

The Impact and Management Strategy of Short Video Platforms on the Dissemination of Traditional Culture: Take the National Style Content of the TikTok Platform as an Example

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Abstract. Against the background of the booming short video industry, TikTok and other platforms have become important carriers of traditional cultural communication with their huge user base and algorithm advantages. Their Chinese-style content covers many fields, facilitating the widespread dissemination of traditional culture. However, this kind of communication also faces problems such as superficial content, which restricts the effectiveness of cultural communication. This article takes the content of TikTok's national style as the research object, adopts literature analysis and case study methods, and combines policy documents and typical cases of "Peng Chuanming's non-genetic inheritance" to systematically explore the dual impacts of short video platforms on the dissemination of traditional culture. Positives include breaking time and space barriers, reaching remote areas and young people, and lowering participation thresholds through interactive formats. Negatives involve fragmented communication, over-commercialization, and information distortion. The article suggests management strategies for content optimization, platform supervision, and multi-collaboration to address these challenges.

Keywords: Short video platform, traditional culture, TikTok, national style content

1. Introduction

With the popularization of the mobile Internet, short video platforms represented by TikTok have developed rapidly (by 2023, the number of short video users in China had reached 1.026 billion, accounting for 95.2% of the total number of netizens, providing a broad space for the dissemination of traditional culture [1]). However, in the process of spreading traditional culture on short video platforms, there are problems such as superficial content, over-entertainment of communication formats, and difficulties in ensuring content authenticity, which affect the effect of traditional cultural communication. At present, relevant research has formed a certain accumulation: Pan Li'an and Tang Jiawei analyze the traditional culture communication strategy of TikTok based on the SIPS model, and their research focuses on the optimization of the communication mechanism of Beijing opera, traditional Chinese painting and other contents [2]. Li Ziyang discusses how the TikTok

platform is built through technical empowerment from the perspective of media ecology. The new ecology of traditional cultural dissemination emphasizes the role of user-generated content in promoting cultural inheritance [3]. However, the existing research focuses on the law of macro communication, and there is still a lack of systematic analysis of the specific impact mechanisms of TikTok's national style content and targeted management strategies. This article takes the national style content of TikTok as the research object, and adopts literature analysis and case study methods. By sorting out the policy documents such as the "Standards for the Management of Online Short Video Platforms" and the "Standards for the Audit of Online Short Video Content", as well as academic papers related to the traditional cultural communication of short video platforms, it clarifies the current status and problems of traditional culture dissemination on short video platforms [4]. At the same time, take typical cases such as the "Peng Chuanming" non-genetic inheritance short video as an example, and deeply analyze the specific practice and effect of traditional cultural dissemination [5]. This research is of great significance to promote the innovative communication of traditional culture, and can provide a theoretical reference for understanding the laws of traditional cultural communication on short video platforms.

2. The current situation of the dissemination of national style content on TikTok platform

The dissemination subjects of TikTok's national style content show diversified characteristics, including official media, professional creators and grassroots users. Official media such as CCTV and local cultural tourism accounts spread through authorized fragments of cultural programs, which effectively expanded the influence of traditional culture; professional creators, represented by non-genetic inheritors such as "Peng Chuanming", show traditional crafts and cultural connotations through professional production; grassroots users also actively participate in the creation of national style content. And communication, forming a pattern in which multiple subjects jointly promote the dissemination of traditional culture.

TikTok's national style content covers traditional art, folk customs, non-heritage skills and other fields, such as opera, calligraphy, traditional festivals, traditional handicrafts, etc. Among these are traditional culture-related topics with a cumulative view count exceeding 100 million, traditional Chinese painting, shadow, folk music, poetry and other categories. For example, the number of plays of opera content has exceeded 50 million times in some hot topics, showing users' high interest in traditional culture and enthusiasm for participation.

The communication formats of TikTok's national-style content are constantly innovating, including situational interpretations, skill demonstrations, and interactive challenges. For example, the "Chinese Gesture Dance" launched by "Little Sister" attracted a large number of users to participate, enhancing the interactivity and enjoyment of traditional culture dissemination; some creators also use VR, AR and other technologies to "enliven" traditional culture and improve the audience's experience. For example, in 2018, TikTok, together with seven national first-class museums, launched the theme challenge of "Well~Wonderful Museum" on "5.18 International Museum Day." Through VR technology, Samsung bronze masks, cultural relics of the Forbidden City, were "brought to life", and users can "touch" them through virtual interaction. Details of cultural relics: this innovative form not only allows traditional culture to break through the limitations of static display but also attracts young people to actively explore. The cumulative number of plays related to this topic has reached 770 million [2].

3. The impact of short video platforms on the dissemination of traditional culture

3.1. Positive influence

3.1.1. Expand the scope of communication

With the advantages of low construction cost of microwave transmission and rapid line construction, short videos deliver traditional culture to remote areas through mobile terminals, forming a communication chain of "technology sinking—content penetration". According to the "2024 TikTok Intangible Cultural Heritage Data Report", in the past year, the TikTok platform has added more than 200 million new national non-heritage-related videos, with a total number of views of 749.9 billion, covering all provinces, regions and cities across the country. Among them, the growth rate of traditional cultural content in central and western provinces such as Gansu and Shaanxi is particularly prominent, such as Tang The dissemination of poetry-themed videos in famous historical and cultural cities such as Yumen and Wuwei in Gansu increased by more than 150% year-on-year [6].

In a typical case, the "Oriental Intangible Cultural Heritage Inheritance" series of videos by "Peng Chuanming", a non-genetic inheritor, has not only been played 1.06 billion times in China, but also reached Japan, South Korea, Southeast Asia and other regions through the overseas version of TikTok. Among them, the "ancient method ink" video has been played more than 30 million times overseas. It shows the powerful effectiveness of cross-regional dissemination of short videos [5]. In addition, TikTok's "National Style Good Time" activity links with seven major cities such as Luoyang and Huangshan. Through the combination of online topic dissemination and offline experience, it has driven a month-on-month increase of more than 200% for first-time tourists to Jiaxing, Shennongjia and other destinations, which proves the ability of short videos to transform from content dissemination to cultural experience [1, 7]. This kind of global communication is not only reflected in the scale of data, but also through the fission dissemination of regional cultural topics such as "Yuntai Mountain in Wang Wei's Poems". Users in remote areas can deeply participate in traditional cultural interaction, forming a "borderless effect".

3.1.2. Enhance the audience's sense of cultural identity

TikTok's national style content can arouse the audience's emotional resonance, especially enhancing young people's sense of cultural identity. Take the dissemination of Hanfu culture as an example. As of April 2024, the cumulative number of plays of "Hanfu"-related topic videos on the TikTok platform has reached 112.63 billion times, of which the number of sub-topics such as #horse face skirt# has been played more than 10.1 billion times, and the cumulative number of likes has exceeded 200 million times, fully It reflects the high attention of young people to traditional clothing culture. The interactive participation data more intuitively reflects the deep transformation of cultural identity: Under the topic of "Tengwangge Hanfu Challenge", 320 million plays not only drive a year-on-year increase of Hanfu rental merchants around the scenic spot by 300%, but also give rise to a large number of young people's on-site cultural practices; the TikTok "National Style Partner" activity attracts Attracting 80,000 users to contribute and create, the total number of plays has reached 6.71 billion times. Among them, the single topic of the "National Style Dress Up Movie" challenge has been played more than 210 million times, showcasing young people's enthusiasm for actively participating in it. Research points out that short videos activate traditional cultural memory through visual symbols, transforming young people from cultural recipients to

inheritors. This identity transformation is the core embodiment of the deepening of cultural identity [8].

3.1.3. Promote traditional cultural innovation

Short video platforms serve as a catalyst for traditional cultural innovation. For example, some creators adapt traditional operas with popular music, making traditional operas more popular with young people; Zideqin Club realizes the modern transformation of guqin culture through the dual form of "humorous skit + creative performance". Its "Guqin Clinic" series of short videos satirizes the strange phenomena of the piano world with black humor, such as using the "doctor's consultation" scene to correct the cognitive misunderstanding that the "launch" technique in the guqin score is misread as "throwing the piano". A single video has received nearly 10,000 likes, not only popularizing professional knowledge but also boosting engagement [9].

3.2. Negative impact

3.2.1. Fragmentation of communication content

Limited by the duration of short videos, the dissemination of traditional culture is often fragmented, and it is difficult for the audience to understand the connotation and vein of traditional culture. Most of the content is only a simple display of cultural symbols and lacks in-depth interpretation. Data shows that more than 65% of TikTok's ancient-style short videos are Hanfu shows or disguised videos with a duration of less than 40 seconds. Such videos mostly focus on clothing appearance display or scene switching, and the reference rate of core cultural connotations such as the structural source of the "horse face" of horse-faced skirts and the evolution of different dynasties is insufficient. 15%. The spreading dilemma of ancient costume master and apprentice skits is also significant. Although the average daily play volume of this kind of content reaches 5.8 billion, accounting for 18.7% of the national trend traffic, 72% of the videos follow the fast-paced narrative of "3-second ice breaking—7-second reversal", and only build up traditional cultural symbols through props such as guqin and folding fans. For example, although the hit drama "Master and Apprentice: Master's Mother is a Heroine" has been played more than 2.8 billion times, it does not explain the ethical connotation of "one day as a teacher and a lifelong father" in the traditional master and apprentice system. It only uses the dramatic conflict of "betrayal-revenge" to attract traffic, leading 34% of audiences to mistakenly regard the fictional sect rules in the series as genuine historical traditions. It is regarded as a true historical tradition. Even if the content involves non-heritage skills, it often falls into the misconception that "only skills are seen but not culture": CCTV News uses a 45-second shadow short video to show the customs of the Dragon Boat Festival. Although it presents symbolic scenes such as dragon boat racing and mugwort hanging, the technical principle and geographical differences of the "lamp and shadow perspective" of Huanxian Taoist shadow Without any explanation. This "superficial" communication makes the audience's cognition of traditional culture stay at the visual appearance level.

3.2.2. Excessive entertainment and commercialization

In order to pursue traffic and interests, some creators overly entertain and commercialize traditional culture, which undermines the seriousness and purity of traditional culture. For example, some videos distort traditional etiquette to attract attention, or use traditional culture as a marketing tool, which is not conducive to traditional cultural inheritance. There are also some creators who use

traditional culture as a marketing tool, for example, when presenting traditional handicrafts, overemphasizing their commercial value rather than their cultural value, resulting in the marginalization of the core meaning of traditional culture. This phenomenon of excessive entertainment and commercialization not only affects the transmission of traditional culture, but also risks triggering misunderstandings and disrespect toward traditional culture among audiences.

4. Management strategy of traditional culture dissemination on short video platforms

4.1. Optimize the content of traditional culture communication

Creators should delve deeply into the connotations of traditional culture, avoid superficial display, and present traditional culture systematically and deeply. In this regard, the creative practice of TikTok blogger "Peng Chuanming" has important reference significance. As a post-80s graduate of Fujian Medical University, Peng Chuanming gave up his career as an urban doctor and returned to the countryside, focusing on the restoration of ancient methods and short video dissemination of non-heritage skills. His "Oriental Intangible Cultural Heritage Inheritance" series of videos has been played more than 1 billion times, and the number of fans has exceeded 10 million, making him a phenomenal creator in the dissemination of traditional culture [5,7]. His work is famous for "slow work out of detailed work". An 8-minute ancient inkmaking video took two years to complete, from refining tung oil, collecting soot to boiling glue and beating, and drying in the shade. It completely recorded a production cycle of up to 24 months. It took a year to dry ash alone, and the final video received 3 million likes. And drive the account to increase by 1.7 million fans in a single day [9,10]. This creative attitude regardless of time cost makes the content fundamentally different from the fragmented symbolic display.

Drawing on Peng Chuanming's practical experience, creators can optimize their creation from three dimensions: First, the systematic presentation of the process. Second, the deep integration of cultural background. In the production of flower dew rouge, he not only showed the steps such as peach gum foaming hair and rose distillation, but also explained the raw material scarcity and historical value of ancient aristocratic cosmetics through a close-up of 3,700 yuan/kg of rouge worm raw materials, so that the dissemination of skills became a cultural explanation at the same time [10]. Third, the expression and innovation of technology empowerment. Use macro photography to present the texture changes of ten thousand ink balls. Through time-lapse photography, it shows the process of ink ingots' four seasons and forms an immersive experience with the sound of the natural environment, making the professional technology intuitive and sensible [11].

4.2. Strengthen the supervision and management of short video platforms

The platform should build a three-dimensional supervision system of "technical empowerment + institutional guarantee + ecological optimization" to systematically improve the quality of national style content dissemination. In terms of audit mechanism, it is necessary to take the "Standard Rules for the Audit of Online Short Video Content" as the core framework to create an audit chain of intelligence and professional coordination. Relying on the multimodal neural network architecture, it integrates computer vision, natural language processing, and audio analysis technology to implement full-dimensional scanning of national-style content: Identify the accuracy of Hanfu form through 3D convolutional neural networks, such as distinguishing the typical characteristics of studio clothing and traditional Hanfu; use natural language processing technology to analyze subtitles. Text accurately intercepts the distorted interpretation of historical allusions; combined with

the knowledge atlas comparison function, it provides real-time warning of step errors in the demonstration of non-heritage skills and improves the accuracy of dynamic identification to more than 94% [2]. Referring to the hierarchical management experience of micro-short drama classification, the content of national style is divided into "key protection category" (such as complete non-heritage process), "standard communication category" (such as traditional festival science popularization), and "risk monitoring category" (such as historical theme interpretation), and launch the "expert review" mechanism for content involving major cultural themes, inviting ICH inheritors and historians to form an advisory panel for secondary reviews, focusing on correcting problems such as "Hanfu disguise ignoring formal norms" and "simplification and distortion of traditional skills" [1].

4.3. Promote multi-stakeholder collaboration

Governments, platforms, creators and audiences should work together to facilitate the healthy development of traditional culture dissemination on short video platforms. The government should introduce relevant policies to support and guide the dissemination of traditional culture, such as setting up a special fund to encourage creators to produce high-quality traditional Onal cultural content. Platforms should provide creators with funding, technical guidance and other support to help them improve content quality and dissemination effectiveness. Creators should abide by professional ethics and create high-quality content, avoiding excessive entertainment and commercialization. The audience should improve media literacy, rationally view and disseminate traditional cultural content, and actively participate in the interaction to form a good communication ecology.

5. Conclusion

Short video platforms play an important role in the dissemination of traditional culture. They can not only expand the scope of communication, enhance the audience's sense of cultural identity, and promote traditional cultural innovation, but also have problems such as fragmentation of content, excessive entertainment, and confusion of information authenticity. To solve these problems, it is necessary to optimize the communication content, strengthen the supervision and management of the platform, and promote the collaboration of multiple subjects. Only in this way can we fully leverage the advantages of short video platforms and promote the effective dissemination and inheritance of excellent traditional culture. This study has limitations: for instance, its research on TikTok's national style content is not comprehensive, and it lacks research on other short video platforms. In the future, the scope of research can be expanded, and comparative research can be carried out on multiple platforms to provide more comprehensive references for the dissemination of traditional culture on short video platforms.

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