



Using Emotion Elicitation Techniques in Cultural Documentary on Bai Ethnic Tie-dye
Fabrics in China

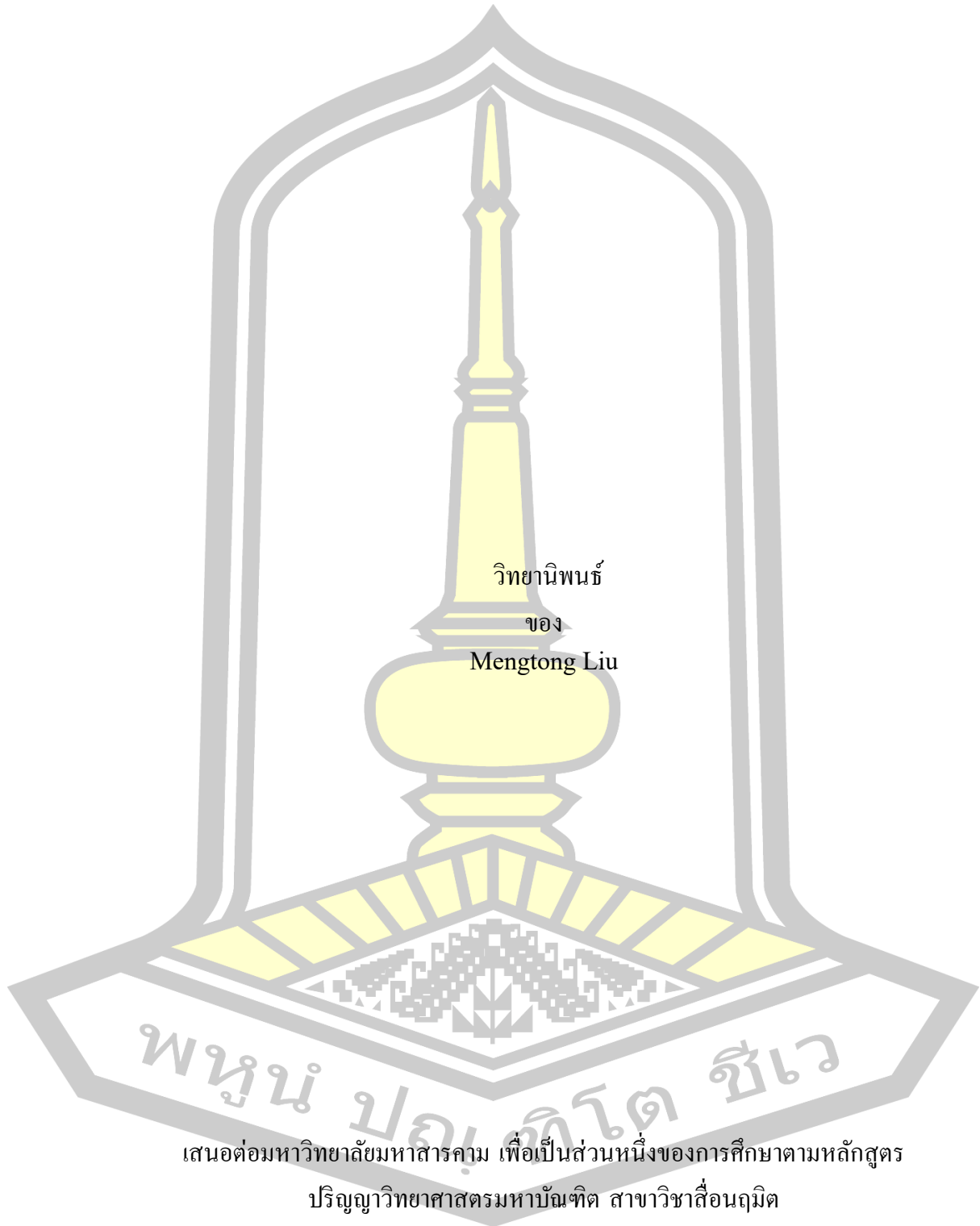
Mengtong Liu

A Thesis Submitted in Partial Fulfillment of Requirements for
degree of Master of Science in Creative Media

December 2024

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Fabrics in China



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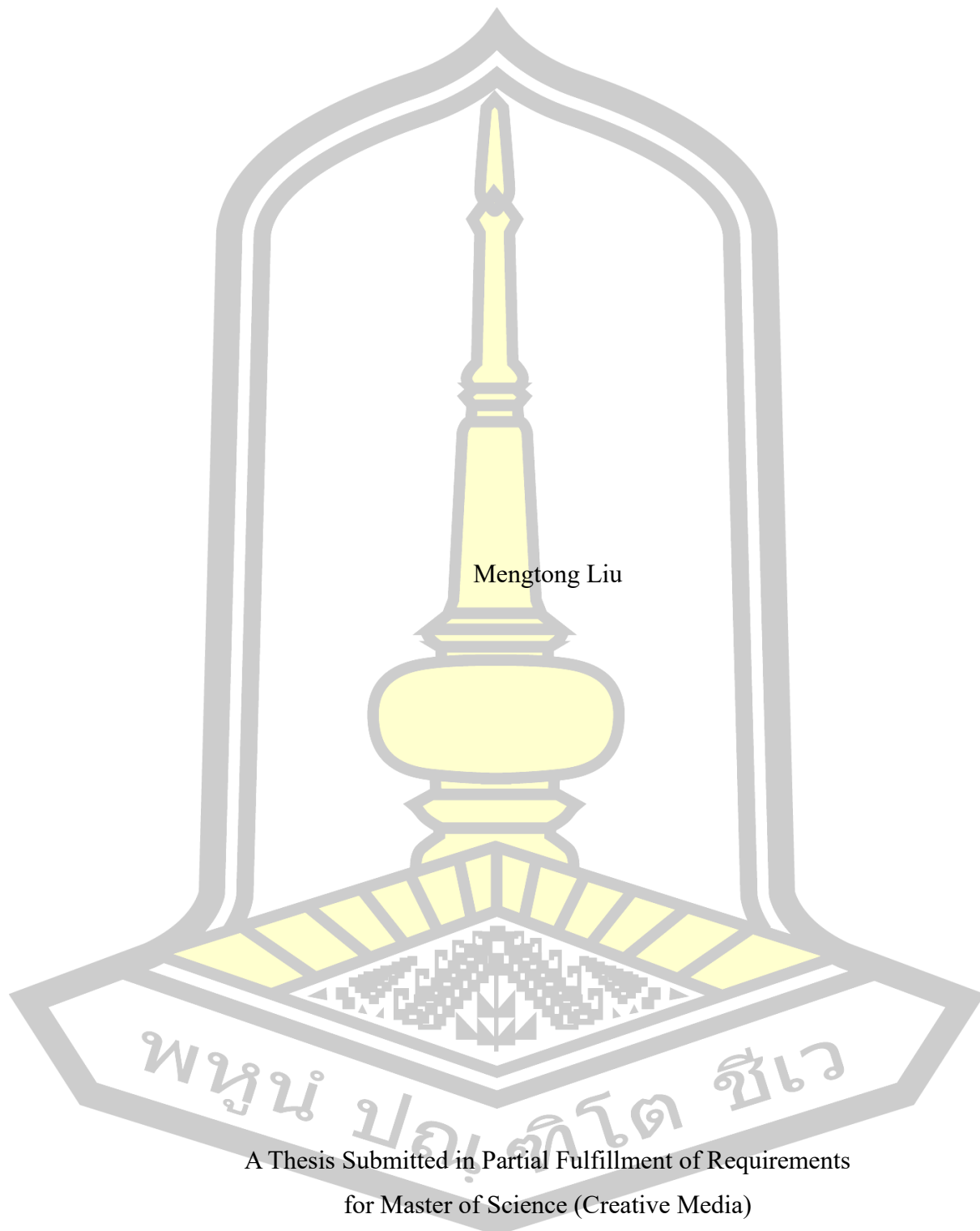
เสนอต่อมหาวิทยาลัยมหาสารคาม เพื่อเป็นส่วนหนึ่งของการศึกษาตามหลักสูตร
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The examining committee has unanimously approved this Thesis, submitted by Mr. Mengtong Liu , as a partial fulfillment of the requirements for the Master of Science Creative Media at Mahasarakham University

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พหุบัณฑิต ชีวะ

TITLE Using Emotion Elicitation Techniques in Cultural Documentary on Bai Ethnic Tie-dye Fabrics in China

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ABSTRACT

This research aimed to 1) Study the emotional stimulation technology of cultural documentary; 2) develop a video using emotion elicitation techniques in cultural documentary Bai ethnic Tie-dye fabrics in China ; 3) assess the audience's perception towards the use of emotion elicitation technique in documentary Bai ethnic Tie-dye fabrics in China.

The sample for this study was groups: consisted of 400 online platform users, with a margin of error set at 0.5 with a 95% confidence level and a margin of error of 5% calculated using Taro Yamane's formula.

The research findings revealed that the overall quality of the documentary was good, with rankings from highest to lowest average scores in six dimensions: 1) imagery, 2) typography, 3) content, 4) motion graphics, 5) sound, and 6) emotion elicitation techniques. The quality of the Bai Ethnic Tie-dye Fabrics documentary was rated as good, and the audience's satisfaction with the documentary's storytelling strategies was rated as good. It was found that the overall quality of videos utilizing emotional stimulation techniques in the documentary about the dyeing culture of ethnic minorities in China is at a good level (mean = 4.41, S.D. = 0.54).

Therefore, it can be determined in this study that emotional provocation techniques can be reliably applied in cultural documentaries.

Keyword : Bai Ethnic tie-dye, Cultural Documentary, Emotion Elicitation Techniques

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Above all, I am profoundly grateful to my parents and all benefactors for their unwavering encouragement and support. I dedicate the value and benefits of this thesis to them. I hope that this research will be useful to researchers and interested individuals alike."

Mengtong Liu

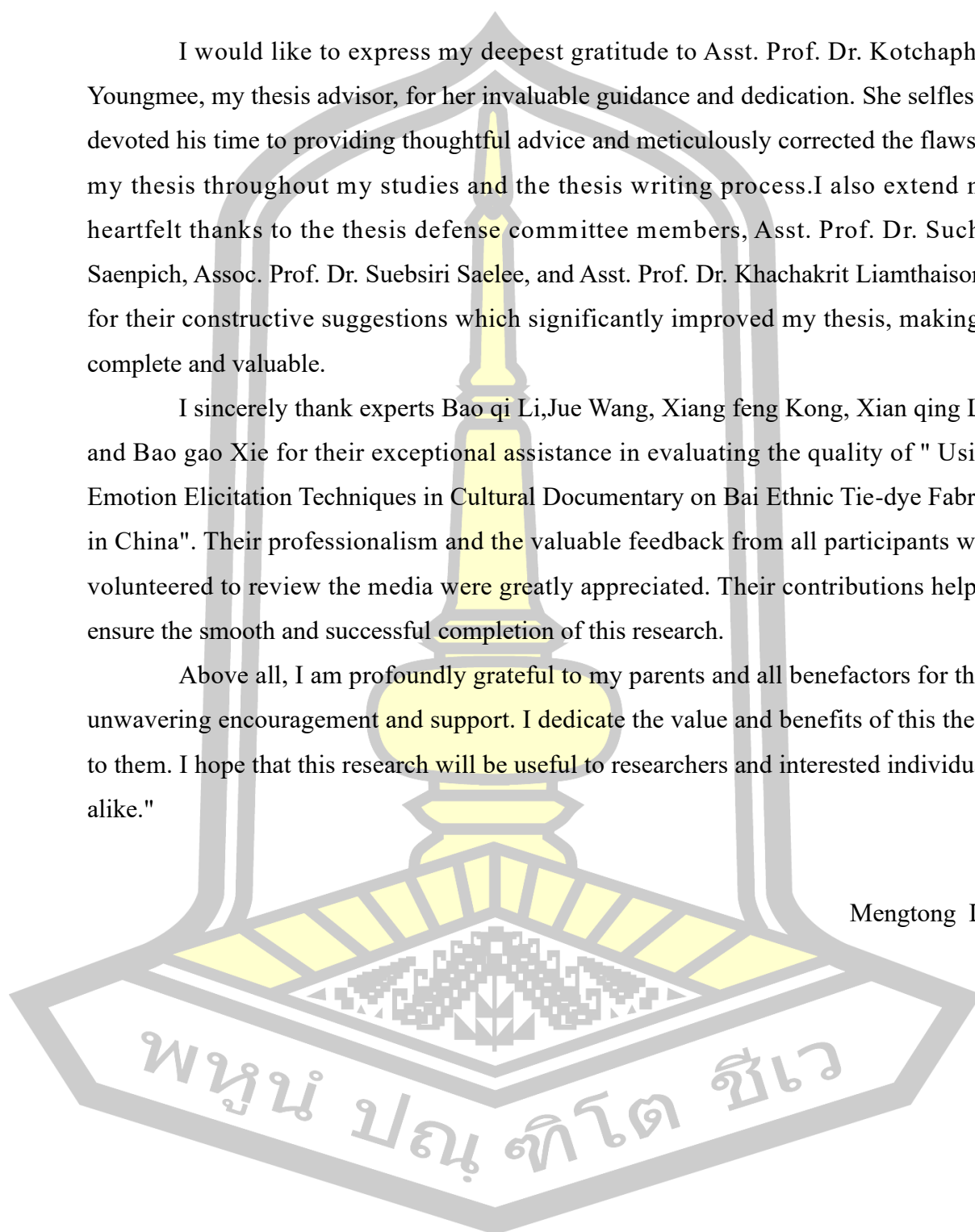


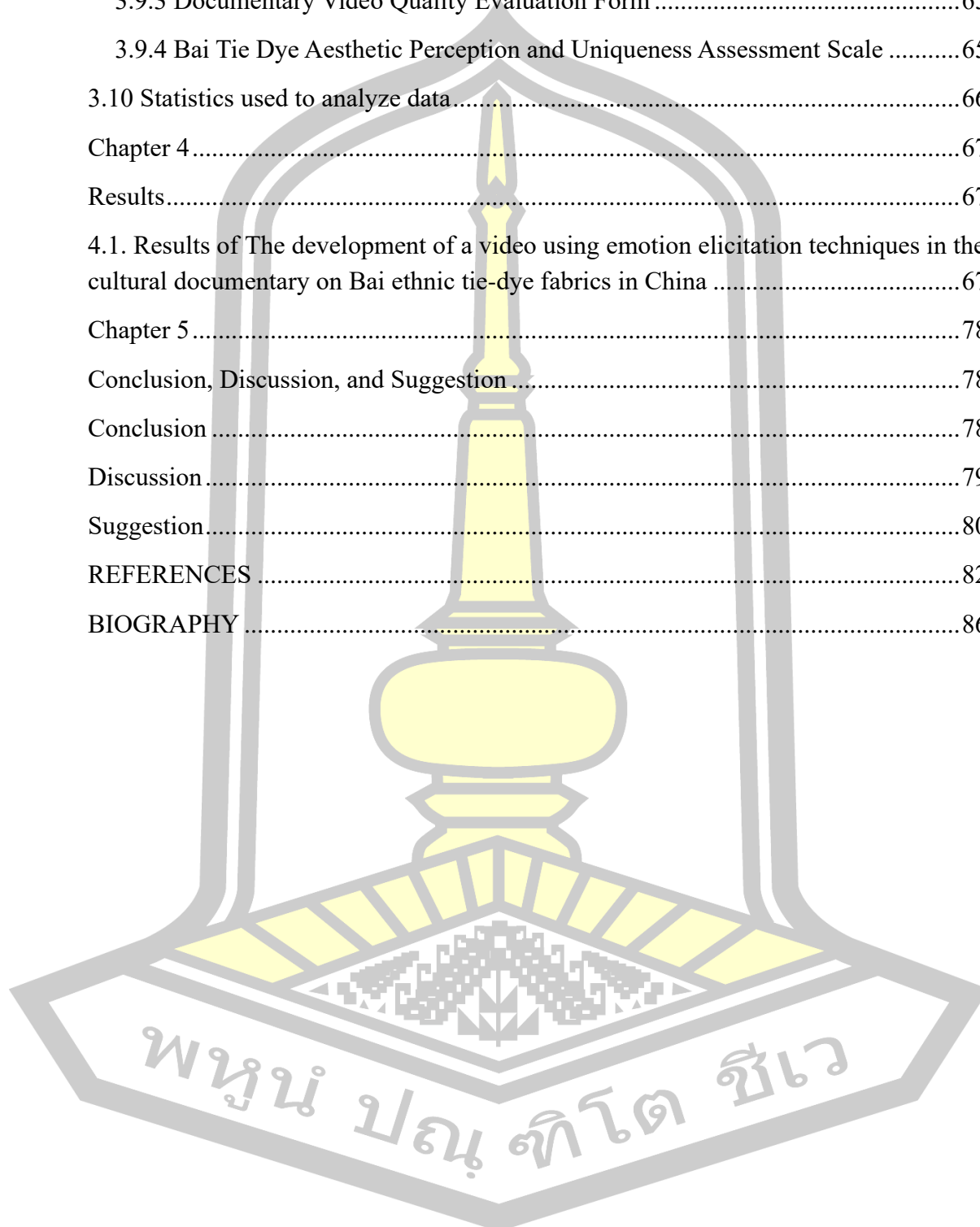
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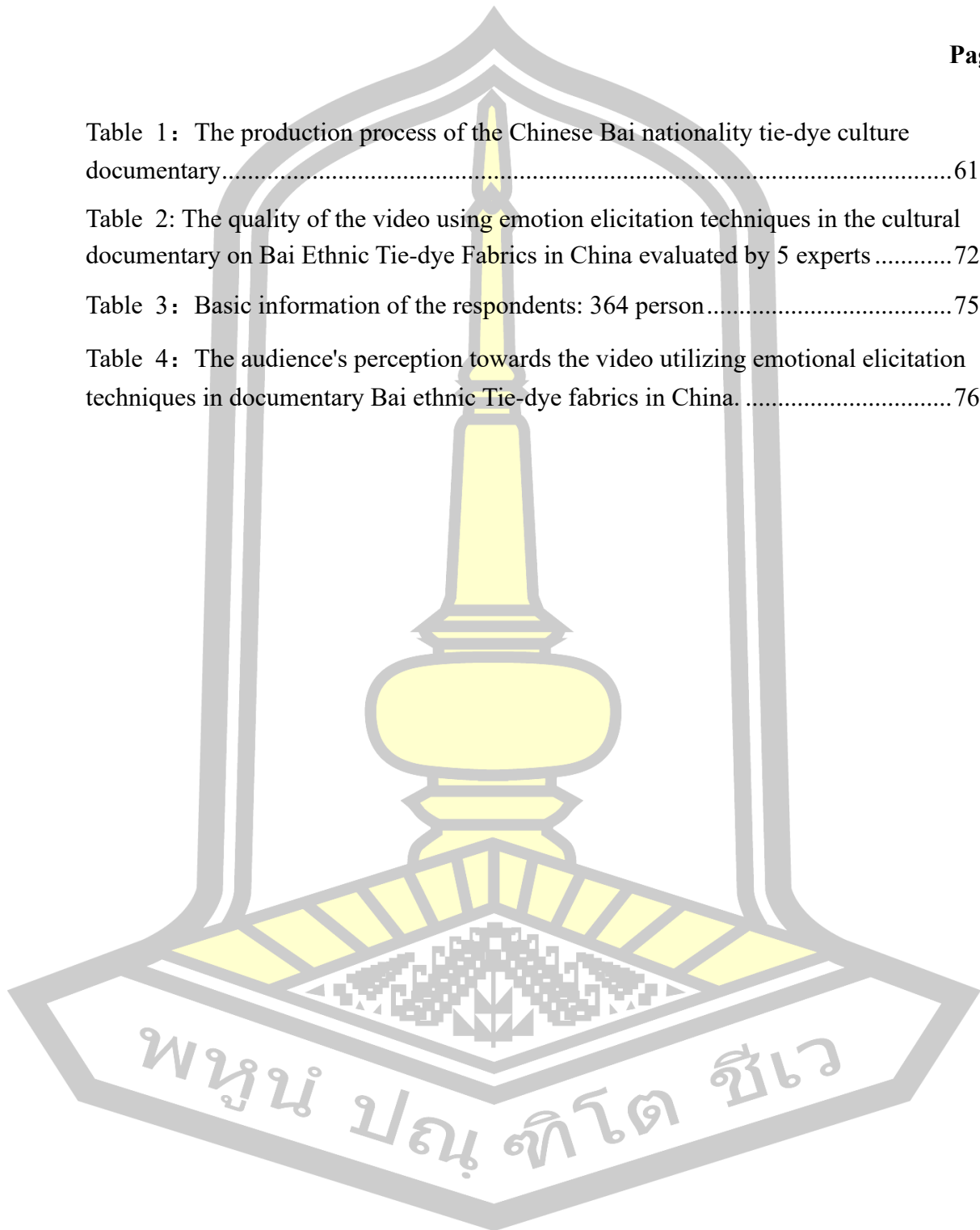
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Chapter 1

Introduction

1.1 Research Background

Tie-dyeing, known as "zharan" in Chinese, has a long and rich history in China. Can be traced back more than a thousand years. Originating in the Han (BC 202-220)), tie-dyeing was originally used to decorate clothing and textiles. Tie-dyeing has deep cultural and symbolic significance in China. It is often associated with traditional festivals and rituals, such as weddings and New Year celebrations. Different regions in China have their own tie-dye traditions. They have different patterns and colors that have special meanings. (Renchuan Hu, Tingting Li, Yunrui Qin, Yujing Liu, 2022; Xinmei Meng, Chen Yang and Chunyan Zhu, 2023)

As an important part of the Bai culture, the bai tie-dye has inherited the aesthetic concept and life style of the Bai people through its unique pattern design, color collocation and textile skills. Tie-dye works are one of the important symbols of Bai culture, which can strengthen the ethnic identity of Bai people, maintain and inherit the cultural heritage of Bai people; Bai tie-dye plays an important position in the field of textile art with its exquisite craftsmanship and unique artistic style. Its design exquisite, bright colors, reflects the Bai people of beauty and aesthetic taste, has high artistic value and aesthetic significance; Bai tie-dye is not only a traditional handicraft, but also an important economic industry. To some extent, the tie-dye industry has promoted the local economic development, provided employment opportunities for the local residents, and promoted the prosperity of the local industries. Therefore, the beauty and uniqueness of bai tie-dye is also of great significance to the development of local economy. (Renchuan Hu, Tingting Li, Yunrui Qin, Yujing Liu, 2022; Xinmei Meng, Chen Yang and Chunyan Zhu, 2023)

With the development of modern industrial production, traditional handicrafts are facing the competitive pressure from industrial production. Some cheap industrial products may affect the market position of traditional tie-dye fabrics, making the traditional tie-dye fabrics face competitive difficulties in the market; the Bai tie-dye skills need to be mastered through long-term study and practice, but with the social changes and the change of life style, the inheritance of traditional handicrafts is facing difficulties. The interest and recognition of the younger generation has declined, and the inheritance of traditional crafts is challenged, which may lead to the gradual loss of skills; traditional dyes and materials may pollute the environment, and the acquisition of dyes and materials may also be affected by resource limitation, which will affect the sustainable development of tie-dye industry. The improvement of environmental protection awareness and resource scarcity may affect the production of tie-dye fabrics. Although the traditional tie-dye patterns and designs of Bai nationality are unique, more innovation of design is necessary to adapt to the market demand, due to the development of consumer demand. The lack of design innovation may make tie-dye fabrics less attractive and competitive. (Gao Rui, 2016)

Documentary can record the history, inheritance process of tie-dye and the cultural story behind it, which helps to inherit and carry forward the cultural value of tie-dye. Through the documentary, people can understand the origin, development

process, inheritance of skills and other important information, help to protect and inherit this traditional cultural heritage; documentary can show the skills and process of tie-dye in detail, including dye preparation, pattern design, dyeing, drying and other links. Through visual presentation, the audience can have a more intuitive understanding of the production process and craftsmanship of tie-dye; documentary can be used as a promotional tool to introduce the beauty and uniqueness of tie-dye to a wider audience, and enhance people's understanding and understanding of traditional handicrafts. In addition, documentary can also be used as educational resources for school education or cultural activities to teach students and audiences about tie-dye knowledge and skills; through the documentary, can record the challenges and problems of tie-dye, such as skill inheritance, market competition pressure, environmental pollution, attract social attention and promote the solution of problems and the sustainable development of the industry.(Gao Rui,2016)

The documentary can introduce the historical origin of tie-dye, including its origin, development process, and its status and role in the local culture, through the written introduction or the narration by the narrator.; documentary can show the tie-dye process in detail, From preparing materials, designing patterns, staining to the final finished product, Through the field shooting and interpretation, Let the audience understand every step and skill; documentary can record the inheritance of tie-dye techniques, Including the master's teaching of apprentices, family inheritance, school education, etc., Show the local inheritance methods of traditional handicrafts and the stories of the inheritors; the documentary can introduce the cultural background of tie-dye, Including the local folk culture, living customs, religious beliefs, etc., Help the audience to understand the close connection between tie-dye and the local culture; : Documentary can be combined with beautiful pictures and music, Show the artistic charm of the tie-dye works, Introducing the tie-dye pattern design, color collocation and aesthetic features, Enjoy the beauty and uniqueness of tie-dye; documentaries can also show the challenges and problems of tie-dye, Such as technology inheritance difficulties, market competition pressure, environmental pollution, etc., Cause the audience's attention and thinking about these questions.

Documentaries usually show specific themes or events through real stories and real characters, and emotional stimulation techniques can help the audience to understand more deeply and have emotional resonance with the characters and plots in the story. In this way, the audience is not only passively informed, but emotionally engaged; through emotional stimulation technology, documentary can stimulate the audience's interest and curiosity, make them more actively involved in watching. The audience is emotionally engaged in the characters and plots in the story to pay more attention to and think about the content of the story; the emotional stimulation technology can make the theme of the documentary more popular. By touching the emotion of the audience, the documentary can more directly convey the information and values of the theme, so as to achieve better communication effect; the emotional stimulation technology can make the audience a richer and deeper experience when watching the documentary. The audience will be more involved in the story because of the emotional participation, and enjoy the emotional shock and spiritual resonance brought by watching the film. Documentaries are often not only for entertainment, but also hope to influence the audience's thinking and behavior by displaying a certain theme or problem. Emotional stimulation technology can enable the audience to have

a deeper understanding and understanding of the problems presented, thus prompting them to make more positive responses and actions in real life.(Gao Rui,2016)

Emotional stimulation techniques can attract the audience's attention through various means, such as music, editing, pictures, etc. The engaging music, prominent shots, dramatic editing and other technologies can quickly attract the attention of the video content; the emotional stimulation technology can trigger the emotional resonance of the audience and make it deeper into the video content. Rich emotional language, music, lens and other means can arouse the audience resonance emotion, make them closer to the story and emotional experience shown in the video; Emotional stimulation technology can make the video content more vivid and moving, thus deepening the audience's understanding and memory of the content. Emotional stimulation technology can make the video content more vivid, concrete and emotional, enable the audience to understand and accept the content, and leave a deep impression in the memory; Emotional stimulation technology can improve the viewing experience and enjoy the viewing process. Through the rich emotional expression and rendering, the video watching can become more colorful and touching, and the audience's emotional experience and participation can be enhanced.(Rivu,R.,Jiang,R.,Mäkelä,V.,Hassib,M.,&Alt,F.2021)

The video can show the process, techniques and finished products of tie-dye with vivid pictures, so that the audience can intuitively understand the beauty and uniqueness of tie-dye. Through the video, the audience can see the details and techniques of each step to better understand the production process of tie-dye; the video can create an emotionally rich atmosphere through pictures, music and other elements, so that the audience can feel the emotion and cultural connotation conveyed by tie-dye. Through video, audience can experience the beauty, tradition and artistic value of tie-dye and enhance the emotional resonance of tie-dye. As a multimedia form, video can better attract audience's attention and improve the effect of information dissemination. Through video, tie-dye information can be more widely spread to different groups and platforms to promote the inheritance and development of tie-dye culture; video can be used as an educational and promotion tool to introduce the history, skills, cultural significance of tie-dye to the audience. Through video, tie-dye culture can be popularized to students, lovers and audiences to enhance the awareness of the traditional handicraft. Video has rich expression means and creation methods, and can show tie-dye culture in more diversified forms, such as documentary, short film, animation, enrich the expression form of tie-dye culture and enhance the experience of the audience.(Gao Rui,2016)

The video can show the production process of tie-dye fabric in detail, including material selection, design patterns, dyeing, drying and other links. Through field shooting and interpretation, the audience can intuitively understand each step and craftsmanship; the video can show the finished effect of tie-dye fabric, including color, pattern and texture. Through close shots and panoramic display, the audience can clearly see the details and beauty of the fabric; the video can introduce the history and cultural background of the tie-dyed fabric and its status and role in the local culture. Through text introduction, narrator's narration and related image materials, the audience can understand the cultural connotation and traditional value of tie-dyed fabric; the video can convey the story and emotion behind tie-dyed fabric to the audience through narrative and emotional expression. Through real character stories,

vivid pictures and music scores, the audience can have a deeper understanding of the emotional connotation and meaning of tie-dyed fabric. Display application scenarios: Video can show the application and effects of tie-dyed fabrics in different scenarios, such as clothing, household goods, art, etc. Through the field shooting and related introduction, the audience can see the practical application and aesthetic value of tie-dyed fabrics in life.(He Siying,2017)

Tie-dye documentaries will be published on video sharing platforms, such as YouTube, Youku, iQiyi, Tencent Video, etc. These platforms have a large user base, For more people to watch tie-dye documentaries; using social media platforms, Such as Facebook, Instagram, Weibo, TikTok, etc., Release of trailers, clips or related content of a tie-dye documentary, Attract audience attention and forwarding, Increase the exposure of documentaries; Provide tie-dye documentaries to cultural and art institutions or related organizations, Publishing and promote through their official websites, social media or offline events, Attract the target audience to watch; Submit tie-dye documentaries to TV stations or participate in domestic and foreign film festivals, Let more audiences understand tie-dye culture through TV broadcast or film exhibition; in offline activities such as cultural and art exhibitions and traditional handicraft fairs, Broadcast tie-dye documentaries through screenings or presentation events, Attract the live audience to understand and experience the tie-dye culture.(He Siying,2017)

1.2 Research Question

1.2.1 What are the key factors and elements of a cultural documentary video that affect its success?

1.2.2 What are the key elements of the video using emotion elicitation techniques in cultural documentary Bai ethnic Tie-dye fabrics in China?

1.2.3 Does the use of emotion elicitation techniques in the Bai ethnic tie-dye culture documentary video contribute to audience's perception and satisfaction?

1.3 Research Objectives

1.3.1 To develop a video using emotion elicitation techniques in cultural documentary Bai ethnic Tie-dye fabrics in China

1.3.2 To assess the audience's perception and satisfaction towards the use of emotion elicitation technique in documentary Bai ethnic Tie-dye fabrics in China

1.4 Definition of Terms

1.4.1 Emotion Elicitation Technique: Emotional stimulation technology refers to the technical means of using various means in film and television works, such as music, editing, lens application, dubbing, picture color, etc., to stimulate the audience's emotions and enhance their resonance and emotional experience of the works. These technologies can make the audience more deeply put into the emotional world of the film by adjusting the rhythm, emotional expression and audio-visual effects of the film, so as to enhance the viewing experience and emotional resonance. It can not only be used to enhance the audience's emotional resonance of the characters in the work, but also to create a specific atmosphere and emotional atmosphere, so as to better convey the theme and emotional connotation of the work.(Zupan&Babbage,2017)

1.4.2 Cultural Documentary Video: Cultural documentary video refers to the documentary video with cultural themes. Such videos usually convey cultural knowledge, values and emotional experiences to the audience by recording, displaying and exploring specific cultural cultures, traditions, historical or cultural phenomena. Cultural documentary videos can cover a variety of different themes, such as national culture, art performance, traditional handicrafts, historical sites, religious beliefs, etc., aiming to show and spread the unique charm and connotation of a specific culture to the audience.(Hall,2018).

1.4.3 Bai Ethnic: The Bai nationality is an ethnic minority in China, mainly distributed in Dali Bai Autonomous Prefecture and Lincang City of Yunnan Province, as well as Sichuan, Guangxi and other regions. The Bai nationality is one of the 56 ethnic groups in China, with a long history and a unique cultural tradition. Bai tie-dye refers to a textile craft created by the traditional skills of Chinese Bai nationality, which is a unique textile art form of Bai nationality. Bai tie-dye is famous for its unique patterns and colors, and is regarded as one of the treasures of traditional Chinese handicrafts. Bai tie-dye usually uses different color dyes on the cloth, and prints specific patterns and patterns on the cloth through dyeing, weaving, embossing and other techniques. These patterns are often symbolic and implied, representing the living customs, religious beliefs and cultural traditions of the Bai people. Common patterns include windmills, flowers and birds, landscapes, traditional patterns, etc., with bright colors, clear lines, rich in strong national style and regional characteristics. The tie-dye technology of the Bai nationality has a long history, and its skill inheritance has a long history. The tie-dyeing production process of Bai nationality is complex, which needs to go through multiple processes, including material selection, weaving, printing and dyeing, drying and so on. In the traditional tie-dye process of Bai nationality, the dyes used are mostly plant dyes, such as indigo, safflower, etc. These dyes have natural characteristics, not only bright colors, but also environmentally friendly and healthy. As an important part of Bai culture, Bai tie-dye is not only widely used in ethnic costumes and household items, but also regarded as an art form and a symbol of national culture. In recent years, with the emphasis on traditional culture and the promotion of tie-dye technology, Bai tie-dye has gradually attracted the attention and love at home and abroad, and has become one of the

treasures of Chinese national handicrafts.(He Siying,2017)

1.4.4 Tie-dye Fabric: Tie-dyed fabrics feature its colorful patterns and color effects. Through different dyes and dyeing techniques, a variety of patterns can be made, such as windmills, flowers and birds, landscapes, etc., with bright colors, clear lines, rich in strong national style and regional characteristics. Tie-dyed fabrics usually use traditional handicrafts, which need to go through multiple processes, including material selection, weaving, printing and dyeing, and drying, etc. In the traditional tie-dye process, the dyes used are mostly plant dyes, such as indigo, safflower, etc., which have natural characteristics, environmental protection and health. Tie-dyed fabrics often have specific cultural heritage and regional characteristics, reflecting the living customs, religious beliefs and cultural traditions of the local people. Tie-dyed fabrics are widely used in clothing, household goods, handicrafts and other aspects. It can not only be made into a variety of styles of clothing, but also can also be used to make household cloth, bags, shawl, curtains and other household items, as well as handicrafts, craft gifts.(He Siying,2017)

1.4.5 Satisfaction: Audiences hope that tie-dye documentaries can vividly show the history, skills, cultural background and national characteristics of tie-dye, and also hope to understand the stories and characters behind tie-dye. If the content is rich and in-depth, which can satisfy the audience's curiosity and curiosity for tie-dye, they will be more satisfied. Tie-dye documentaries arouse the emotional resonance of the audience through emotional stimulation technology, such as music, editing and other means, so that they can more deeply understand and experience the beauty and uniqueness of tie-dye culture. If the audience can resonate with the story and characters in the film, they will be more satisfied. In addition to displaying the beauty and skills of tie-dye, the documentaries should also convey relevant information and knowledge, such as the historical origin of tie-dye, production technology and cultural significance. If the film can accurately and comprehensively convey the relevant information, the audience will be more satisfied. Audiences also attach great importance to the cultural value of tie-dye documentaries.(Hall,2018).

1.5 Research Scope

1.5.1 Population: The population studied comprises individuals with accounts on the TikTok social media platform, which currently has approximately 600 million accounts.

1.5.2 Sample group: The sample group represents a subset of the population under study, determined by specifying an appropriate sample size using the formula proposed by Taro Yamane, which is 400 individuals. This number signifies that the researchers needed to gather questionnaires from a sample group consisting of TikTok platform viewers, with the characteristics of interest in the population set at a margin of error of 0.5, a confidence level of 95%, and a 5% margin of error. Sample size and sampling method (using Taro Yamane's formula)

1.5.3 Content in the media: Bai nationality tie-dye culture documentary

1.5.4 Type of media: video

1.5.5 Research tools

- 1) Questionnaire on important factors and elements of cultural documentary videos that affect success.
- 2) Video quality evaluation using emotion elicitation techniques in cultural documentary video on Bai ethnic Tie-dye fabrics in China
- 3) Audience's perception assessment towards the use of emotion elicitation technique in the documentary Bai ethnic Tie-dye Fabrics in China
- 4) Audience satisfaction assessment of the use of emotion elicitation techniques in a cultural documentary video on Bai ethnic Tie-dye fabrics in China

1.5.6 Variables Research

1) independent Variable:

Video using emotion elicitation techniques in cultural documentary Bai ethnic Tie-dye fabrics in China

2) Dependent Variable:

2.1) Video quality using emotion elicitation techniques in cultural documentary Bai ethnic Tie-dye fabrics in China

2.2) Audience's perception and satisfaction towards the use of emotion elicitation technique in documentary Bai ethnic Tie-dye fabrics in China

1.5.7 Research area: Yunnan Province

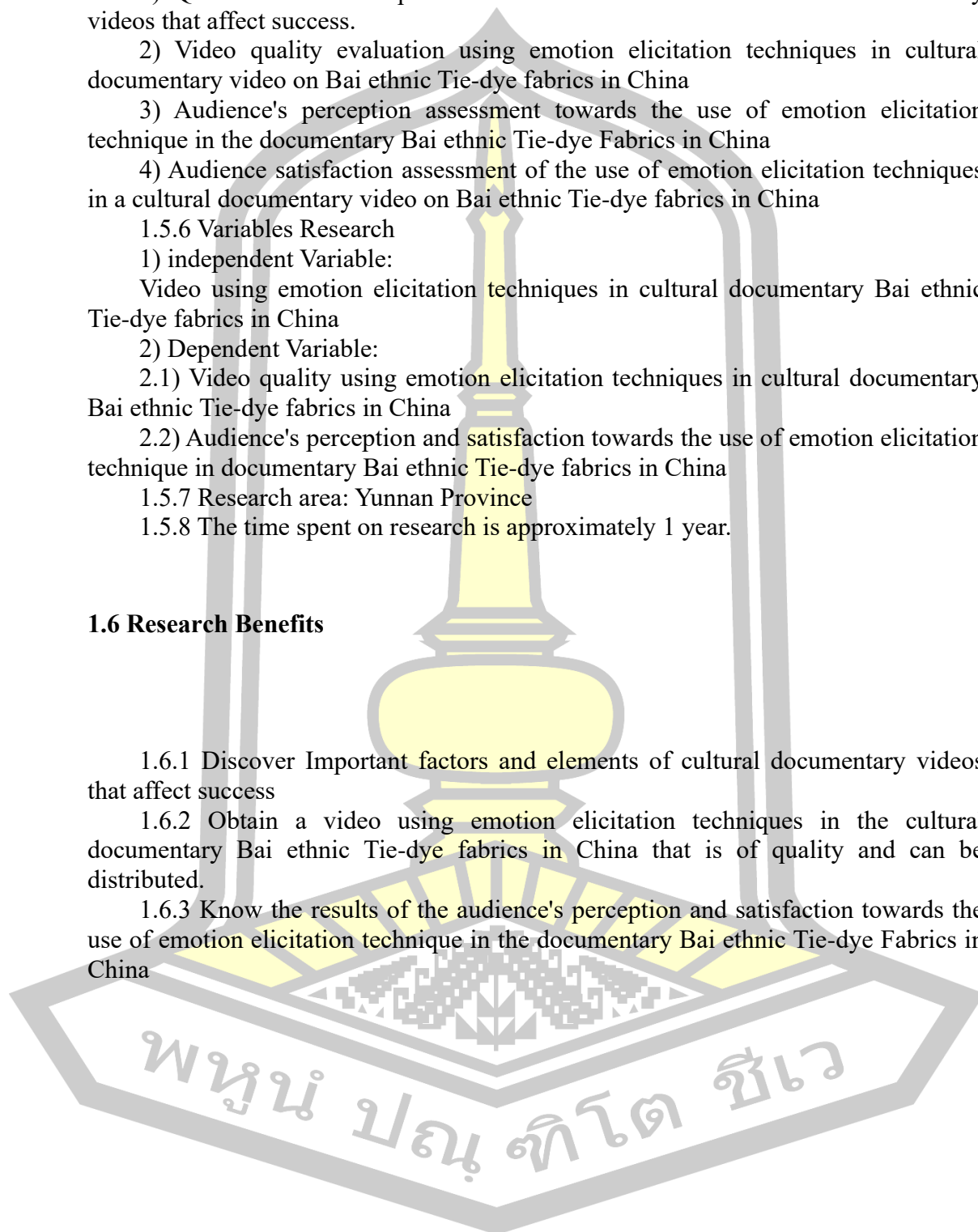
1.5.8 The time spent on research is approximately 1 year.

1.6 Research Benefits

1.6.1 Discover Important factors and elements of cultural documentary videos that affect success

1.6.2 Obtain a video using emotion elicitation techniques in the cultural documentary Bai ethnic Tie-dye fabrics in China that is of quality and can be distributed.

1.6.3 Know the results of the audience's perception and satisfaction towards the use of emotion elicitation technique in the documentary Bai ethnic Tie-dye Fabrics in China



Chapter 2

Literature Review

The research on "Using Emotion Elicitation Techniques in Cultural Documentary Video on Bai Ethnic Tie-dye Fabrics in China" reviewed the relevant literature as follows.

2.1. Video

2.1.1 Meaning of the video

Video is a multimedia format that typically contains continuous images and sounds. In the field of computer, video usually refers to a series of continuous images (frames) that are played at a certain frame rate, thus creating dynamic visual effects. Videos can be stored and transmitted in different formats, such as MP4, AVI, MOV, etc.(Wu Tingting,2024).

2.1.2 The importance of video

Video is an intuitive and vivid form of communication, which can convey information through images and sounds, which is easier to attract people's attention and understanding. Whether news reporting, education, publicity and promotion, or social entertainment, video is an efficient way of information transmission and communication; video can vividly show images and sounds, bring people richer visual experience and emotional expression. Through video, people can see the real scene and situation, and feel richer emotion and experience; As a form of entertainment, video has rich content and various forms, which meet people's demand for entertainment. At the same time, video is also an important means of cultural communication, through various film and television works and network video, spread different cultural values and ideas; video is an important tool for business promotion and marketing, through vivid images and sound, can better display the characteristics and advantages of products and services, attract consumer attention and purchase desire; video is widely used in the field of education and training, through video courses, teaching video, can vividly show knowledge content, improve the learning effect and learning interest.(Wu Tingting,2024).

2.1.3 Type of video

Video types refer to different types of video classified by content and use. Here are several common types of video: Films: including films shown in cinemas, independent films shown in film festivals, films on online platforms, etc. Film is a well-made, rich content, with a long period of film and television works. TV series: it is divided into two types: series and unit drama. Series usually has multiple episodes, while unit drama is usually an independent episode with a complete story. Documentary: mainly factual content, aimed at recording real events, people or things. Animation: video works presented in the form of animation, including animated films, TV animation, etc. Variety shows: including variety show

competitions, variety show entertainment and other types, usually entertainment programs, covering many different forms of content, such as talent shows, reality shows, talk shows, etc. Advertising: a short film or feature piece made to promote a certain product, service or brand, usually used for commercial promotion and marketing. News reports: video works that report and analyze news events can be TV news, network news and other forms. Educational video: video works that impart knowledge, skills or training content for the purpose of education, including online courses, teaching videos, etc. Vlog (video blog): A personal log video produced by an individual or a team, including daily life, travel experience, personal views, etc. Live broadcast: the video content of instant live broadcast can be live broadcast programs and live broadcast activities, which can be transmitted in real time through the Internet.(Wu Tingting,2024).

2.1.4 Video elements

Video elements refer to the various components of the video content, including images, sounds, text, special effects, etc. These elements together form the video work, affecting the audience's audio-visual experience and emotional expression. An image is one of the basic elements of a video and is composed of a series of consecutive image frames. Images can be actual images, animated images, graphic design images and so on. Sound includes sound elements such as dialogue, voice acting, sound effects, and background music. Sound can enhance the atmosphere and emotional expression of the video, and play a role of information transmission and emotional resonance. Text can be in the form of subtitles, titles, bullet screens and so on, used to explain the plot, convey information or enhance the audio-visual effects. Text is usually presented on the video picture in a static or dynamic manner. Special effects refer to various visual effects added in the process of video production, such as transition effects, filter effects, animation effects, etc. Special effects can enhance the visual appeal and creative expression of the video. Citing refers to the editing and combination of different video clips to form a complete video work. Editing is a crucial part of video production, which determines the fluency of video content and rhythm. Color is an important visual element in the video, which not only affects the tone and color collocation of the picture, but also can express the emotion and atmosphere. By adjusting the color, the video can be made more vivid and attractive. Rhythm is the sense of rhythm and rhythm change of video content, including the speed of picture switching, the sense of rhythm of audio rhythm, etc. The sense of rhythm determines the overall rhythm and viewing experience of the video. The story plot is the core of the video content, including the plot arrangement, character setting, plot development and so on. An attractive storyline can enhance the appeal and enjoyment of the video.(Wang Jianguo,2024).

2.1.5 Video development steps

The steps of video development can be divided into the following stages: in the planning stage, determine the theme, purpose, target audience and core information of the video. In this stage, the overall strategy and plan of the video need to be developed, including the formation of the production team, the determination of the budget, the formulation of the schedule, etc. In the pre-production stage, conduct the detailed project planning and preparation work. This includes writing a script or outline, making a shooting plan, preparing a shooting venue, selecting actors and staff, and preparing equipment and props. The production phase is the actual shooting

and recording of the video content. This includes setting up shooting scenes, arranging actors and staff, shooting and recording, and collecting material. In the post-production stage, the editing, editing, dubbing, special effects production, sound design and other post-production work of the shot materials. This stage also includes adding text, subtitles, graphics and other elements to complete the final video production. After the video is made, it needs to be released and promoted to let the target audience see and share your video. This could involve uploading videos to online channels such as video-sharing sites, social media platforms, promotion, and collaboration with potential partners. After the video is released, audience feedback and evaluation are collected to evaluate the effect and impact of the video. According to the feedback results, the video can be adjusted and optimized to provide lessons for future video production.(Zhang Pengfei,2023).

2.1.6 Video evaluation part

The video evaluation section is a key link in the video production process, which involves the review, evaluation and analysis of the completed video content to evaluate the quality, effect and goals of the video. The objective of the video evaluation is to ensure that the video content meets the expected requirements and to provide feedback and suggestions for improvement. Check the picture quality, sound quality and editing quality of the video, check whether there are problems such as picture blur, audio noise and editing error, to ensure that the video quality reaches the expected level. Assess whether the content of the video meets the expected theme and goal, and check whether the information is accurately conveyed, whether it meets the expected emotional effect, and whether it is attractive and interesting. Collect audience feedback and opinions, and understand their views and feelings on the video, including their preferences, opinions and suggestions, problem feedback, etc. Assess whether the goal of video production has been achieved, such as whether the brand awareness is increased, whether the sales volume has been increased, and whether the effect of education and training has been achieved. The impact and effect of the video are evaluated, such as the number of views, viewing duration, the amount of sharing, and click rate, as well as the influence of the video on the behavior and attitudes of the target audience. Put forward improvement suggestions according to the evaluation results, and put forward specific improvement plans for the problems and shortcomings, so as to improve the quality and effect of the video.(Wang Jianguo,2024)

2.2 Content

2.2.1 Meaning of content

The meaning of the video content refers to the message, thought, emotion, or story that the video conveys, and the understanding and perception that the audience obtains from the video. The meaning of the video content can be multifaceted, depending on the theme of the video, the story plot, the technique of expression, and the audience's understanding and interpretation. The meaning of the video content is first reflected in the theme and story plot that it conveys. The theme and storyline are

central to the content of the video, through which the theme and storyline, the video conveys the message, thought, or emotion that the author wants to express. The video content may reflect the views and positions of the author or the production team. These views and positions can be expressed through the dialogue, interpretation, picture Settings and other ways in the video, affecting the audience's understanding and evaluation of the video content. The video content may also trigger an emotional resonance with the audience. Through carefully designed plot, characterization, music and other means, the video can trigger the audience's emotional response, make the audience resonance and emotional connection. Some video content may inspire the audience to think and reflect. Through thought-provoking plots, emotional expression or implied hints, the video can inspire the audience to think and reflect on society, life, values and other aspects. The content of the video can also reflect the author's understanding and expression of culture and art. Through picture composition, music selection, rhythm control and other techniques, videos can present a rich and colorful cultural and artistic connotation.(Wang Jianguo,2024)

As a traditional handicraft technology, tie-dye carries rich cultural connotation and historical origin. By introducing the history, tradition, skills of tie-dye and its connection with local culture, the documentary can present the value of tie-dye as an important cultural heritage and emphasize the importance of its inheritance and protection. Tie-dye is not only a practical technology, but also an art, with unique aesthetic ornamental value. Documentary can show a variety of exquisite tie-dye works and introduce different styles and traditional tie-dye techniques, showing the artistic charm and aesthetic significance of tie-dye to the audience. As a traditional handicraft technique, tie-dye is closely related to the lives of the local people, reflecting their way of life, values and folk culture. The documentary can show the close connection between tie-dye and local life and folk culture by introducing the application scene, production process and technological characteristics of tie-dye in the local culture. Documentary can introduce the production technology and technical characteristics of tie-dye, and discuss the inheritance and development of tie-dye in contemporary times. By introducing the innovative practice of tie-dye artists and the combination of modern technology and traditional technology, the development trend and innovation trend of tie-dye in contemporary times are shown. As a traditional handicraft technology, tie-dye not only has cultural value, but also has important economic value. The documentary can introduce the status quo and development of the tie-dye industry, discuss the contribution and social significance of tie-dye to the local economy, and promote the social attention and support to the tie-dye industry.(Zhang Pengfei,2023).

2.2.2 Importance of content

Video is an intuitive and vivid way of communication, which can transmit information and knowledge through various forms such as images, sounds and text. For the audience, by watching the video, they can more intuitively understand the information and knowledge involved in the content, and deepen their understanding. Video content has the characteristics of audio-visual dual sensory stimulation, which can better attract the attention of the audience. Compared with text or pictures, videos are more likely to arouse audiences' interest and improve their memory of the content. Video content can trigger the emotional resonance of the audience by means of music, pictures and story lines, so that the audience can be more deeply involved in the

content. Through audio-visual experience and communication, video can better convey emotions and emotions. For enterprises and brands, video content is one of the important ways to improve the brand image and communication effect. By making attractive and quality video content, it can better attract the attention of the target audience, and enhance the brand image and communication effect. In the Internet age, video content has become an important part of various online platforms and social media. By publishing engaging video content, it can enhance users' online experience and interactivity, and enhance user engagement and loyalty. Video content is significant in the field of education and training. Through vivid video content, knowledge and skills can be better taught to students and employees, and promote the effect of education and training.(Zhang Pengfei,2023).

As a traditional handicraft skill, tie-dye carries rich cultural heritage and historical traditions. Making tie-dye documentaries can record the inheritance process of tie-dye skills, the exquisite craftsmanship of the technology, and the important position of tie-dye in the cultural life of the Bai people, which is conducive to the inheritance and protection of this precious cultural heritage. Tie-dye is not only a traditional craft technique, but also a unique form of artistic expression. Tie-dye documentaries show the artistic charm of tie-dye works, the aesthetic characteristics of pattern design, as well as the creative concept of artists, which can promote the protection and promotion of tie-dye art, and enhance its status and influence in the art field. Tie-dye industry not only has cultural value, but also has important economic value. Making tie-dye documentaries can show the development status and market demand of tie-dye industry, as well as the market competitiveness of tie-dye products, which can help enhance the popularity and influence of tie-dye industry and promote the development and revitalization of tie-dye industry. Tie-dye documentaries can not only introduce the history and tradition of tie-dye techniques to the audience, but also show the tie-dye technology and artistic characteristics to the audience, so as to enhance the audience's understanding and understanding of tie-dye culture. Through the production and dissemination of tie-dye documentaries, the charm of tie-dye culture can be spread to a wider audience, and the dissemination and inheritance of tie-dye culture can be promoted.(Zhang Pengfei,2023).

2.2.3 Content elements

Picture is one of the core elements of the video content, which is a visual image captured through the lens. The quality of the picture directly affects the audience's visual experience, including the clarity, stability and color saturation of the picture. Sound is another important element of the video content, including background music, soundtrack, sound effects, and dialogue. The use of sound can enhance the atmosphere sense and emotional expression of the video, and improve the audience's viewing experience. Text elements are commonly used in videos to display conversations, notes, explanations, or supplementary information. Subtitles can help viewers better understand the video content, especially in cases of translanguage or hearing impairment. Editing is to edit and combine the captured material in a certain logical order to form a complete story or express a specific theme. The skills and techniques of editing have an important influence on the narrative effect of the video and the emotional experience of the audience. Rhythm refers to the sense of rhythm and rhythm changes of the video content, including the speed of the picture switching, the movement speed of the lens, the rhythm of the music, etc. Reasonable rhythm can

make the video content more vivid and interesting. The mode of expression refers to the artistic techniques and expression style used in the video content, including picture composition, lens use, special effects processing, etc. Different expressions can present different visual effects and visual experience. Emotional expression refers to the emotions and emotions conveyed by the video content, including emotions, tension, excitement, warm and touching, etc. Through emotional expression, the video can trigger the emotional resonance of the audience and enhance the viewing experience. Theme and story line are the core of the video content, and they are the core information and main content that the video should convey. The choice of themes and storylines has an important impact on the overall effect of the video and the understanding of the audience.(Wang Jianguo,2024)

History and tradition, this part mainly introduces the historical origin and traditional cultural background of tie-dye techniques, including the origin, development process and inheritance mode of tie-dye, etc. By showing the historical evolution of tie-dye techniques, the audience can understand the important position and influence of tie-dye in the local culture. Process and technology, this part introduces the specific process and technical points of tie-dye, including material preparation, pattern design, dyeing process, color fixing treatment, etc. By showing the tie-dye technology in detail, the audience can understand the complexity and exquisite craftsmanship of tie-dye production. Culture and folk customs, this part involves the relationship between tie-dye and local culture and folk customs, including the application scene of tie-dye in local life, and the connection with festival activities, etc. By showing the close connection between tie-dye and local culture, the audience can feel the rich folk culture connotation carried by tie-dye. Art and creation. This part introduces the artistic characteristics and creative concept of tie-dye works, including the design style, pattern composition and color collocation of tie-dye works. By displaying the exquisite tie-dye works and the artist's creation process, the audience can feel the unique charm and artistic value of the tie-dye art. Current situation and development, this part focuses on the status quo and development trend of tie-dye industry, including the geographical distribution, industrial chain and market demand of tie-dye industry, etc. By understanding the current situation and development of tie-dye industry, the audience can understand the challenges and opportunities of tie-dye industry, as well as the future development direction. Social influence and significance. This part introduces the influence and significance of tie-dye in the society, including the contribution and influence of tie-dye on the local economy, culture and society. By demonstrating the social value and influence of the tie-dye industry, the audience can realize the importance and value of the tie-dye industry.(Wang Jianguo,2024)

2.2.4 Type of content

There are various types of video content, which can be divided into multiple categories according to different purposes, audiences and forms of expression. Documentary is a film and television work presented through observation, recording and narrative, with the real event, characters or things as the theme. Documentaries usually aim at spreading knowledge, showing life, and recording history. Movie trailers are short films used to promote the upcoming films, arousing the audience's interest and expectation through carefully planned graphics and sound effects. Advertising is a promotional video made to promote a product, service or brand

designed to motivate the audience to buy or use the product or service promoted. A promotional video is made to promote an organization, event or event to improve the public's awareness and understanding of related things. Educational videos are video content made for educational and training purposes, usually including teaching courses, knowledge popularization, skill demonstration, etc. Entertainment videos are video content produced to entertain the audience, including funny videos, music videos, short plays, variety shows and so on. News reporting is the video content used to report news events, social phenomena or current issues, usually including news interviews, field reports, news comments, etc. Live broadcast is a form of real-time transmission of video content to the audience, including network live broadcast, live TV broadcast, live sports events, etc. Vlog is a kind of video log based on personal life, daily experiences, observations and insights. It is usually made by individuals and shared on the Internet. Food video is based on food, food production, and food culture, usually including recipe sharing, food teaching, food evaluation, etc.(Zhang Pengfei,2023).

As a traditional handicraft skill, tie-dye carries rich cultural heritage and historical traditions. Making tie-dye documentaries can record the inheritance process of tie-dye technology, the exquisite craftsmanship of the technology, and the important position of tie-dye in the local cultural life, which helps to inherit and protect this precious cultural heritage. Tie-dye is not only a traditional craft technique, but also a unique form of artistic expression. Tie-dye documentaries show the artistic charm of tie-dye works, the aesthetic characteristics of pattern design, as well as the creative concept of artists, which can promote the protection and promotion of tie-dye art, and enhance its status and influence in the art field. Tie-dye industry not only has cultural value, but also has important economic value. Making tie-dye documentaries can show the development status and market demand of tie-dye industry, as well as the market competitiveness of tie-dye products, which can help enhance the popularity and influence of tie-dye industry and promote the development and revitalization of tie-dye industry. Tie-dye documentaries can not only introduce the history and tradition of tie-dye techniques to the audience, but also show the tie-dye technology and artistic characteristics to the audience, so as to enhance the audience's understanding and understanding of tie-dye culture. Through the production and dissemination of tie-dye documentaries, the charm of tie-dye culture can be spread to a wider audience, and the dissemination and inheritance of tie-dye culture can be promoted.(Zhang Pengfei,2023).

2.2.5 Content management

Video content management refers to a series of management activities such as organization, storage, maintenance, distribution and monitoring of video content to ensure the effective management and utilization of video content. Reasonably organize and classify the video content, including the classification according to the theme, type, time, etc., and establish a clear content structure and classification system. Ensure the safe storage and backup of video content, select suitable storage devices and systems, and conduct regular data backups to prevent data loss or damage. Management access to video content to ensure that only authorized personnel can access and operate the video content and protect the security and confidentiality of video content. Manage and control the version of video content to ensure that different versions of content can be correctly identified and distinguished to prevent

confusion and misuse. Review and modify the video content, including checking the accuracy, completeness and compliance of the content, and timely update and modify it. Distribute the video content to different channels and platforms to ensure that the content can be timely acquired and used by the target audience, and improve the communication effect and influence of the content. Monitor the use and effect of the video content, collect the user feedback and opinions, and adjust and optimize the video content in time to improve the user experience and satisfaction. Analyze and evaluate the use and effect of video content, including the number of views, audience feedback, social media sharing and other indicators, to provide reference for subsequent content production and management.(Zhang Pengfei,2023).

The content management of tie-dye documentary is an important link to ensure the content quality, progress and compliance in the video production process. In the content planning stage, determine the theme, purpose, audience group and message of the video. According to these elements, develop detailed content planning and outline, to determine the overall framework and content arrangement of the documentary. In the process of making documentaries, a large number of materials need to be collected, including video materials, audio materials, picture materials, etc. Material collection needs to be carried out according to the pre-determined content planning, to ensure that the collected materials are consistent with the theme and content of the documentary. The collected materials need to be sorted out, archived and backed up for subsequent editing and post-production. According to the content planning and the collected materials, write a detailed script or outline, and determine the story plot, narrative mode and camera arrangement of the documentary. Script writing needs to closely combine the actual material and shooting scenes, to ensure that the content is close to the actual situation and the audience's expectations. In the shooting and production stage, it is necessary to shoot and produce in strict accordance with the script and content planning to ensure that the materials shot meet the expectations and the quality meets the requirements. Timely feedback and adjustment are required to maintain consistency with the content planning. In the production process, the content is required to be reviewed and reviewed to ensure that the video content complies with relevant laws and regulations and moral norms, and there is no violation of social public order and good customs. For the parts involving sensitive content, special audits and reviews are also needed to ensure that the content is legal and compliant. There may be multiple versions of the documentary production process, including the first version, the revised version, the final version, etc. Different versions of the content need to be managed and versioned to ensure consistency and accuracy across the versions. In the process of material collection and use, it is necessary to pay attention to copyright management to ensure that the materials used have legal copyright authorization to avoid the occurrence of infringement. For the third-party materials that need to be used, we need to obtain the corresponding copyright authorization or use license.(Zhang Pengfei,2023).

2.2.6 Principles of content design

The principle of video content design refers to some basic principles and norms that should be followed in making video content to ensure that the video content has good quality, attraction and effect. Before making the video content, we should clarify the goal and intention of the production, and determine the information to be conveyed, the emotions to be triggered, and the results to be achieved. Consider the

needs and preferences of the target audience, design the content to meet their expectations and interests, and ensure that the content can arouse the interest and resonance of the audience. Keep the narrative concise and clear, not wordy, and convey information through refined language and images to avoid audience fatigue and information overload. The picture, sound, subtitles and other elements of the video content should be consistent, coordinated and unified, to ensure the unity and coherence of the audio-visual effects. Through carefully designed picture composition, visual effects and special effects, the attraction and appreciation of the video are enhanced to attract the attention of the audience. Through music, sound effect, picture use and other techniques, express emotions and emotions, trigger the audience's emotional resonance, enhance the appeal of the content. The video content is designed as a story and coherent narrative form, attracting the audience through the fascinating story plot, and maintaining the audience's attention and participation. In the content design, we pay attention to innovation and uniqueness, and have the courage to try new forms of expression and creative elements to make the video content different and produce freshness and surprise. If the video content is used for brand publicity or marketing, the content should be ensured that it is consistent with the brand image and values, and the consistency and unity are maintained. After the production, the audience feedback and evaluation should be collected in time, the video content should be evaluated and optimized, and the content quality should be constantly improved and improved.(Zhang Pengfei,2023).

Tie-dye documentaries should maintain authenticity and objectivity, objectively present the history, tradition, craft and cultural background of tie-dye techniques, and avoid exaggerating or distorting the facts. Tie-dye documentaries should comprehensively display all aspects of tie-dye skills, including history, tradition, technology, artistic characteristics, application scenarios, etc., to ensure the authoritative, rich and comprehensive content. Tie-dye documentaries should be story and coherent, attracting the attention of the audience through vivid narrative mode and fascinating story plot, and making it easier for the audience to understand and accept the content. Tie-dye documentaries should take into account the depth and breadth, which should not only dig into the connotation and essence of tie-dye technology, but also cover the application and development of tie-dye in different regions and different cultural backgrounds. Tie-dye documentaries should pay attention to the emotional expression and emotional resonance, and make the audience easily resonate and emotionally connect with the content through real and profound emotional expression. Tie-dye documentaries should be enlightening and disseminated. They should not only convey knowledge and information to the audience, but also arouse the audience's thinking and discussion, as well as the dissemination and promotion of tie-dye culture. The content design of tie-dye documentaries should be innovative and unique. Through novel perspectives, unique narrative methods or innovative artistic expression forms, it should attract the attention of audiences and improve the quality and influence of documentaries.

2.2.7 Content evaluation

Video content evaluation is a comprehensive, systematic and objective analysis and evaluation of video content to determine its quality, effectiveness and success. The production level of the video content, story plot, audio-visual effects, editing skills, picture quality, sound effect and other aspects of the video content are

evaluated to judge whether the content has reached the professional level and expected goals. Collect the audience's feedback and opinions from the audience, including the feelings, comments and suggestions after watching, understand the audience's satisfaction and acceptance of the video content, and evaluate the attraction and influence of the content on the audience. Analyze the performance of videos on social media platforms, including the number of views, shares, comments, likes and other data, to evaluate the communication effect and social influence of video content. Experts, scholars or industry insiders in related fields are invited to review and evaluate the video content, and put forward professional opinions and suggestions from a professional perspective to help optimize and improve the quality of the content. Assess the embodiment and communication effect of the video content on the brand image and values, and judge whether the content is in line with the brand positioning and strategic objectives, and whether it is conducive to the promotion of the brand value and influence. According to the original intention and goal of video production, evaluate whether the video content has achieved the desired effect and goal, including the achievement of communication effect, audience influence, market response and other aspects. Combined with the evaluation results, targeted suggestions for improvement and optimization are put forward, including content production, communication strategy and audience interaction, so as to further improve the quality and effect of video content.(Zhang Pengfei,2023).

The content evaluation of tie-dye documentary is an important link to ensure the expected quality and effect of video content. Assess the accuracy and authenticity of the video content, including whether the description of history, tradition, technology and other aspects is accurate, and whether it deviates from the truth. To evaluate the information transmission effect of the video content, including whether the content is clear and easy to understand, and whether the audience can accurately understand the history, characteristics and application scenarios of tie-dye techniques. Assess the story nature and narrative style of the video content, including whether the story line is attractive, whether the narrative style is coherent and smooth, and whether the audience can be attracted to the story line. Evaluation of the art of the video content and audio-visual effect, including picture quality, sound design, editing skills of performance is in line with expectations, whether can attract the attention of the audience to collect audience feedback and evaluation, understand their views of video content and feelings, including content is fascinating, whether enlightening, whether have emotional resonance, etc. Evaluate whether the video content has achieved the expected goals and effects, including whether it can convey the history, tradition, technological characteristics and cultural connotation of tie-dye technology, and whether it can promote the inheritance and promotion of tie-dye culture.

2.3 Emotion Elicitation Techniques

2.3.1 Meaning of emotion elicitation techniques

Emotional stimulation technology can create fascinating and touching emotional scenes through video, sound effects, editing and other means, so as to enhance the

emotional resonance of the audience. Audiences will have emotional resonance and connection when watching the video, so that they can further understand and experience the video content and improve the viewing experience. The emotional scenes created through the emotional stimulation technology can be deeply engraved in the audience's memory, making it easier for the audience to remember the video content. This helps to improve the influence and dissemination effect of video content, making it more attractive and infectious. The emotional stimulation scene in the video can promote the emotional communication and communication between the audience. Viewers have resonance and emotional reactions when watching videos, and they may share their feelings and experiences with others, thus facilitating emotional communication and sharing. Emotional stimulation technology can create video content with emotional resonance, enabling the audience to have a positive emotional association and cognition of the brand. When the audience has a positive emotional experience when watching the video, it will have a positive impact on the brand image and improve the brand awareness and goodwill. Creating video content with emotional resonance through emotional stimulation technology can enhance the transmission power and social influence of the content. When the audience has a strong emotional experience when watching the video, they will be more willing to share and spread the video content with others, so as to expand the transmission scope and influence of the video.(Zupan,B.&Babbage,2017).

The theoretical basis of emotional stimulation technology can date back to the study of psychology and aesthetics in the late 19th century and the early 20th century, which involves the study of emotion and artistic experience. Over time, these theories have been applied in areas such as film, television, advertising, and digital media to enhance audience emotional response and engagement. Film theorists such as Lev Kuleshov (Lev Kuleshov) and Sergei Eisenstein) began to explore the audience through editing and visual techniques.(Mikhail, M., El-Ayat, K., Coan, J. A., & Allen, J. J. 2013).

The narrative structure of the story can stimulate the emotions of the audience through plot development, character shaping, and conflict setting. Different rhythms, melodies, and tones can trigger a variety of emotions ranging from happiness to sadness. Visual elements such as color, light, composition, and visual style can influence the emotional state of the audience. Audience identification with the characters in the story can enhance emotional responses. When the audience resonates with the characters, their emotional experience is even stronger. Emotional contagion refers to the tendency of an individual to imitate the emotional expression of others, and this imitation can be unconscious. With quick editing, loud voices can stimulate emotions by stimulating the audience's physiological responses. These are all used in this documentary.

2.3.2 The importance emotion elicitation techniques

The importance of emotional stimulation technology in video production cannot be ignored, which plays a key role in enhancing the emotional resonance of the audience and enhancing the attraction and influence of the content. Emotional stimulation technology can capture the attention of the audience by creating engaging emotional scenes and emotional experiences. Viewers are attracted by emotionally inspired scenes when watching the video, enhancing their interest in and attention to the video content. Emotional stimulation technology can create emotional scenes in

which the audience can empathize, making it easier for the audience to have emotional resonance.(Zupan,B.&Babbage,2017).

When watching the video, the audience will have an emotional connection with the video content, and further understand and experience the video content, and enhance the audience's emotional participation and investment sense of participation. Emotional stimulation technology can make the video content more appealing and persuasive, and strengthen the communication effect of the content. When watching the video, the audience will be affected by emotional stimulation, and more easily be moved and inspired by the content of the video, so as to understand and accept the information and values conveyed by the video. Emotional stimulation technology can make the video content have more emotional memory points, and enhance the audience's memory of the video content. The emotional experience of viewers when watching the video will be deeply engraved in their memory, making it easier for them to remember and recall the video content. Emotional stimulation technology can promote the dissemination and sharing of video content, and enhance the social communication effect of the content. When the audience has a strong emotional experience when watching the video, they will be more willing to share and spread the video content with others, so as to expand the transmission scope and influence of the video.(Rivu, R., Jiang, R., Mäkelä, V., Hassib, M., & Alt, F. 2021).

2.3.3 Components of emotion elicitation techniques

Emotional stimulation technology is used through many means to trigger the emotional response of the audience. Audio is a crucial part of emotional stimulation technology. Through the selection of audio, music, sound design and other ways, it can create a different emotional atmosphere and arouse the emotional resonance of the audience. The appropriate music rhythm, timbre, volume and sound effects can profoundly affect the audience's emotional experience. The visual effect includes the picture shooting, editing, color adjustment and so on. Through the selection of images, lens application, picture composition and other techniques, different emotional connotations and emotional atmosphere can be expressed, triggering the emotional resonance of the audience. Narrative technique is one of the key components of emotional stimulation techniques. Through well-designed narrative structure, plot arrangement, character shaping and other ways, the audience can be guided into the plot and generate emotional resonance. Emotional stimulation technology needs to fully express the emotional elements in the video content, including emotional expression, emotional language, emotional scenes, etc. Through the performance of the actor's voice, the voice, the emotional change of the characters and other ways, can make the emotion more real and vivid. Plot design is one of the important part of emotional stimulation technology. Through the clever plot design, plot setting, climax and other ways, the audience's emotional resonance can be stimulated, causing the audience's emotional fluctuations. Emotional symbol is one of the important elements in emotional stimulation technology. Through some specific symbols, symbols, scenes, etc., it can convey a specific emotional meaning and arouse the emotional resonance of the audience.(Zupan,B.&Babbage,2017).

2.3.4 Principles for applying emotion elicitation techniques

When applying emotional stimulation techniques, some principles need to be followed to ensure their effectiveness and appropriateness. Emotional stimulation techniques should be based on real emotions, and should not be artificially

exaggerated or fictitious emotions, in order to maintain the authenticity and credibility of the video content. Emotional stimulation technology should be consistent with the video content, the theme and the story plot, so as to avoid the inconsistency or contradiction between the emotion and the content. In the application of emotional stimulation technology, the audience's emotional feelings and experience should be respected, to avoid excessive rendering or excessive stimulation of the audience's emotions, so as not to cause adverse reactions or emotional excess. Emotional stimulation technology should be a process of emotional guidance, rather than the manipulation of the audience's emotions. The emotional choices and reactions should be respected, rather than trying to forcibly guide or shape the emotional experience. The application of emotional stimulation technology should consider the emotional differences and diversity of different audience groups, respect the emotional needs and emotional experience of different audiences, and be inclusive and diversified. The emotional stimulation technology should choose the appropriate emotional expression mode, according to the video content and the characteristics of the target audience group, so as to make the emotional expression more real and appropriate. The application of emotional stimulation techniques needs to balance the intensity of emotional expression and control the release of emotion, and avoid overrendering or excessive emotion, in order to maintain the balance and stability of video content. Emotional stimulation technology should serve the theme and purpose of the video, enhance the appeal and influence of the video content by arousing the emotional resonance of the audience, and achieve the goal and intention of the video production. (Mikhail, M., El-Ayat, K., Coan, J. A., & Allen, J. J. 2013).

2.4 Cultural documentaries

2.4.1 The meaning of cultural documentaries

As a special type of documentary, cultural documentary has great significance and value. Cultural documentaries record the rich and diversity of cultural heritage and traditions, and play a vital role in the inheritance and protection of cultural heritage. Through documentaries showing the history, traditions, customs and habits of culture, these precious cultural resources can be recorded and preserved to avoid disappearing due to the passage of time and social changes. Cultural documentaries can promote the communication and understanding between different cultures. By displaying cultural expression forms and ways of life in different regions, different ethnic groups and different cultural backgrounds, people's understanding and respect for other cultures can be enhanced, and promote cultural exchange and integration. As an educational tool, cultural documentary can teach rich cultural knowledge to the audience and stimulate their interest and love for culture. Display the history, tradition, art and other aspects of culture in a vivid and interesting way can inspire the audience to think and improve their cultural accomplishment and aesthetic taste. Cultural documentary records the cultural landscape and cultural style of the historical period, which has an important historical value. By watching cultural documentaries, people can understand and reflect on the cultural phenomena and social features in the

historical period, so as to better understand the development and change of the current social culture. As a cultural product, cultural documentary has a certain economic value. Through the production and dissemination of cultural documentaries, it can promote the development of the cultural industry, promote the development and expansion of relevant industrial chains, and contribute to the prosperity of the cultural industry. Cultural documentaries can enhance people's cultural confidence and pride. By displaying the unique charm and rich connotation of local culture, people's sense of identity and pride in their own culture can be enhanced, and the cultural soft power of the country and the nation can be enhanced.(Chen Lili.2024).

The significance of tie-dye culture documentary is reflected in many aspects: as a traditional handicraft art, tie-dye carries rich cultural history and national traditions. Its unique patterns and dyeing skills reflect the local people's life style, religious beliefs and aesthetic concepts of the people. The documentary shows the production process, technology and the cultural connotation behind it, which is helpful to inherit and protect the tie-dye cultural heritage and promote the inheritance and development of its traditional skills. Tie-dye cultural documentaries can show the unique charm and beauty of tie-dye as an art form. Through exquisite pictures and music, they can attract the attention of the audience, display the cultural connotation and artistic value contained in tie-dye, enhance people's cognition and understanding of tie-dye culture, and enhance its status and influence in the society. As a way of communication across language and culture, documentary can introduce tie-dye culture to a wider range of audience groups, and promote the communication and understanding between different regions, nationalities and cultures. The documentary shows the historical origin, skill inheritance of tie-dye and the local cultural background, which is helpful to expand people's vision and promote the exchange and sharing of cultural diversity. Documentary can provide the audience with rich visual and aesthetic experience, and stimulate people's creative inspiration and artistic creativity. By watching tie-dye cultural documentaries, artists and designers can draw on the inspiration and elements of tie-dye culture, create more innovative and unique art works, and enrich the development of cultural and creative industries. As a form of historical document recording, tie-dye culture documentary can record the development process, traditional skills and artistic achievements of tie-dye culture, survive for future reference and research, and provide precious historical materials and reference basis for the protection and inheritance of cultural heritage.(Yingying.2015).

2.4.2 Benefits of cultural documentaries

As a special type of documentary, cultural documentary has many benefits and advantages. Cultural documentaries record the rich and diversity of cultural heritage and traditions, contributing to the inheritance and protection of cultural heritage. By recording the history, traditions and customs of culture, these precious cultural resources can be preserved and disappeared due to the passage of time and social changes. Cultural documentaries can promote the communication and understanding between different cultures. By displaying cultural expression forms and ways of life in different regions, different ethnic groups and different cultural backgrounds, people's understanding and respect for other cultures can be enhanced, and promote cultural exchange and integration. As an educational tool, cultural documentary can teach rich cultural knowledge to the audience and stimulate their interest and love for culture. Display the history, tradition, art and other aspects of culture in a vivid and interesting

way can inspire the audience to think and improve their cultural accomplishment and aesthetic taste. Cultural documentary records the cultural landscape and cultural style of the historical period, which has an important historical value. By watching cultural documentaries, people can understand and reflect on the cultural phenomena and social features in the historical period, so as to better understand the development and change of the current social culture. As a cultural product, cultural documentary has a certain economic value. Through the production and dissemination of cultural documentaries, it can promote the development of the cultural industry, promote the development and expansion of relevant industrial chains, and contribute to the prosperity of the cultural industry. Cultural documentaries can enhance people's cultural confidence and pride. By displaying the unique charm and rich connotation of local culture, people's sense of identity and pride in their own culture can be enhanced, and the cultural soft power of the country and the nation can be enhanced.(Yingying.2015).

There are many benefits of making tie-dye culture documentaries. As a traditional handicraft art, tie-dye is a unique cultural heritage of a certain region or nation. The display of the history, skills, inheritance and development of tie-dye in the form of documentaries is helpful to spread this precious cultural heritage to a wider audience and promote its inheritance and development. The documentary can introduce the historical origin, pattern characteristics and dye use in simple terms, so as to improve the audience's cognition and understanding of tie-dye culture and increase their interest and understanding of local culture. As a traditional handicraft with local characteristics, tie-dye shows its unique style and beauty in the documentary, which helps to publicize local characteristics and enhance the confidence and cohesion of local culture. Through the documentary shows the charm and exquisite skills of tie-dye technology, it can attract more tourists to visit and study, promote the development of tourism, and enhance the local tourism attraction. Tie-dye cultural documentaries can be disseminated through various channels at home and abroad, promoting the exchange and interaction with other regions, ethnic groups and cultures, and enhancing cultural diversity and sharing. By displaying the history and development of tie-dye technology, the audience's interest in traditional culture can be stimulated, and people can also be inspired to carry out cultural innovation, combining modern design concepts and technology to promote the innovation and development of tie-dye technology. As a form of cultural recording, documentary can record the history, skills and inheritance of tie-dye culture, survive for the reference and research of future generations, and provide precious historical materials for the protection and inheritance of cultural heritage.(Shen Fangyu.2015).

2.4.3 Types of cultural documentaries

Cultural documentary is a kind of culture as the theme, through the documentary form of film and television works, contains: historical culture documentary focus on historical events, historical figures, historical and cultural content, through the reconstruction of historical scene, interview experts and scholars, show the specific historical period of cultural characteristics and cultural features. The ethnic culture documentary takes the culture of a specific ethnic group or region as the theme, and shows the rich diversity and unique charm of the national culture by recording the contents of the ethnic traditions, customs, religious beliefs, language and other aspects. Art and culture documentaries mainly focus on the content of the field of art,

including painting, music, dance, drama, architecture and other aspects, through the introduction of artists, artistic works, artistic creation process and other ways, to show the development of art and culture and the charm of artistic works. Natural and cultural documentary focuses on the relationship between natural environment and culture. By recording the natural landscape, ecological environment, geographical landform and other contents, it shows the wonders and splendor of natural culture, as well as the harmonious coexistence between human beings and nature. Science and technology culture documentaries focus on the content of the field of science and technology, including the history of science and technology development, the achievements of science and technology innovation, the influence of science and technology on social culture, etc., and show the charm and value of science and technology culture by introducing the achievements of science and technology, scientists' thoughts, and the development trend of science and technology. Regional culture documentary takes a specific region as the theme, and records the diversity and local characteristics of regional historical culture, cultural landscape, folk customs, local characteristics and other aspects. Traditional culture documentaries focus on the inheritance and development of traditional culture, including traditional crafts, traditional festivals, traditional medicine, traditional opera and other aspects. By recording the traditional knowledge and skills of traditional culture and protecting the traditional customs of traditional culture, they show the charm and value of traditional culture.(Shen Fangyu.2015).

The types of tie-dye culture documentaries can be classified according to the different content and forms. Historical documentaries, mainly with the historical origin, development and evolution of tie-dye, through the description and analysis of historical events, figures and cultural backgrounds, show the changes and evolution process of tie-dye in different historical periods. Traditional art documentary focuses on showing the production process, technology and inheritance mode of tie-dye as a traditional handicraft skill, as well as the cultural connotation and folk tradition behind it. Art creation documentary focuses on showing the creation process of tie-dye as an art form, the artist's heart process and creative inspiration, as well as the appreciation and evaluation of tie-dye art works. The life folk documentary mainly shows the application and influence of tie-dye in the life of the local people, and depicts the scenes and festival customs of tie-dye closely related to the local people's life. Modern development documentary pays attention to the development status and prospect of tie-dye in contemporary society, and discusses the influence and application of tie-dye in modern culture, fashion industry and other aspects. Documentary short films, usually short, mainly take a specific theme or scene as the entry point to show some aspect of tie-dye culture through a concise and powerful narrative way. Through interviews and interviews with tie-dye artists, they mainly show their understanding of tie-dye culture, creative experience and artistic pursuit, as well as the inheritance and innovation of traditional skills.(Chen Lili.2024).

2.4.4 Elements of cultural documentaries

The themes of cultural documentaries usually revolve around culture-related content, such as a specific historical period, national culture, artistic field, natural environment, etc. The choice of theme has a decisive influence on shaping the style and direction of the whole documentary. The narrative structure of the documentary is the framework of the whole film, including the arrangement of the plot, the extension

of the timeline, etc. Reasonable narrative structure can enable the audience to better understand the film content and enhance the viewing experience. Video material is one of the crucial elements in cultural documentary, including historical video data, cultural heritage, on-site shooting material, etc. High-quality video materials can vividly show the cultural landscape and enhance the visual experience of the audience. Music and sound effects play an important role in cultural documentaries, which can create an atmosphere and strengthen the emotional resonance of the audience. The selection of music and sound effects suitable for the theme and emotional atmosphere can enhance the artistic sense and appeal of the film. The narrator or the host in the cultural documentary is responsible for guiding the audience, interpreting the content of the film, and playing the role of the narrator. Their voices and explanatory text can help the audience to better understand the film and deepen their understanding of the cultural themes. Cultural documentaries often contain interviews with experts and scholars, whose professional knowledge and in-depth interpretation can provide the audience with deeper cultural background and historical knowledge, and enhance the academic nature and credibility of the film. The style of cultural documentary is usually related to the cultural theme, which can be the traditional documentary style, lyrical artistic style, narrative historical style, etc. Different styles can present different viewing experience and aesthetic experience. Post-production includes editing, special effects processing, music and other links, which can improve the overall quality and audio-visual effect of the film, and enhance the audience's watching experience.(Yingying.2015).

The elements of tie-dye culture documentary include: showing the production process, technology and specific steps of tie-dye, including dye preparation, cloth preparation, pattern design, dyeing, color fixing and other links. Introduce the historical origin, cultural inheritance and regional characteristics of tie-dye, and discuss the status and influence of tie-dye in local culture. Display the pattern pattern and design style of tie-dye works, and introduce the implied meaning and symbolic meaning of different patterns. Through interviews and interviews with tie-dye craftsmen, the stories of tie-dye inheritance, life experience and the significance of tie-dye inheritance are shown. It displays the geographical environment, natural scenery and cultural landscape of the tie-dye sites, and reflects the living customs and cultural traditions of the local people. Show the creative ideas, creative inspiration and artistic pursuit of tie-dye artists, and present the unique charm of tie-dye as an art form. Discuss the development status and future prospect of tie-dye in contemporary society, and discuss the application and development direction of tie-dye in modern fashion industry and cultural and creative industry. The music consistent with the tie-dye culture is selected as the background music to enhance the sense of art and atmosphere of the documentary. Ask a senior host or a professional commentator to explain the relevant knowledge and stories of tie-dye culture with accurate and vivid language, so as to enhance the information transmission effect of the documentary. The exquisite pictures and visual effects are used to show the details and beauty of the tie-dye works, attract the visual attention of the audience, and enhance the appreciation and artistry of the documentary.(Shen Fangyu.2015).

2.4.5 Process of producing cultural documentaries

The process of making cultural documentaries: to determine the theme, target audience group, audience needs, budget and shooting plan of documentaries, etc. At

this stage, the production team needs to conduct full research and planning, and clarify the overall framework and core content of the documentary production. Find the shooting location, determine the shooting time, prepare the shooting equipment, recruit the staff, contact the interviewees, etc. The production team needs to make full preparations to ensure that the shooting process goes smoothly. Field shooting, interview, recording of video materials, etc. In the shooting process, the production team needs to carefully organize and arrange the shooting work according to the shooting plan determined in the preliminary planning, to ensure the acquisition of a rich variety of video materials and interview content. Editing, sound effect processing, soundtrack, subtitle production, color correction, etc. In the post-production process, the production team needs to carefully process and edit the materials obtained by the shooting, so as to make it a complete cultural documentary work. After the production is completed, the cultural documentary needs to be reviewed and revised, including a comprehensive inspection and correction of the plot, lens, sound effects and other aspects, to ensure that the quality and effect of the works meet the expectations. The last stage is the release and publicity of cultural documentaries, including the selection of appropriate release platforms, the production of publicity materials, publicity and promotion, etc. Through effective publicity and promotion, the popularity and influence of cultural documentaries can be enhanced to attract more audiences' attention and participation.(Chen Lili.2024).

The process of making tie-dye cultural documentaries can include: in the project planning stage, to determine the theme, content, target audience and expected effect of the documentary. Conduct market research, understand the audience demand and competition situation, and formulate the overall planning and strategy of the project. Determine the shooting location and time, and prepare the shooting equipment and equipment, including cameras, sound equipment, lighting equipment, etc. Negotiate the shooting arrangement with the tie-dye technicians and relevant personnel, and prepare the necessary license and access procedures of the shooting site. Conduct field shooting work, record the working process and technical performance of tie-dye craftsmen, capture the details and beauty of tie-dye works, and shoot the local customs and natural landscape to enrich the content of the documentary. Interview and interview with tie-dye craftsmen, artists, experts and scholars and other relevant personnel to understand the historical background, skill inheritance and artistic value of tie-dye culture, and collect rich materials and stories. The collected video materials, interview recordings and shooting photos were sorted out and archived, the essential materials were screened, and the basic structure and narrative clues of the documentary were determined. Video editing and post-production work, including video editing, audio processing, special effects production, subtitle addition, etc., are combined into a complete documentary content. The background music and sound effects suitable for the atmosphere and content of the documentary are selected to enhance the sense of art and atmosphere of the documentary and improve the viewing experience. Add text explanation or dubbing, explain the relevant knowledge and stories of tie-dye culture with accurate and vivid language, and enhance the information transmission effect of documentary. After completing the preliminary editing and production, the documentary will be revised and adjusted, and the content will be further optimized and improved according to the feedback and the discussion of the production team. Conduct the final documentary review and review to ensure

that the quality of the content meets the expected requirements, meet the production standards and audience expectations, and make the final modification and confirmation. After the production of the documentary, the appropriate release channels and platforms should be selected for release, and relevant publicity and promotion work will be carried out to attract the attention and participation of the audience, and promote the dissemination and influence of the documentary. According to the audience feedback and market response, timely adjust and improve the documentary content, constantly improve the quality and influence of the documentary, and maintain the interaction and communication with the audience.(Yingying.2015).

2.4.6 Process for publishing cultural documentaries

The process of publishing cultural documentaries: after determining the theme and content of shooting cultural documentaries, project planning and preparation. It includes determining the theme of the documentary, the target audience, the shooting location, the story clues, the shooting plan and so on. Conduct the field shooting and production work, organize the shooting team according to the content and plan of the project planning, organize the shooting team to take the field shooting, and record the relevant scenes, characters and stories involved in the documentary. After the shooting, the post-production work, including video editing, audio processing, special effects production, subtitle addition, etc., and the collected materials are arranged and edited to make a complete documentary work. Ensure the copyright legitimacy of cultural documentaries, register and register the copyright, and protect the intellectual property rights of documentaries. Prepare publicity materials for the documentary, including posters, stills, publicity clips, etc., for publicity and promotion work to attract the audience's attention and participation. Select appropriate release channels and platforms for release, including traditional TV broadcast, theatrical screening, online video platforms, film festivals and other ways. Sign a contract with the selected publishing channel to clarify the rights and obligations of both parties, including copyright distribution, distribution ratio, release time and other contents. Provide complete documentary materials for publishing channels, including video files, audio files, subtitle files, etc., to ensure the quality and integrity of the materials. Prepare the cover design and publicity materials of the documentary to ensure the conformity with the documentary content and attract the audience's attention. Negotiate the release time and schedule with the publishing channels to ensure that the documentary can be released at the right time to get the best exposure effect. After confirming the release time, the documentary will be uploaded to the selected publishing channel, waiting for the official online release. After the release, the publicity and promotion of the documentary, including media reports, social media marketing, offline activities and other ways. Regularly maintain and update the documentary, correct errors and update the content, to ensure that the quality and content of the documentary is always maintained at a high level.(Shen Fangyu.2015).

After the completion of the production, the final tie-dye cultural documentary will be reviewed and confirmed. Make sure all content quality is expected, subtitles, sound, graphics, etc. Ensure that all music, images, videos and other materials used are legally copyright authorized, and the relevant licenses and rights procedures are handled to prevent legal issues. Make film covers and promotional materials for tie-dye cultural documentaries, including posters, stills, trailers, etc., for publicity and

promotion. Choose the right release channels, which may include traditional TV broadcasting, online video platforms (such as YouTube, Youku, etc.), cinemas, cultural festival screening, etc. If you choose to cooperate with a publisher, you need to negotiate the contract details with the publisher, including the fee, publicity plan, release time, account distribution ratio, etc. Sign a contract with the publishing channel to clarify the rights and obligations of both parties, including copyright distribution, sharing ratio, release time and other contents. Provide complete documentary materials for publishing channels, including video files, audio files, subtitle files, etc., to ensure the quality and integrity of the materials. Make and submit the necessary documents, such as the film script, production plan, trailers, etc., according to the requirements of different channels. Develop publicity plans, including social media, press conferences, offline activities and other ways to improve the popularity of tie-dye cultural documentaries. According to the agreed time, to release the tie-dye culture documentary. If it is shown in the cinema, you need to ensure that the event is arranged within the specified time. Monitor the audience's feedback, and understand the audience's comments and feedback on tie-dye cultural documentaries through social media, comments, audience surveys and other ways. According to the audience feedback and the film performance, the follow-up publicity and promotion work will be carried out to continue the influence of tie-dye cultural documentary. Maintain a good cooperative relationship with the publisher or platform to ensure the protection of rights and interests, which may require accounting and settlement. Consider the secondary use of tie-dye cultural documentaries in other fields, such as education, cultural exchange and so on.(Yingying.2015).

2.4.7 Process for evaluating cultural documentaries

The evaluation process of cultural documentary: after the production of cultural documentary is completed, the production team will conduct internal evaluation. They will scrutinize the content, technical quality, narrative structure, and audio-visual effects to assess whether the film achieves the desired effect. The production team may invite some professionals or experts and scholars in the relevant field to conduct the review. These experts will conduct in-depth analysis and evaluation of the film, give opinions and suggestions, and help the production team improve the quality of the film. The production team invites some of the audience to watch the film and gather their feedback and opinions. This can be done through audience surveys, comment collection, focus group discussion, etc. Audience feedback is important to assessing the appeal and impact of the film. The production team sends films to the media and invites the media to comment and report. Media evaluation can enhance the popularity and influence of the film and attract more audiences. If the film participates in a film festival or other related event, the production team will follow the film's performance and evaluation during the event. Exhibition evaluation can help the production team to understand the performance of the film in the professional field and in the international market. After the film is released, the production team may focus on the impact and effect of the film in society. They will collect audience feedback and comments to evaluate the impact of the film on public opinion, cultural heritage, ideology and other aspects.(Chen Lili.2024).

The evaluation process of tie-dye culture documentary can include: the preliminary review of the documentary within the production team, including the evaluation of the integrity, accuracy and expression effect of the content, and the

existing problems and deficiencies found. Experts, scholars or industry insiders in relevant fields are invited to conduct professional evaluation of documentaries, and put forward targeted evaluations and suggestions according to their professional knowledge and experience, including the depth, breadth and professionalism of the content. To collect audience's feedback and opinions, we can obtain audience's comments and feedback through audience survey, questionnaire survey and online comments, so as to understand their watching experience and suggestions. Pay attention to the media's evaluation and reports of documentaries, including professional film critics, industry media, cultural critics, etc., to understand their comments and views on the quality and content of documentaries. Follow the discussion and feedback on social media platforms, and understand the audience's comments and sharing on social media, including the audience's comments, likes, forwarding and other feedback information. Summarize and sort out the evaluation and feedback from the above aspects, analyze the evaluation results, and find out where the problems are and the direction of the improvement, so as to provide reference for the subsequent improvement and optimization. According to the evaluation results and feedback opinions, the documentary should be optimized and improved to correct the existing problems and deficiencies, and improve the quality and appreciation of the documentary. After the documentary is optimized and improved, it will be evaluated again to check the effect of correction and improvement to ensure that the documentary achieves the expected quality and effect.(Yingying.2015).

2.5 Bai ethnic group

2.5.1 Culture of the Bai ethnic group

Bai nationality is a nation with a long history of four thousand years. It has multiplied and lived in Erhai Lake since ancient times. It has always been one of the main ethnic groups in Yunnan in the history of Nanzhao and Dali for more than 500 years. At present, more than 80 percent of the Bai nationality still live in Dali Bai Autonomous Prefecture in the west of Yunnan Province, with Erhai Lake as the center, among which Dali, Eryuan, Jianchuan, Heqing, Yongping, Yunlong and other cities and counties have the largest population. Most of the rest live along the Nujiang and Lancang rivers, while a few are scattered in Lijiang, Kunming and Yuanjiang, as well as Bijie and Anshun in Guizhou and Sangzhi counties in Hunan.(Jin Shaoping.2005).

There are three main branches of Bai nationality, which call themselves white "white", "white", "white" and so on. The three branches are what he calls "people", "Nama" and "Limo", among which about 95 people account for 95%, Nampeople account for about 3.5%, and Limo account for about 1.5%. In addition to the three people, there are 14 ethnic groups calling the Bai nationality, including "white", "chicken" and "tiger", and those recorded in Chinese and Chinese documents. When Dali Bai Autonomous Prefecture in 1956 was established, it was uniformly named "Bai nationality".(Wang Hui.2016).

The Bai culture is the regional culture formed during the two local regime periods of Nanzhao and Dali from the middle period of the Tang Dynasty to the Song Dynasty. Dali Bai culture can be unique among many national cultures. It is closely related to the long-term history of Yunnan. As early as 2000 BC, there were shu poisons and later the tea-horse ancient road for more than two thousand years, which became the most important channel of cultural exchanges between southwest China and Southeast Asian countries. Dali is precisely at the intersection of the ancient road, and a series of historical events around this ancient road are closely related to the Dali area. The ancient road contains the flowing cultural blood, making Dali Nanzhao become a cornucopia of ancient Asian culture. In the process of modernization, the excellent national culture in Dali area not only realizes the promotion of national culture consciousness in the docking and integration of modern civilization, but also shows the broad space of re-creation of national culture.(Zhang Yanni.2006).

Since ancient times, bai nationality has been a nation capable of singing and dancing. Bai nationality music is an important embodiment of bai nationality folk art. Through the bai music, we can have a deeper understanding of the Bai culture. In addition to big music and blowing cavity, there are more than 40 kinds of folk tunes, which can be subdivided into multiple tunes, such as Jianchuan Bai tunes, Heqing Bai tunes, and Yunlong Bai tunes(Wang Hui.2016).

The development level of science and technology is an important symbol to measure the development level and cultural level of a nation. Since ancient times, Bai nationality has absorbed advanced science and technology of metallurgy, pottery and papermaking reached a higher level; after the Ming Dynasty, the handicraft industry developed further and all kinds of craftsmen appeared responsible for all kinds of utensils; in the Nanzhao period, the smelting and casting technology of gold, silver, copper and iron reached the mature stage; in the late Eastern Han Dynasty, Dali entered the iron age. The textile industry of the Bai nationality has reached a high level in the Nanzhao period, among which, the tie-dyeing technology is very prominent in the traditional textile industry of Yunnan province. The tie-dyeing is an ancient manual printing and dyeing technology. Tie-dye, also known as twisted grain, the main production method is to bind the cotton cloth with rope and then dye, and dye different patterns through changing the binding method. The tie-dye color is mainly blue and white. Tie-dye patterns are very diverse, including plant patterns, animal patterns, god and divine animal patterns derived from fairy tales. The tie-dye pattern is the embodiment of the national culture. The Bai people in Zhoucheng are very keen on butterfly patterns because of the butterfly spring, so the butterfly patterns in tie-dye in Zhoucheng are very common. Not only is the tie-dye art unique, but the Bai women are also good at embroidery. Embroidery and weaving are the traditional handicrafts of the Bai nationality. Embroidery is mostly reflected in the costumes of the Bai nationality, which are embroidered with various patterns with distinct ethnic characteristics.(Jin Shaoping.2005).

Ethnic costume is an important part of national culture, and bai costume contains a very rich ethnic culture. The Bai costumes reflect the strong ethnic customs and unique ethnic aesthetics. From the Bai costumes, we can feel the simple thoughts and positive life attitude of the Bai people. As early as thousands of years ago, the Bai ethnic people have mastered the textile technology. Early Bai men and women coat are on the front without a collar. In the early Tang Dynasty, the silk weaving

technology of the Bai nationality was constantly improved. At this time, the Bai women used thick silk to make dresses. The Bai nationality advocates white, among which, the color of women's clothing is mainly red and white. "Yunnan Annals" volume five cloud: "there are white man in the east, the husband and wife with white zeng as clothes, under the knee." In the bai costume, women's clothing has distinctive characteristics. Bai women's clothing is mainly matched with clothes and trousers, and white jacket with red vest and apron. The clothes are embroidered with exquisite patterns. Due to the climate characteristics, all kinds of flowers can be seen in the four seasons of Yunnan. Bai girls claim themselves as golden flowers, and flower patterns are the most common style in the costumes of Bai women. The headdress in the female dress of the Bai nationality is one of its highlights. The female headdress reflects the national culture of "wind, flower, snow and moon" of the Bai nationality. The wind is the Xiaguan wind, the flowers are the Shangguan flowers, the snow is the Cangshan snow, and the moon is the Erhai moon. In the crest of Bai women, the hanging ears represent the Xiaguan wind, and the circle of flowers on the crest symbolizes the crown. The circle of white flowers on the top represents the snow of Cangshan. The whole crest presents the round moon like Erhai Lake in the arc of the head. People can also judge whether the Bai female headdress by the length of the ear, the ear is unmarried waist length, the ear is unmarried neck length is married. Bai men's clothes are mainly in white clothes and blue vest, with white trousers, and wearing blue or white buns. There will also be some embroidery on the waistcoat, and the overall style is relatively simple. Bai men mostly wear white shirts, trousers, leg wrapping, straw sandals and deer skin vest. The front front is decorated with buttons and wide edges, and the belt and leg wrap are decorated with pompon. (Zhu Minjia.2016).

2.5.2 Tie-dye fabric of the Bai ethnic group

Tie-dyeing is one of the traditional manual printing and dyeing techniques of bai nationality. It mainly uses needle and thread to sew textiles, so that the fabric can realize local anti-dyeing in the dyeing process. Due to the penetration of dye solution in the anti-dye parts of the halo color mixed color effect, color harmony, soft edge, and the ever-changing pattern design, the tie-dye products are very personality and artistic charm, lasting for thousands of years. Yunnan Bai tie-dye is a unique Bai folk art form created by the Bai people on the basis of the dyeing and weaving art in the Central Plains. It is mainly popular in Dali area with Xizhou City as the center. Bai nationality tie-dye local commonly known: knot cloth, knot cloth, tie cloth, blue cloth, knot dye and so on, is a folk, spread to the folk, a traditional fabric dyeing and printing technology varieties developed in the folk. The dyeing raw materials used are mainly the plant dye root planted by the Bai people, commonly known as indigo. Bai women put the long history and culture, beautiful natural scenery, beautiful flowers, birds, insects and fish in a stitch and thread, and condense the surrounding beautiful living environment on the tie-dyed flower cloth. Most of the tie-dyed products are blue bottom flowers, fresh and elegant, unique charm, with a strong contrast and artistic appeal. (Jin Shaoping.2005).

Most of the Bai tie-dyed are white and blue flowers, because the Bai people advocate white and blue. They think white is pure, bright and simple, while the blue has solemn, hope and sincere feelings. Green dialogue is "clear Clear and white, open and aboveboard " this is also the Dali area Cangshan white, Erhai water blue artistic

reproduction. This fully shows the profound meaning of the Bai nationality to tie-dye from the folk and to the nature. Therefore, tie-dye is not only a materialized product, but also a symbol of the thought, character, talent, spirit and creation. In a variety of tie-dye patterns, there flows history, contain stories, depict nature, and reflect the past, present and future life. After hundreds of years of development, the bai tie-dye has been passed down from generation to generation, and has gradually become the precious cultural heritage of the Bai people. In the past, the Bai tie-dye color was single. With the development of science and technology, the Bai people continue to learn and learn from the advanced experience of dyeing and weaving in other places. Today, the Bai people have dozens of colors and thousands of patterns.(Zhu Minjia.2016).

Among the many tie-dye patterns, there is a strong blend of the original culture of the Bai nationality and the Han culture, and many Bai nationality tie-dye patterns absorb the auspicious patterns of the Han culture. There are the blend of the Bai nationality tie-dye art and the tie-dye art of the Yi nationality. Some patterns not only reflect the delicacy and delicacy of the Bai nationality, but also reflect the rough and generous of the Yi nationality. With the penetration and integration of Chinese culture and Japanese culture, many products exported to Japan today are jointly designed by Chinese and Japanese technicians and modified into tie-dye, which are integrated into the essence of Chinese and Japanese art. There is also a blend of traditional themes and modern themes. The traditional Bai tie-dye composition is complex and pays attention to symmetry. In recent years, modern new themes have been introduced in the tie-dye, mostly using modern expression techniques, with random composition and simple lines. Therefore, today's Bai tie-dye has gradually integrated into the rich cultural connotation of the Chinese nation and foreign nations, not only to the whole country, but also to the world, and become the beloved daily necessities and artworks of the broad masses of the domestic and international people. In the composition of these tie-dyed products, such a form of artistic expression is deeply permeated: the collocation of the main pattern and the pattern highlights the main body, thus creating a natural, simple and harmonious atmosphere, which makes it contain profound cultural implication. This kind of pattern collocation art is the embodiment and sublimation of the high-level of Bai aesthetics, which makes people indulge in a simple cultural artistic conception, a profound artistic accumulation atmosphere and linger.(Wang Hui.2016).

Yunnan Bai tie-dye is a kind of high artistic value in dyeing and weaving handicrafts. It has a strong national color, and has a high achievement in both pattern and color. The aesthetic characteristics of bai tie-dye are manifested in material, texture, pattern, color and so on. The tie-dye of Bai nationality has simple color, rich texture, mild color, and strong visual beauty. The patterns show clear colors, fresh patterns, natural color, simple, washing, moving, full of natural and implicit beauty. The color halo formed by the tie-dyeing process has soft and implicit color characteristics. The tie-dye of Bai nationality is beautiful in artistic modeling, with different decorative patterns, and has both national characteristics and different styles of The Times, which fully shows the folk customs of Bai nationality. Bai people in the long-term production using tie-dye practice constantly explore its expression language, mining its expression, summarize and master the tie-dye pattern production form, symmetry, uniform and rhythm form rules, use patterns on cotton cloth to

decorate their life, using decorative language to express the pursuit of beauty and yearning, deeply express the national self spirit in the process of production. The tie-dye pattern of the Bai nationality is the best external form of the tie-dye artistic style of the Bai people. It embodies the peaceful temperament of the Bai people with the simple, natural, fresh and elegant aesthetic pattern. It has a distinct artistic personality, and deeply contains the love and yearning of the Bai people for nature and a better life.(Jin Shaoping.2005).

2.5.3 Materials and equipment for tie-dyeing fabric of the Bai ethnic group

The main tool of bai tie-dye cloth is dye cylinder, which is made of pine boards and in the shape of a barrel, which is called dye cylinder by local people. The dyeing VAT is mostly made of pine wood, made by local experienced Bai carpenters. First will be easy round wood processing into wood, and then use cane or bamboo strip as a hoop, in the dye tank up and down each hoop several hoops into a barrel shape. In the lower part of the cylinder, there is a small hole at 30 cm-40 cm from the ground, which is blocked with wooden plugs to facilitate the discharge of the dye fluid in the cylinder. Using wood dye cylinder as a container of dip-dye will not produce chemical reaction to the dye and avoid side effects. The cauldron is used for the extraction of the root of isatidis plant dye. Put the cleaned isatidis plant dye in a large pot, add water, warm and boil, until the dye liquid becomes dark blue, and then evaporate the water dry. The cauldron is also used for the dissolution of various excipients in dyes, such as large alkali. The dye is made of harder chestnut trees and used to mix the dye. In addition, when putting the cloth into the dye solution, we should also use the dye stick from time to time to turn over and dye the cloth and the soil indigo deposited at the bottom of the cylinder, so that the color is uniform when dyeing. The dyeing rod can also be placed above the dyeing cylinder when the cylinder, used for water out of the cylinder. It can not only save effort, but also avoid the waste of dyeing liquid and the pollution to the surrounding environment. This is one of the necessary tools in the home of bai nationality cloth dyeing households in the past, mainly used to smooth the finished cloth after disassembly and bleaching. The shape of the stone roller is very special, there are deep grooves at the bottom, there is a stone roller plate under the stone roller, and there is also a groove on the stone roller, which increases the friction surface between the stone roller and the cloth surface. Put clean water in the wooden cylinder, put the removed tie-dyed cloth into it, and rinse it repeatedly. It is used for rinsing and dehydration of tie-dye cloth after desizing and thread removal, and is convenient for drying and tie-dye cloth.(Wang Hui.2016).

2.5.4 The process of tying cloth to make patterns of the Bai ethnic group.

The production method of tie-dye: design the pattern first, then tie the flower with needle and thread, tie the flower, namely after the cloth is selected, according to the pattern pattern requirements, suture with needle or thread, tie it tightly, let the cloth become a string of "a knot in one's heart". Dye, it is to tie first "knot in one's heart" cloth soak with clear water first, put dye VAT again. The main dye is isatidis root, the first bubble water, injected into the wooden large dye tank, add lime, can be used to dye cloth. After soaking for a certain period of time, remove and dry, and then put the cloth into the dye tank. After soaking to a certain extent, remove and add clear water to float the excess dye. When the cloth is soaked, we need to dry it. Finally, the "knot in one's heart" is open, ironing smooth, the part of the final color, showing a hollow white cloth color, it is "flower", the rest becomes dark blue, that is "ground",

the pattern of blue bottom white flowers will appear.(Zhang Yanni.2006).

2.5.5 Process of dyeing fabric of the Bai ethnic group

Bunes are the key to processing tie-dye products. The tie-dyeing process is simple and eliminates the need for complex equipment and equipment. Only a needle and thread can be tied. The thread used for tying can be selected from different specifications of yarn according to different tie-dyeing fabrics and flower patterns. With different specifications of wire binding can dye different effects. There are many methods of tie-dyeing and ligation of Bai nationality, but it can be summed up as stitching, binding, ligation, appliance assistance and so on. The most common is stitching, which uses a needle and a thread along the edges of the pattern. For large pattern and rough pattern, easy to use thick needle, thick thread and large needle length; small pattern and delicate pattern easy to use fine needle, fine thread and small needle length. Tie and tie the thread after sewing. In addition to stitching, there are other methods such as binding, stacking, dressing, wrapping and appliance tying. The key to manual tying is to grasp the size of the tension, which is too tight, the dye liquid is difficult to penetrate, and the pattern formed by the dyeing part is stiff, without color effect; it is too loose to reach the purpose of dyeing, and the pattern outline is too blurred. (Jin Shaoping.2005).

The production methods of tie-dyeing and large-scale printing dyeing are fundamentally different, but the requirements for fabric pretreatment are basically similar. Tack-dyeing requires pretreatment procedures of grouting and bleaching before dyeing, and requires certain capillary effect to achieve better dyeing effect. The procedure of tie-dyeing and desouting of Bai nationality is shown in Figure 3-8. Dry fabric directly into the dye liquid is easy to cause uneven dyeing, the sewn cloth should be soaked in water for 3-4 days before dyeing, to remove the slurry on the cloth, so that the dye is easier to penetrate. After full wetting, dry with the dehydrator or wrung dry by hand, so as not to prevent the high moisture content of the dye molecules from spreading from the dye liquid to the fiber, and the dye permeability is poor. Bai nationality dyed tie-dyed cloth with homemade indigo and made with cold dyeing method. The process of dyeing is to remove the cloth put into the dye cylinder of the dye, repeatedly dye, dehydration, generally soaked 2-3, and before putting the cloth, the dye after a short period of fermentation, to fully color, can also enlarge the alkali, so that the cloth is not easy to decolor after dyeing, appear more shiny.(Zhu Minjia.2016). (Wang Hui.2016).

Out of the cylinder is to extract the cloth from the dye cylinder, then the cloth on the dye stick above the dye cylinder Water, then wring out and drying. In addition to the dye cylinder, there is generally a secondary cylinder, which is full of water, out of the cylinder in the second cylinder, so as to prevent the dye stick on the dye cloth, and can save the dye, from the side cylinder after drying can be the next line. After the dyed cloth is dried, the thread can be removed. This process is not complicated, but it needs to be careful. Once the cloth is broken, all the previous work will be wasted. So this process is mostly by the women, they are familiar with the needle, can be dismantled quickly and avoid damage. Untie the thread to check the cloth surface, to repair the shortcomings, to ensure that the width is beautiful without defect. The color yarn used in the repair place should be as consistent as the color. If the fault is too much, it can be considered. The dismantled tie-dye cloth and finished products are put into a large cylinder filled with clear water, and rinsed repeatedly, and then ironed and

dried, and the whole process of tie-dye is completed. After rinsing and drying the tie-dyed cloth, but also with stone rolling smooth. Small tie-dye products and clothing can be packed with steam iron and hung with residual water. Press and ironing can improve the glance brightness and improve the fabric flatness.(Zhang Yanni.2006).(Zhu Minjia.2016).

2.5.6 Unique tie-dye fabric of the Bai ethnic group

The quality of a tie-dye product has a great relationship with the choice of the fabric. The choice of the pattern and the tie-dye method must be adapted to the fabric. Fine fabric can be made of delicate flowers, to use small needles and thin thread; thin and thick fabric can be large needles, and choose large flowers or rough pattern, line can also be thick. There are many varieties of cloth used for tie-dyeing, but it will make the dyeing effect many different because of the different fabric. Cotton fabric thick flat cloth, fine flat cloth, rich silk, cotton wool blended fine cloth, its tie-dye effect is not much difference. The effect of heart down, khaki and fine cloth is not the same, silk such as silk, crepe, twill tissue tie-dye effect is different from cotton. Different fabrics because of its thickness, yarn support thickness, latitude density, its warp and dye style is different. Thin and dense fabric, can tie dye more subtle flower shape, such as high branch fu silk, flat twill silk belong to this kind. On the contrary, coarse and thicker such as heart, khaki can be a rough flower. At present, there are many varieties of fabrics entering the field of tie-dye, including various chemical fibers besides natural fibers. Traditional tie-dye materials are mostly silk, cotton cloth and blanket felt. With the replacement of textiles, lamp heart velvet, khaki, cotton wool blend, as well as velvet, velvet, leather and other varieties have entered the tie-dye world, so that tie-dye products form a colorful pattern, flowers bloom. The traditional tie-dyed cloth of the Bai nationality is mainly hand-woven pure cotton earth cloth with a narrow surface of about 0.9 city feet.(Wang Hui.2016).

2.5.7 The beauty of the Bai ethnic group's tie-dye fabric

The tie-dyed patterns of Bai nationality are directly obtained from ligation, and different pattern effects are obtained by changing different ligation techniques. You can also design the flower pattern or use a pen to directly describe the flower pattern in a certain part of the garment, and then sew and tie, so as to get the same pattern as the design. The idea of tie-dye pattern is free and free, which can give full play to the creativity of designers to form different handmade artworks. Tie-dye flower pattern is closely related to tie-knot technique. The tightness of binding, the size of the interval and the size of the stitch distance will all affect the effect of the final tie-dye pattern. Therefore, we must pay attention to the use of knot-tying skills, so that the change of tie-dye flower type is expected.(Jin Shaoping.2005).(Wang Hui.2016).

In the process of tie-dye, the first pattern should be designed, according to the types and characteristics of clothing, the design of flower and color design. The pattern design of tie-dye varieties is different from the general printing pattern design. Its requirement is to be suitable for plate making and binding, so that its shape and color change will form naturally. Pattern design should be able to fully display the tie-dye technology characteristics.(Zhu Minjia.2016).

Tie-dye pattern contains the dual meaning of utility and beauty, which is different from painting. As long as painting conforms to the law of beauty and has the conditions of beauty, tie-dye patterns should not only reflect the beauty, but also give appropriate processing to the natural image to make it suitable for tie-dye technology

to meet the needs of people to beautify life. Tie-dyed patterns may not be as refined as prints or jacquard fabrics. However, a variety of tying and dyeing methods not only make the patterns we design can be fully displayed, but also have the unique artistic effect of the natural beauty that cannot be achieved by humans. This artistic effect obtained in the production can not be fully reflected in the paper design, which undoubtedly pushes the paper pattern to a new artistic realm. (Zhang Qiuping, 2007)

Analysis the unique artistic language of tie-dye from the perspective of pattern can be divided into two categories: abstract and concrete. The basic components of plane pattern are point, line and surface, and our design idea is reflected through these three formal factors. The same is true of both abstract and concrete patterns and figurative patterns. However, compared with the dots, lines and surfaces presented on paper, it has distinct personality and artistic characteristics. (Wang Hui.2016).

Pattern art is a cultural phenomenon, which contains the meanings of ethnic origin, life, reproduction, religion and aesthetics. It is the connection between symbols and the culture of relevant ethnic areas, and carries the thick history. In history, the Bai culture has been continuously radiated by the Han culture. The Bai people constantly absorb and draw on the aesthetic thoughts of the Han nationality, but also constantly enrich the original aesthetic concepts. In the tie-dye of Bai nationality, it integrates the cultural atmosphere, natural landscape, religious belief and artistic style of Bai nationality in order to form a unique handicraft. The decoration of animals and plants is the subject matter in the tie-dye pattern of Bai nationality. This aesthetic thought closely related to plants and plants is inseparable from the farming life style of the Bai people, and the production mode of farming life provides material material for the creation of pattern art. The natural image of the frequent vision in the production of labor becomes the objects and symbolically expresses the aesthetic implication of the subject in the aesthetic thought and artistic expression. Natural beauty is the most common and favorite form of the Bai nationality. This pursuit of transformation in the tie and dye pattern art has simple colors and rich and diverse patterns, which reflects the simple folk customs, exquisite, neat and realistic skills, and symbolizes the Bai's vision and love for a better life of the Bai nationality. (Jin Shaoping.2005).

The religious characteristics of Bai nationality also have a profound influence on the aesthetic thoughts and art of Bai nationality, providing a broad space for the expression of bai nationality pattern art. The patterns commonly used by various religions are directly borrowed to be expressed in the pattern art of the Bai nationality. For example, the unique Buddhist treasure flower, lotus and Ruyi patterns are also common in tie-dye decoration. The tie-dye pattern of the bai nationality has a high artistic aesthetic value, which reflects the wisdom and aesthetic concept of the Bai people, contains the essence of the Bai nationality art, and adds a dazzling brilliance to the treasure house of the culture and art of the Chinese nation. (Zhang Yanni.2006).

The themes of tie-dye patterns of the Bai people cover a wide range, but most of them are based on things and environments closely related to the daily life of the Bai people, which is a portrayal of the living environment of the Bai people. Therefore, it can be roughly divided into six categories. (Wang Hui.2016).



Figure 1: Curtain of radish pattern Photo taken: A fish



Figure 2: Leaf flower pattern Photo source of Baidu photo

Animal patterns: there are insects, birds, aquatic animals, poultry, livestock, and even the legendary dragon, unicorn, phoenix and other mascots. Insect tie-dye patterns include caterpillar, bee, dragonfly, butterfly, etc., butterfly is the most performed subject of Bai tie-dye, as shown in Figure 4-3 is butterfly tie-dye pattern; rooster, duck, pigeon, swallow, magpie, crane, phoenix, peacock, etc.; domestic animals are horse, cow, sheep, donkey, dog, dog, cat, elephant, tiger, rabbit, etc.; the most aquatic animals are fish, goldfish, loach, snail, shell mollusk, etc.(Wang Hui.2016).



Figure 3: The butterfly pattern — Photo photographer: Liu Mengtong

Natural landscape: These patterns mostly describe the sun, moon and stars, Dali Cangshan, Erhai Lake, mountains, rivers, butterfly spring, three towers of Dali Chongsheng Temple, mountain peaks, stone forest, etc., which basically describe the natural landscape of Dali. Figure Figure 4-4 shows the tie-dye pattern representing the theme of the moon.(Wang Hui.2016).



Figure 4: Moon — Photo photographer: Liu Mengtong

Religious themes: The Bai people are deeply influenced by Buddhism, Taoism and their own local bishops. In the religious themes, there are many expressions,

including Bagua Taiji diagram, pagodas, temples and pavilions. It is said that there has been a Buddha pair of Sakyamuni before, but it was not preserved. In addition, religious decoration such as lotus and baohua are also more common in bai tie-dyeing. Figure 4-5 shows the tie-dye pattern of Bagua Tai Chi diagram.(Wang Hui.2016).



Figure 5: Eight Diagrams Photo source of Baidu photo

Character modeling: the most common expression in this kind of pattern is the golden flower girl dressed in various positions, with the golden flower head wearing the golden flower girl headdress on the front side. There are also bai residents happily rowing fishing boats and pulling fishing nets in the Erhai Lake. Dai girls, Japanese kabuki heads are also more performance. Figure 4-6 shows the tie-dye pattern of the Bai young girls.(Wang Hui.2016).



Figure 6: Bai young girls girl Photo source of Baidu photo

Geometrical pattern class: mainly refers to the square, triangular, round, irregular points, lines and other forms of patterns. There are triangular flowers, four corner flowers, hexagonal flowers, octagonal flowers, round, diamond, semicircular, copper

money shape and other patterns. Figure 4-7 is a geometric pattern dominated by parallelograms.(Wang Hui.2016).

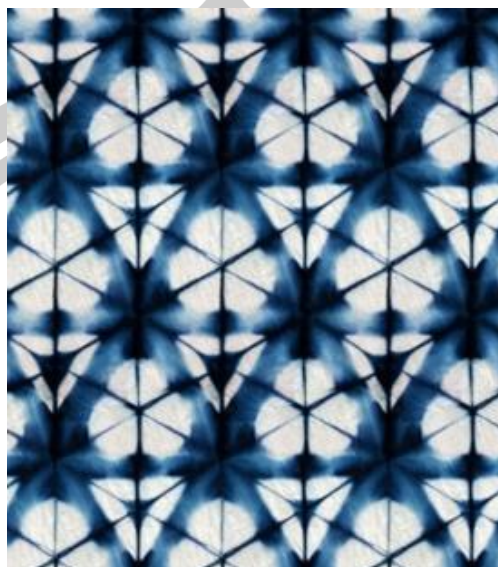


Figure 7: Geometric pattern Photo photographer: Liu Mengtong

Font and poem: font has three forms of Chinese characters, letter combination and Japanese pseudonym. The most used Chinese characters are the table of "happiness, green, longevity, happiness" four characters, in addition to the table cultivation of "endure, elegance" and "blue" and other characters also often appear. These words are used separately to form suitable patterns, and some are also used as basic pattern unit links. As shown in Figure 4-10 is the tie-dye pattern of the character "wu". There are poems with the title of "freshwater fu". A, B, Q, Z, S, R, etc., and there are also words happy, health, goodluck and other happy and healthy words and phrases. The most commonly used Japanese pseudonym is less,, two, big, etc.(Wang Hui.2016).

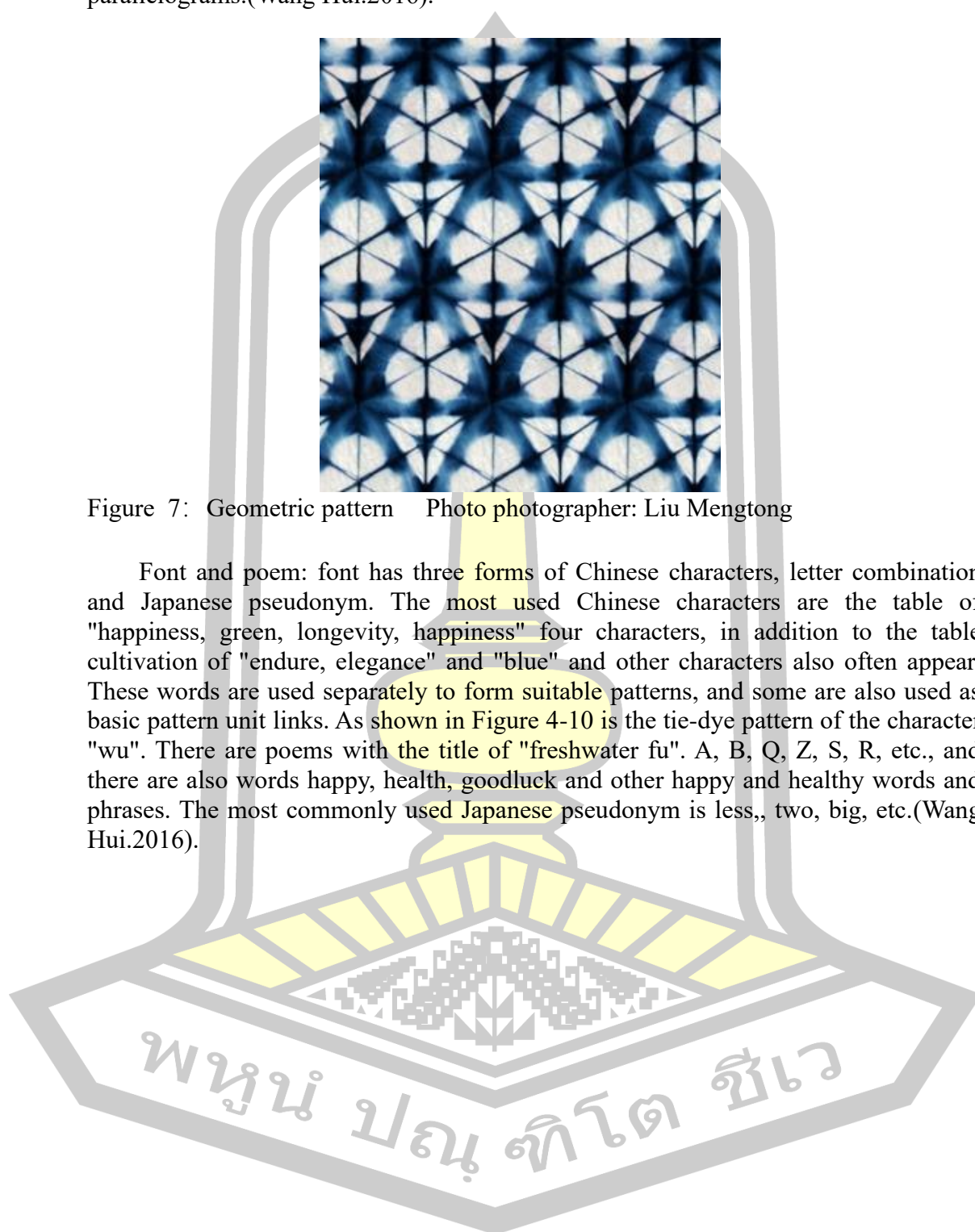




Figure 8: “WU” character pattern Photo photographer: Liu Mengtong

The color of the tie-dyed fabrics of the Bai nationality is shallow and deep, which is widely used in decorative daily necessities, such as scarves, shawls, bags, bed covers, curtains, tablecloth, cushions, wall hanging and clothing, which can be used either alone or in a complete set. Tie-dyed fabrics reflect the artistry of obscurity and decoration in both color and pattern. Tie-dyed fabrics are usually monochrome, with the help of a single stain to form a decorative, a unique style of handicraft. Although the color is simple, the fading effect of the pattern form gives people a rich color feeling. The simple form of pattern has the simple and vigorous form beauty, which is in line with the trend of pursuing personality characteristics in today's society. The aesthetic characteristics of bai tie-dye are expressed in material, texture, pattern, color and so on. The colors of tie-dye cloth surface are blue and white, purple and white, green and white, red and white, orange and white, etc., blue and white are the oldest and most traditional colors of Bai tie-dye, and the color tie-dye of other colors has developed in the past 20 years and become increasingly mature and perfect. The tie-dye of Bai nationality has simple color, rich texture, mild color, and strong visual beauty. The patterns show clear colors, fresh patterns, natural color, simple, washing, moving, full of natural and implicit beauty. The color halo formed by the tie-dyeing process has soft and implicit color characteristics. (Zhang Qiuping, 2007)

Bai tie-dye belongs to the black and white color series, mainly using blue and white colors to express the natural objects. Bai people with simple blue and white color composition language reflects their calm, indifferent pursuit of life. In summarizing and summarizing the shape, body, structure and color of natural objects, we pay great attention to the harmony of blue and white tones, better highlighting the relationship between blue and white, space and level, giving people a simple, simple and refreshing artistic effect, which perfectly reflects the appeal and plasticity of black

and white art itself. The transition between blue and white colors is very natural. This transition is closely related to the tie-dye process. It is due to the different methods and tightness of the flower tension, which shows the gradual effect between the pattern and the background color. The edge of the pattern has the gradual change or gradually thick color halo caused by stains, this excessive appears natural and change blurred. Blue and white in a hazy, soft aesthetic feeling. This is the biggest characteristic of bai nationality tie-dye pattern color.(Wang Hui.2016).

The tie-dye of Bai nationality mainly uses the simplified expression mode of black and white contrast full of artistic appeal, and uses black and white color series as the main color to express images and feelings. No matter what kind of color tie-dye, and the combination of white shows the unique visual aesthetic feeling of black and white color series. The simplicity of black and white color modeling series in vision and color is incomparable to other kinds of art works. In the tie-dyed world, the black and white color series makes the original colorful natural color particularly simple and solemn, making the complicated artistic expression language appear simple and simple. The tie-dye image of the Bai nationality is clean, simple, intuitive and eye-catching, and the background color and pattern color permeate each other and naturally connect. In the tie-dyed cloth surface of black and white, white guard black, black and white color with an inseparable organic and harmonious whole display. The strong contrast of black and white color makes the cloth surface produce rough and delicate, simple and rich, straightforward and implicit, bright and deep, indifferent and elegant comprehensive beauty.(Wang Hui.2016).

The simple color contrast of Bai tie-dye makes people fall into the wrong vision of color quantity, giving people infinite reverie and aesthetic experience. This unique color style and artistic personality, tie-dye production technology, bai people's cultural customs, ethnic traditions, religious beliefs and other factors are inseparable. (Zhang Qiuping, 2007)

White:

The three branches of the Bai nationality, "Min Jia", "Na Ma" and "Le Mo", all advocate white, calling themselves "white", "white" and "white", and many of them have "Bai" characters, such as "white, white, white, white, white, white man, bai". These titles containing "white" are relative to other nationalities around Dali who have the meaning of "black" in the title. Other ethnic groups around Dali include "Nuo, Na, Nu, Luo, Li, nai, etc.". (Zhang Qiuping, 2007)

The claim of "black" and "white" has no difference between class, high, rich and poor, and is a kind of worship and love of color, which may continue as a sign of clan social marriage and the influence of primitive religion. (Zhang Qiuping, 2007)

The Yunnan minorities' love for color is directly reflected in their clothing culture. Bai women wear white "white sheepskin", while neighboring Naxi women wear "black sheepskin". This preference for color is also directly reflected in the sheep they raise, where the Bai people raise white sheep and the Naxi people raise black sheep. The Bai dress is white, while the neighboring Liangshan Yi nationality is black. Young Bai men wear white buns, white coats, women wear white sheepskin and white jackets, and white trousers, white clothes and white whiskers in the headdresses. Bai costume has a history of white for a long time. Dali royal family one of years ago also advocated white. In Zhou Qufei of the Song Dynasty, "Nanzhao (now Dali)" said that "the king took white felt and his wife took the morning glow",

and the morning glow was white. It can be seen that as early as that time, the king and queen wore white clothes and regarded white as beauty. The preference of various ethnic groups for color is also reflected in their recognition of beauty. "Nujiang Lisu people say that they should be as black as crows, while Bai people say that they should look as white as magpies." (Zhang Qiuping, 2007)

From the Bai "claim" and "his name", both contain "white", wearing white sheepskin, raising white sheep flock, wearing white clothes, and dressing as white as snow, it can be seen that the Bai people advocate and love white, and respect "white" as the beauty. "Bai" "white" is white Bai white, is black symmetry. "White son and white woman" is called "Bai nationality" because of their love for white. White, in the life of the Bai people, symbolizes purity, kindness, holiness, frankness, integrity, innocence, simplicity and auspiciousness. Now the Bai people still teach children to "white heart" and not "black heart", to be real "white children and white women". "White heart" is the meaning of kindness, purity, integrity, innocent, "white son and white woman" is also for this meaning. (Zhang Qiuping, 2007)

Blue:

Bai is not only white and blue, blue is also one of the favorite colors of Bai people. The blue complex of the Bai people radiates to every aspect of their lives, and the blue makes their lives particularly simple and elegant. In the Bai residential buildings like to use blue tiles, "green" is blue. In the Han and other ethnic areas, buildings like to use red brick and yellow glazed tiles, blue tiles can be regarded as a feature of the Bai architecture. In the northern area of Dali, Bai women like to use blue as ornaments. Women wearing blue clothes blue vest are considered as traditional beauty. There is a difference in purity and lightness between the blue of the clothes and the blue of the vest, and the blue of the general clothes is lighter than the blue of the vest. The young men in the Jianchuan Dongshan area also wear blue pants. Blue in the life of the Bai people has a simple, simple and elegant, lofty, wisdom, solemn and other meanings, and white is biased to refer to the cultivation of people. (Zhang Qiuping, 2007)

Bai tie-dye mainly blue and white color and the traditional concept of Bai people is related to cultural customs. The collocation of bai tie-dyed blue and white is the externalized expression of the colors favored by the Bai people. The quiet and peaceful atmosphere created by the blue and white colors is consistent with the kind and peaceful national character of the Bai people, which also reflects their indifferent and quiet pursuit of spiritual accomplishment. The combination of blue and white symbolizes "clear and aboveboard". (Zhang Qiuping, 2007)

2.5.8 Preserving tie-dye fabric of the Bai ethnic group

Government departments may formulate relevant policies, laws and regulations to protect the status of Bai nationality tie-dye as an intangible cultural heritage and provide corresponding protection measures. Special support funds shall be set up to subsidize the inheritors and handicraft manufacturers of Bai tie-dye traditional handicrafts, and encourage them to engage in the inheritance and innovation of tie-dye crafts. Tie-dye inheritance schools and training centers for the Bai nationality have been established to cultivate and teach tie-dye skills and attract more young people to participate in the inheritance and development of tie-dye handicrafts. Through exhibitions, performances, training courses and other activities, the historical, cultural value and artistic charm of Bai tie-dye will be publicized, and the

public's understanding of tie-dye will be enhanced. Strengthen the protection and management of tie-dye raw material resources, avoid excessive mining and pollution, and ensure the stable supply and quality of dyes. Establish the cooperation mechanism of the tie-dye industry of Bai nationality, promote the cooperation and exchange among relevant enterprises, studios, designers and artists, and jointly promote the development and inheritance of the tie-dye industry of Bai nationality. The techniques, patterns and techniques were systematically recorded, sorted and studied, and the database and literature of tie-dyeing techniques were established to provide reference and support for inheritance and innovation.(Zhu Minjia.2016).

2.6 Social media platforms

2.6.1 Definition of social media platforms

Social media platforms are websites or apps that offer online social features on which users can create profiles, interact with other users, and share content and information. Social media platforms are content production and exchange platforms based on user relations on the Internet. They are tools and platforms for people to share their opinions, opinions, experiences and opinions with each other. These platforms support social networking applications such as community member registration and personal information management, social activities among members, and content creation management. At present, there are various forms of social media platforms, including but not limited to Facebook, Twitter, Instagram, LinkedIn, YouTube, Weibo, TikTok, iQIYI, etc. These platforms provide people with a wider range of social network connections, information access channels and communication channels, but also become an important channel for enterprise publicity, marketing and customer service.(Zhang Zixuan,Wang Hai &Xu Dan.2014).

TikTok Is a very popular short video social platform, which has attracted a large number of users with its unique content creation style and rich social features. On TikTok, users can browse and create a variety of short videos, including music, dance, food, travel, funny, documentaries, movies and other types of content. At the same time, TikTok also provides a wealth of social features, allowing users to follow the people or topics they are interested in, interact with other users, and share their lives and insights. The success of TikTok lies in its powerful algorithm and content recommendation mechanism, which can accurately capture users' interests and preferences, and push personalized video content. This makes it easier for users to find content they are interested in and connect with creators and other users. In addition, TikTok has actively cooperated with a variety of brands, institutions and stars to launch a series of interesting and creative activities and challenges, attracting more user participation and attention. These activities not only enrich TikTok's content ecology, but also bring more fun and surprise to users.(Liu Pengfei.2019).

iQiyi , originally an independent video company owned by Baidu, was later renamed iQiyi in 2011. Since its inception, iQiyi has been committed to providing users with high-quality video content and services, and has gradually developed into one of the leading online video platforms in China. Iqiyi has a huge video content

library, covering various topics, including movies, TV dramas, variety shows, animation, documentaries and so on. Among them, many exclusive copyright content and self-made content by the majority of users love. In addition, iQIYI also actively introduces overseas high-quality dramas and movies to meet the needs of different users. IQIYI continues to invest in technological innovation to improve the user experience. For example, with advanced coding technology and optimization algorithm for video content, an intelligent recommendation system is introduced to recommend appropriate video content according to their viewing history and preferences. In addition to the basic video playback features, iQiyi also provides a wealth of social and interactive features. Users can follow their favorite stars, directors or programs on the platform, share their viewing experiences with other users, and participate in topic discussions. These features enhance the communication and interaction between users, and enhance the social nature of the platform.(Xin Jing&Ye Qianqian.2020).(Liu Pengfei.2019).

Weibo is a based on user relationship information sharing, dissemination and access through the attention mechanism to share short real-time information broadcast social media, network platform, users can through the PC, mobile phone and other mobile terminal access, with text, pictures, video, and other multimedia form, real-time information sharing, communication interaction.(Zhang Zixuan,Wang Hai &Xu Dan.2014).(Liu Pengfei.2019).

The content of YouTube covers various types, including short videos, long videos and live streaming. Among them, short video is mainly pan-entertainment type, while long video has a high verticality and professional degree. Users can find all kinds of interesting video content on YouTube according to their own interests and needs. The YouTube also allows users to personalize their Settings, such as creating personal channels, uploading their own videos, and interacting with other users. In addition to offering video sharing, YouTube offers creators and merchants the opportunity to make money and show their brands. For example, creators can earn revenue by receiving endorsements and cooperating with MCN organizations, while merchants can promote products and brands on YouTube. In addition, YouTube also provides enterprises with cross-border e-commerce store drainage and other marketing means to help merchants attract more potential customers.(Liu Pengfei.2019).

2.6.2 Benefits of social media platforms

Social media platforms break down geographical restrictions and allow people to connect with people around the world across borders and regions. Whether it's finding like-minded friends or communicating with industry experts, social media facilitates users. On social media platforms, users have access to knowledge and experience shared by people from different fields and backgrounds. These resources help users broaden their horizons, increase their knowledge and improve their personal quality. Social media platforms provide users with the possibility of self-directed learning and lifelong learning. Users can obtain learning resources anytime and anywhere according to their own interests and needs, interact and communicate with others, and improve the learning effect. There are various ways of communication on social media platforms, such as text, pictures and videos, which make the communication more vivid and interesting. Users can share every bit of life, show their talents, participate in various topics and make new friends. Information on social media

platforms is updated rapidly, allowing users to keep abreast of social developments, current events, and all kinds of practical information. This helps users to better understand their surroundings and make more informed decisions. For individuals, social media is a stage to show themselves and improve their influence. By carefully creating a personal image and sharing valuable content, users can attract more attention, and thus improve their social status and influence. (Zhang Zixuan, Wang Hai & Xu Dan. 2014). (Liu Pengfei. 2019).

2.6.3 Types of social media platforms

Social networking is the most common type of social media. Their main function is to establish and maintain social relationships. For example, the Facebook, Twitter, and LinkedIn platforms allow users to create profiles, post feeds, interact with friends, and share pictures and videos, and more. These platforms help users build their own social circles online, communicate and share information with different groups of people. Social media apps are social media platforms specifically designed for mobile devices, such as wechat, WhatsApp, and Instagram. These apps provide real-time communication and sharing capabilities, through which users can send text, voice, pictures, video and location information, communicating anytime, anywhere, which is an important way of mobile social networking. We-media platforms such as WeChat We-Media, Toutiao, Sina Weibo, Baidu, etc., allow individuals or organizations to create and publish their own content to attract readers and expand their influence. These platforms are often highly interactive and personalized, and are important tools for building personal brands or conducting content marketing. Short video category: such as TikTok, Kuaishou, B station and other platforms, with short video as the main form of content, has attracted a large number of young users. These platforms often have rich authoring tools and social capabilities, making it easy for users to make and share short videos and interact with other users. Q & A: platforms such as Zhihu, with users' questions and answers as the main form, gather a large number of professional intellectuals and enthusiastic netizens, providing a wealth of knowledge and information. Live streaming: Live streaming social media platforms such as Inke and Huajiao realize real-time interaction between customers and anchors, which is of great help to improving customer viscosity and expanding the influence of social media. Education: Online education platforms, such as Tencent Classroom and netease Cloud Classroom, combine educational attributes and social media attributes to make the learning process more interactive and interesting. (Zhang Zixuan, Wang Hai & Xu Dan. 2014).

2.6.4 Components of social media platforms

The components of social media platforms mainly include user interface, content management system, social interaction function, data analysis and recommendation system, notification and messaging system, privacy and security components, and background management system. (Liu Pengfei. 2019).

The user interface is a direct interface for users to interact with social media platforms, usually including registration and login, personal information management, content publishing, browsing, search and other functions. The user interface should be designed to be intuitive and easy to use, so that the user can easily perform various operations. Social media platforms need an efficient content management system for storing, editing, displaying, and searching for user-generated content. This includes text, pictures, video, audio and other forms of content. Content management systems

should have powerful processing capabilities, can process large amounts of data, and ensure the security and privacy of content. The social interaction feature allows users to comment, like, share, send private messages and other interactions. These features help enhance the connections and communication between users, forming a tight social network. Social media platforms are often equipped with advanced data analysis tools and recommendation systems to analyze user behavior, interests and needs, and to recommend relevant content and users to users. This helps to improve the user experience, increase user engagement, and facilitate the spread and sharing of content on the platform. Social media platforms send real-time updates, reminders, and interactive messages to users through notifications and messaging systems to help users stay in touch with the platform and keep abreast of the people and topics they follow. Protecting user privacy and data security is an integral part of social media platforms. This includes user information encryption, privacy Settings, reporting and complaint mechanisms, etc., to ensure that users' information security and rights and interests on the platform are guaranteed. Background management system: For platform operators, the background management system is a key tool for managing social media platforms. It provides user management, content review, data analysis, advertising management, and other functions to help operators effectively manage the platform and drive business development.(Zhang Zixuan,Wang Hai &Xu Dan.2014).(Xin Jing&Ye Qianqian.2020).(Liu Pengfei.2019).

2.6.5 Principles for using social media

Personal privacy is the first principle in social media use. Users should be careful to handle personal information and avoid random disclosure of sensitive data, such as contact information, home address, etc. At the same time, reasonably set the account privacy options to ensure the security of personal information. When using social media, one must respect the intellectual property rights of others, and must not share or use another person's works, photos, videos, etc., without permission. Abide by copyright laws and regulations, and respect the spirit of originality and authors' rights and interests. Each social media platform has its own specific user agreements and regulations that users should follow when using them. For example, avoid releasing illegal information involving violence, pornography and discrimination, and maintain harmony and stability in cyberspace. When communicating with others on social media, you should be rational and friendly, and respect their views and diversity. Avoid malicious attacks, abuse and slander of others, and maintain equal and respectful communication methods. Consider your values, credibility, and influence when adding friends or following someone. Avoid blindly following the trend or being misled by bad information. Although social media provides people with a convenient way to socialize and obtain information, excessive addiction will affect their life and work. Therefore, use your time properly and avoid wasting too much energy on social media. Social media serves as a platform to spread knowledge, education, public welfare and other valuable information, share meaningful content, and bring positive energy and inspiration to others.(Zhang Zixuan,Wang Hai &Xu Dan.2014).

2.6.6 Principles for evaluating the use of social media

First, identify the goals to use social media and assess whether social media activities are consistent with the goals. For example, if the goal is to increase brand awareness, you will need to focus on the increase in brand exposure on social media

platforms. The effect of social media use should be able to quantify the measures. This includes the increase in attention, interaction rate, conversion rate and other specific indicators. The effects of social media can be objectively evaluated through data analysis and statistics. The quality of content posted by social media directly affects its effectiveness. The evaluation should pay attention to whether the content is original, valuable and interesting, and whether it can attract the attention and interaction of the target audience. User engagement is one of the important indicators to assessing social media usage. The evaluation should pay attention to the user's comments, sharing, likes and other interactive behaviors, as well as the user's activity and stickiness. When assessing social media usage, you will also need to consider the ratio of investment to return. This includes investment in time, manpower, capital, and more, as well as returns on brand exposure, customer growth, and improved sales generated through social media. Potential risks and safety issues must be considered when using social media. The evaluation should pay attention to the security and privacy protection measures of social media platforms, as well as the possible negative public opinion and information leakage risks.(Zhang Zixuan,Wang Hai &Xu Dan.2014).(Xin Jing&Ye Qianqian.2020).(Liu Pengfei.2019).

2.7 Perception theory

The lens language of documentary carries a lot of information other than the story, and the use of lens language reflects the emotional orientation of the creator. The flexible use of lens language such as empty lens, long lens and slow lens can inject different aesthetic implication into the film.

Empty lens is an important component of the lens language, also known as the scene lens, which can be used complementary to the conventional lens. The use of empty shots is very extensive in documentaries, and their functions are also very different. In addition to describing the time and place, empty shots can also play a role in promoting the development of the plot and laying the emotional tone of the film."One Side Blue and White" is interspersed with a lot of empty scenes to introduce the environment and render the emotional atmosphere. The shooting location of the film, Dali, has beautiful natural scenery, which is an important shooting resource of the film. In addition to the basic environment, the beautiful scenery adds to the film. China has a vast territory and abundant resources, and its different natural environment has shaped the distinctive production and life styles of various ethnic minorities. In the creation practice of documentaries on the intangible cultural heritage of ethnic minorities, the empty mirror is used to capture and reproduce the living space of ethnic minorities, which can make the audience form a perceptual understanding of the breeding environment of intangible cultural heritage projects in a short time.(Yingying.2015).

A long lens is a relative concept, generally refers to no processing, no splicing and continuous lens. Because it retains relatively complete space and time information and has a strong sense of authenticity and participation, the long lens can provide the audience with an immersive experience similar to the real space. Therefore, the long

lens is still regarded as the best means to show the documentary characteristics of documentaries.

The ever-changing digital imaging technology makes the former professional cameras can achieve the upgraded shooting function, become the standard configuration of "consumer camera", and slow motion is gradually favored by documentary creators. The slow motion mentioned here, also called high-speed lens or upgraded lens, refers to the film and television art technique that uses the frame speed beyond the actual projection speed to shoot and create the time delay and static effect. Documentary narrative is difficult to do as drama exciting, for the most minority intangible documentary, build appreciate atmosphere is even more important than the plot, which requires documentary creators flexible use of all kinds of slow motion to give the audience understanding of the content and aftertaste to create time gap, appropriate "blank" can let the audience meditation experience picture outside the emotional implication. In order to reveal tie-dye art not genetic inheritance of the skill of outstanding contributions, I arranged a 20 seconds of slow motion, lens follow to see master works visitors slowly through the heritage exquisite dye works hall, as if lead the audience into the slow flowing time tunnel, in every step, follow visitors to tie-dye past glory, feel the genetic bearing extraordinary craftsmen charm.(Shen Fangyu.2015).

The narrative and emotional expression of the documentary cannot be separated from the sound of music and sound. Music sound is an ideal way to control the rhythm of the film in addition to editing means, but also can play a role in setting off the situation atmosphere and shaping three-dimensional characters. The creative use of music sound establishes a broad imagination space for the post-production of documentary. The soundtrack can arouse the emotional resonance of the audience to a large extent, and guide them to capture the subtle emotions outside the image. With traditional tunes, folk songs and dialect sounds, which can play a role in the rendering of the ethnic cultural context in the documentary of the minority intangible cultural heritage theme

2.8 Viewers Behavior

Audience behavior refers to the behavior and reaction shown by the audience when watching film and television works, participating in cultural activities or experiencing entertainment products. The characteristics and expression forms of the audience's behavior can vary according to person, time and place. When watching films and television works, performances or performances, the audience will show different viewing behaviors, including focus, devotion, immersion, appreciation, thinking, etc. The audience will have a variety of different reactions during the watching process, including laughter, applause, exclamation, thinking sound and so on. These reactions reflect the audience's comments and feelings about the content, performance skills, and plot development of the work. When participating in cultural activities or experiencing entertainment products, audiences may show interactive behaviors, including communicating with other audiences, interacting with actors or

artists, and participating in games or competitions. After experiencing cultural activities or entertainment products, audiences may share their feelings and experiences with others, including through social media, oral communication, writing comments and other ways. After watching or experiencing, the audience may put forward feedback or suggestions, including the evaluation and feedback on the content, expression form, service quality and other aspects of the work. When participating in cultural activities or experiencing entertainment products, audiences may conduct consumption behaviors, including purchasing tickets, purchasing peripheral products, subscribing to membership services, etc. Audience behavior is a series of behaviors and reactions expressed by the audience in the process of watching, participation and experience, reflecting their understanding, evaluation and participation in the works or activities. The research and analysis of audience behavior helps the cultural industry and entertainment industry to better understand audience needs, improve product quality and enhance user experience.(Shen Fangyu.2015).

The audience may show the following behaviors: focus and devotion: The audience may focus on watching the tie-dye documentary, engage in the tie-dye art and culture presented in the film, and try to understand and feel the content and emotion presented in it. Tie-dye documentaries may arouse the emotional resonance of the audience by showing the details of the tie-dye technology, the creation process of the artist, and the beauty of the tie-dye works, and make them resonate and move the tie-dye culture. The audience may hope to learn more about the art of tie-dye by watching the two documentaries, and explore its historical origin, technology, cultural connotation and other aspects. Audiences may appreciate the aesthetic feeling of various tie-dye works shown in tie-dye documentaries, including pattern design, dyeing techniques, fabric texture and other aspects, so as to gain aesthetic enjoyment. When watching the tie-dye documentary, the audience may think about and reflect on the cultural significance, life philosophy and other aspects behind the tie-dye art, and get inspiration and thinking from it. Visitors may share the viewing experience with others after watching, deepen their understanding and understanding of tie-dye culture through exchanges and discussions, and promote cultural exchanges and sharing. The behaviors that viewers may show when watching tie-dye documentaries include focus, devotion, engagement, emotional resonance, learning, exploration, aesthetic appreciation, thinking, reflection, sharing and communication. These behaviors reflect the audience's interest and identification in the tie-dye culture, as well as their understanding and evaluation of the content of the film.

2.9 Theory about satisfaction

2.9.1 The meaning of satisfaction

Satisfaction has important significance in psychology and life, which can affect individual emotion, behavior and well-being. Satisfaction is an important part of mental health. When individuals feel satisfied, they often experience less anxiety and depression and are more likely to maintain a positive emotional state. Satisfaction is closely related to happiness. When individuals feel satisfied, they

tend to feel happier, more satisfied with life, and more likely to experience positive emotional experiences such as happiness, satisfaction, and pleasure. Satisfaction helps to an individual sense of self-affirmation. When individuals achieve their goals and meet their needs, they are more confident and more likely to face challenges and difficulties. Satisfaction can motivate individuals to adopt positive behavior. When individuals are satisfied, they are often more open to social activities, pursue personal development, and are more motivated to achieve their goals. Satisfaction can promote good relationships. When individuals are satisfied, they are often more likely to build close relationships, maintain positive communication, and are more willing to give support and care to others.(Chen Lili.2024).

The audience may have the satisfaction after watching tie-dye documentary. Watching tie-dye documentary can bring the audience the cognitive satisfaction of tie-dye technology, cultural background and other aspects. Through the documentary, they learned about the history, tradition and technology of tie-dye, which increased their understanding of tie-dye culture and satisfied their thirst for knowledge. Tie-dye documentaries may present exquisite tie-dye works, colorful patterns and colors, bringing visual enjoyment and satisfaction to the audience. The audience enjoys the magnificent tie-dye art, which produces aesthetic pleasure and satisfaction. Tie-dye documentaries may trigger the emotional resonance of the audience by telling the story behind tie-dye and showing the hard work of tie-dye craftsmen. The audience may feel the respect for the tie-dye technology and the love for the traditional culture in the documentary, thus generating the emotional satisfaction. For some viewers, tie-dye documentaries may evoke a sense of identity with the national culture. Especially for the audience who are related to tie-dye culture, watching the documentary can understand the historical origin and national characteristics of tie-dye, which can enhance their sense of identity with their own cultural traditions and produce the satisfaction of cultural identity. Tie-dye documentaries may also give the audience the satisfaction of learning. Through watching the documentary, the audience learned the knowledge of the production process and technical points of tie-dye technology, which increased their skills and knowledge reserve, and generated the satisfaction in learning.(Zupan&Babbage,2017)

2.9.2 Concept of satisfaction

Satisfaction refers to the feeling or attitude towards an emotion, experience or result, indicating that the individual is satisfied, satisfied or meets the expectation of the things or situations experienced or obtained. Such feelings are usually based on factors such as individual expectations, needs, values and goals, and may be influenced by factors such as individual emotional state, social environment and cultural background. Satisfaction can be manifested in different aspects of emotional satisfaction, cognitive satisfaction and behavioral satisfaction. It means that an individual feels emotionally happy, happy or satisfied, and has a positive emotional experience of things or situations experienced or obtained. For example, satisfaction can be reflected as love, enjoyment or satisfaction for a certain product or service. It means that an individual is cognitively satisfied with the thing or situation experienced or received, and believes that it meets their own expectations, needs or criteria. For example, satisfaction can be reflected as the recognition, affirmation or satisfaction with a certain decision, choice or scheme. It means that an individual is behaviorally satisfied with the things or situations experienced or received, and may

show positive behavior, repeated purchase or use, word of mouth, etc. For example, satisfaction can be reflected by frequent visits of a restaurant or word of mouth of a product.(Chen Lili.2024).

The audience's satisfaction after watching the tie-dye documentary can be understood as the audience's satisfaction with the content, production quality and viewing experience of the documentary. The audience is satisfied with the tie-dye culture, craft, historical background and other content presented by the documentary, and think that the content is rich, authentic, interesting and informative, in line with their expectations and interests. Through the documentary, the audience felt the emotional resonance and identification of the tie-dye culture, and produced the respect and emotional connection for the tie-dye technology, the craftsman spirit and other aspects, so as to feel the emotional satisfaction and pleasure. The audience is satisfied with the production quality, presentation techniques and editing technology of the documentary, and believes that the clear picture quality, smooth editing and sound adaptation enhance the viewing experience and appreciation value. In the process of watching the documentary, the audience got a good viewing experience, felt the audio-visual enjoyment brought by the professional production team, as well as a comprehensive understanding and perception of tie-dye culture, thus generating an overall sense of satisfaction. Through watching the documentary, the audience gained new knowledge and insights on the tie-dye culture and technology, felt that they had a deeper understanding of tie-dye and met their needs for learning and exploration.(Zupan&Babbage,2017)

2.9.3 Criteria for evaluating satisfaction

Satisfaction evaluation criteria can be formulated according to different situations and purposes, including the accuracy, completeness, depth and breadth of the content. Evaluation of content quality can consider whether all important information covering relevant topics, whether it is accurately reflected in the facts, and whether the depth and breadth of content meets the audience's expectations. Including image quality, sound effect, editing technology and so on. When evaluating the production quality, the clarity of the image, the color saturation, the fidelity of the sound effect, and the fluency and consistency of the editing technology can be considered. Including the degree of emotional resonance of the audience to the content. When evaluating emotional resonance, we can consider whether the audience has an interest and resonance in the content, whether it causes the emotional fluctuations of the audience, and whether it touches the emotional depth of the audience. Including the overall feeling and experience of the audience during the watching process. When evaluating the viewing experience, we can consider whether the audience feels happy and satisfied, whether they are satisfied with the fluency and rhythm of the watching process, and whether they have gained an in-depth understanding of the tie-dye culture. Including the new knowledge and new insights gained by the audience through watching the film. When evaluating information acquisition, it can consider whether the audience has gained a new understanding of tie-dye culture and technology, whether it has a deeper understanding of relevant topics, and whether it meets the audience's needs for learning and exploration.(Zupan&Babbage,2017)

The evaluation criteria of the audience's satisfaction after watching the tie-dye documentary include: whether the audience is satisfied with the accuracy,

comprehensiveness and depth of the tie-dye culture, craft, historical background and other contents presented by the documentary. The evaluation can consider whether the documentary covers important aspects of tie-dye culture, whether it shows the production process of tie-dye technology, and whether the introduction of tie-dye history is clear and accurate. Whether the audience has an emotional resonance with the tie-dye culture, craft and other content, whether they feel the respect for the tie-dye craftsmen and the love for the traditional culture. During the evaluation, we can consider whether the audience has experienced the emotional touch and resonance in the documentary, and whether it has the emotional connection and identification with the tie-dye. Whether the audience is satisfied with the production quality of the documentary, including the picture quality, sound effect, editing technology and so on. During the evaluation, we can consider whether the picture is clear, whether the sound effect is realistic, and whether the editing is smooth. The overall feeling and experience of the audience in the process of watching the documentary. In the evaluation, we can consider whether the audience feels happy and satisfied, whether they are satisfied with the rhythm and atmosphere in the process of watching the film, and whether they have a deeper understanding of the tie-dye culture. New knowledge and insights gained by watching the documentary. During the evaluation, we can consider whether the audience has learned the new knowledge of tie-dye culture and technology through the documentary, whether it has a deeper understanding of the relevant topics, and whether it meets the audience's needs for learning and exploration. The comprehensive consideration of the evaluation criteria can help to evaluate the overall quality and value of the documentary.(Chen Lili.2024).

2.10 Researches Related

2.10.1 "Cultural Identity and Traditional Crafts: The Role of Tie-Dyeing in Ethnic Communities" (Smith, 2019): Smith's research investigates how tie-dyeing functions as a significant cultural identifier in various ethnic communities. It highlights how tie-dyeing plays a pivotal role in preserving and expressing cultural identity, emphasizing its importance in maintaining cultural heritage.

2.10.2 "Emotion Elicitation by Means of Narrative Structure: The Historical Approach" (Zillmann, 2017): Zillmann's study delves into emotion elicitation techniques in documentary filmmaking, particularly the use of narrative structure. The research explores how storytelling methods are employed to evoke emotional responses from audiences, enhancing viewer engagement with documentary content.

2.10.3 "Traditional Crafts and Cultural Preservation: A Case Study of the Bai Ethnic Group in Yunnan Province" (Chen, 2018): Chen's research presents a case study that investigates the Bai ethnic group's traditional crafts, with a specific focus on tie-dyeing. The study underscores the vital role of traditional crafts in preserving and transmitting cultural heritage within this ethnic community.

2.10.4 "Tie-Dyeing in China: A Historical Perspective" (Wang, 2017): Wang's work offers a historical perspective on tie-dyeing in China. It delves into the development of tie-dyeing as a cultural practice and its significance within the broader

Chinese cultural landscape. The study provides insights into the historical roots of tie-dyeing in China.

2.10.5 "Aesthetic Theories and Bai Tie-Dye Patterns: An Analysis of Cultural Significance" (Liu, 2020): Liu's research explores the aesthetics of Bai tie-dyeing, with a particular emphasis on patterns and design elements. It delves into the cultural meanings conveyed through these aesthetics, providing a deeper understanding of the significance of visual elements in tie-dyeing.

2.10.6 "Bai Ethnicity and Tie-Dyeing: An Ethnographic Study" (Zhang, 2019): Zhang's ethnographic study investigates the relationship between the Bai ethnic group and tie-dyeing. Through participant observation and interviews, the research explores the cultural and social dimensions of tie-dyeing within the Bai ethnic group, shedding light on its role in shaping their identity.

2.10.7 "Cultural Perception and Interpretation in the Postmodern Age" (Hall, 2018): Hall's work focuses on cultural perception and interpretation in the context of the postmodern age. It examines how cultural practices and traditions are perceived and interpreted by individuals and communities, contributing to a deeper understanding of the complexities of cultural interpretation.

2.10.8 "Documentary Creation Strategy of Film Literature: Intangible Cultural Heritage" (Zhao Ting, 2020). : Zhao think to abandon their own problems existing in the development process of development, adhere to use science "to supplement", "expand" with art, bold exploration, innovation, on the basis of the intangible true, efforts to speak good Chinese intangible story, spread Chinese intangible culture, to promote the sustainable and healthy development of China's intangible contributions. This paper analyzes the problems existing in the protection of the intangible cultural heritage. However, how to use audio-visual and keywords such as "culture" in intangible cultural heritage. In the intangible cultural heritage documentary, the film image expression and cultural expression are the key points in the creation and writing.

2.10.9 "Chinese TV: On the subject choice of intangible Cultural Heritage documentaries of Ethnic minorities" (Li Jinsong, 2017): Li's article comprehensively summarizes the optional angles of the theme of "intangible cultural heritage", and writes the examples in each chapter. Among them, in the part of "the theme of ethnic traditional handicrafts", he believes that with the rapid development of industrialization, ethnic traditional handicrafts are gradually disappearing from people's sight. Therefore, an important task for documentaries to spread the intangible cultural heritage of ethnic minorities is to vigorously display the exquisite traditional handicrafts of ethnic minorities, and strive to preserve, inherit and spread some endangered intangible cultural heritage handicrafts in the form of sound painting and images.

2.10.10 "Yunnan normal university: based on the history of documentary image" (NiKunHao, 2015): The research ideas in the longitudinal according to the chronological sequence of the video text analysis, thus in the horizontal combination of different periods of social historical background to discuss who is the main body, construct what kind of historical memory. From the perspective of cultural subjectivity, the article discusses several films with ethnic themes in Yunnan. Starting from the study of history and film and television, this paper summarizes the anthropological significance and practical significance in video.

2.10.11 "Chinese Literature and Art Review: The Artistic Charm of historical documentaries in the New Century" (Wang Feng, Li Guoxing, 2020). : Their articles based on the Chinese documentary diversified creation context, re-examine the new century historical documentary of cultural cognitive value, on its inherent aesthetic characteristics, and from the new perspective and new direction of rational questions and thinking, to reveal its crucial in the image transmission of cultural strength and artistic charm.

2.10.12 "Sichuan university: Chinese documentary writing of the intangible cultural heritage" (liang now, 2007): liang details the intangible predecessor of this documentary, and through the analysis of a large number of works, from the aesthetic style, creative skills and creative concept, and many other aspects for the theme of the development direction.

2.10.13 "Hebei University: Research on the Creation of China's Intangible Cultural Heritage Documentary" (Shi Yanan, 2016): Shi made a phased summary of the creation characteristics of current intangible cultural heritage documentaries, combined with examples of the role of documentary on the continuation of intangible cultural heritage and the specific application of audio-visual elements in the creation practice.

2.10.14 "Henan University: Narrative Art of Intangible Cultural Heritage Documentary" (Gao Rui, 2016): Gao finds a new way to divide the types of intangible cultural heritage documentaries from the perspective of narrative, and study the narrative methods and characteristics of such documentaries.

2.11 Conceptual framework for research

Creating a conceptual framework for research involves defining key concepts. The relationship between the independent and dependent variables, each of which guides the research process. The following is a framework for research involving the production of a documentary using evocative techniques to explore the aesthetics and uniqueness of tie-dyeing in China's Bai ethnicity:

2.11.1 Documentary:

This is the medium through which the research objectives will be achieved, presenting the story and visuals of Bai tie-dyeing.

2.11.2 Emotion Elicitation Technique:

The approach used to engage viewers emotionally and enhance their connection to the subject matter.

2.11.3 Identity:

Refers to the cultural and ethnic identity of the Bai people, including their customs, traditions, and heritage.

2.11.4 Perception:

The audience interprets and understands the aesthetics and identity of Bai tie-dyeing presented in the documentary.

2.11.5 Aesthetics:

The visual elements, patterns, colors, and design features that define the beauty and artistry of Bai tie-dyeing.

2.11.6 Tie-Dyeing in Bai Ethnicity:

This represents the traditional art form of tie-dyeing within the Bai ethnicity of China.

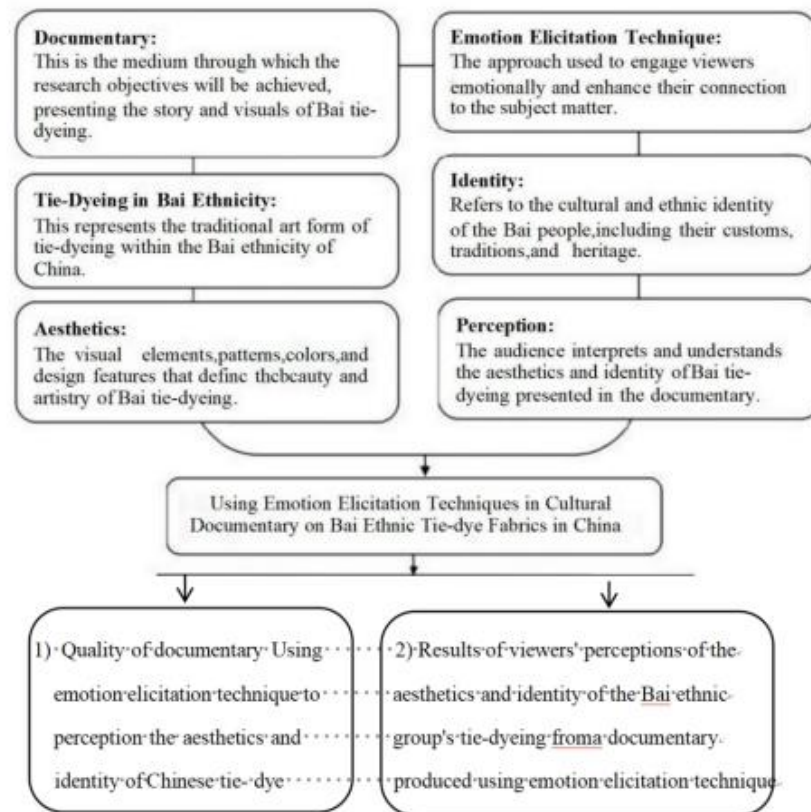


Figure 9: Conceptual framework Flowchart

Chapter 3

Research Methodology

The research on “Documentary production toward the aesthetics and identity of Chinese Tie-dye fabrics using an emotion elicitation technique” was conducted using a mixed-methods research approach. The results from one method could complement the results from another method in this research. The research was conducted as follows:

3.1 Literature review

3.1.1 "Cultural Identity and Traditional Crafts: The Role of Tie-Dyeing in Ethnic Communities" (Smith, 2019): Smith's research investigates how tie-dyeing functions as a significant cultural identifier in various ethnic communities. It highlights how tie-dyeing plays a pivotal role in preserving and expressing cultural identity, emphasizing its importance in maintaining cultural heritage.

3.1.2 "Emotion Elicitation by Means of Narrative Structure: The Historical Approach" (Zillmann, 2017): Zillmann's study delves into emotion elicitation techniques in documentary filmmaking, particularly the use of narrative structure. The research explores how storytelling methods are employed to evoke emotional responses from audiences, enhancing viewer engagement with documentary content.

3.1.3 "Traditional Crafts and Cultural Preservation: A Case Study of the Bai Ethnic Group in Yunnan Province" (Chen, 2018): Chen's research presents a case study that investigates the Bai ethnic group's traditional crafts, with a specific focus on tie-dyeing. The study underscores the vital role of traditional crafts in preserving and transmitting cultural heritage within this ethnic community.

3.1.4 "Chinese Literature and Art Review: The Artistic Charm of historical documentaries in the New Century" (Wang Feng, Li Guoxing, 2020). : Their articles based on the Chinese documentary diversified creation context, re-examine the new century historical documentary of cultural cognitive value, on its inherent aesthetic characteristics, and from the new perspective and new direction of rational questions and thinking, to reveal its crucial in the image transmission of cultural strength and artistic charm.

3.1.5 "Sichuan university: Chinese documentary writing of the intangible cultural heritage" (liang now, 2007): liang details the intangible predecessor of this documentary, and through the analysis of a large number of works, from the aesthetic style, creative skills and creative concept, and many other aspects for the theme of the development direction.

3.1.6 "Hebei University: Research on the Creation of China's Intangible Cultural Heritage Documentary" (Shi Yanan, 2016): Shi made a phased summary of the creation characteristics of current intangible cultural heritage documentaries, combined with examples of the role of documentary on the continuation of intangible

cultural heritage and the specific application of audio-visual elements in the creation practice.

3.2 Population and Samples

3.2.1 Population

The population studied comprises individuals with accounts on the TikTok social media platform, which currently has approximately 600 million accounts.

3.2.2 Sample group

The sample group represents a subset of the population under study, determined by specifying an appropriate sample size using the formula proposed by Taro Yamane, which is 400 individuals. This number signifies that the researchers needed to gather questionnaires from a sample group consisting of TikTok platform viewers, with the characteristics of interest in the population set at a margin of error of 0.5, a confidence level of 95%, and a 5% margin of error.

Sample size and sampling method (using Taro Yamane's formula)

3.3 Research Variables

3.3.1 Independent Variable:

Video using emotion elicitation techniques in cultural documentary Bai ethnic Tie-dye fabrics in China

3.3.2 Dependent Variable:

1) Video quality using emotion elicitation techniques in cultural documentary Bai ethnic Tie-dye fabrics in China

2) Audience's perception and satisfaction towards the use of emotion elicitation technique in documentary Bai ethnic Tie-dye fabrics in China

3.4 Scope of research

3.4.1 Geographic Scope: The research focuses on the Bai ethnic community in Yunnan Province, China, where the tie-dye tradition is deeply rooted. The geographic focus is on this specific region to explore the beauty of tie-dye and the cultural identity within the Bai community.

3.4.2 Cultural scope: The research delves into the cultural and artistic aspects of bai cloth dyeing. It focuses on its role in maintaining and expressing the cultural identity of the Bai people. It explores cultural practices, traditions, and values related

to tie-dye within the Bai community.

3.4.3 Tie-dye fabric of the Bai ethnicity: It is a fabric with a unique tie-dyeing technique and has a pattern created by the inspiration of nature. Cultural beliefs of the Bai ethnic group

3.4.4 Documentary production The research scope covers the complete documentary production process. It includes pre-production (research, planning, and script writing), production (filming and content creation), and post-production. (Editing and Finalizing) The focus is on how the documentary effectively captures the beauty and uniqueness of Bai tie-dyeing.

3.4.5 Techniques for inducing emotions: This research studies various techniques for inducing emotions. Used in making documentary films to create emotions in the audience. It evaluates its effectiveness in creating an emotional connection between viewers and content. Especially the dyeing of the bai cloth.

3.4.6 Audience Participation: The research scope extends to audience participation and emotional perception. It will assess how the documentary affects viewers' understanding of the aesthetics of Bai tie-dyeing and its cultural identity. As well as the emotional response received from the documentary.

3.4.7 Ethical considerations Ethical considerations are an important part of the research realm. Help ensure that research and documentary production are conducted with the cultural sensitivities of the Bai community in mind and that their voices and traditions are represented accurately and respectfully.

3.4.8 Type of creative media: It is a cultural documentary video of tie-dyeing of the Bai ethnic group.

3.4.9 Research period: approximately 1 year.

3.5 Research Tools

3.5.1 Questionnaire on important factors and elements of cultural documentary videos that affect success.

3.5.2 Video quality evaluation using emotion elicitation techniques in cultural documentary video on Bai ethnic Tie-dye fabrics in China

3.5.3 Audience's perception assessment towards the use of emotion elicitation technique in the documentary Bai ethnic Tie-dye Fabrics in China

3.5.4 Audience satisfaction assessment of the use of emotion elicitation techniques in a cultural documentary video on Bai ethnic Tie-dye fabrics in China

3.6 Creation and verification of research Tools

The creation and validation of research tools is a very important step in scientific research, especially in the field of social sciences and psychology. First, clarify the

purpose of the study and what needs to be measured. The used variables and dimensions were determined based on the research question and objectives. According to the research purpose and measurement content, formulate specific measurement items or topics. Ensure that the measurement items has a clear semantic and internal logic that can accurately reflect the variables or dimensions to be measured. The measurement project team will be developed into a preliminary version of the research tools, such as questionnaires, scales, observation tables, etc. In the process of compilation, attention should be paid to the logical order and arrangement of the measurement items to ensure that the content to be measured can be fully covered. Content validity of the preliminary version of the study tool was assessed using expert review, focus group discussion, etc. Ensure that the content of the measurement item is related to the variables or dimensions to be measured and is fully covered. Initial testing of the preliminary version of the research tool, such as questionnaires or field observations in a small sample population. To evaluate the understanding, acceptance and application of the measurement tool through testing, and to find out the existing problems and deficiencies. The study tool was revised and modified based on the results of the preliminary testing. Improper or duplicate measurement items can be deleted, items with unclear language expression can be modified, and used to add or adjust new measurement items. The revised study tool was tested for reliability and validity using statistical analysis methods. The reliability test is used to assess the stability and consistency of the measurement tool, and the validity test is used to assess the validity and accuracy of the measurement tool. Data collection is performed using revised research tools in real research, such as questionnaires with large samples, field observation or experimental studies. Empirical studies were conducted to verify the utility and validity of the revised research tool. The study tool was repeatedly revised and validated based on the results and feedback from the empirical study. Continuously improve and refine research tools to improve their quality and reliability. After multiple revisions and verification, the version of the study tool was finally confirmed and released for use by others. Also establish use instructions and operating guidelines for the study tool to ensure proper use and interpretation of the results of the study tool.(Zhang Pengfei,2023).

The research tools of tie-dye documentaries refer to those used to collect, analyze and evaluate the feedback of documentary audiences, such as questionnaires, interview outline, focus group discussion guide, etc. Determine the types and purposes of information you want to collect from the audience, such as understanding the audience's understanding, perception, and response to the content of the documentary. According to the purpose of the research, the contents and indicators need to be measured, such as the audience's understanding of the history of tie-dye, their interest in tie-dye techniques, and the evaluation of the quality of documentary production, etc. According to the determined measurement content, formulate corresponding measurement tools, such as compiling questionnaire form, design interview outline, etc. Through expert review, content analysis or pretest methods, to evaluate the content validity of the measurement tool, that is, whether the tool can fully and accurately reflect the content to be measured. Using internal consistency tests, remeasurement methods, etc., to evaluate the reliability of the measurement instrument, that is, whether the instrument can stably measure the observation of the same observer at different times or in different contexts. The designed measurement

tools are applied to a part of the audience to conduct the actual investigation, interviews, etc. Based on the results of the implementation trial, collect feedback data from the audience and conduct data analysis, including descriptive statistical analysis, factor analysis, regression analysis, etc. Based on the results of the data analysis, the measurement tools were revised and validated, including modifying the questionnaire, adjusting the interview outline, etc. Finally confirm the version of the revised measurement tool and determine its feasibility and applicability.(Gao Rui,2016)

3.7 Experimental Action Plan

An experimental action plan is a specific plan developed in a scientific research or experimental project designed to guide the design, implementation, monitoring and evaluation of experiments to achieve research purposes and obtain reliable results. Determine the specific purpose and research questions of the experiment, and specify the scientific questions or hypotheses that you want to answer. Design the structure, organization and operation flow of the experiment according to the research purpose and hypothesis. Determine the setting of the experimental and control groups, and select the experimental and control variables. Determine the sample size required for the experiment and the subject recruitment criteria, including the number, characteristics, grouping and other requirements. Select appropriate experimental tools, equipment and methods, including experimental materials, measuring tools, experimental operation procedures, etc. Implement experiments and collect data according to the experimental design and operation process to ensure the standardization and consistency of operation. Monitor and manage the experimental process, including checking the status of the experimental equipment and materials, recording the experimental operation process and data acquisition, etc. The collected data were analyzed and interpreted, and hypotheses were tested and conclusions were drawn using appropriate statistical methods. Organize the experimental results into the form of report or paper, and communicate the research results to the scientific community or relevant stakeholders. To evaluate and reflect on the experimental process and results, summarize the lessons learned, and make suggestions for improvement and further research. The results and effects of the experiments were tracked and reviewed, assessed whether the experiment reached the expected goal, and the experimental plans and methods were revised and improved.(Zhang Pengfei,2023).

The development of an action experiment plan for tie-dye documentaries involves the planning and arrangement of the production, promotion and evaluation of documentaries. Production stage: determine the theme and goal of tie-dye documentary, such as discussing the history and tradition of tie-dye, introducing the technology of tie-dye, showing the aesthetic value of tie-dye works, etc. According to the theme and goal, write the script of the documentary, and make a detailed production outline, including content arrangement, shooting scenes, character setting, etc. Conduct field shooting and material collection work, including interviewing tie-dye craftsmen, shooting tie-dye process, recording tie-dye works and display, and then conducting post-editing and production. Promotion stage: Design and execute a series

of promotional activities, such as releasing trailers, holding press conferences, using social media for publicity, cooperating with media for reporting, etc. Use online platforms (such as YouTube, social media, E-mail, etc.) and offline channels (such as film festivals, art exhibitions, community activities, etc.) for extensive promotion. Cooperate with relevant institutions, organizations, artists and other organizations to jointly promote documentaries, such as holding tie-dye technology exhibition activities, and watching activities with local cultural institutions, etc. Evaluation stage: collect the audience's feedback and opinions on the documentary by means of questionnaire survey, focus group discussion and audience comments. Analyze the audience feedback data, evaluate the influence of documentary, audience satisfaction, knowledge transmission effect, etc. According to the evaluation results, the documentary should be improved and adjusted to improve its quality and influence. Follow-up stage: Continue to promote documentaries, continuously expand the audience group, and improve the popularity and influence. Organize related activities, such as seminars, workshops, seminars, etc., to further discuss tie-dye culture and documentary content. Long-term maintenance of the documentary publicity and promotion, to ensure that it continues to receive attention and support.(Gao Rui,2016)

Table 1: The production process of the Chinese Bai nationality tie-dye culture documentary

Step	Assignment	Define	Remarks
1. literature review	Collect information on the history, culture, and technology of tie-dye	Search for related books, academic papers, online resources, etc	Including both domestic and abroad
2. Video production	Make a shooting plan	Determine the shooting location, time, participants, and equipment	Consider the weather and site availability
	Preparation before shooting	Prepare the required equipment, props, and costumes	Ensure that all of the equipment works properly
	Live shooting	Shooting as planned	Record the shooting log

	post production	Citing, dubbing, adding special effects and subtitles	Ensure compliance with the quality standards
3. Data analysis	Audience questionnaire design	Develop a questionnaire used to assess audience perception	Include the Likert scale
	data collection	The questionnaires were distributed and the data were collected through an online platform	Ensure sample diversity
	statistical analysis	Data analysis was performed using the statistical software	Including frequency, mean, standard deviation, etc
4. Results	Quality assessment	Assess documentary quality based on expert and audience feedback	Including image, content, sound and other dimensions
	Audience perception	Analyze the audiences perception and feedback of the documentary	Determine audience satisfaction and emotional responses
5. Conclusion	Write the report	Write the final report based on the study results	Including research findings and recommendations

	Documentary release	Determine the release platform and the time	Consider audience feedback and marketing strategies
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3.8 Data Collection

3.8.1 Interview Form: Structured interview form

Implementing an interview form for interviewing artisans, community members, and individuals with tie-dye expertise. You can follow these steps:

- 1) Preparation: Before you start the interview, you should understand the topic you want to ask about. And prepare the questions to ask in your interview form.
- 2) Contacting the interviewee: Contact the person you want to interview. and arrange a time that is appropriate for both parties.
- 3) Interview: During the interview, give the questions you have prepared in the interview form. and record the answers of the interviewees.
- 4) Recording Information: After the interview, you should write down the information obtained on your interview form. and store this information in a format that is easily searchable and usable.
- 5) Data Analysis: Analyze the data you obtained from the interview. and use this information to support your project or research.

3.8.2 Participant Observation Checklists

Using the Participant Observation Checklist to collect data involves the following steps:

- 1) Preparation: Determine the purpose of the observation and identify important details to be observed.1. In this case, you may want to observe dyeing and cultural activities within the community.
- 2) Create a checklist: Create a checklist that will be used for making observations. This list should include important details that you want to notice.
- 3) Observation: Use the created checklist to observe. As you observe, you should record important information into a checklist.
- 4) Data Analysis: After you observe and record the data, you should analyze the data you received. This analysis should be linked to the purpose of the observation.
- 5) Conclusions: Finally, you should draw conclusions from your observations and data analysis. This conclusion should be a clear summary and linked to the purpose of the observation.

3.8.3 Documentary video

Using documentary videos to collect data and make it available to experts and viewers, you can follow these steps:

- 1) Preparing the documentary video: After filming the documentary video, edit and enhance the video according to your needs and suit the content you want to

present.

2) Presenting the documentary video to experts: You should show the documentary video you have shot to experts and get their opinions. To get more information and improve the video.

3) Presenting the documentary video to viewers: After you have received feedback and made improvements to the video, you can publish the documentary video and present it to viewers. It can be presented through various channels such as movie theaters, television, or various online platforms.

4) Receive Feedback from Viewers: After viewers have watched your documentary video, the researcher receives feedback from viewers. In order to receive additional information and be able to use it to improve future filming work.

3.8.4 Documentary Video Quality Evaluation Form

Using the documentary video quality assessment form to collect data, you can follow the steps as follows:

1) Preparing the assessment form: Before the researcher begins the assessment, understand the criteria you want to evaluate. and prepare an evaluation form with clear evaluation criteria.

2) Documentary video presentation: Bring the documentary video you want to evaluate to experts. and give them an evaluation form.

3) Documentary Video Evaluation: Experts will evaluate the documentary video according to the criteria you have specified in the evaluation form.

4) Data Collection and Analysis: After the experts completed the assessment, the researcher collected and analyzed the data obtained from the assessment form. In order to receive additional information and be able to use it to improve future documentary videos.

3.8.5 Bai Tie Dye Aesthetic Perception and Uniqueness Assessment Scale

Using the Bai Tie Dye beauty and uniqueness perception assessment to collect data may involve the following steps:

1) Preparation: Determine the purpose of data collection and specify important details to be observed. In this case, the researcher wants to observe Bai Tie Dye's perception of beauty and uniqueness.

2) Observe: Use the built-in assessment to observe while the researcher records important information on the assessment.

3) Organize data: After observing and recording data, organize the data into categories related to the purpose of observation.

5) Conclusions: Finally, you should draw conclusions from your observations and data analysis. This conclusion should be a clear summary and linked to the purpose of the observation.

3.9 Data Analysis

3.9.1 Interview Form: Structured interview form

Data analysis from a structured interview form with open-ended questions can be done as follows:

1) Data preparation: Check and organize the information received from the interview form.

2) Summarizing the results: Summarizing the results from the data analysis, which are clearly summarized and linked to the objectives of the interview and will be used to report the findings further.

3.9.2 Participant Observation Checklists

Analyzing data from the Participant Observation Checklist can follow these steps:

1) Data Preparation: Before starting the analysis, the researcher understands the data obtained from the observation checklist. and prepare the data for analysis.

2) Data organization: Arrange the data obtained from the observation checklist in an orderly manner. They may be organized by topic, activity, or important details.

3) Data analysis: Analyze the data obtained from the observation checklist. It may use various techniques such as content analysis, theme analysis, or frequency analysis, percentage analysis.

4) Summary: Summarizes the results obtained from the data analysis. and present these results in an easy to understand and effective format.

5) Present the results: The results obtained from the data analysis are used to draw conclusions and discuss the results of the research further.

3.9.3 Documentary Video Quality Evaluation Form

Data analysis from the Bai Mud Dye beauty and uniqueness perception assessment can be done as follows:

1) Data Collection: Use the evaluation form to collect data related to the perception of beauty and uniqueness of Bai Tie Dye.

2) Data analysis: After getting the data from the assessment, those data are analyzed by finding the frequency, percentage, mean, and standard deviation as descriptive statistic. This will help. Let us understand the distribution of data and its general characteristics.

3) Presentation of results: After data analysis The results should be presented in an appropriate format, such as a table, chart, or lecture.

3.9.4 Bai Tie Dye Aesthetic Perception and Uniqueness Assessment Scale

Analyzing data from the Bai Mud Dye Beauty and Uniqueness Perception Assessment can follow the steps as follows:

1) Data Preparation: Before you begin the analysis, the researcher understands the data obtained from the assessment. and prepare the data for analysis.

2) Data organization: Arrange the data received from the assessment form in an orderly manner. They are organized by topic, answer, or various evaluation criteria.

3) Data analysis: Analyze the data obtained from the assessment. You may use a program to calculate the frequency. Calculate frequencies, percentages, means, and standard deviations of additional comment data using content analysis techniques.

4) Summary: Summarizes the results obtained from the data analysis. and present these results in an easy to understand and effective format.

5) Using the results: The results obtained from the data analysis are presented in accordance with the objectives of the questionnaire.

3.10 Statistics used to analyze data

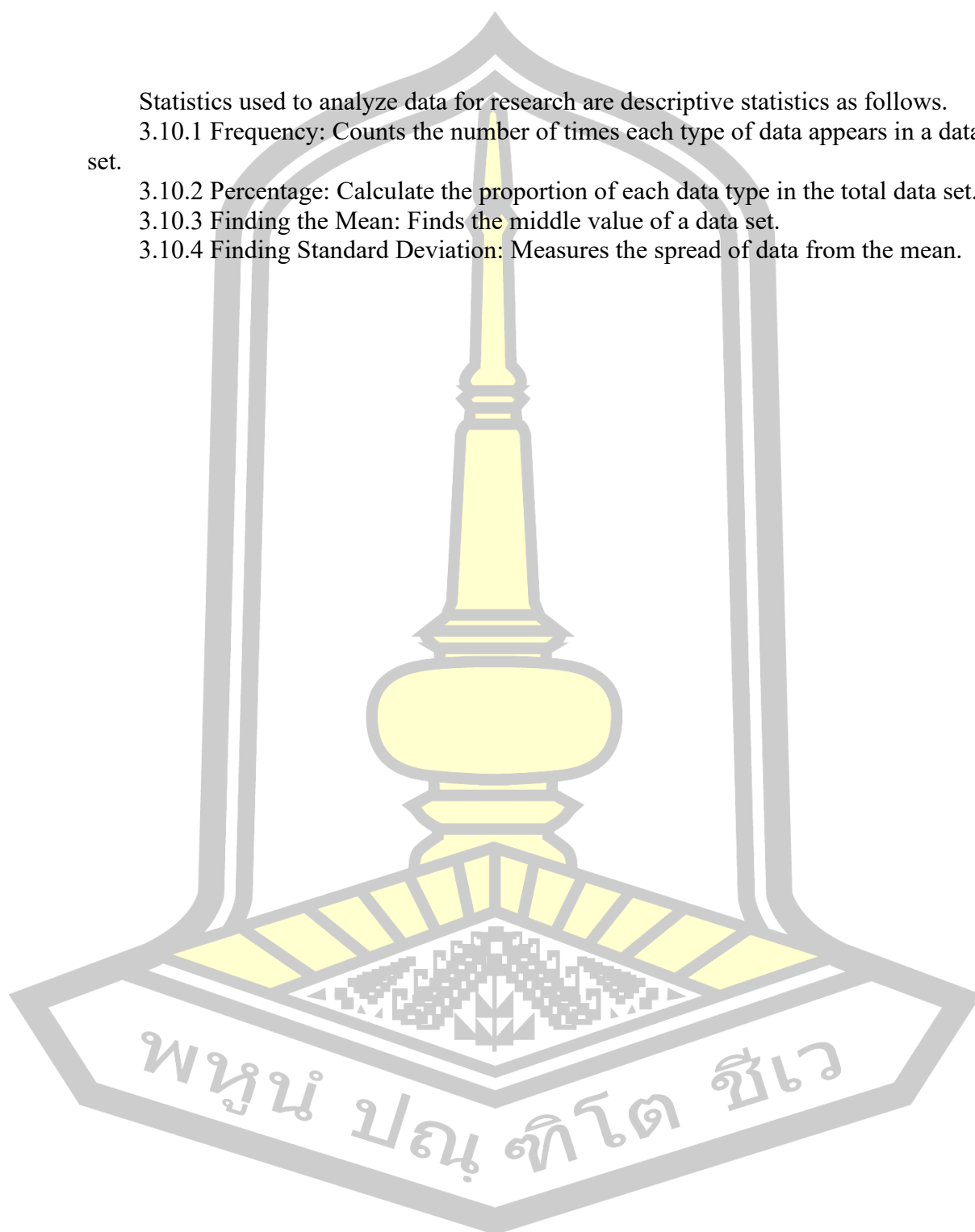
Statistics used to analyze data for research are descriptive statistics as follows.

3.10.1 Frequency: Counts the number of times each type of data appears in a data set.

3.10.2 Percentage: Calculate the proportion of each data type in the total data set.

3.10.3 Finding the Mean: Finds the middle value of a data set.

3.10.4 Finding Standard Deviation: Measures the spread of data from the mean.



Chapter 4

Results

The research was titled "Using Emotion Elicitation Techniques in Cultural Documentary on Bai Ethnic Tie-dye Fabrics in China". The researcher presented the findings according to the research objectives as follows:

Part 1: Results of the develop a video using emotion elicitation techniques in cultural documentary Bai ethnic Tie-dye fabrics in China

Part 2: Results of the assess the audience's perception towards the use of emotion elicitation technique in documentary Bai ethnic Tie-dye fabrics in China

Part 1: Results of the develop a video using emotion elicitation techniques in cultural documentary Bai ethnic Tie-dye fabrics in China

The development of a video using emotion elicitation techniques in the cultural documentary on Bai ethnic tie-dye fabrics in China. The researcher reviewed the literature on emotion elicitation techniques in cultural documentaries and found that there are 6 essential components: 1) Content consists, 2) Visuals Image, 3) Video footage of motion, 4) Typography, 5) Sound, and 6) Emotion elicitation techniques. The researcher then used these techniques to develop a video using emotion elicitation techniques in the cultural documentary on Bai ethnic tie-dye fabrics in China, presenting the development results as follows:

4.1. Results of The development of a video using emotion elicitation techniques in the cultural documentary on Bai ethnic tie-dye fabrics in China

The researcher development of a video using emotion elicitation techniques in the cultural documentary on Bai ethnic tie-dye fabrics in China based on the 3P principles as follows:

4.1.1 Pre producing the video, the researcher conducted the following actions:

The theme is the soul of the documentary, which needs to be clear and specific. Through in-depth understanding and research of tie-dye topics, to ensure the novelty, story and value of the topic, while considering its appeal and spread to the public. Clarify the target audience and communication channels of documentary, so as to plan and produce more targeted in the follow-up work.

Through the library, the Internet, discuss with friends, consult experts and scholars, collect background materials, historical documents, video materials related to tie-dye theme, etc., to provide rich materials and reference for shooting. Go to the

shooting site for field investigation, understand the local environment, culture, customs, etc., and make full preparation for the shooting.

Make a shooting plan: including the shooting location, schedule, required equipment, etc., to ensure that the shooting process is orderly. Plan the documentary production budget in detail, including personnel costs, equipment costs, site rental costs, post-production costs, publicity and promotion costs, etc. According to the needs of documentaries, establish a professional shooting team, including director, producer, photographer, lighting division, sound effects division, editor and so on. Clarify the responsibilities of each member to ensure efficient team collaboration.

Communicate with the subjects in advance to understand their background, experience and willingness, and ensure the smooth progress of the shooting process. At the same time, respect the privacy of the subject.

According to the shooting plan, prepare the required photographic equipment, tripod, lighting equipment, recording equipment, etc. Ensure that the equipment is performing well and can meet the shooting requirements.

On the basis of in-depth research on the theme, the documentary story line is preset, clear the focus and key nodes of the story, to ensure that the documentary has a clear and clear theme. According to the topic selection and story line, make the shooting strategy, including the shooting Angle, technique, scene layout, etc. Make sure that the shooting process fully shows the theme and story line.



Figure 10: Discuss with friends and consult with experts and scholars



Figure 11: Collect information through the Internet



Figure 12: Collect data through the library



Figure 13: Prepare the required photographic equipment

4.1.2 Producing the video, the researcher conducted the following actions:

Shooting how tie-dye artists draw patterns or make plates on the cloth according to the design, and the process of printing pictures. Record the steps of tying in detail, including cloth folding, binding, stitching, etc., showing different tying methods and techniques. Photo the making process of the dye and the dyeing process, including the cloth into the dye solution, mixing, oxidation, etc. Record the dismantling process and show the unique pattern formed on the cloth; and the subsequent processing steps such as quality inspection and ironing.

Communicate with the inheritors in advance, and understand the background story, skill inheritance, industry insights, etc. Interview and shoot in a natural and relaxed atmosphere to capture the real feelings and expressions of the inheritors. Capture the application scenarios of tie-dye in local culture and life, such as festivals, clothing and decoration, household goods, etc.

During the shooting process, back up the material to the secure storage device in time to prevent data loss. At the end of the shooting every day, the materials are sorted out and classified, and the shooting time and content description are marked to facilitate the post-editing

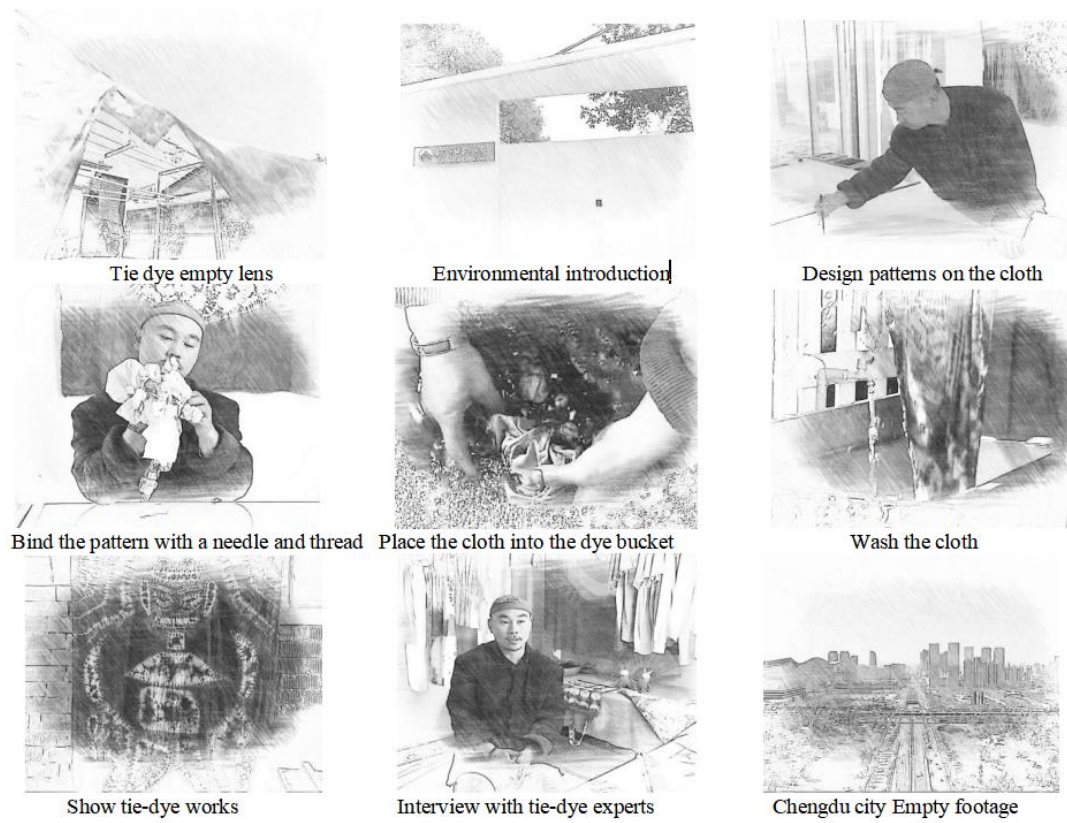


Figure 14: Tie-dye charm points shot script

4.1.3 Post producing the video, the researcher conducted the following actions:

All raw material shot were imported into non-linear editing software such as Adobe Premiere Pro. Browse all the materials, according to the shooting plan and documentary theme, preliminary select the required footage and audio clips. The selected materials are sorted out according to different scenes, contents or emotions, so as to quickly find the needed materials in the subsequent editing.

According to the script or outline, the sorted materials are initially pieced together to form the preliminary framework of the documentary. At this stage, the main focus is on the coherence of the content and the rationality of the structure. On the basis of rough cutting, the lens is more finely edited and adjusted, including the selection of cutting points, the control of the lens length, the grasp of the rhythm of the picture, etc. At the same time, pay attention to maintain the stability and fluency of the picture, as well as the clarity and synchronization of the audio. Add appropriate transition effects between shots, such as fade in and out, dissolve, push and pull, etc., to enhance the coherence and appreciation of the picture.

Record the narration commentary according to the content of the documentary to ensure clear pronunciation, accurate expression and sincere emotion. The narration and the picture are edited simultaneously to ensure the accurate transmission of information. Choose the background music consistent with the atmosphere of the documentary, including the theme music, scene music, etc. According to the picture content and emotional changes, the music editing and adjustment to enhance the

appeal of the picture and the resonance of the audience.

Add Both Chinese and English subtitles to the documentary to ensure the accurate transmission of information and the audience's viewing experience. The production of subtitles should be concise and clear, unified font and appropriate location.

After the completion of the initial cut, the internal audit will be carried out. Team members or professionals will conduct a comprehensive inspection of the content, pictures, audio and other aspects of the documentary, and put forward suggestions for modification. Modify and improve according to internal audit or feedback from external experts. It may take multiple iterations and adjustments to achieve ultimately satisfactory results.

Select the appropriate output format and resolution according to the requirements of the publishing platform. Ensure that the output video file is of high definition, moderate file size, and good compatibility. Publish the completed documentary to the designated platforms or channels, such as video websites, social media, etc. At the same time, publicity and promotion activities to attract more audience attention and watch.



Figure 15: Clip of the tie-dye documentary



Figure 16: Check the tie-dye documentary with the production team, experts and scholars

4.2. The quality of the video using emotion elicitation techniques in the documentary on Bai Ethnic Tie-dye fabrics in China

The evaluation of videos utilizing emotional elicitation techniques in

documentaries on Bai Ethnic Tie-dye fabrics in China was conducted by 5 experts. Among them, two were experts in the art of dyeing textiles of ethnic minorities, while the other three were experts in documentary video production. The quality of the videos, as well as additional comments from the experts, were presented by the researchers as follows:

Table 2: The quality of the video using emotion elicitation techniques in the cultural documentary on Bai Ethnic Tie-dye Fabrics in China evaluated by 5 experts

Evaluated Items	Video Level	Quality	Meaning
	n=5		
	Mean	S.D.	
QA: Visuals Image			
QA1: Image clarity	5.00	0.00	Excellent
QA2: Images effectively communicate the dyeing process of Bai Ethnic	5.00	0.00	Excellent
QA3: Appropriateness of visuals aligns with content	4.80	0.45	Excellent
QA4: Suitability in the arrangement of images	4.00	0.00	Good
Total	4.70	0.47	Excellent
QB: Typography			
QB1: Appropriateness of font styles	5.00	0.00	Excellent
QB2: Appropriateness of font sizes	5.00	0.00	Excellent
QB3: Suitability of font colors	4.60	0.55	Excellent
QB4: Positioning and layout of typography	4.20	0.45	Good
Total	4.70	0.47	Excellent
QC: Content			
QC1: Sequencing of content reveals the steps of tie-dyeing by Bai Ethnic	5.00	0.00	Excellent
QC2: Presented content highlights the beauty of tie-dyeing fabrics by Bai Ethnic	4.60	0.55	Excellent
QC3: Presented content showcases the distinctive features of tie-dye fabrics by Bai Ethnic	4.40	0.55	Good
QC4: Presented content emphasizes the value of tie-dye fabrics by Bai Ethnic	4.40	0.55	Good
Total	4.60	0.50	Excellent
QD: Video footage of motion			
QD1: Quality of motion graphics	4.60	0.55	Excellent
QD2: Clarity in conveying the meaning of motion graphics	4.20	0.45	Good
QD3: Continuity of motion graphics	4.40	0.55	Good
QD4: Appropriateness of angles, elevation, and panning in motion graphics	4.00	0.00	Good
Total	4.30	0.47	Good

QE: Sound			
QE1: Clarity of narration	5.00	0.00	Excellent
QE2: Volume of narration	4.00	0.00	Good
QE3: Appropriateness of voice tone and narration rhythm	3.80	0.45	Good
QE4: Suitability of accompanying music	3.80	0.45	Good
Total	4.15	0.59	Good
QF: Emotion elicitation techniques			
QF1: Visuals and colors evoke a captivating and engaging feeling	4.20	0.45	Good
QF2: Music contributes emotionally to the video	4.00	0.00	Good
QF3: Perspective in visuals creates an immersive viewing experience	4.00	0.00	Good
QF4: Narration sound stimulates effective content reception	3.80	0.45	Good
Total	4.00	0.32	Good
Overall mean	4.41	0.54	Good

From Table 1, it was found that the overall quality of videos utilizing emotional stimulation techniques in the documentary about the dyeing culture of ethnic minorities in China is at a good level (mean = 4.41, S.D. = 0.54). When considering each aspect in descending order of mean scores, it is observed that the highest-ranking aspects consist of 2 items, QA and QB, both of which have very good quality with equal average scores (Mean = 4.70, S.D. = 0.47). The second-ranking aspect is QC, which has very good quality (Mean = 4.60, S.D. = 0.50), followed by QD with good quality (Mean = 4.30, S.D. = 0.47). The fourth-ranking aspect is QE, which also has good quality (Mean = 4.15, S.D. = 0.59), and the fifth-ranking aspect is QF (Mean = 4.00, S.D. = 0.32). Additionally, when considering sub-issues with very good quality, it is found that there are 6 sub-issues with equal average scores (Mean = 5.00, S.D. = 0.00), namely 1) QA1, 2) QA2, 3) QB1, 4) QB2, 5) QC1, and 6) QE1. As for sub-issues with lower average scores, it is found that there are 3 sub-issues with equal average scores (Mean = 3.80, S.D. = 0.45), namely 1) QE3, 2) QE4, and 3) QF3. All other items have good quality, ranked from highest to lowest mean scores as shown in Table 1.

4.2.2 Additional expert opinions on video quality using evocative techniques in a cultural documentary about Bai ethnic tie-dye in China

After deeply watching the documentary "The Rhyme of Tie-dye," it becomes evident that it effectively highlights several crucial aspects. The documentary's clarity of content and widespread popularity, particularly regarding traditional tie-dyeing techniques, stand out. It adeptly portrays the allure and distinctiveness of tie-dyeing through authentic and vivid imagery, capturing every step from fabric preparation to tying, dyeing, and piece separation. Furthermore, it offers detailed demonstrations to elucidate the skill and cultural significance of tie-dyeing. The inclusion of emotional storytelling adds depth to the documentary, while also emphasizing the value and relevance of tie-dye art in contemporary society, and its interconnectedness with other

art forms and cultural elements.

In terms of technical aspects, the documentary meets appropriate standards, with clear and vibrant imagery that enhances the aesthetic appeal of tie-dyeing. The sound effects, including ambient sounds and artist narration, are well-executed, and the seamless integration of sound and visuals contributes to a cohesive viewing experience. Additionally, the documentary showcases diverse editing techniques and camera angles, further enhancing its visual appeal and overall quality.

However, notable omissions include the lack of coverage on tie-dyeing technology dissemination to other countries and its relevance to modern societal inheritance and development. Nonetheless, the documentary succeeds in portraying the passion and dedication of tie-dye artists, imbuing the overall narrative with freshness and impact.

4.2.3 The audience's perception towards the video utilizing emotional elicitation techniques in documentary Bai ethnic Tie-dye fabrics in China.

The perception of viewers towards videos utilizing emotional elicitation techniques in documentaries about the dyeing culture of ethnic minorities in China was assessed through an online format. The videos were posted on Tiktok social media platforms for a duration of 2 month, and a sample group of 400 viewers was chosen for perception evaluation. Out of these, 364 respondents, accounting for 91% completion rate, provided comprehensive feedback in the questionnaire. The researchers then presented the research findings as follows:

4.2.3.1 Basic information of the respondents

The researchers presented the following findings on the basic audience perceptions after watching the documentary using emotional elicitation techniques on the tie-dyeing tradition of the Bai ethnic group in China:

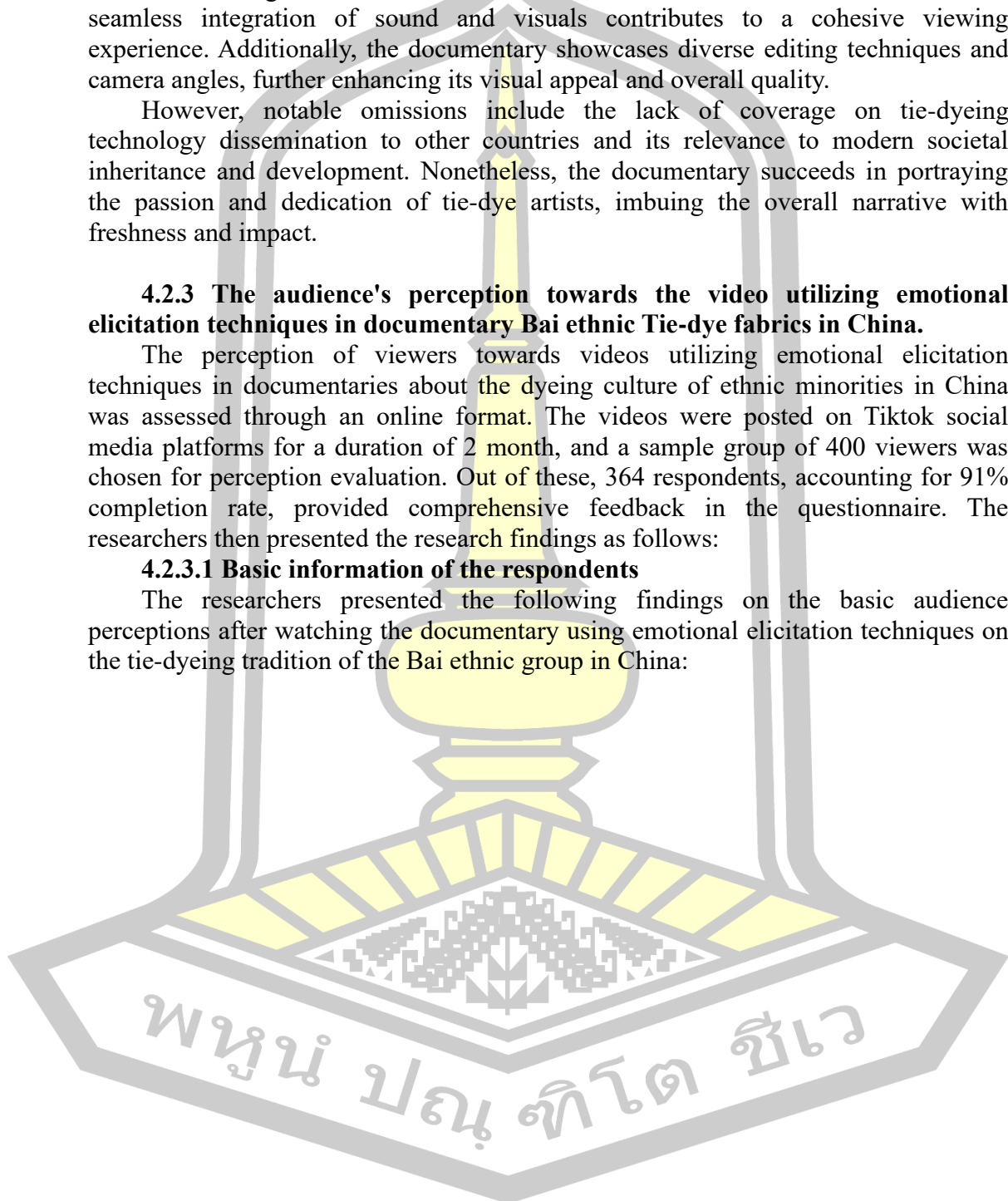


Table 3: Basic information of the respondents: 364 person

Items	Category	Frequency	Percentage
Grader	• Male	254	69.78
	• Female	110	30.22
Total		364	100
Age	• Under 18 years	21	5.77
	• 18 - 29 years	136	37.36
	• 30 - 44 years	124	34.07
	• 45 - 59 years	68	18.68
	• 60 years and over	15	4.12
Total		364	100
Study level	• Lower than secondary	58	15.93
	• Secondary	74	20.33
	• Undergraduate	62	17.03
	• Postgraduate	170	46.70
Total		364	100
Occupation	• Manufacturing industry	93	25.55
	• Culture and art	87	23.90
	• Other	71	19.51
	• Fashion	63	17.31
	• Student	50	13.74
Total		364	100.000
Residential area	• In municipalities	231	63.46
	• Suburb	133	36.54
Total		364	100

From Table 2, it can be observed that the basic data of the questionnaire respondents totaled 364 individuals. The majority were males, with 254 individuals, accounting for 69.78%. The age range of the majority was between 18-29 years, representing 37.36%. There were 15 respondents aged over 60, constituting the smallest proportion at 4.20%. Regarding educational attainment, the majority had education beyond a bachelor's degree, with 170 individuals, making up 46.70%. The majority were employed in the manufacturing industry, with 93 individuals, accounting for 25.55%, while the smallest group consisted of students, with 50 individuals, representing 13.74%. Additionally, the majority resided in municipal areas, with 231 individuals, making up 63.46%.

4.2.3.2 The audience's perception towards the video utilizing emotional elicitation techniques in documentary Bai ethnic Tie-dye fabrics in China.

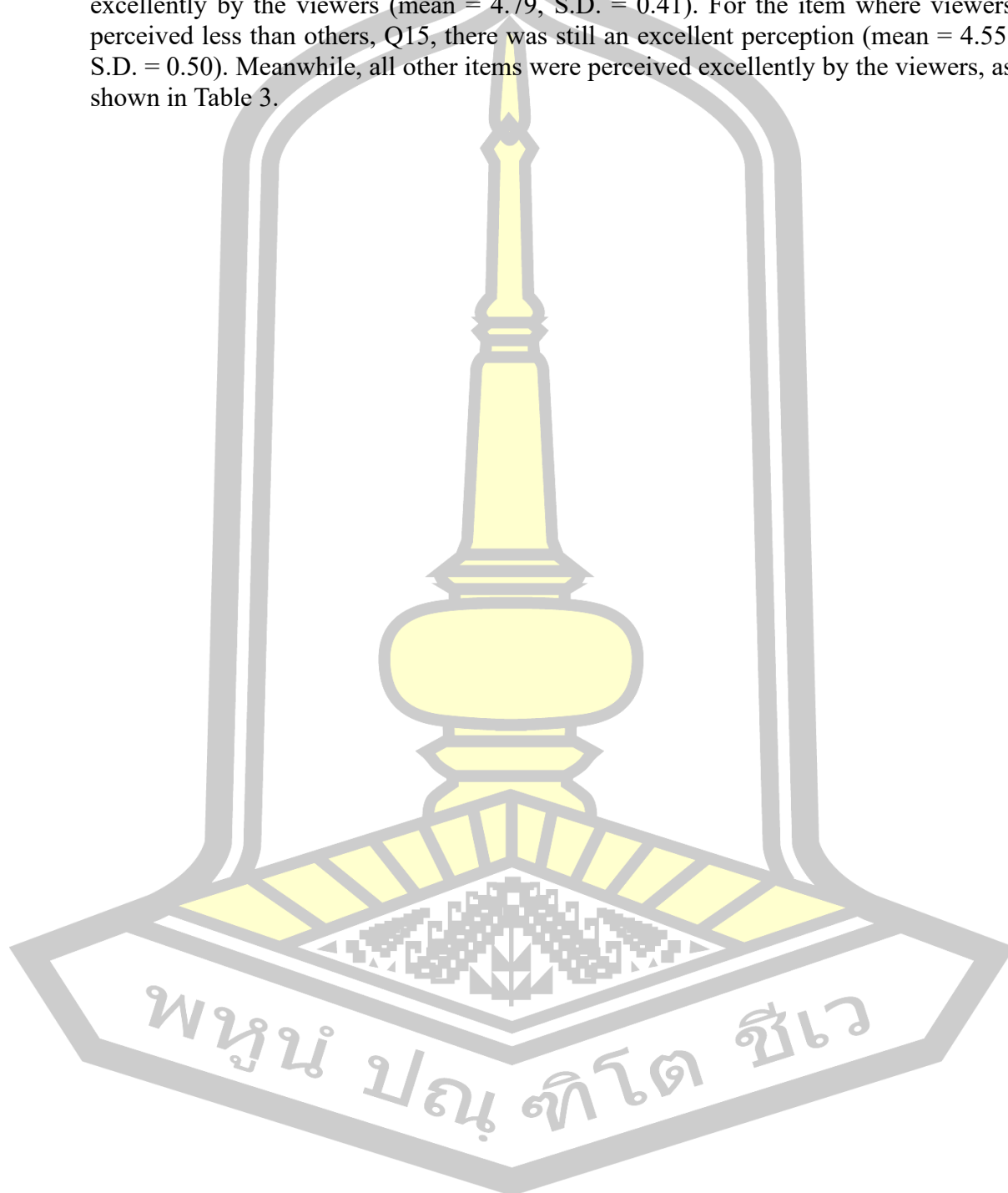
The audience's perception towards the video using emotional elicitation techniques in the documentary on the tie-dyeing tradition of the Bai ethnic group in China. The researchers presented the following findings:

Table 4: The audience's perception towards the video utilizing emotional elicitation techniques in documentary Bai ethnic Tie-dye fabrics in China.

Perception Items	Perception Level		Meaning
	n=364		
	Mean	S.D.	
Q1: After watching the documentary on Bai ethnic tie-dye fabric, do you believe it should be preserved and promoted?	4.96	0.19	Very good
Q2: Were you able to perceive the beauty of Bai ethnic tie-dye fabric from this documentary?	4.87	0.34	Very good
Q3: Did this documentary help increase your understanding of the traditional tie-dyeing process of the Bai ethnic group?	4.86	0.35	Very good
Q4: Were you able to appreciate the artistic value of Bai ethnic tie-dye fabric from this documentary?	4.84	0.37	Very good
Q5: After watching the documentary, did you feel more connected to Chinese tie-dye culture?	4.79	0.41	Very good
Q6: Do you think the documentary on Bai ethnic tie-dye fabric should be disseminated across various platforms?	4.77	0.42	Very good
Q7: Did the presentation techniques such as visuals, continuity, sound, and perspectives stimulate your interest and engagement?	4.73	0.44	Very good
Q8: Did the visuals and colors create an appealing and captivating experience?	4.71	0.45	Very good
Q9: Did the perspectives in the visuals create an immersive viewing experience?	4.70	0.46	Very good
Q10: Would you recommend this documentary to your family and friends to help them understand the tie-dye culture of the Bai people?	4.69	0.46	Very good
Q11: Do you think Bai ethnic tie-dye fabric should be diversified in its applications?	4.67	0.47	Very good
Q12: Did this documentary inspire you to explore further the cultural heritage beyond tie-dyeing in China?	4.60	0.49	Very good
Q13: After understanding the tie-dye culture of the Bai ethnic group, does it make you want to experience or purchase tie-dye products?	4.59	0.49	Very good
Q14: Did the music contribute to enhancing the viewing experience of the documentary?	4.58	0.49	Very good
Q15: Did the narrations effectively stimulate your perception of the content?	4.55	0.50	Very good
Overall mean	4.73	0.44	Very good

From Table 3, the study found that after watching the video using emotional elicitation in the documentary about Bai ethnic tie-dye fabric in China, the overall perception of the viewers was excellent (mean = 4.73, S.D. = 0.44). When considering each item from the highest to the lowest mean, the top-ranked item, Q1, was perceived excellently by the viewers (mean = 4.96, S.D. = 0.19). The second-ranked

item, Q2, was also perceived excellently by the viewers (mean = 4.87, S.D. = 0.34). The third-ranked item, Q3, was perceived at an excellent level by the viewers (mean = 4.86, S.D. = 0.35). The fourth-ranked item, Q4, was perceived excellently by the viewers (mean = 4.84, S.D. = 0.37). And the fifth-ranked item, Q5, was perceived excellently by the viewers (mean = 4.79, S.D. = 0.41). For the item where viewers perceived less than others, Q15, there was still an excellent perception (mean = 4.55, S.D. = 0.50). Meanwhile, all other items were perceived excellently by the viewers, as shown in Table 3.



Chapter 5

Conclusion, Discussion, and Suggestion

The research on the " " Using Emotion Elicitation Techniques in Cultural Documentary on Bai Ethnic Tie-dye Fabrics in China" presented the following conclusion, discussion, and suggestion:

Conclusion

The researchers presented their conclusion in two parts:

Part 1: Results of the develop a video using emotion elicitation techniques in cultural documentary Bai ethnic Tie-dye fabrics in China

The research on the use of emotion elicitation techniques in the cultural documentary on Bai Ethnic Tie-dye fabrics in China involved discussing two main findings.

1. Firstly, the development of the video utilizing emotion elicitation techniques in the documentary was presented across six dimensions: 1) imagery, 2) typography, 3) content, 4) motion graphics, 5) sound, and 6) emotion elicitation techniques in perception. The overall quality of the documentary was found to be good when considering each dimension in descending order of importance. Notably, the imagery was of excellent quality, effectively portraying the tie-dyeing process of the Bai ethnic group. The typography, content, and motion graphics also contributed to clear communication and enhanced viewer engagement. Secondly, the audio quality was excellent, with clear narration and appropriate sound effects that complemented the visuals and content. The emotion elicitation techniques effectively evoked feelings of fascination and engagement, creating an immersive viewing experience. Overall, the application of emotion elicitation techniques in documentary development resulted in a compelling and captivating portrayal of the beauty and cultural significance of Bai Ethnic Tie-dye fabrics.

Furthermore, five experts also provided additional insights, stating that after closely watching "The Rhyme of Tie-dye," it was evident that the documentary effectively emphasized key points, especially traditional tie-dyeing techniques. It conveyed the charm and cultural significance through vivid imagery and emotionally resonant storytelling. The documentary met technical standards with clear visuals, well-executed sound effects, and diverse editing techniques. However, there was a missed opportunity to address the dissemination of tie-dyeing technology and its relevance to modern society. Nevertheless, the imagery successfully conveyed the passion of tie-dye artists, leaving a fresh and impressive impression.

Part 2: Results of the assess the audience's perception towards the use of emotion elicitation technique in documentary Bai ethnic Tie-dye fabrics in China

The evaluation of viewer perception regarding the use of emotion elicitation techniques in the cultural documentary on Bai Ethnic Tie-dye fabrics in China presented the following research findings:

Basic data from 364 questionnaire respondents indicated that the majority were males aged between 18-29 years and had completed education beyond a bachelor's degree. Most respondents were employed in the manufacturing industry and resided in municipal areas. After watching the documentary utilizing emotion elicitation techniques, viewers were able to perceive it remarkably well, particularly in understanding the content of the Bai Ethnic Tie-dye cultural documentary. This led viewers to believe in the necessity of preserving and promoting this tie-dye art form further. Viewers also appreciated the beauty of Bai Ethnic Tie-dye fabrics showcased in the documentary. Additionally, they gained a deeper understanding of the traditional tie-dyeing process of the Bai ethnic group, resulting in a heightened admiration for the artistic value of Bai Ethnic Tie-dye fabrics. After viewing the documentary, viewers felt more connected to Chinese tie-dyeing culture, indicating a desire for the documentary on Bai Ethnic Tie-dye to be disseminated across various platforms to showcase this tangible art form more widely.

Discussion

The research on the “Using of emotion elicitation techniques in documentary Bai Ethnic Tie-dye fabrics in China” involved discussing two main findings.

1. Firstly, the development of the video utilizing emotion elicitation techniques in the documentary was presented across six dimensions: imagery, typography, content, motion graphics, sound, and emotion elicitation techniques in perception. The overall quality of the documentary was found to be good when considering each dimension in descending order of importance. Notably, the imagery was of excellent quality, effectively portraying the tie-dyeing process of the Bai ethnic group. The typography, content, and motion graphics also contributed to clear communication and enhanced viewer engagement. Secondly, the audio quality was excellent, with clear narration and appropriate sound effects that complemented the visuals and content. The emotion elicitation techniques effectively evoked feelings of fascination and engagement, creating an immersive viewing experience. Overall, the application of emotion elicitation techniques in documentary development resulted in a compelling and captivating portrayal of the beauty and cultural significance of Bai Ethnic Tie-dye fabrics.

Furthermore, five experts also provided additional insights, stating that after closely watching "The Rhyme of Tie-dye," it was evident that the documentary effectively emphasized key points, especially traditional tie-dyeing techniques. It conveyed the charm and cultural significance through vivid imagery and emotionally resonant storytelling. The documentary met technical standards with clear visuals, well-executed sound effects, and diverse editing techniques. However, there was a missed opportunity to address the dissemination of tie-dyeing technology and its relevance to modern society (Li Hongwei, 2019).

Nevertheless, the imagery successfully conveyed the passion of tie-dye artists, leaving a fresh and impressive impression.

2. Second point, the evaluation of viewer perception regarding the use of emotion elicitation techniques in the cultural documentary on Bai Ethnic Tie-dye fabrics in China presented the following research findings:

Basic data from 364 questionnaire respondents indicated that the majority were males aged between 18-29 years and had completed education beyond a bachelor's degree. Most respondents were employed in the manufacturing industry and resided in municipal areas. After watching the documentary utilizing emotion elicitation techniques, viewers were able to perceive it remarkably well, particularly in understanding the content of the Bai Ethnic Tie-dye cultural documentary. In line with Zillmann's (2017) research, which utilized emotion elicitation techniques through a historical narrative structure that delved deeply into the emotional stimulation techniques in documentary filmmaking, it was found that documentaries can effectively evoke emotional responses from viewers and significantly increase viewer engagement with the documentary content. This led viewers to believe in the necessity of preserving and promoting this tie-dye art form further. Viewers also appreciated the beauty of Bai Ethnic Tie-dye fabrics showcased in the documentary. Additionally, they gained a deeper understanding of the traditional tie-dyeing process of the Bai ethnic group, resulting in a heightened admiration for the artistic value of Bai Ethnic Tie-dye fabrics. After viewing the documentary, viewers felt more connected to Chinese tie-dyeing culture, indicating a desire for the documentary on Bai Ethnic Tie-dye to be disseminated across various platforms to showcase this tangible art form more widely. (Li Hongwei, 2019)

Suggestion

Based on the findings of the research on the cultural documentary on Bai Ethnic Tie-dye fabrics in China and the evaluation of viewer perception, here are some recommendations for future research:

1. Exploring Further Emotion Elicitation Techniques: Since the application of emotion elicitation techniques in documentary development was found to be effective, future research could delve deeper into understanding and experimenting with different techniques to evoke specific emotions. This could involve exploring various visual and auditory stimuli to enhance viewer engagement and emotional resonance.

2. Addressing Missed Opportunities: The research identified a missed opportunity in addressing the dissemination of tie-dyeing technology and its relevance to modern society. Future studies could focus on examining the impact of tie-dyeing technology dissemination on cultural exchange, economic development, and sustainability. Additionally, exploring the integration of tie-dyeing with modern fashion trends and sustainable practices could be beneficial.

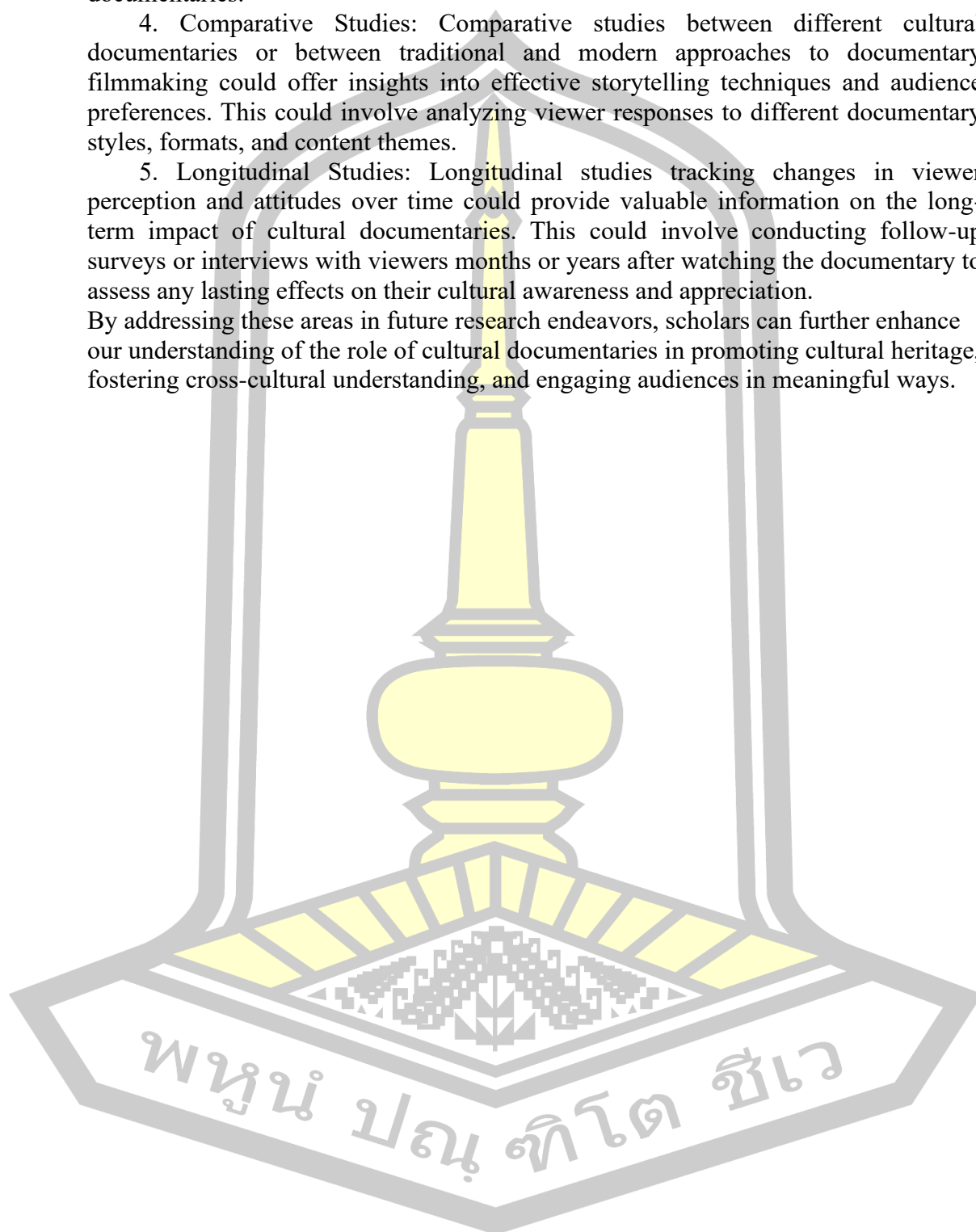
3. Audience Engagement and Perception Analysis: Further investigation into audience engagement and perception analysis could provide valuable insights into the effectiveness of cultural documentaries in conveying artistic and cultural significance. This could involve conducting in-depth interviews or focus group discussions to

understand viewers' interpretations, emotions, and motivations when watching such documentaries.

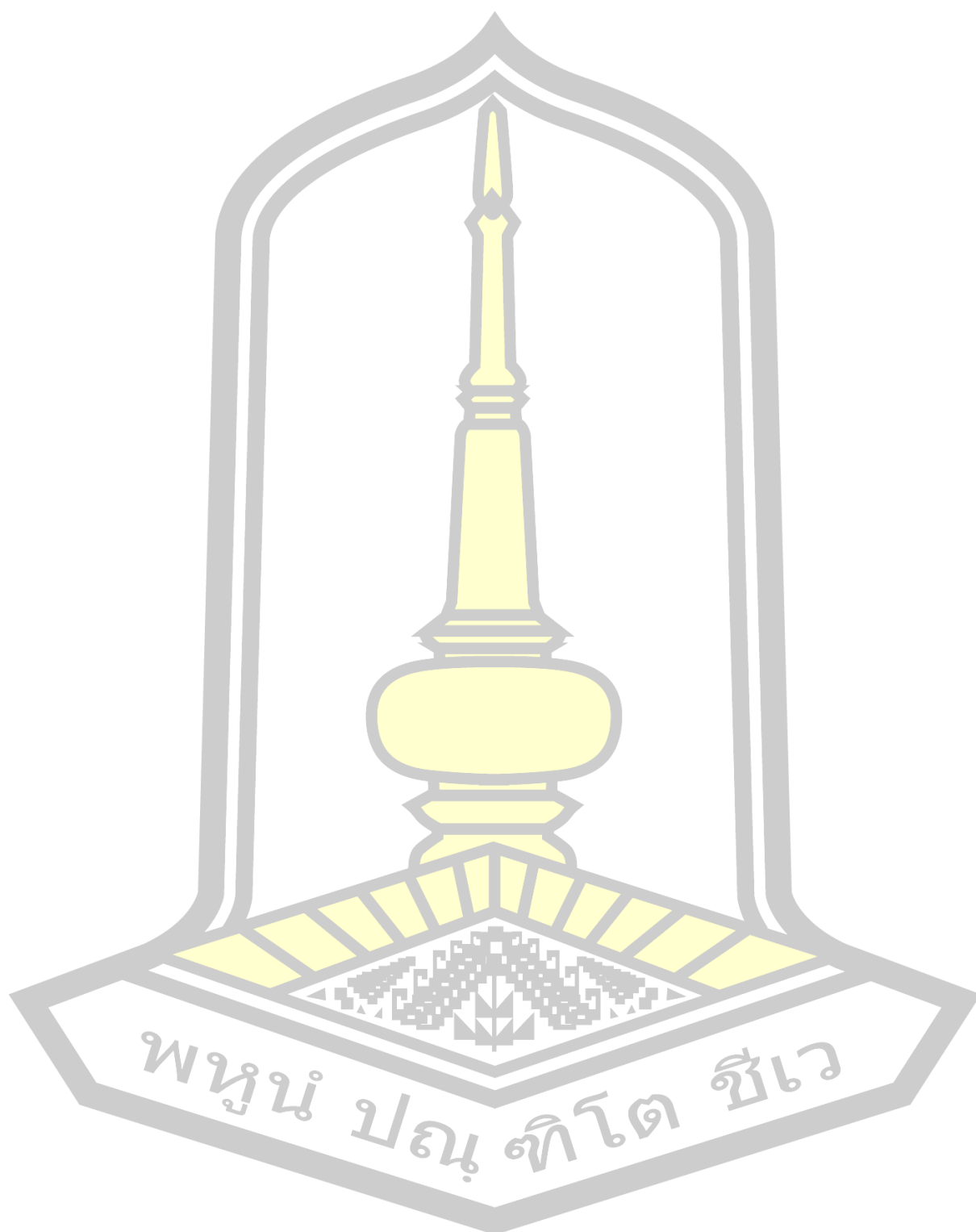
4. Comparative Studies: Comparative studies between different cultural documentaries or between traditional and modern approaches to documentary filmmaking could offer insights into effective storytelling techniques and audience preferences. This could involve analyzing viewer responses to different documentary styles, formats, and content themes.

5. Longitudinal Studies: Longitudinal studies tracking changes in viewer perception and attitudes over time could provide valuable information on the long-term impact of cultural documentaries. This could involve conducting follow-up surveys or interviews with viewers months or years after watching the documentary to assess any lasting effects on their cultural awareness and appreciation.

By addressing these areas in future research endeavors, scholars can further enhance our understanding of the role of cultural documentaries in promoting cultural heritage, fostering cross-cultural understanding, and engaging audiences in meaningful ways.



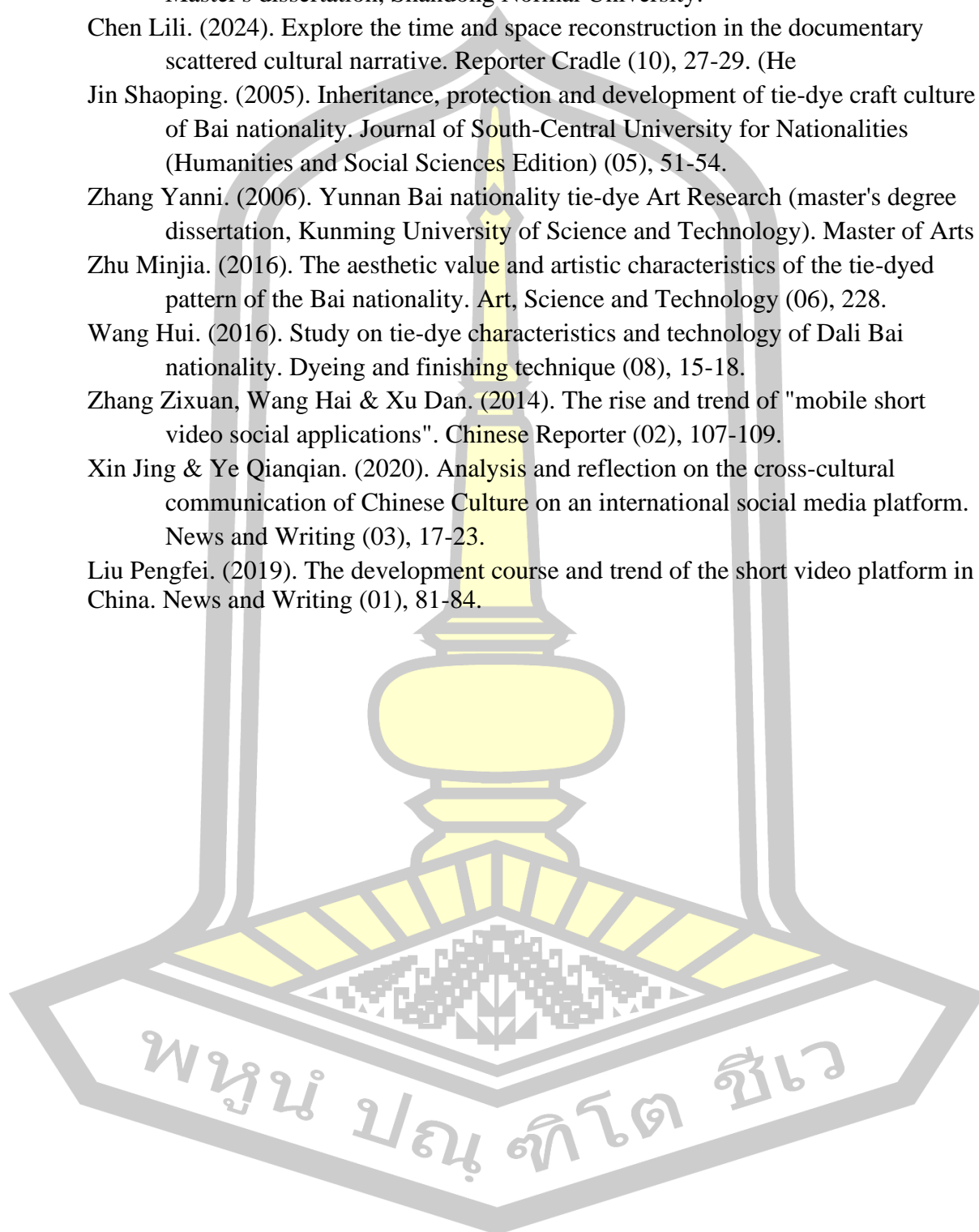
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