

*Chinese Top Vlogger: A Textual Analysis of the Audience's Reaction
to Li Ziqi's YouTube Channel*

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Abstract

With the significant growth of social media and its wide reach among active users, celebrities on these platforms have become a major attraction for individuals seeking various needs. This study employs textual (content) analysis combined with gratification theory to explore the perspectives of YouTube views regarding Li Ziqi's most popular video (with over 116 M views), focusing on examining viewers' motivations for using media and the various gratifications they derive from it. Primary-cycle and secondary-cycle coding techniques were used to organizing the data, extract the word's meaning and selected a theoretical idea to draw realistic conclusions from it. By analyzing 2500 comments on Li Ziqi's most popular video, the study examined different types of viewers' gratifications and explored the similarities and differences between local and international viewers' perspectives. The findings show that worldwide viewers express positive feelings and enjoy Li Ziqi's videos, gaining gratification from learning, participating, connecting with society, and relieving stress. While the local audience associates the videos with memories, the international audience appreciates the content. These gratifications are closely linked to their desire for an idyllic life, represented by Li Ziqi's pastoral scenery and personal charm. The study sheds light on the motivations and gratifications of international viewers engaging with Li Ziqi's content, providing valuable insights into the dynamics of celebrity influence on social media.

Keywords: LI ZIQI, Social Media, User Gratifications, Audience Reaction, Content Analysis

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Introduction

Social media had 4.67 billion active users by July 2022, accounting for 59% of the global population (DataReportal, 2022). Those users are inevitably attracted to celebrities on social media to meet their kinds of needs. Therefore, this study aims to understand their different needs and apply the uses and gratification theory to examine individuals' motivations for using media and the various gratifications they derive from it. Katz (1959) introduces the uses and gratification theory to shift the focus from "What do media do to people?" to "What do people do with media?" (Severin & Tankard, 1997, as cited in Siraj, 2007). This helps in understanding the reason and needs that people use certain types of media and all types of gratification they gain from using them.

Later, Katz and colleagues (1973) developed a model proposing that the audience actively selects channels to meet their needs, encompassing four types of gratification: content, affective, process, and stress relief gratification. This study mainly uses textual (content) analysis, to broadly catch the multicultural perspectives of YouTube subscribers' screening and sharing preferences on Li Ziqi's videos. Using primary-cycle and secondary-cycle coding (Creswell, 2014) to investigate the data and extract words (see Appendix A) then analyse patterns to the gratification approach into conceptual categories at the abstraction level (Tracy & Hinrichs, 2017). In essence, by organising and extracting meaning from 2,500 comments on her most popular video (YouTube, 2019) with a theoretical approach to drawing realistic conclusions from it. This study basically examined the different types of viewers' gratification and the similarity or differentiation that the perspective of local and international viewers' gratification of the videos. The research questions for this paper are as follows:

Literature Review

Social Media, Internet Celebrities, and Influencer

In the 21st century, internet celebrities, also known as the influencers, have become more common and arise attentions in our everyday lives (Abidin, 2018). Internet celebrities or influencers were able to develop a strong online image through social media platforms. They can package, perform and sell an influential personal brand (Khamis et al., 2017). They are professional, sustained and well-branded social media celebrities, which gifted their capacity to attract and maintain a significant number of followers on their social platforms (Abidin, 2018). Because the phenomenon produced by internet celebrities has been embraced by society, its form and culture are no longer restricted to popular taste, entertainment, or simple frivolousness. According to Khamis and colleagues (2017), it indicated that the wide acceptance and global influence of internet celebrities have cultured economy influencers that have been capable of turning their digital tale into a personal brand and finally become a business. It is visible that the celebrities of self-branding gather obvious and great success in the media bond different to any time before that.

YouTube, Vloggers and Content Value

Among internet celebrities, YouTube is a popular platform for increasing their influence (Hill et al. 2020). Nyagadza (2020) considered YouTube as one of the most visited social media platforms, alongside Facebook and Instagram. This means anyone can create and pass any type of video on platforms, including the different forms of vlogs, music and self-story videos, etc., which all have the potential to bring countless users all over the world (Blythe & Cairns,

2009). Therefore, with various forms, so that can engage diverse audiences, YouTube has emerged as an important social media approach for vloggers and followers (Fischer & Yongjian, 2012). Vlogs on YouTube come in different types, offering visual records of vloggers' ideas and personal lives, process reviews, and opportunities for viewer engagement through comments and reactions (Snelson, 2015; Zhang, 2018; Hill et al., 2017). Those videos viewed by various audiences, this is because of their authenticity (Cunningham & Craig, 2017), credibility (Zimmermann et al., 2020) and obvious practicality, they engage millions of viewers (Denci, 2017) and hence those YouTube vloggers with their larger audience amount have come to be celebrities (Fraser & Brown, 2002) and influencers (Abidin, 2018; Stein et al., 2020). According to Khan (2017), people are watching vlogs on YouTube to satisfy self-improvement purposes and to feel socialized with others who have similar values (Balleys et al., 2020); however, mainly to get valuable knowledge from and delighted by the content created and shared by the vloggers. Therefore, whether the video content is communicative and entertaining to connect to YouTube audience expectations (bring value to them) (Lin, 1999, as cited in Balakrishnan & Griffiths, 2017; Haridakis, 2002) is significantly related to viewers' personal satisfaction. The primary framework for understanding audience-content interaction is Uses and Gratifications theory, which expects that people utilise media to fulfil their basic interests or needs (Haridakis & Hanson, 2009).

The Uses and Gratification Approach

The uses and gratification theory was first presented in the 1940s and later denoted by Katz in 1959, aims to describe the reasons that people use media and all kinds of gratification they obtain from the media (Siraj, 2007). Cantril (1942, as cited in Wei, 2017) states that this theory depends on acceptance, which means audiences are not a group of inactive media participants but actively select various media to satisfy their wants and needs. Similarly, Katz (et al., 1973; Palmgreen and Rayburn, 1979) introduced the model that suggests the audience is actively involved and purposefully selects channels that can satisfy their needs; they classified thirty-five different needs into three facets, which were 'to strengthen', 'to weaken' and 'to acquire' (p. 166), then they form the first two facets (strengthen and weaken) into several groups: content gratification, strengthening self-knowledge and self-understanding (to know oneself well, learning from others); social gratification, strengthening artistic, enjoyable and sentimental experience (to be involved, or participant); and integrative gratification, strengthening reliability, self-confidence and social status (combine both content and social needs). They also formed process gratification, strengthening connections with society (family, friends, the mass public) and relieving stress gratification, weakening the connection with oneself (relax, not lonely).

In addition, Levy and Windahl (1984) conducted a mode of audience orientation that test the viable relationship between audience activities and gratifications; they proved that the degree of audience activity correlated directly with gratification desired; therefore, they also emphasised three implications for this theory. Firstly, even though all the audience activities are not similar, most of the audience is active for a certain amount. Secondly, they identified that the audience gratifies particular social and physical needs by using media under their awareness and knowledge about it. Such as Bauer (1964 as cited in Levy and Windahl, 1984) mentioned that the phrase active audience identifies the positive participation and careful character of communication between the audience and media. Lastly, they believe that audience activities and gratification rise as significant intermediary variables in the process of communication.

Overall, the uses and gratifications approach accounts for media consumers to be intentional related to the media, their choice and active search for the media to meet their needs on a diverse basis (Swanson, 1987). Williams et al. (1988) found that the interactive media, like computer-mediated communication, which includes different forms of mass public interaction through a computer network and can be various exchanges of text, audio and video, etc., allowed one to distribute information to people who are interested (Lee & Oh, 2015), it has personalized the process. Thus, each audience from the computer-mediated communication user group could diversify their tastes, either socially or technically. Therefore, it is important to apply the Uses and Gratifications approach to understand the diverse communication needs of the platform (YouTube) users' viewing and sharing preferences. The research result to date shows that Uses and Gratifications approach and audience diverse communication needs are important when it comes to the audience's perspective on the video content.

RQ1a. How do viewers perceive Li Ziqi's videos in terms of diverse needs?

RQ1b. How does the perspective of local and international viewers differ on Li Ziqi's videos?

Methodology

To answer the above research questions, this study will apply textual analysis of viewers' comments to explain and interpret the features (Frey et al., 1999) embedded in viewers' perceptions of a Chinese food vlog created by Li Ziqi. Textual analysis is efficient for us engaging in cultural, media studies and mass communication (McKee, 2003). Smith (2017) described that there are several important approaches to textual analysis, including content analysis, semiotics, and interactional analysis, etc. It is worth emphasizing that content analysis has always been the most powerful approach to textual analysis issues within social and communication studies (Fan 1988; Namenwirth & Weber 1987, as cited in Carley, 1993). Content analysis can be both qualitative and quantitative. In this study, to widely capture the multicultural perspective of YouTube users' viewing and sharing preferences on Li Ziqi's videos, qualitative and quantitative content analysis will be used to examine viewers' textual data through their comments, which is able to examine the diverse communication gratifications classified in different groups as well as the analytical findings (Zakaria, No., & Zakaria, Na., 2016). By doing this, the study is able to bring together the best aspects of quantitative and qualitative analysis (Krippendorff, 2004, as cited in Fass & Turner, 2015). For example, to start by entering qualitative data into a quantitative program like a spreadsheet and then categorise each class within the qualitative approach, we can utilise content analysis to report the findings of viewers' diverse needs classified in each category, and then report the analytical findings of the viewers differing perspectives on Li Ziqi's videos based on the occurrence of codes.

Sample Selection

The study sample was collected from the YouTube comments of a vlog created by Li Ziqi on YouTube, Li Ziqi is a Chinese food vlogger, a top influencer in China (Matei, 2020). By the time the samples were collected (September 2022), Li Ziqi has over 17 million subscribers on YouTube. The video 'Peanut and melon seeds... for Spring Festival' has been selected, as it is the most popular video on Li Ziqi's YouTube channel (Li, 2019); This study will analyse comments that are deemed to be appropriate and have either a high number of likes or replies of this video to answer the research questions. YouTube was selected for this study because it is one of the most engaged social media platforms (Nyagadza, 2020) and its target audience is

wider. A statistic shows that YouTube has more than a billion unique viewers worldwide (Statista, 2021), meaning a diverse range of people with different cultural backgrounds are visiting YouTube. In this case, the study will analyse from a multicultural perspective, thus being more suitable for research questions about diverse gratification from viewers perceiving Li Ziqi's video.

YouTube's "Sort By" function which ranked Li Ziqi's content from most to least popular, was used. The most popular video has over 115 million views and around 2500 comments were collected to be the units of the data. In detail, the high number of likes or replies of viewers' comments out of the overall 2500 comments under the video was selected as the data of this research. This is because the most popular video and more popular comments represented that they were recognized and liked by the vast majority of people. It also implies that they were broadly representative of the population and worth studying. All the collected comments will keep their original formatting, including grammar mistakes and emoticons, etc. As has been mentioned by previous researchers that analysis of texts cannot be done in isolation it needs to be related to other texts and contexts along with cultures and beliefs (Larsen, 2002). Therefore, this analysis explored the language, latent and manifest meaning and emoticons, etc. The purpose of the analysis was to investigate the viewer's gratification belief and emotional connection with the video.

Coding and Analysis

Drawing on the uses and gratification theory to examine the classification of several needs or all kinds of gratifications that active viewers are involved in and obtained from the media (Katz et al., 1973), notably in this study are the viewers of Li Ziqi's YouTube channel. Content analysis filtered down the 2500 comments to those with a high number of likes or replies which resulted in sufficient data to understand how viewers perceive the country food vlog. All the comments were taken in September 2022 and were stored in the spreadsheet for analysis. The study analysis proceeded in two steps (Creswell, 2014): in step one, the 'primary-cycle coding' phase, involves investigation of the data and assigning words or phrases that catch at its core, to apply the constant comparative method in order to compare and modify code definitions to accommodate the new data (Tracy & Hinrichs, 2017, p. 5). All the comments were gathered into a column and a new parallel column was set up to record the thematic facets and short codes. We will note the textual contents of each comment line-by-line and compares each line with the one before. In step two, the secondary-cycle coding, we will further or deeper organise, synthesise and classify the primary-level codes. This step allows us to analyse patterns and link data to the uses and gratification theory into conceptual categories at an upper level of abstraction (Tracy & Hinrichs, 2017). In the final paper, a table will represent the findings and corresponding examples classified of viewers' diverse needs; moreover, a figure may present analytical findings on the high occurrence of the codes.

Results

The result of this analysis shows a positive and enjoyable feeling when viewers watch Li Ziqi's video. Those viewers' reactions through comments can be mainly classified into the four types of gratification: content, affective, process and stress relief. In addition, the four types of gratification are not mutually exclusive and may co-occur. The most common type of gratification observed is affective needs, followed by process gratification, while content and stress-relieving gratification are less frequent. A graph showing the summary of findings

can be located in Chart 1, while the coding scheme can be located in Table 1.1, which obtained from analytical findings on the high occurrence of the codes (Table 1.3, see appendices) and related examples is presented in Table 1.2.

Sometimes comments can involve more than one gratification, the four gratifications are not mutually exclusive, instead they might co-occur with each other. One viewer's comment beautifully captures this, conveying love and admiration for the videos while expressing a desire to learn and gain knowledge from Li Ziqi's creative methods of crafting.

... I love your videos and so wish I could learn all your creative methods of making sweets. Thank you for sharing.

In this comment, the words 'love' presents affective gratification, the viewer conveys enjoyable and sentimental experience while 'wish' and 'learn' present content gratification, the viewer expresses appreciation that can learn from the video.

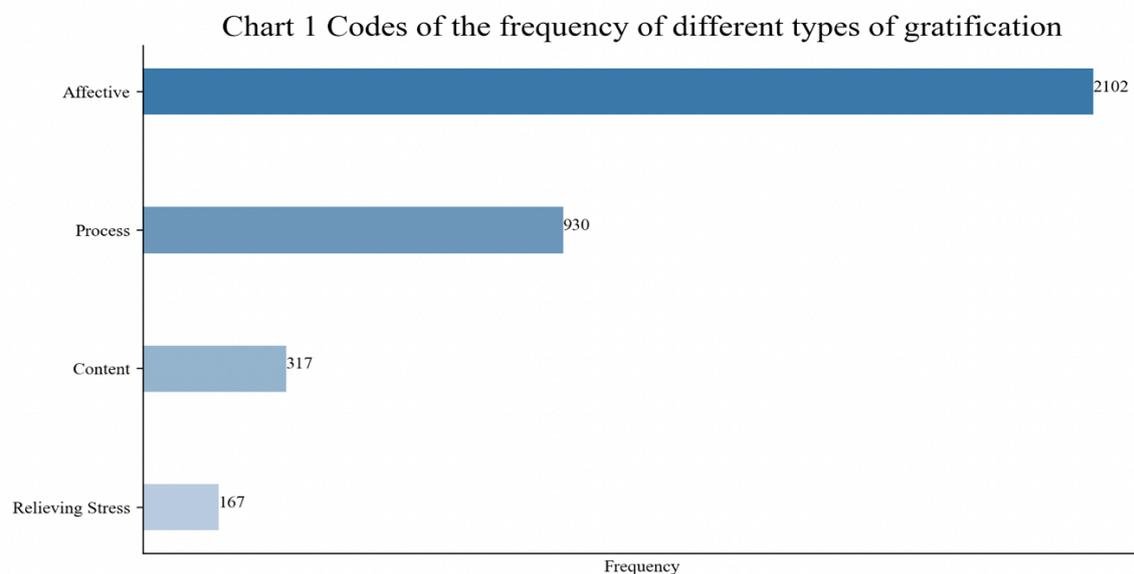


Chart 1: Codes of the frequency of different types of gratification

As we can see from Chart 1, the most popular type of gratification is affective needs, which appears most frequently, 2012 times out of the total 2500 comments. Followed by process gratification, viewers feel connected to society and involved, which appears 930 times. Content and stress-relieving gratification are similar, they are infrequent, among to 317 times and 167 times respectively.

Code	Count	Code Frequency
Code 1: Content Gratification, strengthening self-knowledge and self-understanding (learning from others).	371	371/2500
Code 2: Affective Gratification, strengthening artistic, enjoyable and sentimental experience (to be involved).	2187	2187/2500
Code 3: Process Gratification, strengthening connections with society (family, friends etc.).	930	930/2500
Code 4: Relieving Stress Gratification, weakening the connection with oneself (relaxation).	167	167/2500

Table 1.1: Codes of the frequency of different types of gratification¹

Gratification of viewers reactions	Example of Comments
Content Gratification	<ul style="list-style-type: none"> • "I learn a lot with your videos." • "I would like to know how she organizes her time to do all these things, I have to learn from her." • "...You are an encyclopedia for us to study forever." • "Every time I watch your video it always comes up to my mind to take action of my life and not just lying-in bed."
Affective Gratification	<ul style="list-style-type: none"> • "...I really enjoy your video and Chinese culture." • "Wow I love all you did happy new year and always be happy." • "This makes me feel so happy."
Process Gratification	<ul style="list-style-type: none"> • "She is my inspiration for my videos! Creating videos on YouTube is a way for me to save beautiful moments with my mom." • "That value the idea of family especially taking actual care of the elderly above all."
Relieving Stress Gratification	<ul style="list-style-type: none"> • "This video is so relaxing." • "...Your videos are always so relaxing and help to calm down in this stressful day."

Table 1.2: Categories of viewers' reactions toward Li Ziqi's vlogs

Content Gratification - Strengthening Self-Knowledge and Self-Understanding

Viewers express their adoration, inspiration and motivation from learning and watching the video. They feel they learnt a traditional way of cooking or new ideas for creating something.

¹ See Table 1.3: Analysis of High Code Frequency

They not only appreciate Li Ziqi's content but also find value in the preservation of traditional practices, gaining insights into culture, processes, and reactions. Additionally, they feel a sense of personal growth, acquiring new skills as a result of watching her videos.

I have insurmountable respect and admiration for this woman...but the fact she's bringing back to new life an archaic way of doing things. Because of her I've learned a lot about culture, process, and reaction. Also because of her, I have gained several new skills.

They describe a feeling of gaining relaxation and experience through watching the video among nature, cooking and traditions. The positive impact of Li Ziqi's video is evident in the comments, reflecting a tone of respect and admiration for her work and the experiences it provides amidst nature, cooking, and tradition.

Affective Gratification -Strengthening Artistic, Enjoyable and Sentimental Experience

Viewers are engaging with experiences and needs that refer to pleasure. That is viewers watching Li Ziqi's video for their personal needs such as pleasure, emotional needs such as getting satisfaction. When viewers watching the video, they can get pleasure to their mind and soul. For example, when they see the beautiful pastoral scenery and hear the enjoyable background music in her video, they feel in contact with nature and home food making process.

I recently found this, and I just cannot seem to get enough of it. I am hooked, everything she creates looks so mouth-watering everything is fresh and I love how she is so close to nature and her family...I was really enjoying the sounds colours like if this is the sound and colours of life, what a video.

More I see more I fall in love with your show, simply love your show, music is so soft and peaceful and food you cook looks so yummy.

They enjoy the simplicity of the video in terms of sound, colour and cooking etc., and is unconsciously fascinated. They feel interested and excited getting up close and personal with nature. Additionally, the mouth-watering food featured in the videos adds to the overall appeal of Li Ziqi's content.

Process Gratification - Strengthening Connect With Family, Friends, and the Society

Viewers choose to use Li Ziqi's food cooking process vlog to satisfy their desires of engaging with their friends, family and society from watching, or allowing them to capture and preserve cherished moments with loved ones. They desire to believe a connection to Li Ziqi's world from where they live. They want to stay with their family in the same circumstances, and cherishing the values depicted in her content.

She is my inspiration for my videos! Creating videos on YouTube is a way for me to save beautiful moments with my mom.

Watching these videos sometimes makes me wish we all like this. And wish we all enjoyed a simple peaceful and joyful life in the comfort of our small cosy homes.

In order to strengthen the relationship among friends, family and relations, viewers try to do things with family together, such as the viewer creating a video with mom together to satisfy the connecting or interacting needs. Therefore, this lifestyle could invoke feelings of longing and enjoyment that they hope to adopt. They want to stay with their family in the same circumstances.

Relieving Stress Gratification - Weakening the Connection with Oneself

Viewers seeking to relax from their stressful life find solace in Li Ziqi's videos. This gratification can help them calm down or to remove unpleasant feeling or issues from their minds. The absence of narration and the gentle, peaceful music in her videos contribute to a tranquil experience, allowing viewers to unwind and find a sense of inner peace.

I love her videos so relaxing and calm and peaceful to watch. Love the nature and animals.

...As always thank you for these awesome videos. They are relaxing and always puts a smile on our face.

It can be stated that Li Ziqi's videos facilitate viewers in taking a moment to stop and relax, especially after a busy day or before going to bed, thus soothing their minds. This calming effect is attributed to the absence of narration in her videos, as they solely feature quiet and peaceful music, contributing to a slower pace and a serene viewing experience.

In summary, the previous section presented the study's findings with examples and explanations. It highlighted how viewers in this study perceive various types of gratification, such as learning, participating, connecting with society, and relieving stress. These gratifications are perceived by the viewers, contributing to their emotional connection and enjoyment of her content. In the subsequent discussion, we will delve deeper into the implications of these gratifications in the broader scholarly context, shedding light on viewers' motivations and the potential impact on media research and cultural understanding.

Discussion

Affective Gratification Most Common Audience Desire

This study has emphasised that viewers desire different types of satisfaction from Li Ziqi's videos and this satisfaction can be effectively analysed and investigated in the context of uses and gratifications approach. The study tries to understand viewers' motivation and apply the uses and gratification approach to develop a simple model in terms of gaining from types of gratification. Viewers' desire to watch Li Ziqi's YouTube video because viewers perceive the types of gratification from following her video and the emotional connection with similar life stories or values. The comments on her video are full of love, good, wishes, a desire to learn and hope, life and relaxation etc. Liu (2020) mentioned that Li Ziqi building up a desirable world is attracting people to join in and strengthening connections. Viewers desired to obtain all kinds of gratification from it, including learning, enjoyment, feeling involved, connecting with others and relieving stress. They also look forward to Li Ziqi's lifestyle (pastoral scenery) and admiring both her beauty and the serene atmosphere. Those types of gratification are the same as those found in television research (Conway & Rubin, 1991, as cited in Guappone, 2006). It is inseparable from their desire/motivation for a particular

gratification. Similarly, Lin (1999) also identifies informational learning, excitement, connection with others and socialization gratifications in her research of internet use. Because of affective gratification is the most common gratification that Li Ziqi's viewers express. This aligns with Lin's research findings in general online users' motivation.

Viewers Perceive a Range of Gratifications

According to Ruggiero (2000), content gratification refers to acquiring knowledge and information, self-education and self-understanding. This gratification highlights those viewers like Li Ziqi's video generally because they are seeking information and desire to better themselves. Papacharissi and Rubin (2000) define this theme as information seeking from media, which is a free and an easier way to study or to get information. Li Ziqi utilizes a non-dramatic narrative structure to present traditional Chinese cooking and handicrafts that viewers want to learn about. In short, viewers value the learning opportunity and experience of self-awareness from the video which fulfil their needs. They feel that watching videos brings benefits such as the improvement of self-ability and discovery of new things. These results match with the past study (Leung, 2007). This gratification generally combines with affective gratification because the one who satisfy their desire to learn will feel happiness and love. The process gratification attracts viewers to get together to enjoy watching Li Ziqi's video on YouTube. Chae and Chung (2010, as cited in Bakar, 2014) state that viewers will perceive their needs when they are involved in the videos, including refreshment and happiness, then they will be satisfied with the process of viewing it. In addition, Jin et al. (2019) claim that when viewers feel real connection with influencers, they tend to desire to have the things that the influencer has. Relaxation gratification allow viewers to experience the motivation to relax on the platform (Guappone, 2006). Relaxation gratification is also the highest ranking in Lin's research as she combines affective and relaxation gratification together (Lin, 1999). Therefore, viewers are looking for affective gratification primarily through Li Ziqi's video content with no doubt.

Sign of Improved International Perception

However, a few viewers argued about the authenticity of Li Ziqi's idealised world on YouTube. They think that Li Ziqi may not live like this, or just revealed the idealistic side of the rural lifestyle. In addition, some viewers questioned Li Ziqi, arguing that she is a paid performer, and her videos are faked (Guan, 2019). Obviously, they did not obtain any kind of gratification because they fail to believe the content or may not get the satisfaction they need. This perspective is more common from local viewers, they seem to have had a similar life experience and argue it is not like that in the countryside, such as a viewer said rural China is far less easy-going and romantic. In contrast, international viewers enjoy the video itself more. Like Muraski (2019) describes that some viewers in China were not pleased by her video and critics have suggested that Li Ziqi perform a sort of old-fashioned version of Chinese culture and is not a true representation of country life in China. The author then gives evidence to disprove the criticism. Li Ziqi's lifestyle promotes an increasing phenomenon of direct to table living. It also changes the stereotype of made in China, in this way, she is improving international viewers' perception of China. Overall, most viewers replied that they were not interested if she is real, they only enjoyed the beautiful vision, lifestyle, peace and relaxation that the video itself brought. That demonstrates viewers obtain all kinds of gratification from Li Ziqi's video. The positive relationship between motivation and action that viewers have has been proved in the comments. Studying viewers reactions on

the different types of gratification, it can help to understand the factors that can attract viewers to choosing the certain video and gaining suitable information from it.

Conclusion

This study investigated what are the viewers' gratification from watching Li Ziqi's videos, guided by the research questions. Applying textual (content) analysis, examining the data and extracting the word's meaning by using primary and secondary-cycle coding from Li Ziqi's most popular video selected with a theoretical idea and to draw realistic conclusions from it. Textual (content) analysis is a useful tool for researchers to explore any idea that analyses the content of texts to extract valuable insights and meaningful patterns. Even though this approach is extensively used, it might have limitations in that it is time-consuming for samples to be manually selected for preparation and cleaning. Fortunately, it can be shifted from manual coding to computer-assisted coding (Zakaria, No. & Zakaria, Na., 2016), such as the software program (Netlytic), which is a community-oriented text and social networks analyser, allows us to collect, organize, sort and analyse information from textual data from YouTube comments (Netlytic, 2022). This would enable the research to be completed in a more efficient way. Moreover, the uses and gratifications approach has been significantly useful in obtaining a better understanding of the needs and motivations of how viewers would consume Li Ziqi's video.

The findings demonstrate that viewers receive their gratification from Li Ziqi's video including learning, participating, connecting and relaxing as well as love for her personal charm and desire for her lifestyle. In addition, the perspective of international and local viewers is basically the same, the only difference is the way they describe it, but the meaning they express is similar. It is interesting that the English comments appear more than Chinese ones and both express a similar idea. Some Chinese viewers have fond memories of her lifestyle while most English viewers are seeing it for the first time. Furthermore, comments in other languages except English and Chinese (English outweighs Chinese) were not included in this study because of the language barrier. All the coding and analysis that have been done in this paper mainly focus on the comments shared by English speakers. It is probably required to synthesise the reasons that a large number of non-English speakers comment on Li Ziqi's videos and further academically quantitative analysis on it. Future research should take this into consideration. This offers significant and insightful perspectives into the viewers' motivations concerning Li Ziqi's videos, thereby enriching our comprehension of viewers' engagement with media and its potential influence on diverse cultures.

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Appendix B: Samples of selected Comments

Users > zhouying > Desktop > ≡ Comments_with_code_frequency.txt

```
1 Hello from Massachusetts I love your channel|
2 First like first comment love you sister
3 OMG those puppies are so cute and a little lamb following her
4 I love your videos from India
5 It s a good lifei want this life so much
6 love you so much your fan in thailand
7 i think is so good if you have sub english
8 love you
9 I love your videos
10 wow cute puppysnice video
11 I like you love from india
12 lots of love from Bangladesh
13 Simply beautiful i loves your video from India
14 Your video is so amazing Love from Indonesia
15 Your vedios are great love from Pakistan
16 Mesmerizing videos Really love it From india
17 The white dog is so cute
18 Hii miss love from india
19 Lunar new year is coming wish you and your family happy
20 I love your video from Indonesia
21 Im from Kerala really love your vedios
22 I loves your videos from Padang Indonesia
23 I love your videofrom Bangladesh
24 I love your video
25 Lamb and baby dog so cute and also you so sweet
26 Beautiful video as always very relaxing it calms my heart The puppies are so cute
27 What happens if we touch those nuts without gloves
28 I love ur videos you are very diligent and beautiful from india
29 Your videos are treat for my eyes my god i felt so nice love you
30 i love your video from indonesia
31 I was convinced that mango has no pit like i need that
32 Why we can t download the video i love the way u do
33 I love this video and your all videos super
34 Oh minutes now I really exited and love it
35 I love this place your family is really grateful and you live a happy in nature environment
36 I m from IndonesiaI love this video
37 Watching this video made me so happy
38 My girli love you
39 i love your videos how I wish there are English sub to it
40 Waiting is worthfull Lots of love and best wishes Keep uploading plz
41 Mins longer I love it thanks for your generosity Love from Belgium
42 I love this video plz make some more videos like this
43 Your sheep so cute
44 So many people love you from Viet Nam I m Vietnamese too
45 Oh my God i love the little lamb follow you every where also the puppies so cute and your cooking is fantastic
46 Russia love this video
47 The dogs and the lamb follows her everywhere thats so cute
48 Falling in love with your place and your lifestyle every time
49 I love your video from Indonesia
50 You have enough steminer never feel tiered love from indiaassam
51 Cute family with small animals love all your videos yummy send me some
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Comments

It is important to note that the selected comments are written as original, including the upper case or lower case, the grammar errors, but emoji has removed.

Video

The most popular video with over 116 million views is “Peanut and melon seeds, dried meat, dried fruit, snowflake cake – snacks for Spring Festival” posted on January 31, 2019. (YouTube, 2019).

Appendix C: Analysis of High Code Frequency

Analytical Findings on the High Occurrence of the Codes

Code 1: Content	Wish	Learn	Need	Think	Help	Exper- ience	Know- ledge	Skill	Count	Code Frequency
Gratification, strengthening self-knowledge and self-understanding (to know self well, learning from others)	145	96	46	37	31	9	4	3	371	371/2500
Code 2: Affective Gratification, strengthening artistic, enjoyable and sentimental experience (to be involved, or participant)	Love	Ama- zing	Good	Beau- tiful	Hap- py	Great	Nice	Wond- erful	Count	Codes Frequency
	1017	228	200	198	119	56	41	40		
	Awe- some	Kind	Well	Perf- ect	Sweet	Pretty	Enjoy	Incre- dible		
	29	29	28	27	26	19	19	9		
	Inter- esting	Satis- fying	Smile							
	7	6	4						2102	2102/2500
Code 3: Process Gratification, strengthening connections with society (family, friends, the mass public)	Life	live	Nature	Fam- ily	Life- style	Hope	Dream	Hea- ven	Count	Codes Frequency
	322	264	142	38	38	31	20	25		
	Insp- ired	Happ- iness	Child- hood	Beli- eve	Warm					
	16	10	7	11	6					
Code 4: Relieving Stress Gratification, weakening the connection with oneself (relaxation)	Relax	Peace	Peace- ful	Sooth- ing	Treat	Sleep			Count	Codes Frequency
	78	18	48	10	7	6				

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