

Government's Role in the New Era of Intangible Cultural Heritage Online Communication and Reflections

Based on SIPS model analysis

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ABSTRACT. The 14th Five-Year Plan starts a new journey of building a comprehensive socialist modernization country. In this new phase, along with the popularization of the 5G network and technological innovation, the Internet is becoming more and more prominent in the communication media, which provides a new path for intangible cultural heritage preservation. This paper explores the role of the government in the online communication of intangible cultural heritage, starting from the user consumption model, or SIPS model, in the social media era. To realize the resonance of sharing of intangible cultural heritage, the government should adjust its role to meet the needs of the times and play its role as a planner, trainer, facilitator, and evaluator in the online communication of intangible cultural heritage, to promote the inheritance of national outstanding traditional culture and facilitate the successful implementation of the 14th Five-Year Plan for Cultural Reform and Development. We will also contribute to the smooth implementation of the 14th Five-Year Plan for Cultural Reform and Development.

1 Introduction

"The 14th Five-Year Plan period is the first five years of China's new journey of building a comprehensive socialist modern country, and it is also a critical period for promoting the construction of a strong socialist cultural state and creating a Chinese culture that shines in the era and the world. Entering a new stage of development, culture is an important element, and cultural construction must be placed in a prominent position in the overall work; to achieve the great rejuvenation of the Chinese nation, culture is an important source of strength, and we must adhere to promote the creative transformation of China's outstanding traditional culture, innovative development. Intangible cultural heritage is an important part of the excellent Chinese traditional culture. Protecting, passing on, and promoting intangible cultural heritage is of great significance in continuing the historical lineage, strengthening cultural confidence, promoting civilizational exchange and mutual understanding, and building a strong socialist cultural state in China. The government has always been the leading force in the protection of intangible cultural heritage, and it is also an important dissemination body, playing an important leading role in the promotion of intangible cultural heritage both internally and externally. In the new era, "Internet + Intangible Cultural Heritage" has gradually shown its strong advantages. The rapid development of new media technology has broadened the channels

through which consumers can receive information, and has led to a shift from offline to online consumption, with live e-commerce, in particular, becoming a popular form of consumption.[14] In particular, live e-commerce has become a popular consumption method. Therefore, it is worth exploring what role the government should play in the process of online communication of intangible cultural heritage in the new era to strengthen the protection and transmission of intangible cultural heritage.

2 Analysis of the effectiveness of the SIPS model for government-led ICH online communication

The popularity of 5G networks and technological innovations have led to a dramatic change in the media environment in which consumers live and a consequent change in consumer behavior. New media social media platforms, with their unique commercial attributes (user viewing alone is a massive consumer behavior), have made consumers, disseminators, and producers of online information, thus triggering a new round of consumer demand and forming a unique behavior pattern in the new era of online social media.[1] This has led to a new wave of consumer demand, which is unique to the new era of social media. Based on this, Dentsu proposed the SIPS model, a theory of user consumption analysis in the social media era, which shows that based on the guidance of the

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WEB 3.0 era background, users' consumption behavior has changed, and consumers' opinion expression and behavior dynamics show unique internal and external patterns, i.e., the model corresponds to four links: resonance -Confirmation - Participation – Sharing[2] The first link is resonance. The first link is resonance, i.e. consumers' desire to consume comes from the emotional resonance of the product, based on which further communication will take place; the second link is identification, meaning that consumers will seek third-party evaluation and feedback on the product they resonate with before final consumption, to confirm whether the product has consumer value.[3] The third stage is participation, in which consumers will interact with the product in various ways to make the purchase; the fourth stage is sharing and spreading, in which users who have got a good consumption experience will spontaneously spread and spread the product. The specific model is shown in Figure 1.

In recent years, with the rapid development of the Internet and the emergence of new social media platforms, consumers have changed from passive acceptance of

consumer information to active search and information dependence; consumers and producers have also changed from one-way attention to two-way interaction, which coincides with the characteristics of consumer behavior in the social media era revealed by the SIPS model.[4] This is in line with the characteristics of consumer behavior in the social media era revealed by the SIPS model. The development of the market economy has gradually brought intangible cultural heritage into line with the market and commercialized cultural artworks. As the main body of China's economic regulation, market supervision, social management, and public services, the government has the responsibility to pay attention to the new era of consumer behavior and play its role in the preservation and transmission of intangible cultural heritage. Based on this, this paper uses the SIPS model to analyze the role played by the government in the online communication of intangible cultural heritage, analyze the current situation and shortcomings, and provide corresponding strategies to provide a strong guarantee for the online communication of intangible cultural heritage.

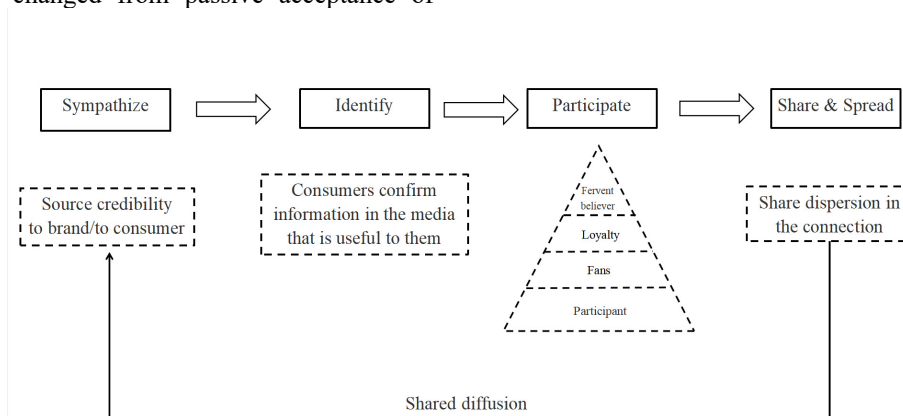


Fig. 1. SIPS Model

3 Insufficient government involvement in the current stage of ICH online communication

3.1 Lack of government regulation triggers resonance discount

First of all, ICH online communication tends to follow the crowd. The real purpose of online communication platforms is to seize the opportunity to disseminate intangible cultural heritage in advance, lock the traffic with content, and gain territory for future commercial activities. In this way, there is a risk of mud and muddle between the good and the bad when they join ICH online communication platforms, which brings hidden dangers for high-quality and high-level ICH online communication.

Secondly, there is ambiguity and bias in the content and process of intangible cultural heritage online communication. Some online communication platforms ignore the specificity and continuity of the development and expression of ICH, disregard the guidance of government departments and cultural preservation

professional institutions, arbitrarily cut the content of ICH activities for dissemination, and pursue the rapidity and explosiveness of ICH online communication while paying insufficient attention to the infiltration and penetration of ICH communication for a long time and a wide frequency.

In summary, the government's supervision of ICH online communication needs to be improved, which not only causes harm to ICH itself, but also makes consumers misinterpret and misunderstand ICH, and makes it difficult for consumers to resonate with ICH emotionally through online communication platforms, and their desire to consume decreases.

3.2 Insufficient government force, resulting in a lack of identity

Intangible cultural heritage protection must first be taken seriously, and its prerequisite must be to expand its visibility. Many of our governments are not aware of this and do not have a pioneering vision, devoting their energies to applying for funds from higher authorities, rather than exploring the economic and social value of intangible cultural heritage at a deeper level.[15]Meanwhile, in the SIPS model, consumers, attracted by online communication, will further search for

ICH keywords and look for third-party evaluation and feedback, in which the role of official account endorsement is particularly important, while the communication content on the official online platform mainly focuses on ICH activities curation, related news notification, and ICH tourism route introduction, etc., which lacks interesting and not attractive enough to consumers, resulting in a lack of consumer identification with intangible cultural heritage.

In addition, the government sometimes lacks foresight and frontiers in response to current preservation mechanisms. A new approach in the ICH preservation system in recent years is the use of digital technology and network technology, but since managers of government agencies generally come from management professions, they are not very conscious of the application of modern high technology to ICH preservation work in today's advanced digital technology. Even if there is an idea of using digital technology and network platform for conservation, how to use it efficiently is a new problem for managers.

3.3 Single form of interaction, social interaction is unstable

At present, social media platforms provide interactive methods including likes, comments, sharing, retweeting and flipping, etc. When users resonate with a video, they will approve the video content through likes, extend the content of the video through comments, spread the video through sharing and retweeting, and finally create the video twice through flipping and other functions. [6] Finally, the videos are recreated through the functions of the remakes. The research found that in the interactive process of online promotion of intangible cultural heritage, most of them are still in the form of shallow interaction. For example, on August 1, 2022, the Yunnan Communist Youth League published "Yunnan Dali Intangible Cultural Heritage - Jianchuan Wood Carving", which received only 608 likes, 13 retweets, and 64 comments from users, and no response from the official government media platform was seen. The government's official media platform has not responded. Therefore, relying only on the regular release of video information does not help much for the stability of user attention and participation, social interaction is unstable and user stickiness is low.

3.4 Lack of government incentives and poor sharing effect

The development of social media platforms makes the end of each user's participation experience behavior not the end, but the starting point of another user's participation experience behavior. Therefore, government departments should guide users to take the initiative to share their learning perceptions and experience of ICH skills, which is better than the official's own short video dissemination, which is why the video of a certain ICH learning experience of users' online platforms tends to gain more attention. Unfortunately, most of the ICH information released by official platforms generally has the problems

of single content and single means of interaction. Even if a user releases an experience of ICH skills with a high number of views, the official platform lacks attention and does not interact with it in time, nor does it encourage fans and users to share, comment, and forward, and the overall means of dissemination only stops at content release, and secondary The overall means of dissemination is only content publication, and secondary dissemination is not yet effective.[7] The overall means of communication is only content release, and secondary communication is not yet effective.

4 Countermeasures to Enhance the Internet Communication Power of Intangible Cultural Heritage under Government Guidance

4.1 Be an evaluator of intangible cultural heritage dissemination

The government should improve the evaluation and supervision mechanism of ICH online dissemination. The government should track and verify the online dissemination of intangible cultural heritage through pre-, mid-, and post-evaluation as well as occasional evaluation, fully grasp the status of online dissemination of intangible cultural heritage promptly, publish the latest evaluation report to the public promptly, and take administrative punishment and other regulatory measures against relevant online dissemination platforms to ensure the effectiveness of online dissemination of intangible cultural heritage.[16]The assessment report will be published promptly.

In particular, in conducting post-event assessment, the government should adhere to the principle of being truthful, not concealing, and not exaggerating, and should adhere to the principle of combining online and offline, and conduct research and measurement through a combination of online and field. Post-event assessment is divided into short-term assessment and long-term assessment. Short-term assessment is a survey and evaluation of data such as audience attributes, viewing scale, dissemination channels, and click-through and retransmission rates of ICH immediately after its online dissemination. Long-term evaluation is a survey of the effectiveness of ICH online dissemination in promoting ICH culture, rural image, and economic benefits after it has been conducted for a certain period. Such cultural and commercial surveys should be supported by both data and qualitative analysis, and there should be both immediate data to compare the effects and a liberalized eye to evaluate the effects and effects.

4.2 Being a trainer of intangible cultural heritage dissemination

Mainstream media take the lead in propaganda to increase credibility. Official government accounts are authoritative, but first of all, they should cultivate their internal strength

and improve their communication influence. Firstly, it can improve the efficiency of users' use through clear content classification, and it is recommended to add a special catalog of intangible cultural heritage. Secondly, increase its influence through quality content output. The content published by the official account does not have to be moderate, but can be used to attract fans through animation, virtual IP images, and cross-border marketing. At the same time, interact with mainstream media on the platform to increase the exposure of topics and help confirm the user value of intangible cultural heritage.

Proactively cooperate with opinion leaders to create a communication matrix. In the process of online communication, a group of users who are relatively active in a certain topic area often emerge and attract a group of regular fans, becoming opinion leaders in that area and exerting a certain influence on users' behavior through video releases, fan community, and topic release. Official government online communication platforms can try to cooperate with opinion leaders in different fields in ICH, to increase their influence and gradually cultivate fans into audiences interested in ICH on the one hand; on the other hand, they can leverage the appeal of opinion leaders to their fans to complete value confirmation.

4.3 Be a booster of intangible cultural heritage network dissemination

The government should flexibly use the interaction methods of new media social platforms. Firstly, it is recommended that official media platforms arrange dedicated personnel to operate the accounts, and pay attention to and respond to the comment section promptly to create emotional resonance with users; secondly, enhance the interactive experience through live streaming and other forms while strengthening content output; finally, create a fan community to establish long-term and stable interactive relationships with users and encourage interactive sharing among members to shape a sense of group identity. [9] Finally, we will build a fan community, establish long-term and stable interactive relationships with users, and encourage interaction and sharing among members to create a sense of group identity.

The government should organize relevant departments to carry out two-way communication between users and the platform. By opening up the intercommunication channels online and offline, releasing high-quality short videos for the promotion of intangible cultural heritage online, and carrying out the integration of intangible cultural heritage and exhibitions, intangible cultural heritage and performing arts and festivals, intangible cultural heritage and cultural creation and other industries by organizing fans and users offline, from the cultural exchange field across time and space online to the immersive experience of intangible cultural heritage, on the one hand, enriches the intangible On the other hand, it also strengthens the mutual transformation between the cultural value of intangible cultural heritage and economic value, increases the enthusiasm of users' participation, and accumulates materials for a new round of topics and content output, thus forming a closed loop of

communication and improving communication efficiency.

4.4 Be a planner of intangible cultural heritage network dissemination

Sharing and diffusion are the last part of the SIPS model. ICH online communication is not only about attracting users to watch but also about making users voluntarily participate in the activities and sharing what they have seen, which is crucial to the completion of the communication loop. Therefore, it is important to establish the role of government departments as planners in ICH online communication, which requires joint efforts of government and online platforms. [10] First, the government should conduct live streaming planning. Firstly, the government should carry out live planning and take up the occupation of coordination, guidance, support, regulation, and management. Secondly, the government should encourage network platforms to lower the threshold of participation, design interesting network activities, optimize user experience links and promote user participation in dissemination. For example, it should carry out proposition-based ICH short video shooting projects, recruit ICH skill experiencers, share interesting ICH video contents, and organize the design of ICH-themed images or the creation of ICH cultural and creative products in different regions, supplemented by the online selection, online awards, and rewards in kind or travel vouchers to attract users' participation. When users' personalized needs are met, they will take the initiative to spread word-of-mouth. Only content of sufficient quality can break the platform barriers and achieve fission secondary communication. [11]

5 Conclusion

With its accuracy, openness, interactivity, experience, and low cost, the new media social platform breaks through the limitations of time, cultural background, geography, and interpersonal inheritance, demonstrating the great advantages of network communication in the development of intangible cultural heritage skills inheritance, which has a direct role in promoting the efficacy gathering of the intangible cultural heritage industry and the promotion of cultural tourism. [12] It has a direct role in promoting the gathering of the effectiveness of intangible cultural heritage industry and promoting cultural tourism. It is foreseeable that the role and positioning of the government in the online communication of ICH will be further enhanced in light of the rapid changes in online technology and the ever-changing mode of ICH communication. It is worth exploring how to make use of the advantages of new social media platforms and communication forms to explore more efficient and people-friendly ICH communication strategies, maximize the role of the government, pass down excellent ICH skills and national spirit, and promote the development of ICH cultural industries. [13] It is worth exploring and breaking through.

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