Research on Watching Behavior of China Media Group Mobile Users Watching 'Line Supervisors' Live under the Ritual View of Communication

Sihan Yao[a*] and Xun Zhan[b]

Chengdu University of Electronic Science and Technology, Sichuan Province, China

[a]826599644@qq.com, [b]3179117262@qq.com

[*]corresponding author

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Abstract. During the COVID-19, China Media Group Mobile launched Live Camera Broadcasting of 'Panorama Direct to Fire God Mountain hospital and Thunder God Mountain hospital', which attracted hundreds of millions of netizens to watch online and created the phenomenological media product 'Line supervisors'. Online users watching the 24-hour live hospital construction has also become a novel live phenomenon under the influence of the epidemic. Taking the watching users as the research object, the questionnaire method is adopted and the SPSS20.0 data analysis method is adopted to empirically study the related effects of the theory of ritual view and the users' watching the live broadcast of 'Line supervisors'. The results show that the proper use of communication symbols with a sense of ritual in the communication process can affect users' viewing behavior. However, only when users conduct in-depth live broadcast interaction, can they produce effective positive changes in their emotions and attitudes, and general live broadcast viewing behavior does not show significant differences.

1 Introduction

During the COVID-19 period, in order to relieve the shortage of medical resources, Wuhan began to build Fire God Mountain hospital and Thunder God Mountain hospital. On January 27, 2020, China Media Group Mobilelaunched Fire God Mountain hospital and Thunder God Mountain hospital construction in the process of Live Camera Broadcasting, live without explanation, without editing, in the process of music, every construction site have a panoramic view, close shot, 24-hour live broadcast of the construction site, attracted more than 170 million people online, there are 57 million people at the highest watch online at the same time, Thumb up number exceeds 2.21 million [1]. This phenomenological live broadcast formed a unique media landscape. While watching the original live broadcast, users realized the spiritual resonance of the protest front through the comments and real-time interaction, with a distinct sense of ritual.

As a major representative of American cultural studies, James Carey put forward the 'ritual view' of communication. The 'ritualistic view' of communication breaks the unidirectivity of 'cybernetics' and is 'the representation of shared beliefs'. In the 'ritualistic view', the prototype of the word 'ritualistic view' is a kind of sacred ceremony that draws people together as a group or a common identity [2].

From the perspective of ritual view, the construction site of Fire God Mountain hospital and Thunder God Mountain hospital was broadcast live to let the netizen play the role of 'supervisor', creating a sense of ritual of 'I see, therefore I am'. What elements of the 'Line supervisors' broadcast create a ritualistic atmosphere for users, and will their viewing behavior affect their perception of the epidemic? This is the focus of this study.

2 Development Situation at Home and Abroad

The concept of ritual. A total of 842 search results of 'ritual communication' appeared in the

keyword retrieval of CNKI, and most of them were analyzed from the theoretical and practical levels. In 1994, Sun Wanning discussed the news concept of drama ceremony and proposed that it is necessary to link the news form with specific social and cultural background for news content analysis[3]. Yu Qian proposed the definition of media ceremony, that is, 'the shared activities of mass media and audiences in specific situations', and thus the function of media ceremony lies in 'keeping the society consistent' [4]. Most domestic researches on communication rituals are empirical ones.

Line supervisors and China Media Group Mobile. China Media Group Mobile is a comprehensive new media audition-listening platform that appeared in November 2019 based on 5G technology, and there are few relevant literature studies. There are 31 search results for the keyword 'China Media Group Mobile' on CNKI. The keyword 'Line supervisors' has 10 search results. In the early stage of the release, most of the research focused on the platform itself. According to Tong Ying, China Media Group Mobile is the first central media to put forward the idea of 'building high-quality video media',it is also the first 'video social media' among mainstream media by combining the existing video advantages of the reception station with the social media favored by users. [5]. The case studies and literatures all focus on the 'Line supervisors of Fire God Mountain hospital' event. Song Jinghui believes that the 'Live Camera Broadcasting' of China Media Group Mobile to build hospitals and the interpretation of 'Chinese speed' can be regarded as a model of news ecological integration and innovation [6]. From the perspective of public opinion guidance, Lu Jiahui and Wu Qiongfang believe that the interactive ritual chain of new media platforms forms a dimension to understand online public opinion [7]. In combination with the communication theory, the research on 'Line supervisors' live is mostly related to the ritual interaction theory, and the research focuses on the deep interaction between the form of 'Live Camera Broadcasting' and 'Line supervisors'.

3 Research Hypothesis

James Carey summed up the meaning of ritualized communication as follows: Through the symbolization of the concrete to the audience to spread the shared values and collective identity of the integration of power, to achieve the social maintenance function of ritual. Based on this, the factors influencing ritualization can be roughly divided into communication symbols, communication essence and function to design questionnaires. Based on this, this study hypothesizes that the viewing behaviors of live broadcast audiences, such as viewing duration, viewing concentration, viewing feedback and user interaction, will be affected by the transmitted symbols and contents. In addition, the active viewing behaviors of live broadcast audiences will affect their attitude towards the epidemic. Therefore, the research hypothesis is as follows:

H1: There is a correlation between the communication symbols in the live broadcast of 'Line supervisors' and the users' viewing behavior.

H2: There is a positive correlation between the viewing behavior of users of 'Line supervisors' and the degree of emotional support they have received.

H3: There is a positive correlation between the viewing behavior of users of 'Line supervisors' and their positive attitude towards the epidemic.

4 Overview of user viewing behavior

The author analyzes the viewing behavior of 'China Media Group Mobile' users in terms of age, gender, education level, location and other factors. The results of 153 valid questionnaires show that the audience of 'Line supervisors' is mainly young women and those who have graduated from college or above. Users are mostly concentrated in domestic areas.

Gender characteristics -- there is a big difference between men and women. The results of the questionnaire show that among all the users surveyed, women account for 72.99% and men account for 27.01%. In terms of numbers, women outnumber men by nearly three to one. The interactive form of live broadcasting carried out on the central video platform combines some forms

such as "ranking", "fan group" and "micro-blog super topic" which are prevalent in the current fancircle culture, so the reason for the large number of female users in this live broadcasting can be explained.

Age characteristics -- younger viewing. From the perspective of age group, the majority of live streaming users are young users aged 19 to 25, accounting for 64.99%. The second group was young and middle-aged people aged 26 to 35, accounting for 12.41 percent. Therefore, 19 to 35 years old are the target users of CCTV's live broadcast of Line supervisors. Young students and young white-collar workers are the main creators and users of the emerging online culture. As COVID-19 affects all aspects of society, different age groups have different channels to receive the latest information.

Characteristics of educational level -- tend to be highly educated. In the distribution of the educational level of the users of Line supervisors live broadcast survey, most of them have a bachelor's degree, accounting for 54.01%, followed by those with a master's degree or above, accounting for 29.2%, and finally those with a bachelor's degree or below, accounting for 16.79%. As an emerging national 5G new media platform in recent years, China Media Group Mobile has a popular and professional user orientation. Secondly, the broadcast is publicized and released through channels such as Tiktok and Weibo, which can also attract younger users. The educational level of young people is generally higher than that of middle-aged and elderly people, so the educational level of users also reflects the concentration of young users.

5 Analysis of user viewing behavior

Viewing channels -- Weibo contributes the largest number of clicks. Regarding the channels through which to conduct 'Line supervisors' live streaming, 45.99% of users chose Weibo, and 21.17% chose China Media Group Mobile. As a social networking website with strong grassroots and high autonomy, in the popular phrase 'Boring and can't sleep to watch the live broadcast of cloud supervisor to build a hospital', there are many individual users' jokes, comments and introduction about the live broadcast of line supervisors. The number of thumb up over ten thousand is even higher than that of many official media.

The duration of watching the live broadcast -- tends to be short. Among the investigated users, 42.34% of them watched for less than half an hour, followed by 37.96% of them watched for less than an hour, 11.68% watched for more than three hours, and 8.03% of them watched for between one hour and three hours. It can be seen that most of the viewing users control the viewing time within an hour.

Users' interaction mode when watching -- forwarding comments and following news. The depth of the viewing behavior can be judged by the way users interact with each other when watching the 'Line supervisors' live stream. 58.39% of the users only watched the 'Line supervisors' series live broadcast, viewing depth is shallow. 48.28% of the users use the function of 'likes', 40.88% of the users keep following the news of hospital construction while watching the live broadcast, and 35.77% of the users use the function of making comments during the live broadcast. However, a series of more in-depth interactions are less common.

6 Research hypothesis testing

There is a correlation between communication symbols and viewing behavior. In this part, the variance analysis of 'spreading symbols' and 'viewing behaviors' in the report research structure, that is, the test results of hypothesis H1. The first hypothesis (Hypothesis H1) of this paper is that there is a correlation between the communication symbols in the live broadcast of 'Line supervisors' and the viewing duration of the audience. The results obtained by variance analysis of the viewing duration in the viewing behavior are shown in Table 3-1. For ease of reading, the names of the respective variable options are simplified below.

Table 1. Variance analysis results of communication symbols and viewing duration

	Results of ANOVA			
	Participate in the "Line Supervisor" hypertalk interaction on Weibo(The average ±The standard deviation)		F	P
	0.0(n=119)	1.0(n=18)		
Total time spent watching the broadcast	1.76±0.9	2.78±1.06	19.144	0.000**
	Participate in fan support meetings			
	0.0(n=116)	1.0(n=21)		
Total time spent watching the broadcast	1.75±0.85	2.67±1.28	17.326	0.000**
	Create viewing avatar			
	0.0(n=114)	1.0(n=23)		
Total time spent watching the broadcast	1.69±0.80	2.87±1.22	34.109	0.000**
	Participate in the activities of helping to hit the list			
	0.0(n=115)	1.0(n=22)		
Total time spent watching the broadcast	1.72±0.1	2.77±1.31	24.818	0.000**
*p<0.05**p<0.01				

The analysis results show that there are consistent and significant differences in the [total duration] of [participating in hypertalk interaction], [participating in fan support club], [making watching avatar], and [participating in ranking activities] among the communication symbols.

Table 2. Chi-square analysis results of communication symbols and other viewing behavior(excerpts)

Cross (chi-square) analysis results						
The title	The name	Create viewing avatar(%)		total	X^2	p
	0	45(39.47)	12(52.17)	57(41.61)		
Just watch	1	69(60.53)	11(47.83)	80(58.39)	1.271	0.26
	total	114	23	137		
give a like	0	62(54.39)	9(39.13)	71(51.82)		
	1	52(45.61)	14(60.87)	66(48.18)	1.784	0.18
	total	114	23	137		
comments	0	83(72.81)	5(21.74)	88(64.23)		
	1	31(27.19)	18(78.26)	49(35.77)	21.726	0.000
	total	114	23	137		
forwarding	0	88(77.19)	10(43.48)	98(71.53)		
	1	26(22.81)	13(56.52)	39(28.47)	10.683	0.001
	total	114	23	137		

Tab. 2 is the chi-square analysis results of communication symbols and other viewing behaviors. In the transmission symbol [making live broadcast and watching head picture], the samples showed significant differences in watching behaviors [following news], [forwarding] and [commenting], but did not show significant differences in other watching behaviors. In the communication symbol [participation in hypertalk interaction], the samples showed significant differences in the viewing behavior [attention to relevant news] and [comment], but did not show significant differences in other viewing behaviors. In the communication symbol of 'participating in listing activities', the samples showed significant differences in the viewing behavior of 'watching only', 'forwarding', 'following relevant news' and 'commenting', but did not show significant differences in the behavior of 'thumb up'. For the communication symbol 'Participating in the supporters' club', the samples showed significant differences in the viewing behavior 'forwarding', 'following relevant news' and 'commenting', but did not show significant differences in the behavior of 'thumb up' and 'watching only'.

It can be concluded that each broadcast function involving communication symbols will make a significant difference between 'paying attention to related hospital construction news' and 'commenting' in the viewing behavior. In other words, most of the users who have deeply interacted

with live streaming will follow relevant news and make live comments.

The correlation between viewing behavior and emotional support is weak. In this part, the Chi-square analysis of 'viewing behavior' and 'emotional support' in the report research structure, that is, the test results of hypothesis H2. The second hypothesis (Hypothesis H2) of this paper is that there is a positive correlation between the viewing behavior o 'Line supervisors' live broadcast audiences and the degree of emotional support they receive.

The three variables corresponding to emotional support, 'isolation at home can kill time', 'closer emotional connection with domestic compatriots' and 'alleviation of anxiety in dealing with the epidemic situation', are only significantly different from a few variables of watching behavior. In the viewing behavior (watching only), the emotional support (killing time), affective connection (affective connection) and anxiety relief (affective connection) showed significant differences. In terms of watching behaviors [thumb up][Comments][Retweet][Follow the news related to hospital construction], there was no significant difference in emotional support [kill time], emotional connection] and anxiety relief. In terms of viewing behavior [participating in super talk discussion] and [making viewing avatar], the samples only showed significant differences in killing time and relieving anxiety, respectively. However, in the viewing behavior of 'participating in support club' and 'participating in listing help', the samples showed significant differences in the three variables under the emotional support. It can be seen that only when most users participate in in-depth live-streaming interaction can they have a significant positive change in their emotional treatment of the epidemic.

There is a weak correlation between viewing behavior and anti-epidemic attitude. In this part, the chi-square analysis of 'viewing behavior' and 'anti-epidemic attitude' is carried out in the report research framework, that is, the test results of hypothesis H3. The second hypothesis (Hypothesis H3) of this paper is that there is a positive correlation between the viewing behavior of the audience of 'Line supervisors' and their positive attitude towards the epidemic.

The three variables corresponding to anti-epidemic attitude 'more recognition of measures to fight against the epidemic', 'more sense of participation in the supervision of such major public safety events' and 'increased trust in society and media' are only significantly different from the variables of a few watching behaviors. In the viewing behavior (only watching), there were significant differences in the anti-epidemic attitudes (recognition) and (sense of participation). In the attitude level [thumb up], [comment], [forward], [follow the news related to hospital construction], the samples showed no significant difference in the attitude level [recognition], [sense of participation] and [trust level]. In terms of the viewing behavior [making live broadcast and watching avatar], the samples only showed significant differences in the sense of participation. In the observation behavior [participating in the super discussion of 'Line supervisors' and 'excavator group'], the samples showed significant differences in their approval and trust.

However, in the behavior of 'participating in the support club', there was a significant difference between 'recognition' and 'sense of participation' under8 the attitude of protest. In the case of 'Participating in the List Assistance', the samples showed significant differences in the three variables under the emotional support. It can be seen that only when most users participate in in-depth live-streaming interaction can their attitudes towards the epidemic and social cognition have significant positive changes.

7 Conclusion

In the spring of 2020, a sudden epidemic broke People's Daily life and changed the relationship between people and media. During the epidemic, various forms of media 'cloud' filled the gap of information demand and entertainment life for people who could not go out. The slow live broadcast of 'Panorama Directly on Wuhan Vulgod Mountain and the Construction of Thor God Mountain Hospital' successfully launched by the central video client further meets users' requirements for psychological safety construction in major public security events. In the Hierarchy of Needs Theory of American psychologist Abraham Maslow, safety needs are the basic needs second only to physiological needs. The emergence of slow live streaming enables people to

witness the micro-changes of the brick by brick by watching and look forward to the deterministic result of the hospital being built, thus recreating a certain, predictable and controllable psychological environment invisibly [8]. Slow live broadcast is a true representation of the remote scene, condenses people's hearts, reduces panic and anxiety, and is a successful attempt to apply new technology in the new era [9].

In this study, there are many deficiencies in the setting of the questionnaire, which makes the final conclusion have limitations. However, the final results are obtained based on the valid data of the audience recovered by the author and statistical analysis. To a certain extent, it can reflect the situation of users watching slow live broadcast. The results also show that the proper use of communication symbols with a sense of ritual in the communication process can affect users' viewing behavior. However, only when users conduct in-depth live-streaming interaction, can effective positive changes be made in the level of emotion and attitude, and general live-streaming viewing behavior does not show significant differences. In the slow live broadcast of the epidemic situation of new media, the emotional communication mode formed and its inclusion and inclusion of youth subculture are of reference significance for the integrated communication of mainstream media [10].

The conclusion shows that the slow construction of live hospital forms of media to a certain extent, full of sense of ritual can make deep live interactive cognitive change users have a positive attitude, but also need more social and media joint efforts, in every way to show and make positive efforts to resist disease, can effectively improve the user's psychological sense of security.

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