Analysis of Poetry Variety Shows and Research on Audience Characteristics

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ABSTRACT

This study aims to explore the dissemination of poetry culture in variety shows and its influence in the new media environment. Through the methods of questionnaire survey and data analysis, the programs such as Chinese Poetry Conference, Classics in the Air, and Neighborhood Poetry Talk are studied in depth.

In terms of survey design and implementation, pre-surveys and formal surveys were conducted to ensure the scientificity of the questionnaire and the accuracy of the data. Audience characteristics were analyzed through a variety of statistical tools, and the results showed that audiences of different programs have different characteristics. For example, viewers of "Chinese Poetry Conference" have high interest in competitive programs, and their viewing motives include personal interest, social needs and program popularity; viewers of "Classical Chanting" have music preference, and their viewing motives involve celebrity interest, emotional needs, etc.; and viewers of "Neighborhood Poetry" prefer conversation and communication programs, and their viewing motives are diverse.

The conclusion of the study shows that the audience characteristics match the target audience of the program and their participation is high, and the characteristics of the program enhance the enthusiasm of the audience, while balancing the seriousness of poetry and the entertainment of variety art. Based on this, the study proposes to accurately locate the audience, enhance the interaction, innovate the program format, strengthen the cultural elements, moderate entertainment, diversify the content, and provide theoretical support and practical guidance for the production of poetry variety shows and the development of the cultural industry.

INTRODUCTION

This study aims to explore the dissemination of Chinese cultural treasures-poetry culture in variety programs under the new media environment and its impact on modern society. Poetry culture, as an important part of traditional Chinese culture, not only unites the wisdom and emotion of ancient literati, but also demonstrates the unique image of Chinese culture in the international arena. With the rise of new media, the dissemination and inheritance of poetry culture is facing new opportunities and challenges. Television programs such as Chinese Poetry Congress and Classics in the Making combine traditional culture with modern aesthetics through innovative forms, effectively bringing young people closer to traditional arts and injecting new vitality into the inheritance and development of poetry culture.

The purpose of this study is to analyze and assess the role of poetry variety shows in the transmission and promotion of traditional Chinese culture, as well as the impact of these shows on young people's learning and understanding of poetry. By comparing programs such as "The Classics", "The Chinese Poetry Conference" and "Poetry Talk Next Door", this study will explore the strengths and weaknesses of the different program formats, as well as their performances in adapting to the needs of the times and in passing on and promoting traditional culture. The study adopts methods such as questionnaire survey and data analysis, with a

view to providing practical guidance and theoretical support for the innovative development of the cultural industry.

In terms of research ideas, this study will deeply analyze the rise and development of variety shows, explore their role in cultural communication, and assess the audience's knowledge and understanding of the content of the programs. The survey plan scheme through stratified sampling and online and offline combination of collecting questionnaires, and then using the statistical method of descriptive statistics, the data will be analyzed in depth. The results of the study will provide scientific support for the development of the cultural industry, and provide program producers with references to optimize the program content, in order to more effectively disseminate the culture of poetry, meet the needs of the audience, and promote the innovation and development of traditional Chinese culture in the new era.

Survey Design and Implementation

In conducting a nationwide questionnaire survey of viewers of poetry variety shows, the research team implemented rigorous steps to ensure the quality of the survey and the accuracy of the data. In the pre-survey stage, a trial survey was conducted online with 102 viewers, and 90 valid questionnaires were collected, with an effective rate of 88.23%. The purpose of this stage was to test the scientificity and reliability of the questionnaire.

The reliability and validity analysis showed that the Cronbach's alpha coefficients were all higher than 0.80, the KMO values were all more than 0.6, and the P-values of the Bartlett's test were all less than 0.05, confirming the internal consistency and structural validity of the questionnaire. The questionnaire was adjusted for the problems in the pre-survey to improve the operability and data quality.

The formal survey used a combination of commissioned survey platforms and hired surveyors to cover audiences in ten cities. Surveyors were grouped and supervised by team leaders to ensure the validity and stability of the questionnaire. Surveyors received online training and were supervised by a team leader during the survey process to ensure the completeness and authenticity of the survey.

After the questionnaire data were coded and entered, they were checked and cleaned by specialized personnel to ensure the accuracy and completeness of the data. In the data analysis section, the distribution of basic characteristics of the sample was analyzed to ensure the representativeness of the sample.

In the final stage of the survey, questionnaire data were coded and entered in detail, and invalid questionnaires were checked and cleaned up by specialized personnel to anticipate and prevent problems that might arise in the survey process, ensuring the authenticity and validity of the survey results.

Descriptive Statistics Analysis

In this study, descriptive statistics were conducted on the audience group questionnaire data of three cultural TV programs, namely "Chinese Poetry Conference", "Classics and Classics" and "Neighborhood Poetry", aiming to briefly explore the different audience characteristics of the three variety shows.

《The Chinese Poetry Conference》

Table 1 Chinese poetry statistical data

Characterization of audience groups:

A high percentage of the respondents showed a strong interest in competition athletic programs. Specifically, 70% of the respondents not only watched other competitive programs on a regular basis, but also actively participated in them, indicating their deep interest in competitive programs.

The main reasons why viewers chose to watch the program included personal interest (49.4%), social needs (35.6%), and the popularity of the program (15.0%). This suggests that viewers have a variety of viewing motives, driven by intrinsic personal interest as well as extrinsic social needs and popularity trends.

In terms of distribution channels, newspapers and magazines (18.5%), short video platforms (21.7%), video software or websites (18.8%), and news hotspots (15.7%) were the main promotion channels for the program. This is consistent with viewers watching the program due to its popularity, indicating that mobile video software and video software became the main distribution channel for the program.

Analysis of audience preference evaluation:
28% and 28.8% of the viewers who liked the program liked the program because of a greater sense of participation and the ability to learn about poetry, respectively. This indicates that the interactive and educational nature of the program is an important factor in attracting viewers.

Viewers who disliked the format of the program thought that the program cared too much about winning and losing and neglected the meaning of poetry itself, did not approve of the fairness of the competition, and were worried about the elimination of the contestants. This shows that viewers have certain expectations for the fairness of the program and the depth of its content.

《The Classics》

Edit 2:Table describing material data

Characterization of the audience group:
The survey data showed that 77% of the surveyed viewers tend to watch music singing programs, and nearly 90% of the viewers said that they usually like to sing. This finding suggests that the program's viewer group has a clear musical preference and a high level of participation in music singing programs.

The main motivations for viewers to watch the program include interest in celebrities (15.50%), need for emotional value (38.%), growth of insight (14%), and need for socialization (31.8%). These data reveal the complex motivations of viewers for watching the program, involving personal interests, social interactions and emotional needs.

Hot news (20.6%), short video platforms (about 17%), video software or websites (about 17%) and traditional TV channels (about 17%) were the main distribution channels for the program. These data show that the program reaches a wide range of audience groups through diversified distribution channels.

Audience preference evaluation analysis:
The audience's preference for the program mainly stems from their personal interest in singing or playing musical instruments, as well as the program's ability to evoke emotional resonance and express poetic sentiments. However, 30.6% of viewers disliked the program because of the appearance of singers they disliked, and 27.8% had a negative attitude because they were worried about the popularization of ancient poems by music, which reflected the viewers' concerns about the depth of the program's content and the way in which it was disseminated.

《Neighborhood Poetry》

Table 1: Table describing national data

Characterization of the audience group:
The results of the survey show that 80% of the surveyed viewers are deep viewers of talk-exchange variety shows. This percentage shows the audience group's preference for talk-exchange programs and their tendency to communicate with others after watching the program.

The main motives for viewers to watch the program include the need for emotional value (32.3%), to increase insight (13.8%), to socialize (35.9%), and to chase after celebrities (16.9%). These data reveal the diverse motivations of viewers for watching the program, involving emotional seeking, knowledge growth and social interaction.

The survey data showed that the program was distributed through a wide range of channels, with the percentage of viewers in each distribution channel exceeding 10%, and most of them accounting for more than 15%. This result suggests that the program has successfully attracted viewers from different sources through a multi-channel communication strategy.

Audience preference evaluation analysis:
The audience's preference for the program mainly stems from their interest in the storytelling atmosphere and humanistic communication behind the poems (the percentage of each option is more than 20%). However, 22% of the viewers disliked the program due to the lack of poems of interest in the program, and 19.5% of the viewers were not comfortable with the atmosphere of conversation

and exchange in the program. These responses point to the program's need for innovation in content and diversity in format.

Conclusions and Recommendations
Conclusion

Audience Characteristics and Engagement: the research data show that the audience characteristics of viewers watching the three types of variety programs are highly consistent with the target audiences of the programs, and that viewers have a high level of engagement in the programs. This consistency implies that the clarity of viewer characteristics may have facilitated deeper engagement in the programs.

Program characteristics and cultural value: viewers' enjoyment of the program is largely based on the characteristics displayed in the program format itself. For example, the high level of participation in the Chinese Poetry Congress, the emotional expression and performance features of Classics in Song, and the program format of Neighborhood Poetry have all significantly increased audience enthusiasm for the program. This suggests that program production should rely on its unique format for innovation.

Balance of the nature of the program: the balance between the authority of poetry and the entertainment of variety shows is a common concern among viewers. Viewers worry that excessive entertainment may distort the original meaning of the poems. Therefore, program production needs to be innovative and breakthrough while maintaining the depth of content to meet the diverse needs of the audience.

Suggestions

Enhance interactive links: Design interactive links, such as audience voting, real-time comments, social media interaction, etc., so as to make the audience feel that they are part of the program, thus increasing participation.

Audience feedback mechanism: Establish an audience feedback mechanism so that the audience can make suggestions and comments on the program content, and the program team can adjust the program content according to the feedback to better meet the audience's needs.

Strengthening cultural elements: Incorporate more cultural elements into the program, such as historical background introduction, poems and stories, etc., in order to enhance the cultural value and educational significance of the program.

Cross-border cooperation: Cooperate with experts or artists in other fields, such as inviting literary critics, historians, musicians, etc., to add new perspectives and depth to the program.

Moderate entertainment: While keeping the program entertaining, be careful not to over-entertain, so as not to affect the seriousness and cultural value of the poems.

Utilization of technology: Utilize the latest technological means, such as augmented reality (AR), virtual reality (VR), etc., to provide viewers with a more immersive viewing experience.

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