

Empowerment and challenges: Exploring innovative pathways for rural economic development driven by New Media+

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Abstract: Based on the theory of innovation diffusion and the value chain model, this paper, through multi-case analysis and policy text research, systematically deconstructs the four paths driven by "New Media +" to promote rural economic development: 1) E-commerce-driven: reconstructing the value chain of agricultural products, selling products, and establishing brands through short videos and live-streaming e-commerce; 2) Integration of culture and tourism: digitalizing and IP-izing rural resources to create new consumption models; 3) Logistics coordination: extending the industrial chain and optimizing the supply chain with digital technology; 4) Subject activation: spawning a new group of farmers, leading a new wave of rural entrepreneurship with digital literacy and innovative thinking. However, the current development also faces three major challenges: homogenization of content leading to insufficient innovation; excessive entertainmentization affecting the construction of rural image and value guidance; and weak infrastructure restricting the in-depth advancement of the model. In response to these challenges, this paper proposes optimization strategies: deeply exploring the core of cultural value; building a diversified supervision framework; accelerating infrastructure development; and establishing a talent incubation and cultivation system. The research shows that the "New Media +" model is a new driving force for activating the rural economy, but its healthy and stable development requires the collaborative efforts of the government, platforms, society, and rural residents to jointly face challenges, so as to effectively serve the overall strategic goal of rural revitalization.

Keywords: *New media +, Rural economy, Rural revitalization digital empowerment.*

1. Introduction

The deep penetration of new media is reshaping the economic structure and social fabric of rural China with unprecedented breadth and depth. It is not merely a tool for information dissemination but has become the core driving force behind industrial upgrading, activating development factors, and restructuring value chains. Academic circles have explored the enabling effects of new media from perspectives such as innovation diffusion theory (Rogers, 2003) and media convergence (Jenkins, 2006) acknowledging its positive role in breaking down urban-rural information barriers and expanding sales channels for agricultural products (Liu, 2024). However, existing discussions on this topic still have limitations: First, research perspectives are relatively fragmented, often focusing on the enabling effects of single pathways such as "live-streaming e-commerce," lacking a systematic examination of the synergistic mechanisms and intrinsic connections among multiple pathways such as e-commerce, tourism, logistics, and entrepreneurship; Second, the research tone tends to be overly optimistic, with far more emphasis on the "empowerment" aspects than on the challenges, and insufficient analysis of internal challenges such as content homogenization, value orientation deviations, and the digital divide. Given this, this paper aims to address the following core questions: First, what is the core role model of "new media+" in driving rural economic development? Second, what structural challenges do these models face in practice? Third, how should effective governance pathways be constructed to promote

their healthy development? To address these questions, this study employs case analysis (Yin, 2018) selecting rural-themed bloggers from five major platforms such as Douyin and Kuaishou as samples; Combining policy text analysis, this study reviews central government policy documents on the “Digital Village” initiative from 2019 to 2025, conducting a systematic analysis of the practical pathways, structural challenges, and optimization strategies of the “New Media+” model. The aim is to provide theoretical references and practical guidance for the healthy development of this model and its effective integration with the rural revitalization strategy.

2. Current Status and Characteristics of New Media Video Platforms in Rural Areas

The current major new media video platforms are primarily represented by five apps: Douyin, Kuaishou, WeChat Video Account, Xiaohongshu, and Bilibili. Each platform targets different user groups and produces distinct content. Douyin: Its user base spans all age groups, with a geographical focus on the southeastern regions. Its core support program is the “Rural Guardian Program,” launched in 2021, which covers over 2,600 counties and districts, driving the sale of agricultural products to 112 million orders (China National Radio, 2024). Content formats primarily include homemade rural cuisine, rural lifestyle documentation, and outdoor labor. The platform emphasizes fast-paced editing, high-saturation visuals, and a “healing” aesthetic. Its content strategy combines ‘entertainment’ with “e-commerce guidance,” with top accounts relying on “viral content formulas.” Kuaishou: Users span all age groups, but the platform is more popular in rural and lower-tier markets, with higher user coverage in the northeastern region. The main support program is the “Happy Rural Leaders Program” launched in 2018, which has cultivated 57 rural enterprises and created over 1,200 jobs (Guangming Online, 2023). Content production focuses on agricultural technology sharing, down-to-earth storytelling, and authentic labor, emphasizing the “old friend economy,” with high user stickiness and strong participation from rural users. Kuaishou's content strategy balances technical knowledge with authentic labor scenes, emphasizing community stickiness. WeChat Video Account: Primarily relies on the WeChat ecosystem, with a broad user base highly overlapping with WeChat users, and a higher proportion of middle-aged and elderly users. The main support program is the “New Farmers Program” launched in 2023, with video content production focusing more on village management and agricultural product traceability, emphasizing practicality in style. Integrated into WeChat, it enables quick sharing with friends and on Moments, with dissemination based on social networks, prioritizing information transmission and social virality. Users can develop private domain e-commerce by linking Moments, group chats, or WeChat mini-programs to achieve simple closed-loop transactions or ad revenue sharing. Xiaohongshu: The user base primarily consists of young people and women in the East China and South China regions. Key support initiatives include the “Xiaohong Village Illumination Program,” launched in 2025, which aims to empower 100 rural areas throughout the year and create personalized landmarks. Xiaohongshu's core content focuses on rural exploration, cultural tourism experiences, and lifestyle aesthetics. Content production primarily relies on the UGC model, producing high-quality text and images combined with short videos, emphasizing “slow living” and “emotional value.” Bilibili: The platform has a high proportion of young users, with 78% of users aged 18-35. Key support initiatives include the “Three Rural Stars Program” launched in 2023. Overall, Bilibili adopts a combination of UGC and PUGC (Professional User-Generated Content) models. Core content includes in-depth knowledge popularization, documentary-style recordings, and rural technical tutorials. The style emphasizes “hardcore” and ‘professional’ elements, highlighting “knowledge empowerment” and “cultural outreach.” Short videos and images related to rural themes are featured on these major new media platforms, with each platform showcasing unique characteristics, video content, and functionalities.

3. Pathways and Advantages for Rural Economic Development in the New Media Era

3.1. New Media + Agricultural E-commerce: Reconstructing the Agricultural Product Value Chain and Brand Building

As new media platforms continue to integrate deeply with e-commerce, they have provided new inspiration and created new models for agricultural product sales and brand building. In terms of media communication, the interactivity of new media allows users to act as both information transmitters and receivers, truly achieving two-way information exchange. This breaks the traditional offline business model and spatial-temporal constraints of agricultural product sales, which were previously limited to transactions between farmers and buyers or between farmers and local consumers, thereby restructuring the agricultural product distribution value chain. In terms of sales, the new model combining new media and e-commerce guides users to place orders through online platforms, thereby expanding sales channels. The rise of new media e-commerce fundamentally represents a disruptive restructuring of the traditional agricultural product value chain. According to value chain theory, in the traditional model, the information flow, logistics, and capital flow processes are lengthy, resulting in limited value addition. However, new media shortens the circulation process through forms such as live-streamed product sales and short video marketing, achieving direct connectivity “from farm to table,” significantly reducing intermediary costs and enabling more value to remain with producers; Redefining information flow: Through visual and scenario-based content production (such as the case of @I Am La Bu La Jin), it effectively addresses information asymmetry between production and sales, making implicit values like product quality and ecological environment explicit, thereby enhancing consumer trust (Hu, 2024). In terms of brand building, new media has enabled agricultural products to upgrade from “products” to ‘works’ and then to “brands.” Through storytelling and IP development, they have transitioned from selling functional value to providing cultural and emotional value. For example, the Douyin account @I Am La Bu La Jin showcases the process of its pet dog picking oranges in its videos, emphasizing the freshness of the oranges grown in a green, pesticide-free environment in terms of brand quality, and maximizing alignment with the popular “cute pet economy” trend while highlighting product differentiation in terms of brand positioning. The brand controls quality from the source by growing navel oranges on its own farm and sells them through Douyin's shopping cart feature and live streams, attracting over 236,000 buyers.

3.2. New Media + Rural Cultural Tourism: Activating Local Resources and Scenario-Based Consumption

Since 2023, the post-pandemic era has seen the most noticeable recovery in the cultural tourism industry. Across various types of new media platforms, cultural tourism bureaus at the provincial, municipal, and county levels have actively leveraged new media to promote cultural tourism projects. The integration of new media with rural cultural tourism has reshaped the ecological landscape of the rural tourism industry. From an industrial development perspective, short video platforms utilize algorithms to push user-generated content (UGC) to potential users, transforming intangible resources into consumable digital content. By adopting “become widely known” formats to attract tourists to visit, they have formed an online-to-offline consumption loop, thereby driving income growth for farmers. From the perspective of industry transformation, the integration of new media and cultural tourism essentially involves transforming rural natural resources into scenic resources and rural cultural resources into IP resources. By leveraging digital tools and media communication theories, the value of rural resources is redefined and restructured. Throughout the process of using new media as a communication medium, user participation is continuously integrated, ultimately forming a more value-added industrial chain. Meanwhile, the “creativity-driven” mechanism of new media platforms has broken through the constraints of geographical limitations and the homogenization of the tourism industry. The core of the new media + cultural tourism mechanism lies in digitizing, scenarizing, and IP-izing rural resources, and achieving value conversion through online traffic diversion. For example, the 2024 domestic game “Black Myth: Wukong” has become a sensation, features game scenes inspired by 27 ancient cultural sites such as the Huangguoshu Waterfall in Guizhou and various counties in

Shanxi. The Shanxi Tourism Bureau adopted a proposal from netizens to create a “Black Myth” tourism route plan, seamlessly integrating rural tourism with the popular IP. This has attracted game players and cultural enthusiasts to visit, driving the development of rural tourism through scenic spot tourism and surrounding merchandise sales.

3.3. New Media + Rural Logistics: Supply Chain Optimization and Industry Chain Extension

The development of the “New Media +” model has driven and promoted the digital transformation of rural logistics systems, achieving supply chain optimization and industry chain extension. At the industry chain level, the boom in e-commerce live streaming has spawned new service sectors such as agricultural product sorting, packaging, brand design, and agency operations, effectively extending the agricultural industry chain, creating diversified employment opportunities in rural areas, and promoting the deep integration of the primary, secondary, and tertiary industries in rural areas. At the supply chain level, new media e-commerce platforms utilize data-driven approaches to predict demand and consolidate orders, aiming to achieve precise matching between supply and demand and maximize logistics efficiency. For example, Pinduoduo's “Agricultural Land Cloud Collaboration” model integrates dispersed agricultural products into an order system, leveraging precise user targeting for marketing and logistics scheduling to achieve efficient connectivity from farm to consumer. Furthermore, the introduction of new technologies such as blockchain has established a traceability system for agricultural products. For instance, SF Express Technology launched the “Fengshuo” traceability platform, which is based on blockchain technology and collaborates with SF Express, third-party quality inspection institutions, and government departments to build an agricultural product data alliance chain. By automatically collecting data through IoT technology and combining it with blockchain's distributed storage and immutable characteristics, the authenticity and integrity of the data are ensured, digitizing the key element of “trust” and enhancing the value of the entire supply chain (Organizing Committee of the Future Information Technology Conference & Data Element Innovation Development Forum, 2024). The “new media + rural logistics” model fundamentally extends the industrial chain and facilitates supply chain flattening through emerging digital technologies. New media serves as a platform connecting both ends of the supply chain, breaking down information barriers and eliminating intermediary layers in traditional supply chains. By empowering the industrial chain with digital technology, it brings new opportunities and job positions to rural economies. The supply chain improves logistics services and operational efficiency, offering new transformation pathways to further drive rural digital transformation and achieve rural revitalization.

3.4. New Media + Rural Entrepreneurship: The Rise of “New Farmers” and the Activation of the Rural Entrepreneurship Ecosystem

The emergence of new media has given rise to the role of “new farmers,” empowering them to serve as a new engine for rural revitalization. According to innovation diffusion theory, “new farmers” play the key roles of “opinion leaders” and “early adopters.” With their high digital literacy and innovative thinking, they have been the first to introduce new technologies, concepts, and models into agricultural production and management, and have used new media platforms to demonstrate and disseminate these innovations. From an industrial development perspective, new farmers have leveraged new media platforms to build a broad information bridge, integrating traditional agriculture with smart technology and innovative marketing models. They have actively introduced applications of the Internet of Things, big data, and artificial intelligence into the production chain, enabling scientific and efficient planning of farming and breeding schemes, thereby enhancing the efficiency and value of agricultural production. New farmers are proficient in using live streaming and short video dissemination methods to actively explore new agricultural business models and commercial formats, driving the integrated and coordinated development of industries. From a sociological perspective, the role of new farmers is a significant marker of the restructuring of rural social roles. For example, @Li Ziqi combines rural life with intangible traditional culture, leveraging her personal brand to promote the sales of related

agricultural products and the publicity of rural intangible cultural heritage. By enhancing product value through cultural value (Zhao, Dong, & Kong, 2023) her account has effectively broken down cultural barriers between urban and rural areas, bringing rural culture closer to the mainstream discourse system. On a cultural level, rural influencers and new farmers like Li Ziqi have to some extent transformed the “interpreted” identity of rural areas and farmers in media narratives (Tan & Ye, 2023). The emergence of the new farmer role has effectively enhanced farmers' professional identity and social status, thereby attracting more young people to return to or settle in rural areas, forming a positive cycle of talent return and entrepreneurial aggregation.

4. The Structural Challenges Facing Rural Economies Under the “New Media+” Paradigm

4.1. Content Innovation Challenges: Homogenization and Cultural “Shallow Depiction” Under Algorithm Dependency

Currently, content production centered on rural themes has fallen into a homogenization dilemma characterized by “high volume but low quality.” The structural root cause lies in the algorithm-based recommendation mechanisms of platforms and creators' path dependencies. Currently, rural short videos primarily focus on a few areas such as food, scenery, lifestyle, and entertainment. Once a particular topic or format gains popularity, it often leads to widespread imitation and bandwagon effects, with creators lacking unique filming ideas and struggling to develop a distinctive personal account style (Zheng, 2024). On one hand, algorithms prioritize user retention by repeatedly pushing “hit” topics that have been validated by the market to similar users, creating information cocoon and aesthetic rigidity. On the other hand, creators, driven by “flow anxiety,” tend to imitate and replicate successful models to reduce uncertainty, thereby falling into a “comfort zone” of creative path dependence. China's vast rural areas have diverse cultural characteristics and folk customs due to regional differences. However, existing videos often present content in a superficial manner, lacking the ability to deeply explore and innovate rural culture, and failing to create narratives or emotional resonance that attract users. This dual effect has led to the “shallow depiction” of rural narratives: insufficient exploration of the diverse and profound cultural penetration power of rural areas, content that is satisfied with superficial and symbolic presentations, and an inability to create high-quality content with true cultural penetration and emotional resonance (Wang, Wang, & Wang, 2022).

4.2. Value-Oriented Risks: Excessive Entertainment and Deviations in Rural Image Construction

As the mass entertainment attributes of film and television continue to strengthen, the profit-driven logic of new media inherently brings value-oriented risks. Some creators, in pursuit of traffic, deliberately produce lowbrow, satirical, or ostentatious “aesthetic of the ugly” content, leading to an over-entertainment or even lowbrow tendency in rural narratives. Using lowbrow jokes to portray rural children and the elderly in an abnormal light, such content creates a one-sided perception of rural areas among audiences, linking terms like ‘rustic’ and “backward” with rural areas. Over time, this trend could lead to the marginalization and fragmentation of rural culture. Due to platform algorithms, videos with higher completion rates and click-through rates are prioritized for recommendation. Since vulgar and entertaining content is more likely to attract user attention, creators may abandon the filming of content that reflects the true face of rural areas and addresses socially significant issues to satisfy users' curiosity. This phenomenon subtly constructs a “othering” image of rural areas—turns them into spectacles and landscapes—reinforcing external stereotypes of rural areas as ‘rustic’ and “backward” (Tan & Ye, 2023). This is essentially the suppression of cultural logic by capital logic. When the commercial value of content outweighs its social and cultural value, the true face of rural areas and their underlying issues are obscured, and their cultural agency is consequently weakened.

4.3. *Weaknesses in Foundational Support: Constraints Posed by the Digital Divide and Logistics Bottlenecks*

The in-depth advancement of the “New Media+” model is constrained by the dual bottlenecks resulting from the long-standing Urban-rural dual structure. The first is the digital divide. Although the number of rural internet users continues to grow, in remote areas, unstable and inadequate network infrastructure remains a Rigid restriction, directly affecting the quality of content production and consumption (Shen, 2024). In some rural areas, network signals are unstable, and in remote rural regions of China, 4G or 5G network coverage is often unavailable. For short video creators, network connectivity issues lead to lagging or disconnections during filming and live streaming (Shen, 2024). Unstable internet connections also significantly impact viewer experience. Low-quality videos struggle to attract more viewers beyond the platform's algorithm-driven recommendations. The second challenge is the physical logistics bottleneck. Rural areas have relatively underdeveloped logistics and cold chain systems, with logistics networks not yet universally covering all regions. In remote rural areas, delivery ranges are limited, speeds are slow, and logistics costs for agricultural products are high during transportation. The weakness of cold chain facilities in rural areas, coupled with high construction and operational costs, results in persistently high losses and costs for the “first mile” and “last mile.” According to the 55th “Statistical Report on the Development of China's Internet,” as of December 2024, the number of rural internet users in China reached 313 million, accounting for 28.2% of the total internet user population. Internet users in remote mountainous areas and remote townships have even lower coverage rates (China Internet Network Information Center, 2024). Additionally, while e-commerce development is thriving in the southeastern regions, with more developed, intelligent, and digitalized logistics and supply chain systems, the northwestern regions have vast terrains, and new infrastructure investments in rural areas face high costs, long return periods, and significant implementation challenges, making it difficult for remote areas to benefit from the advantages of digitalized and intelligent logistics and supply chain systems.

5. Strategies and Measures for Enhancing the "New Media +" Development Model

5.1. *Cultural Empowerment: Deepening the Value of Rural IP*

With the diversified emergence of rural-themed new media, the future direction of short video content lies in authentically and objectively reflecting rural landscapes through positive portrayals, while creating high-quality content that incorporates rural symbols and aligns with modern aesthetics (Zhu, 2023). During the creative process on new media platforms, it is essential to continuously explore the distinctive cultural characteristics of rural areas, delve into the rich cultural resources embedded within these regions, and promote intangible cultural heritage—such as folk traditions, traditional crafts, and local operas—along with their underlying values. These elements serve as the spiritual core to attract users' interest in rural culture (Hou, 2024). By adopting a genuine and vivid perspective, we can effectively narrate China's rural stories and amplify its rural voice, guiding more villages toward modernization with the right value orientation. The innovation process should integrate contemporary elements, forming a model that blends traditional culture with modern technology. Utilizing a “youth-oriented” narrative and popular trends on new media platforms for reinterpretation (Jia, 2024) along with leveraging advanced technologies like artificial intelligence to present traditional stories, will capture the attention of younger audiences.

The “cross-border collaboration” approach can be employed by inviting influential figures—such as bloggers, internet celebrities, and celebrities with substantial followings—to participate in content creation. Their influence can significantly enhance the reach and impact of the content. Additionally, strategic use of new media platform resources to promote high-quality content is crucial. Collaborations with mainstream platforms like Douyin, Kuaishou, and Taobao to establish dedicated rural content sections, specific topic promotions, and traffic support policies can help develop more high-quality creators and their output.

5.2. Institutional Collaboration: Multi-party Governance Mechanism

In the process of further developing and strengthening the rural economy through new media, strengthening content review and supervision is an important step to ensure the content is positive and healthy, and the platform is orderly. Because developing rural new media is not only an economic model but also a cultural communication channel, and it also bears the social responsibility in the media. In terms of the governance system, it is necessary to clearly define the operation of a comprehensive system of "intelligent review + manual re-review + user supervision + credit rating", using artificial intelligence to conduct real-time automatic review and monitoring of short videos and live-streaming content. In the first stage, a batch of vulgar and false content can be filtered out. In the second stage, an artificial review mechanism is adopted, and a professional content review team is established to conduct a second verification of the results of the automatic screening. Different contents and risks are managed at different levels, and for high-risk bloggers, videos, and content areas, strict monitoring is carried out. In the third stage, the user reporting mechanism is expanded, and a quick reporting window is set up on the platform. The platform's working departments will quickly handle the solutions, quickly review the user-reported content, and provide processing and feedback, striving to achieve "real-time reporting. Real-time processing". In the fourth stage, a user credit rating mechanism is established to create a "public supervision" network environment, and the review scope is covered more comprehensively. In addition to the review mechanism, it is necessary to emphasize that the platform should give priority recommendations to high-quality rural content in algorithm design, and evaluate the scores based on the video content and compliance of the creators. For creators who comply with the network health norms, rewards such as traffic push and priority support will be given, and for those with low credit scores, restrictions on traffic to closed accounts and other different levels of penalty measures will be imposed.

5.3. Technological Innovation: Full Coverage of Intelligent Infrastructure

The core role of developing new quality productive forces is to empower rural infrastructure construction, which is an important support for the continuous development of new media rural economy. New quality productive forces, as an advanced form of productive forces centered on intelligence and digitalization, has restructured the development pattern of rural infrastructure and reformed the paradigm of rural infrastructure innovation (Wu & Zhu, 2024). Firstly, as an emerging medium and technology, the network accelerates the construction of 4G/5G networks in rural areas, ensuring large-scale coverage of network signals. Improving signal stability and network speed, and reducing network costs, provide a better basic network environment for rural new media creators and rural e-commerce. The deployment of new infrastructure such as 5G networks, cloud computing, and big data in regions can reduce data processing latency by building edge computing nodes. It can also accelerate the solution of the "last mile" coverage problem in remote areas in the traditional infrastructure field, such as the "rural brain" system in Zhejiang Province, which digitizes power grids and transportation, providing 24-hour operational guarantee for the development of new media rural economy. Secondly, improving the rural cold chain system can enhance the quality and added value of agricultural products, providing better opportunities for rural new media and e-commerce development. Promoting modular and low-cost pre-cooling equipment suitable for small farmers can extend the freshness period of fresh products. Building county-level agricultural product cold chain distribution centers can reduce losses during transportation and storage in the courier process. Fresh and high-quality products help improve consumer satisfaction and the competitiveness of rural e-commerce. By digitally empowering the supply chain system with new quality productive forces, a cold chain traceability cloud platform can be constructed, using blockchain technology to trace temperature control throughout the process, and using optimized distribution algorithms based on dynamic logistics routes (Wang, Zhou, & Liang, 2022). A complete logistics system can expand the sales range of products, enabling agricultural products to enter markets in farther regions.

5.4. Talent Cultivation: Precision Education and Training

Strengthening the education and training of talents is of great significance and far-reaching influence for rural revitalization. The development of rural new media industries, including short videos, e-commerce, and live streaming industries, cannot do without professional talents as support. Conducting professional skills and multi-level training, organizing training courses on short video creation, shooting, editing; e-commerce operation, etc., to enhance the originality and skill level of creators, and dividing different levels based on courses for more detailed corresponding training. For the popularization level personnel, mainly learning mobile phone shooting and editing courses, and conducting entry-level skills training such as equipment operation for shooting and live streaming. For those with original potential, they are classified as improvement level, providing advanced technical training courses on content planning, directing, and editing. For those who already have experience in new media, they are classified as professional level, inviting industry teachers for more comprehensive professional training such as account or e-commerce operation, brand management, etc. In addition to training talents, attention should also be paid to the incubation and introduction of talents. Local governments and grassroots organizations should invest funds to establish rural new media entrepreneurship incubation and entrepreneurship parks, clearly defining incubation support. Provide financial, technical, and venue support for those with intentions and talents, creating "agricultural innovators" spaces, expanding the scope of talent incubation through a combination of online and offline forms. In special projects, promote "school - place - enterprise" cooperation order-based training plans, share resources to achieve mutual benefit, create demonstration cases of rural new media entrepreneurship, and enhance the attractiveness of talents.

6. Conclusion

In the context of new media, the diversified development of rural areas has ushered in unprecedented opportunities that are quite different from those in the past, along with some challenges. New media, with its own characteristics of integration, interactivity and innovation, has injected new impetus into rural revitalization. Through different types of new media platforms, the economy, culture and society of rural areas have presented an unprecedented new appearance, providing new paths and choices for the diversified development of rural areas. By fully leveraging the media advantages of new media and actively facing and solving existing problems, rural areas can achieve comprehensive revitalization in economic, cultural and social fields in the new era of media alternation. In the future, it is necessary for the government, enterprise platforms, social organizations and rural residents to jointly explore and innovate more extensive development and business models, continuously deepen the deep integration of new media and rural revitalization, and delve deeply into the major issue of sustainable rural development, to contribute a Chinese-developed answer with distinctive Chinese characteristics to the development of the world's rural areas (Yin, Wang, & Zhang, 2025).

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Transparency:

The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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