Research on communication effect based on "the HOOK Model" --Take the short video of China in Classics in Tiktok as an example

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Abstract: *China in Classics is a large-scale cultural variety show launched by China Central Television (CCTV) in 2021. Once the program was broadcast, it triggered a strong social repercussions. The program follows the "big screen + small screen" communication route and the "Online + offline" communication mode, which can be said to be a successful model of cultural variety show in the context of Convergence Media in recent years. At present, most of the research on China in Classics remains in the innovative aspect of the whole program, but there is a lack of research on the communication effect of this program on the new media platform Tiktok. Based on the Hook Model summarized by Neil eyar and Ryan Hoover, this paper will explore the factors influencing the program's communication on the Tiktok. According to the analysis results, the communication strategy of cultural variety show in new media short video app is given.*

Keywords: *Short video; Communication effect; The Hook Model; Cultural variety show; Tiktok*

1. Introduction

China in Classics is a large-scale cultural program launched by CCTV. Each issue of the program selects a book with Chinese characteristics and can represent the excellent spiritual civilization of the Chinese nation. It combines "performance" and "lecture", showing the brilliant Chinese civilization in ancient books to the world.

With the rapid development of new media, the traditional TV industry is undergoing a test. On the one hand, the relatively fixed program production method is easy to make young audiences have aesthetic fatigue. On the other hand, the broadcast of traditional TV programs has strong time constraints, the program broadcast cycle is short and the audience is single [1]. The change of social demand has prompted the major TV media to transform and innovate one after another and many cultural variety shows have been launched [2]. These programs have broken through the original fixed paradigm, added many elements that fit the development of the times and gained public praise and ratings. In order to meet the aesthetic needs of the audience, China in the classics has successfully set off a wave of "classics fever" by means of film and television reproduction [3].

Tiktok is a creative short video social software. It is one of the mainstream representatives of domestic short video platforms [4]. It has the characteristics of information visualization, strong interaction and so on, which are not available in traditional TV programs. The launch of *China in Classics* on the Tiktok platform is a new attempt of CCTV in the field of traditional TV programs, combining historical culture with trendy short videos. Therefore, it is necessary to take this as the starting point to conduct in-depth research on the effect of similar cultural variety programs in the new media short video app and explore new communication strategies.

2. A model of influencing factors of short video communication of China in Classics based on "the HOOK Model"

"The HOOK Model" is a theoretical model proposed by Neil eyar and Ryan Hoover in the book "*HOOKED: How to Build Habit-Forming Products*", which mainly tells us how to make users "hooked" to products. The "the HOOK Model" mainly includes four stages: trigger, action, reward and investment.

The first stage: triggering, that is, prompting people to take relevant actions in the next step through certain incentives. Triggering is divided into external triggering and internal triggering. External triggers exist in obvious and clear information, while internal triggers are related to the user's emotion, attitude or past routine activities, and induce actions by resonating with the information that stimulates memory [5].

The second stage: action, that is, the action response that people expect to be rewarded. According to the three elements proposed by the Fogg behavior model, B=MAT, B represents behavior, M represents motivation, A represents ability, and T represents triggering [6]. To generate actions, it is necessary to have the ability to execute actions and the reasonable motivation to execute actions on the basis of triggering in the first stage.

The third stage: reward, reward is mainly divided into self-reward, prey reward and social reward. Self-reward mainly refers to the self-emotional reward obtained from the product, including the sense of satisfaction and manipulation given by the product; Prey reward means that users actively collect information and information from products; Social reward refers to the interpersonal reward obtained by users due to their behavioral interaction with others when using the product.

The fourth stage: investment refers to the corresponding reporting investment of users in the product after enjoying the variable rewards, including time investment, money investment and emotional investment. The more the user invests, the more they like the product, and the more the benefits of both the user and the product are. Finally, setting the next trigger stage in the user investment stage can increase the probability of users entering the "trigger-action-reward-investment -trigger" hooked cycle [7]. See Figure 1 for the model:
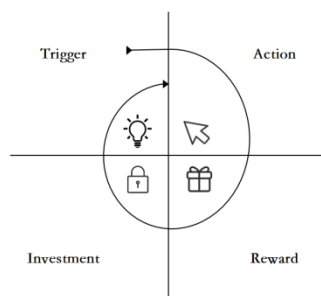

Figure 1: "The HOOK Model"

Based on the "the HOOK Model" summarized by Neil eyar and Ryan Hoover, this paper will summarize 8 factors that affect the dissemination of *China in Classics* on the Tiktok platform, and establish the influencing factor model of short video dissemination of *China in Classics* based on the actual situation of the program on the Tiktok, as shown in Table 1.

The following will explain the influencing factors model of short video communication of *China in Classics* from the four stages of "the HOOK Model".

(1) Factors affecting user triggers

With the popularity of short videos, changeable choices allow each user to leave no more than three seconds for each short video. To grasp the "golden three second principle" of short video, the title of short video is very important. Based on the "addiction model", the title is identified as an external trigger in the link, which is specifically divided into title type and title length. The title types of the short video of "China in ancient books" include 8 types: set suspense type, questioning type, timeliness type, etc. The title length includes one sentence, two sentences, three sentences or more. The background music of short video can affect users' attitudes towards short video by affecting their emotions, mood and atmosphere. Appropriate background music can trigger users' emotional resonance [8]. Therefore, this paper takes the background music of short video as the internal trigger factor.

(2) Factors affecting user actions

The production category and content theme of short videos are the two most important factors that affect users' actions. The production category of short video determines the presentation mode of short video and then significantly affects the viewing intention of users. Therefore, the production category of short video is related to behavioral motivation to a certain extent [9]. The production categories of short videos of *China in Classics* mainly include program highlights edit, trivia clips, photo collection and so

on. Zhang Li and Li Xiufeng' s research on the *Communist Youth League Central* Tiktok short video shows that when users watch the short video, they pay more attention to the content of the short video itself. Users usually judge whether the short video conforms to their interests or whether they have the ability to understand and absorb information by relying on the theme expressed in the short video [10]. The content themes of the short video of *China in Classics* mainly include publicity introduction, program review, resource recommendation, cultural knowledge popularization, character introduction, other.

Table 1: Model of influencing factors of short video communication of China in Classics based on "The Hook Model"

The Hook Model				Factors influencing the short video communication of *China in classics*
HOOK MODEL	Trigger	External triggering	Title type	set suspense type, questioning type, timeliness type, goal-oriented type, combining hot spots type, resonating type, celebrity effect type, other type
			Title length	one sentence, two sentences, three sentences or more
		Internal triggering	Background music type	cheerful, solemn, lyrical, national style, passionate, other
	Action	Motivation	Production type	program highlights edit, trivia clips, photo collection, video collection, promotional video
		Ability	Content topic	publicity introduction, program review, resource recommendation, cultural knowledge popularization, character introduction, other
	Reward	Self reward		
		Prey reward	Information type	no specific information, resource information, knowledge points, social information, other
		Social reward		
	Investment	Time	Video duration	within 30s, 30-60s, more than 1 minute
		Energy	Correlation or continuity	none, yes
		Money		

(3) Reward in the short video of *China in Classics*

It is difficult to quantify the self-reward obtained through video in short video, and the main function of short video is to entertain users rather than focus on social interaction. Therefore, this paper mainly considers the reward of prey in short video, that is, learning new knowledge or receiving new information from short video. The information types in the short video of *China in Classics* mainly include no specific information, resource information, knowledge points, social information, other.

(4) Factors affecting user investment

This paper divides the duration of the short video of *China in Classics* into within 30s, 30-60s and more than 1 minute. Relevance continuity refers to whether a single short video of *China in Classics* is related to an adjacent short video or a series of short videos, which is closely related to the energy invested by users.

3. Data and research methods

In order to explore whether each factor in the model shown in Table 1 has a significant impact on the dissemination of the short video of *China in Classics*, this paper will use the nonparametric test method in SPSS to verify the significance of each factor.

(1) Data source

This paper selects the short video works in the official Tiktok account of CCTV-1 the cultural variety show *China in Classics* as the research object. The account has 417.5w fans in total (the data is counted in June 2022) and 4085, 8w likes in total (the data is counted in June 2022). This paper encodes and

counts the 8 influencing factors of 62 research samples published by this account. Finally, spss nonparametric test was used to verify and analyze whether each factor had a significant impact on the communication effect.

(2) Variable measurement

① Measurement of dependent variables

The data selected in this paper to reflect the communication effect is the number of likes, comments and forwarding of each video sample. In order to comprehensively reflect the communication effect, this paper refers to the intelligent product "Qingbo index" of Qingbo intelligent platform, a new media big data platform covering the whole area. Among them, the method for calculating the communication effect of Tiktok is called Tiktok interaction index (DCL). By calculating the number of likes, comments and forwarding, the communication effect index of Tiktok short video of *China in Classics* (hereinafter referred to as" C index ") can be obtained, as shown in Formula (1) .

$$Cm = [17\% \ln(Xm + 1) + 37\% \ln(Ym + 1) + 46\% \ln(Zm + 1)] * 100 \quad (1)$$

Were, C is the communication effect index of Tiktok short video of *China in Classics*, X is the number of likes, Y is the number of comments, Z is the number of forwarding, and m is the sample number. According to this calculation formula, the communication effect index of 62 video samples is obtained.

② Measurement of independent variables

Table 2: Independent variable classification code and sample statistics (n=62)

Independent variable	Classification of independent variables	Code	Number of cases	Percentage/%
Title type	Set suspense type	1	15	24.2
	Questioning type	2	3	4.8
	Timeliness type	3	1	1.6
	Goal-oriented type	4	1	1.6
	Combining hot spots type	5	4	6.5
	Resonating type	6	25	40.3
	Celebrity effect type	7	9	14.5
	Other type	8	4	6.5
Title length	One sentence	1	26	41.9
	Two sentences	2	30	48.4
	Three sentences and more	3	6	9.7
Background music type	Cheerful	1	7	11.3
	Solemn	2	11	17.7
	Lyrical	3	13	21.0
	National style	4	13	21.0
	Passionate	5	13	21.0
	Other	6	5	8.1
Production type	Program highlights edit	1	39	62.9
	Trivia clips	2	5	8.1
	Photo collection	3	1	1.6
	Video collection	4	15	24.2
	Promotional video	5	2	3.2
Content topic	Publicity introduction	1	1	1.6
	Program review	2	6	9.7
	Resource recommendation	3	1	1.6
	Cultural knowledge popularization	4	39	62.9
	Character introduction	5	6	9.7
	other	6	9	14.5
Information type	No specific information	1	8	12.9
	Resource information	2	1	1.6
	Knowledge points	3	42	67.7
	Social Information	4	1	1.6
	other	5	10	16.1
Video duration	Within 30s	1	23	37.1
	30-60s	2	36	58.1
	More than 1 minute	3	3	4.8
Correlation or continuity	None	1	18	29.0
	Yes	2	44	71.0

The influencing factors summarized based on the "addiction model" are the independent variables of

this study, including Title type, Title length, Background music type, Production type, Content topic, Information type, Video duration, Correlation or continuity. The coding and statistics are shown in Table 2.

It can be seen from the descriptive statistical results in Table 2 that the short video titles of *China in Classics* often use the resonant titles of one sentence (41.9%) or two sentences (48.4%); The background music is mainly lyrical (21.0%), national style (21.0%) and passionate (21.0%); The production category mostly adopts the editing method of program highlights (62.9%), and the expressed theme is mainly concentrated in the cultural knowledge popularization (62.9%); Short video mainly conveys knowledge points to users (67.7%); The average video duration of short video shall be controlled within 30s (37.1%) and 30-60s (58.1%); 71% of the short video samples have correlation or continuity with adjacent short videos.

4. Research results and analysis

(1)Research results

Before using SPSS nonparametric test, it is necessary to test the normal distribution of independent variables and communication effect index. Based on SPSS single sample K-S test, it is concluded that the sample does not conform to the normal distribution. Therefore, SPSS nonparametric test method is used to test whether each independent variable has a significant impact on the dependent variable. In the test process, except that the Mann Whitney test of two independent samples was used for relevant or continuous factors, the Kruskal Wallis test of multiple independent samples was used for the other seven factors. The specific results are as follows:

① Title Type

The nonparametric test results of Title type and communication effect index are shown in Table 3:

Table 3: Test results of Title type and communication effect index

	Title type (median)								Kruskal-Wallis H	P**
	1 (n=15)*	2 (n=3)	3 (n=1)	4 (n=1)	5 (n=4)	6 (n=25)	7 (n=9)	8 (n=4)		
Communication effect index	896.51	716.52	819.58	652.22	716.31	857.21	823.59	742.18	17.902	0.012

*n represents the number of samples collected (the same below)
**p represents the significance level. When p<0.01, the result shows the significance of 0.01 level; When p<0.05, the results showed that there was a significant level of 0.05; When p>0.05, the results have no significant difference (the same below)

It can be seen from table 3 that the title type shows a significant level of 0.05 (p=0.012<0.05), and the samples with different title types show significant differences in the communication effect index. The specific difference can be understood by selecting the median for comparison, as shown in table 3. According to the corresponding number, the order of communication effect is: set suspense type > resonating type > celebrity effect type > timeliness type > other type > questioning type > combining hot spots type > goal-oriented type.

② Title Length

The nonparametric test results of Title length and communication effect index are shown in Table 3:

Table 4: Test results of Title length and communication effect index

	Title Length(median)			Kruskal-Wallis H	p
	1 (n=26)	2 (n=30)	3 (n=6)		
Communication effect index	846.06	835.00	908.00	0.537	0.765

It can be seen from table 4 that there is no significant difference in the communication effect index of samples with different title lengths (p=0.765>0.05), so different title lengths have no significant impact on the communication effect index.

③ Background music type

The nonparametric test results of background music type and communication effect index are shown in Table 5:

Table 5: Test results of background music type and communication effect index

	Background music type(median)						Kruskal-Wallis H	p
	1 (n=7)	2 (n=11)	3 (n=13)	4 (n=13)	5 (n=13)	6 (n=5)		
Communication effect index	690.07	865.72	887.68	892.67	834.43	661.48	25.756	0.001

It can be seen from table 5 that the background music types show a significant level of 0.01 (p=0.001<0.01), and the samples of different background music types show significant differences in the communication effect index. By comparing the median, we can know the specific differences, as shown in table 5. According to the corresponding codes, the order of communication effect is: National Style > Lyrical > Solemn > Passionate > cheerful > other types.

④ **Production type**

The nonparametric test results of production type and communication effect index are shown in Table 6:

Table 6: Inspection results of production type and communication effect index

	Production type(median)					Kruskal-Wallis H	p
	1 (n=39)	2 (n=5)	3 (n=1)	4 (n=15)	5 (n=2)		
Communication effect index	853.36	716.60	690.07	864.90	765.79	6.287	0.179

It can be seen from table 6 that there is no significant difference in the communication effect index of samples of different production types (p=0.179>0.05), so different production types have no significant impact on the communication effect index.

⑤ **Content topic**

The nonparametric test results of content theme and communication effect index are shown in Table 7:

Table 7: Test results of content theme and communication effect index

	Content topic(median)						Kruskal-Wallis H	p
	1 (n=1)	2 (n=6)	3 (n=1)	4 (n=39)	5 (n=6)	6 (n=9)		
Communication effect index	879.36	814.37	652.22	838.75	980.08	716.60	12.721	0.026

It can be seen from table 7 that the content theme shows a significant level of 0.05 (p=0.026<0.05), and the samples with different content themes show significant differences in the communication effect index. The specific difference can be seen by comparing the median, as shown in table 7. According to the corresponding code, the order of communication effect is: Character introduction > Publicity introduction > Cultural knowledge popularization > Program Review > other > Resource recommendation.

⑥ **Information type**

The nonparametric test results of information type and communication effect index are shown in Table 8:

Table 8: Test results of information type and communication effect index

	Information type(median)					Kruskal-Wallis H	p
	1 (n=8)	2 (n=1)	3 (n=42)	4 (n=1)	5 (n=10)		
Communication effect index	943.69	652.22	838.60	583.76	821.59	9.700	0.046

It can be seen from table 8 that the information type shows a significant level of 0.05 (p=0.046<0.05),

and the samples of different information types show significant differences in the communication effect index. The specific difference can be understood by comparing the median, as shown in table 8. According to the corresponding codes, the order of communication effect is: no specific information > knowledge points > other > resource information > social information.

⑦ **Video duration**

The nonparametric test results of video duration and communication effect index are shown in Table 9:

Table 9: Test results of video duration and communication effect index

	Video duration(median)			Kruskal-Wallis H	p
	1 (n=23)	2 (n=36)	3 (n=3)		
Communication effect index	864.23	846.06	809.16	1.687	0.430

It can be seen from table 9 that the communication effect index of samples with different video duration shows no significant difference (p=0.430>0.05), so different video duration has no significant impact on the communication effect index.

⑧ **Correlation or continuity**

The nonparametric test results of correlation or continuity and communication effect index are shown in table 10:

Table 10: Test results of correlation or continuity and communication effect index

	Correlation or continuity(median)		Mann Whitney U	MannWhitney Z	p
	1 (n=18)	2 (n=44)			
Communication effect index	814.37	855.94	295.000	-1.566	0.117

It can be seen from table 10 that correlation or continuity has no significant difference on the communication effect index (p=0.117>0.05). Therefore, whether there is correlation or continuity with adjacent short videos has no significant impact on the communication effect index.

(2) Result analysis

According to the above SPSS statistics and test results, among the eight factors that affect the communication effect of Tiktok short video of *China in Classics* constructed based on the "addiction model", four factors have no significant impact on the communication effect index, including title length, production type, video length and correlation or continuity. As long as the page space allows, even if the title has a large number of words, everyone may be attracted by the video itself, and the role of the title and the number of words of the title will be weakened in this case. Because the program *China in Classics* is a combination of stage drama performance, interview, reality show and other elements [11], each production type is novel to the audience. The content information of video can affect the communication effect of short video more than the time factor, so the video duration has no significant effect on the communication effect index. Although Tiktok of *China in Classics* releases short videos based on stories or continuity, users cannot receive continuous videos because of the video push mechanism of Tiktok.

The above verification results show that the title type, background music type, content theme and information type of the short video of *China in Classics* have a significant impact on the communication effect index.

① In the short video of *China in Classics*, the communication effect of the title setting suspense type and resonance type is better than that of the other titles. The suspense type title is generally set in the "half talk" method, leaving suspense intentionally to arouse the curiosity of users. For example, the title of the short video is "when Sa Beining took Confucius through more than 2000 years to see the Internet..." The title always starts with telling a story and then adds an ellipsis to stimulate the curiosity of users to know the next story and trigger users to watch the video. The short video of the program also likes to use resonant titles to arouse the "emotional resonance" of users. In the short videos with such titles, we can see some words with strong emotional implications, such as "crying", "burning!" "Tearful eyes!".

② National style, lyricism and solemn background music have a significant impact on the

communication effect of the short video of *China in Classics*. These types of music have a strong sense of music and rhythm. National style music matches well with the classics in the program and is full of historical charm and Chinese style. It can quickly mobilize users' emotions. Lyrical background music can better foil the moving and bitter historical stories performed in the program. However, solemn background music is usually accompanied by high-energy clips in the program.

③ The research shows that the video theme has a significant impact on the communication effect. Users' choice of short video is more about the theme of video expression. Based on the sample study, it is found that the short video with the theme of character introduction, publicity introduction and cultural knowledge popularization is effective. The highlight of the short video with the theme of character introduction is that famous domestic actors are invited to play the key characters mentioned in the classics, such as Confucius, Lao Tzu, Wang Yangming, etc. The natural acting skills of the actors and the exquisite stage design make the short video very eye-catching.

④ SPSS analysis and verification shows that the communication effect of short videos that users can't get rewards after watching is often better than that of short videos that can get rewards. The reason is that most of the short videos without specific information are mixed cutting of stage performance and video music. Even if there are only pictures and music, the exquisite pictures and high-quality stage effects are enough to make people stay. *China in Classics* comprehensively uses new technological means such as screen projection, AR, and real-time tracking so that just looking at the pictures can bring users into the context and gain an immersive viewing experience [12]. Therefore, the viewing purpose of users is not necessarily to be rewarded. Such short videos without specific information can also make users have the desire to continue watching.

5. Short video development strategy of cultural variety show

(1) Triggered by users' curiosity and emotional resonance

Tiktok helps users quickly brush out videos they are not interested in. If you want to stop the user on this page at the first time, you need to use the user's curiosity. For example, the historical knowledge points involved in the program *China in Classics* are the "knowledge blind zone" of many users. When the title mentions the content that users know but do not understand, the video becomes attractive. At the same time, with the cooperation of national style background music, users have a more sense of substitution, so as to generate emotional resonance and achieve internal triggering. Therefore, taking the curiosity of users as the starting point, together with music that conforms to the positioning of cultural variety programs, can stimulate users' exploration of knowledge blind spots, so as to achieve effective triggering.

(2) Output in the form of grounding gas living content

For cultural variety shows, how to make history interesting is very important. In the past, cultural programs, just like history teachers talking about textbooks, used professional words and were difficult to understand. However, *China in Classics* brings drama to the stage. For the protagonists of the video, they can also choose the current well-known actors or stars to perform historical sitcoms. This can not only reproduce the historical scene, but also make users pay attention to the new image given to their well-known celebrities. When the subject content of the video is close to the user's life, the user will feel that this kind of knowledge is controllable and familiar, and will be interested in this type of video and will no longer be excluded.

6. Conclusion

As the country attaches great importance to our traditional Chinese culture, new cultural variety shows, led by CCTV, have begun to come into view. From The Nation's Greatest Treasures to *China in Classics*, we can not only see the continuous innovation of culture with the times, but also see the imprint of the development of media with the times. The addition of cultural variety shows such as *China in Classics* to the platform of Tiktok new media will enrich and update the short video type for Tiktok with entertainment as its nature, and it will also be the innovative interaction and development of traditional media and new media. In the future, the era of Internet, the interaction and integration of multiple media is an inevitable trend. Finally, the integration of media will run through the development of all sectors of society, and the dissemination of information will also meet new challenges.

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