal provisions or events to analyzing controversial legal questions and the legal dimensions of social and economic issues. For example, discussing whether the age of criminal responsibility should be lowered still conveys substantial legal knowledge, and such topics qualify as valid legal popularization content.

Building on these features and existing definitions of popular science short video creators[2], we clarify the core boundaries as follows: Legal popularization short videos center on professional legal issues, target the general public, and extend topics to broader social concerns. Hosts primarily producing such content belong to this category, excluding general creators who only occasionally discuss legal topics. These hosts act as both audio-visual content creators and legal knowledge disseminators, and must balance expectations from the public, platforms and official regulatory requirements.

1.2 Literature Review on Legal Popularization Short Videos

Research on legal popularization short videos was represented by Qinfang Jin's 2019 study of the "Siping Police" account, which focused on restoring law enforcement scenes but lacked depth in knowledge dissemination. Since 2021, the field has ex-

panded, with researchers such as Yi Huang, Yuefan Wu and Mengmeng Wang examining narrative strategies and finding that legal communication is shaped by an interactive relationship between media logic and legal logic[3].

Other scholars focused on more specialized legal popularization short videos. For instance, Professor Shuangxing Qin from Sichuan University of Science and Engineering studied community correction legal popularization short videos. He found that such content was relatively simple and lacked explanations of professional legal terms, making it difficult for audiences to grasp key points[4]. Researcher Haiyan Yan from Anhui Institute of Science and Technology examined the legal popularization image of administrative justice agencies on video platforms. She analyzed the image built by the account "Fuyang Legal Popularization" from three dimensions: integrity, accessibility and vitality. The study clarified the ideal image that administrative justice agencies should present on short video platforms[5].

A review of existing literature shows that scholars have recognized the emergence and influence of legal popularization short videos, covering social impact, public image and communication logic. However, most studies emphasize normative discussions rather than practical guidance on the unique features of legal popularization. This paper therefore focuses on these distinct traits and summarizes creation strategies for hosts through systematic observation and text analysis of all 30 videos uploaded by the account between February and March 2025, which represent the complete output of that period. The researcher performed repeated viewing and cross-checking against the research questions to maintain analytical consistency.

2 Characteristics of Legal Popularization Short Videos

In addition to the characteristics of general short video hosts, such as shaping an approachable image through adaptive verbal communication[6], legal popularization short video hosts have more distinctive features. Most of these features stem from the core theme of "legal popularization" and also influence the creation strategies of such hosts.

2.1 Legal Professionalism of Subjects and Contents

The primary characteristic is legal professionalism. Admittedly, content created by any host has a certain degree of professionalism, but this feature is more prominent among legal popularization hosts. For example, short video hosts focusing on cultural tourism are often not professionals in this field, but simply create and share content as ordinary tourists. Hosts covering daily life topics such as cooking may also not make a living from cooking. These short videos do convey knowledge to the audience, but knowledgability does not equal the creator's own professionalism. Currently, most legal popularization short video hosts on major platforms are legal professionals, including lawyers, university law teachers with practical experience, legal affairs staff, prosecutors and staff from legal popularization departments. Existing research indicates that over

95% of such video communicators have legal backgrounds, while non-legal professionals account for only 2%[7]. Legal popularization led by individuals with legal knowledge backgrounds has become the current trend.

In terms of content, legal popularization short videos also possess professional characteristics. As the saying goes, "Social life is complex and diverse, while legal provisions are abstract and general"[8]. Laws cannot specify whether a particular person or action is illegal or legal, yet social life is always concrete. Legal popularization hosts need to convey abstract legal provisions to the audience on one hand, and help them understand how these provisions correspond to specific real-life situations on the other. Cases help solve this problem, but they are not the only solution. After all, cases are limited while the real world has infinite possibilities. What the audience wants to know more is how to deal with potential legal issues in the future or ongoing legal disputes they are facing. These situations may share similarities with the cases presented by the hosts, but they are never exactly the same. A measurable indicator of legal professionalism is the consistent narrative structure observed in all 30 videos from February to March 2025: each video introduced specific legal provisions first before applying them to real-life or hypothetical scenarios. This 100% adherence demonstrates how hosts convey abstract rules to concrete situations while explaining legal relationships between persons and between persons and things. Extreme assumptions, though seemingly detached from daily life, serve to illustrate the legal interests protected by law and thus reflect professionalism in content delivery.

2.2 Mixture of Hot and Non-Hot Topics in Topic Selection

The second characteristic is the mixture of hot and non-hot topics. The recommendation algorithms of short video platforms and the audience's interests mean that legal popularization hosts need to pay attention to social hotspots and create content around them. There are generally three forms of such creation: directly explaining the legal issues in hot events; analyzing and comparing the legal issues in cases similar to hot events; and introducing the legal provisions involved in hot cases and their practical applications. All three forms are necessary to achieve sufficient popularization effects and encourage more public participation in legal education. However, hosts usually do not only focus on hot topics. Otherwise, they will fall into content homogenization with other hosts and narrow down the scope of legal popularization. Therefore, hosts often also explain some non-hot legal knowledge and cases. These videos may be less attractive to the audience, but they are necessary content for both society and the hosts themselves. Effectively conveying both hot and non-hot content to the audience, and even "popularizing" non-hot topics, is another major feature of excellent legal popularization short videos. The analysis of the 30 videos revealed a mixture of hot and non-hot topics in an approximate 1:4 ratio, with non-hot topics forming the majority since social hotspots are limited overall. Content addressing contemporaneous social hotspots included explanations of legal responsibilities in the 'urination incident at Haidilao' and the 'child setting off firecrackers that exploded a septic tank', as well as timely Spring Festival issues such as transporting fireworks by private cars and giving New Year gifts to leaders. Non-hot or general topics included how to become a stateless person and trafficking

in false state secrets. This combination of trending and enduring legal issues illustrates the characteristic without over-reliance on viral events.

2.3 Coexistence of Controversy and Accuracy in Legal Knowledge

The third characteristic is the coexistence of controversy and accuracy. These two qualities may seem contradictory and incompatible, but they actually exist universally in legal popularization short videos. Due to the short duration and refined content of short videos, the introduction of cases is often concise, and professional legal reasoning is presented in the most accessible way possible to prevent the audience from losing interest due to confusion. However, conciseness also brings controversy. Even cases that appear highly similar may result in different judgments in practice. This is partly because judicial organs may have different understandings of the case facts, and partly because there are still subtle differences between seemingly similar cases that can affect legal outcomes. Therefore, it is an indisputable fact that legal popularization short videos created by different hosts may have controversies in legal reasoning and case introduction. Nevertheless, the existence of controversy does not mean that everything is controversial, nor does it mean that both sides of the debate are equally valid with no definitive conclusion. The academic and practical circles of law have broad consensus on many issues. Although some consensuses may face challenges, legal accuracy was substantiated by referencing differing scholarly interpretations of the same issues and noting that independent legal experts often hold varying views; it can still be generally considered that most legal reasoning and judgments are accurate and reasonable.

2.4 Practicality of Audience's Demand for Legal Popularization

Among the videos crawled in existing research, 88.1% focus on practical and specific branch laws, while discussions on legal history, jurisprudence and other legal contents account for only 11.9% in total[7]. The reason is that branch laws, especially criminal law and civil law, are closer to public life. Videos on these topics are more interesting and practical, which is exactly what the public hopes to learn from popularization. Even among branch laws, those that are almost irrelevant to the public attract little attention. A simple search on platforms such as Douyin and Xiaohongshu shows that there are almost no short videos popularizing military law, metrology law, maritime law and similar contents. Therefore, legal popularization hosts are often not purely engaged in "legal popularization", but also popularize interdisciplinary content involving law and economy, law and society, law and education, and so on. When a host introduces a legal dispute between a student and a university over degree conferral, many viewers may not click on the video out of interest in narrow education law and administrative law. Instead, they are interested in broader issues such as educational management and higher education. Therefore, while pursuing the goal of legal popularization, videos should not be limited to pure legal content. They should also focus on responding to the audience's concerns about real-world issues and strive to address the actual motivations behind the audience's viewing.

Of course, legal popularization is ultimately about law. If a popularization video deviates too far from law and only mentions it occasionally, it will undoubtedly lose its original purpose. Therefore, maintaining legal professionalism while responding to real-world concerns is a key point that such short videos need to grasp. Observing the creations of "Lawyer Wei with Boundless Legal Power" confirms this characteristic. His videos from February to March 2025 mainly cover tort liability, well-known criminal issues such as mutual assault, and public law topics such as how to renounce nationality. Although some topics seem unlikely to be encountered in daily life, they remain interesting because they connect to broader public debates, for example the application of the death penalty. The audience's motivation for these topics is often practical rather than purely academic, making them realistic subjects close to public concerns.

3 Creation Strategies of Legal Popularization Short Video Hosts

3.1 Concise Script Writing to Demonstrate Legal Professionalism

Most short videos on current platforms last no more than ten minutes, and many are under one minute. In the 30-video sample, 1-3 minute videos accounted for 70%, with the remainder exceeding 3 minutes and virtually none under 1 minute. This imposes high demands on hosts' ability to flexibly apply legal knowledge. Audiences watch short videos to use fragmented time in modern busy lives for content they find interesting. The time limit is not a rigid platform requirement but a self-imposed need of the audience. This constraint forces hosts to present legal knowledge in highly condensed and accessible forms.

In less than one minute, a host may not have enough time to tell a complete story with full plot details from a real case. This does not mean the popularization will be detached from reality. As long as hosts pay attention to time management in script writing and strive for high generalization and conciseness, videos will not feel unrealistic even with limited information. Therefore, legal popularization hosts focusing on criminal law, commercial law, labor law or civil law should all highly condense case facts and legal theories in their scripts. They should plan content proportions with clear narrative frameworks and time allocation rules. This way, despite the abstract nature of legal provisions, audiences can still grasp the core of legal knowledge from highly condensed case descriptions.

When introducing case facts, hosts should avoid unnecessary background information, antecedents and third-party evaluations. They should directly state what the parties did, what real consequences resulted, which laws are involved and what legal liabilities may arise. To better adapt to audiences' "instant culture" needs, hosts may further compress video duration by integrating legal theory explanations with case introductions. They can weave legal interpretations into the process of presenting case facts.

For example, when explaining the legal question "Does a company still need to repay a loan after acquiring the lending bank?", Lawyer Wei combined scenario introduction

with legal reasoning using a hypothetical case. He stated, "Company A borrows money from Bank B. If Bank B becomes a subsidiary of Company A, Company A's debt to Bank B will not disappear. This is because Article 3 of the Company Law stipulates that a company is an independent legal person." The first part serves both as scenario description and legal argumentation. Audiences can learn the scenario details while understanding the relative independence between Company A and Bank B and why the debt relationship persists.

3.2 Accessible Content to Balance Hot and Non-Hot Topics

Legal popularization short video hosts should adopt accessible and straightforward narrative strategies. Different types of short videos require different topic selection and narrative approaches. While legal popularization videos need to consider audience emotional experience, their professional nature requires hosts to deliver substantial knowledge content. Short videos are not online courses. Hosts should never teach in a classroom style by listing knowledge points and lecturing to audiences, nor should they assume that citing legal provisions alone is sufficient.

In popularization, life-oriented topics and colloquial reasoning are far more important than specific legal articles. Many concepts are both legal terms and concepts audiences encounter in daily life. For example, intent and negligence are forms of liability in legal profession, but these words are not unfamiliar to the general public. A good narrative strategy would help audiences understand intent and reckless negligence through novel examples they may not have seen before.

Accessibility applies to both topics and content. For hot topics, which already attract public attention, accessibility should be mainly reflected in content explanation. Hosts should explain legal issues in hot events in ways audiences can understand. When discussing the urination incident at Haidilao, Lawyer Wei did not explain the legal attributes and characteristics of "goodwill rights" from a legal definition perspective. Instead, he directly pointed out that the behavior caused serious negative impacts on the enterprise through "posting videos on trending searches", thus requiring compensation. He particularly emphasized that the hundreds of thousands of yuan in property damage was not the main part of the loss; the "serious negative impact" was more significant.

Through this explanation, audiences may not learn technical details such as whether goodwill belongs to composite rights, but they can understand its importance and the potential extent of losses. The video helps audiences grasp that goodwill has non-deterministic territorial characteristics: the incident affected only one store, yet the main loss came from broader negative impact, showing influence beyond geographical boundaries. Directly explaining technical terms would have reduced the popularization effect.

For non-hot topics, both the topic itself and the content explanation need to be accessible to attract audiences. Therefore, when explaining general legal issues, Lawyer Wei chooses relatively simple and understandable cases rather than complex ones full of obscure legal concepts detached from public life. Accessibility does not mean sacrificing legal knowledge. The goal of hosts should be to help audiences apply legal knowledge to real life. Since hosts often base their explanations on real hot cases or

hypothetical non-hot cases, they would fail as popular science hosts if they only let audiences understand the stories without truly understanding the law. They would be more appropriately classified as "story hosts" or "social commentary hosts". In such cases, what attracts audiences is the storytelling rather than legal analysis of hot or non-hot issues.

3.3 Seeking Common Ground While Reserving Differences to Address Legal Controversies

In fields such as natural science, popular science hosts rarely encounter conflicts. The principles governing the universe or microscopic matter are generally established for popularization purposes, with few points of contention. The situation is different in legal popularization. As mentioned earlier, law is closely related to ordinary people's lives, and many legal issues are controversial both in theory and practice. Even the same case may result in different judgments at first instance, second instance or, in exceptional cases, retrial.

Moreover, many social hot events involve legal issues. While some hosts may adopt a relatively neutral stance, others inevitably take sides in these events. Therefore, legal popularization hosts may have disagreements over popularization content rather than personal grudges. This can cause confusion among the public. Some people may selectively believe information that aligns with their own cognition under the influence of confirmation bias, while others may become confused when their existing beliefs are challenged.

Disagreements are perfectly normal. Legal disputes exist in academia and practice, so they should naturally exist in popular science circles. Hosts with scientific spirit should make the public aware of the existence of arguments and their reasons, while inspiring the public to think about these issues independently. After all, popular science is not purely knowledge indoctrination. Cultivating the public's judgment ability and critical thinking is also an important part of popularization.

A concerning issue is that short video platforms may be more prone to fan culture dynamics than other communities. Some people may firmly believe they are right and attack other hosts with different views. Hosts naturally cannot control individual fan behavior, but under no circumstances should they encourage such behavior. The reasonable approach is to engage in rational discussions with other hosts on the basis of harmony in diversity. When attacked by audiences with different positions, hosts should not escalate conflicts by mocking or publicly shaming individuals. Instead, they should consider producing videos explaining the differences between the two sides and the reasons for these differences. They should explore the rationality of different viewpoints from various angles, allowing fans and others to correctly understand the complexity of law and apply it appropriately in real life rather than trying to exploit legal loopholes.

Many of the issues discussed in Lawyer Wei's videos are legally controversial. For example, the relatively new legal question "Is driving an autonomous vehicle while drunk considered drunk driving?" Lawyer Wei did not take sides on this issue. Instead, he explored the legal basis supporting both legitimate and illegitimate perspectives. He

also pointed out that many deductions and judgments are only "possible", and penalty decisions still leave room for administrative reconsideration. This explanation properly preserves space for seeking common ground while reserving differences and allows audiences to form their own understanding.

Hosts should particularly consider the influence of confirmation bias when explaining controversial issues. People tend to seek confirming information and selectively interpret evidence to avoid cognitive dissonance[9]. Therefore, hosts should avoid directly opposing audiences' views or labeling them as "possibly illegal". Instead, they can draw audiences into the video with questions and use case-based reasoning to explain why certain opinions may be legally questionable.

3.4 Active Interaction and Differentiated Creation to Meet Practical Needs

What content interests audiences more? Many people choose to follow hot topics to attract viewers, which is effective but not the only solution. Furthermore, hosts are not omniscient. Even legal professionals have limited knowledge of the law. To avoid creative bottlenecks, hosts need to adopt creation strategies based on active interaction. Through interaction, they can further explore audience interests, address their concerns and stimulate viewing interest among both existing and potential audiences. For example, audiences often leave comments after watching short videos, including encouragement, further questions about the content, or requests to comment on other events. Excellent hosts do not ignore the latter two types, as these comments guide future creation direction given the practical nature of audience demand. In future creations, hosts should pay attention to audience questions, doubts and discussions, clarify controversial points and interpret high-demand issues to meet knowledge needs. Even minor questions can be answered in interactions, since one viewer's question is often shared by many others, and clear answers help gain audience favor. Due to time constraints, hosts can present screenshots of audience questions at the start of videos and directly analyze the relevant legal provisions and consequences. Although text cases may seem dry, they are usually well understood in the interaction context because audience questions are often abstract and lack full judicial details, which also saves analysis time. Through interaction, hosts can encourage audiences to share their own experiences. This combines limited knowledge reserves with the infinite experiences of the audience, enriching creative content and cultivating a stable audience base through personalized approaches[10]. Hosts should also deeply consider why audiences want them to explain specific content, what their real interests are and where their confusion lies.

For example, if an audience asks whether eating a giant panda in a situation of starvation constitutes necessity, the real curiosity lies in whether giant panda protection represents a lesser legal interest and whether the act exceeds the necessary limit. The host should focus on the legal knowledge behind such cases, explaining under what circumstances it might constitute necessity and when it clearly does not, while humorously advising against the idea. This approach maintains audience interest without deviating from the goal of legal popularization. While improving topic selection, hosts should also consider differentiated creation. When shorter videos cannot fully address

audience interests, hosts may produce longer videos (4-6 minutes) with richer content. Even regular short-video viewers often have time during commutes or before bedtime, so platform time constraints do not eliminate hosts' autonomy in content depth. Substantial material remains possible within reasonable length.

4 Conclusion

Through observation and text analysis of the case of "Lawyer Wei with Boundless Legal Power" on Xiaohongshu, this study summarizes the distinct characteristics of short videos for digital legal education and proposes corresponding creation strategies. The underlying creation logic is to balance professionalism and accessibility, guiding the public to form rational legal cognition while transmitting legal knowledge.

Limited by research conditions, this study relies on a single case ('Lawyer Wei with Boundless Legal Power') on one platform (Xiaohongshu) and does not include quantitative analysis of communication effects such as audience engagement metrics. The findings on creation strategies may not be directly generalizable to other legal popularization hosts on Douyin, Kuaishou or Bilibili, where user demographics and algorithms often favor shorter videos on Douyin and Kuaishou while Bilibili content tends to be longer, or to other legal domains. Future research employing big data and multi-case comparative analysis across platforms is recommended to improve generalizability.

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