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Article

Research on the Role Mechanism of Social Media on the Construction of Intangible Cultural Identity and Its Data-Driven Modeling

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Abstract: With the development of digital networks, the influence of social media has been growing. This paper constructs a model for exploring intangible cultural heritage (ICH) activities called CAMM. Through data preprocessing and sample training, it classifies cultural activity themes and establishes a cultural activity dataset. It calculates metrics such as degree centrality, triangle count, and eigenvector centrality for each activity in the dataset to measure node connectivity, thereby assessing the multifaceted impact of social media on public perception, attitudes, and behaviors toward ICH. The study shows that the out-degree and in-degree centrality ranges for the three categories of cultural activity themes are between 17.16% and 35.05%. The data reliability and validity tests exceed the benchmark of 0.85 and the AVE value of 0.90, respectively, meeting the requirements. The mechanism model is: -0.690 + 0.675 × product interaction + 0.679 × interpersonal interaction + 0.634 × service interaction + 0.657 × educational value + 0.642 × emotional value + 0.681 × social value.

Keywords: CAMM; theme classification; centrality calculation; social media; intangible cultural heritage identity

1. Introduction

Throughout China's long history, a wealth of distinctive intangible cultural heritage (ICH) resources has been accumulated. These resources constitute an integral part of traditional Chinese culture and play a crucial role in the transmission of China's historical and cultural heritage. However, with the rapid development of society, the preservation and transmission of ICH face significant challenges. Many outstanding ICH elements are gradually fading from public view, resulting in a situation where the transmission of such heritage is being interrupted [1]. The inheritance, continuation, and development of intangible cultural heritage rely on dissemination. It is precisely the continuous advancement of media technology in human society that has enabled the transmission of human heritage from generation to generation [2-4]. Currently, the continuous innovation and improvement of information technology have driven the long-term development of new media, while also bringing new ideas to the inheritance of intangible cultural heritage [5-6]. The emergence of social media can better promote the dissemination of intangible cultural heritage, so it is very necessary to study the specific application of social media in the process of intangible cultural heritage inheritance [7-8].

Social media allows us to disseminate traditional culture in a more intuitive manner and opens up new possibilities for the dissemination of intangible cultural heritage. Multi-modal social media dissemination methods break away from traditional static recording methods for intangible cultural heritage, thereby providing a more comprehensive presentation of its past and present [9-12]. From this perspective, the rise of social media also presents an opportunity for the dissemination of intangible cultural heritage. How to adapt intangible cultural heritage to social media platforms, making it accessible to both the elite and the masses, and leveraging new media opportunities to better disseminate it, holds significant value and meaning in establishing a strong voice among diverse cultural forms [13-15].

In today's digital age, social media platforms have become the primary means of information dissemination. Platforms like Weibo and WeChat play a crucial role in the dissemination of intangible cultural heritage. Literature [16] analyzes the challenges and difficulties faced by intangible cultural heritage in the context of economic development and changing trends, and proposes strategies for its living transmission and dissemination in the social media context, aiming to maximize the important role of intangible cultural heritage as a carrier of spirit and emotion. Literature [17] utilizes the Technology Acceptance Model and Audience Response Model to construct a theoretical evaluation method for assessing the effectiveness of digital dissemination of intangible cultural heritage, thereby providing academic references and operational guidelines for its dissemination on social media. Literature [18] indicates that with the support of modern information and communication technology, ICH can be effectively disseminated through frequent social media interactions, while also promoting the development of related industries such as community tourism. Literature [19] utilized web crawling technology to collect online text data from social media and conducted a visualization analysis of users' perceptions of ICH on social media. This not only helps understand public perceptions but also facilitates the formulation of future development and dissemination strategies for ICH. Literature [20] designed a BiGRU-Attention model based on BERT word embeddings to perform keyword statistics and topic analysis on comment data from social media platforms, thereby fully understanding the dissemination value of intangible cultural heritage on online platforms and enhancing its inheritance effectiveness. Literature [21] compared and evaluated the advantages and limitations of different media formats in conveying intangible cultural heritage information and cultural emotions, finding that media design formats play a crucial role in the presentation and dissemination of regional culture, providing practical guidance for the inheritance of intangible cultural heritage on social media. It is evident that, against the backdrop of rapid digitalization and informatization, the dissemination of intangible cultural heritage has encountered favorable opportunities with the support of social media. By fully leveraging social media platforms, intangible cultural heritage is blossoming with new vitality in modern society.

This paper proposes an integrated research framework combining data mining, association analysis, and impact analysis to explore the specific influence patterns of social media on the digital dissemination and recognition of intangible cultural heritage (ICH). Given the diverse characteristics of social media data, the CAMM mining model is designed to achieve data purification and improved classification accuracy for intangible cultural heritage activities. Through numerical calculations, the centrality and path distances between nodes are quantified to analyze the influence of social media on enhancing recognition of various intangible cultural heritage categories. Three indicators—cognition, attitude, and behavior—are introduced to systematically measure the effectiveness of intangible cultural heritage digital dissemination and identify methods for in-depth optimization.

2. Analysis of the Impact of Social Media on the Recognition of Intangible Cultural Heritage

2.1. Building a Model for Exploring Intangible Cultural Heritage Activities

In order to extract as much data as possible on intangible cultural heritage activities from the A social media software data, this study considered the characteristics of the A social media software text data and combined the Fast.ai&Bert algorithm with the BERTopic topic model to develop a specialized intangible cultural heritage activity mining model called CAMM. Figure 1 shows the CAMM model process.

Specifically, this section focuses on the mining of netizens' intangible cultural heritage activity point data from the A social media software data, with the following specific steps:

1) Perform text preprocessing on the text T_n obtained from the A social media software, removing redundant and invalid information such as advertisements and emojis. Then, randomly select n data points from T_n for manual labeling, categorizing them into four types based on the required cultural type, resulting in the manually labeled data T_m.

2) Combine the Fast.ai & Bert algorithm to perform supervised classification and recognition on the manually labeled data T_m, obtaining the self-training result data S_m and the data classification accuracy a. If the classification accuracy $a < 85\%$, iterate the manually labeled data T_m. until the classification accuracy $a \geq 85\%$ is achieved, and 2,500 texts are randomly selected for manual review, with a manual accuracy exceeding 95%.

3) Using the manually labeled data T_m as training samples, the Fast.ai&Bert algorithm is used to perform supervised classification on the text data T_m from the A social media software, ultimately

yielding the prediction result data P_m.

4) Filter the prediction result data P_m to exclude all data unrelated to intangible cultural heritage, and finally obtain the cultural classification result data Cc.

5) Using the cultural classification result data Cc as the dataset, the BERTopic model is employed for topic classification, yielding the cultural topic results T_e. The cultural topic results T_e are manually evaluated, and based on the commonality of keywords within each category, the topic is categorized and summarized to obtain the intangible cultural heritage activity topics T_a.

6) Using the intangible cultural heritage activity themes T_a as training samples, the Fast.ai&Bert algorithm is used to classify the cultural classification result data Cc, ultimately yielding the A social media software intangible cultural heritage activity dataset Cc.

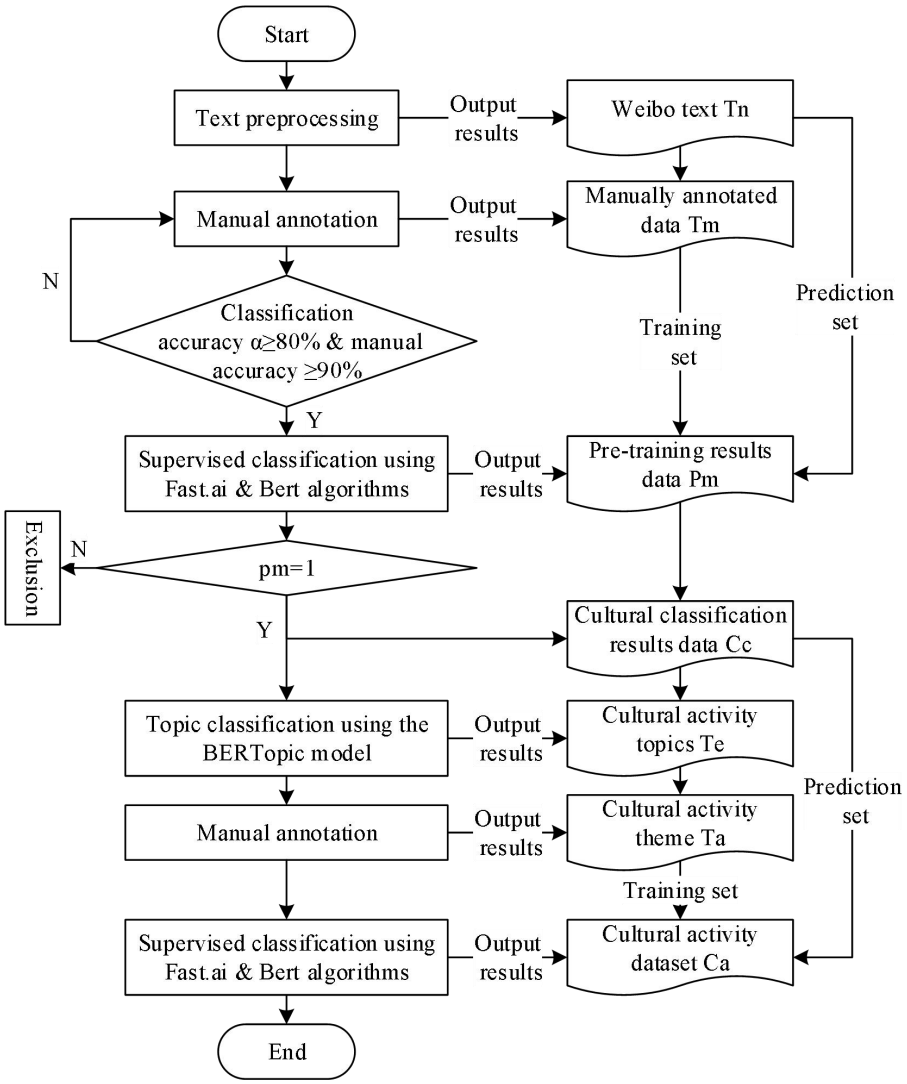

Figure 1. CAMM model process.

2.2. Definition of Centrality

Currently, commonly used centrality measures include: degree centrality (DC), closeness centrality (CC), betweenness centrality (BC), eigenvector centrality (EC), and triangularity (TC), among others.

Node centrality (hereinafter referred to as centrality) measures the degree to which a node in a network is connected to all other nodes and is the most basic measure of centrality. For an undirected

graph with g nodes, the centrality of node i is the total number of direct connections between i and the other $g-1$ nodes, expressed as:

$$C_D(N_i) = \sum_{j=1}^{g} x_{ij} \left(i \neq j\right) \tag{1}$$

Among these, $C_D(N_i)$ denotes the centrality of node i, and $\sum_{j=1}^{g} x_{ij}$ is used to calculate the number of direct connections between node i and the other $g-1$ nodes j ($i \neq j$, i.e., excluding the connection between i and itself). In simple terms, the calculation of $C_D(N_i)$ involves summing the values in the cells corresponding to the row or column of node i in the network matrix.

The betweenness centrality represents the proportion of shortest paths through a node in a social network. The formula is:

$$C_B(v) = \sum_{s \neq v \neq t} \frac{\delta_{st}(v)}{\delta_{st}} \tag{2}$$

In this context, $\delta_{st}(v)$ denotes the number of paths passing through node v in the shortest path from s to t, and δ_{st} denotes the number of shortest paths from s to t.

Proximity to the center describes the distance between network nodes on the shortest path. It uses the reciprocal of the sum of the shortest distances between node v_i and other nodes v_j to describe the metric. The formula is:

$$C_c(v_i) = \frac{n-1}{\sum_{j \neq i}^{n} g(v_i, v_j)} \tag{3}$$

Among these, $g(v_i, v_j)$ represents the shortest path distance between v_i and v_j.

Eigenvector centrality is used to characterize the indirect influence obtained through highly valued adjacent nodes. If a node has a high degree, it indicates that the node has high centrality. However, if a node does not have a high degree but is adjacent to a node with a high degree, then the centrality of that node should not be too low either. The PageRank algorithm is similar to the eigenvector centrality algorithm. PageRank is defined as:

$$PageRank(p_i) = \frac{1-q}{N} + q \sum_{p_j} \frac{PageRank(p_j)}{L(p_j)} \tag{4}$$

In addition, there is also triangular centrality measurement. It is very useful in social network analysis. Suppose that in a company, you know two people, and these two people know each other, then this can form a triangle. This paper mainly considers multiple centralities, calculating degree centrality, triangular count, and PageRank values.

2.3. Communication Effectiveness Measurement Indicators

Evaluating communication effectiveness from the three dimensions of audience cognition, attitude, and behavior is a relatively universal and reasonable approach. It should be noted that, when assessing communication effectiveness, behavior is often considered the ultimate outcome of cognition and attitude, so cognition and attitude are typically treated as mediating variables, while behavior is regarded as a key aspect of evaluating communication effectiveness. However, considering the actual situation of intangible cultural heritage (ICH) digital communication, ICH digital information may only induce changes at the cognitive or attitudinal levels when it interacts with the audience, and may not necessarily lead to actual behavioral changes. Therefore, this paper treats the three levels of audience cognition, attitude, and behavior as equal components for measuring the effectiveness of ICH digital communication. Figure 2 illustrates the three influence levels of ICH cultural digital communication effectiveness.

Cognition refers to the process by which individuals acquire knowledge through the formation of concepts, perceptions, and judgments, which is an activity of processing information about the objective world. When the content of intangible cultural heritage digital dissemination acts on the audience's

senses, the audience's cognition of the content begins. The cognitive level can primarily be assessed based on the appeal of the dissemination content to the audience, as well as the audience's level of awareness and memory after receiving the intangible cultural heritage digital dissemination content. Attitude primarily manifests in changes to the audience's beliefs and values. In fact, the audience may have already formed certain pre-existing attitudes before receiving the digital dissemination content. After being stimulated by the content, their original impressions may undergo certain transformations. The attitude level can primarily be measured by whether the audience holds a positive attitude toward the content and the extent of their liking for it. Behavior refers to the external activities exhibited by audiences after being stimulated by digitalized intangible cultural heritage content. It can be assessed through metrics such as user retention, willingness to share, and willingness to purchase.

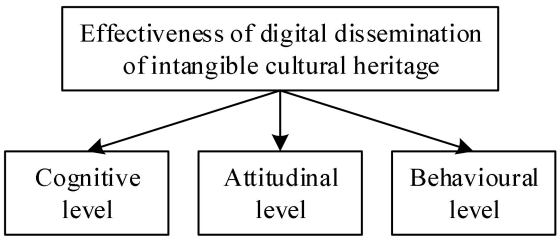

Figure 2. The digital dissemination effect of intangible cultural heritage.

3. Analysis Of the Role of Design Media in Building Recognition of Intangible Cultural heritage

3.1. Network Degree Centrality and Centrality Potential Analysis

3.1.1. Thematic Activities and Technical-Related Point Centrality and Central Tendency

By analyzing data on the dissemination of intangible cultural heritage (ICH) through social media, three main categories of ICH activities can be identified: thematic and technical activities, performances and exhibitions, and interactive experiences and dissemination. By calculating the degree centrality and centrality potential of these three categories, we can analyze how social media behavior within each activity network influences the dissemination of ICH activities and audience recognition.

Table 1 presents the results of degree centrality and centrality force calculations for theme-based and technical activities. The node with the greatest influence in theme-based and technical activities is "Intangible Cultural Heritage Inheritance Trend," with a maximum out-degree of 45.00, a maximum in-degree of 65.00, an out-degree centrality force of 29.20%, and an in-degree centrality force of 35.05%.

Table 1. Calculation results of theme activities and technical categories(Part).

FREEMAN'S DEGREE CENTRALITY MEASURES					
Node number	Node	1 Outdegree	2 Indegree	3 NrmOutDeg	4 NrmINDeg
137	Intangible cultural heritage trendy toys	45.00	65.00	29.84	36.40
182	Exhibition of Intangible Cultural Heritage Achievements	39.00	43.00	18.57	28.36
150	Grand Award for Intangible Cultural Heritage	36.00	40.00	17.36	21.42
26	Intangible cultural heritage and folk customs New Year goods	20.00	25.00	10.72	18.49
149	Intangible cultural heritage enters campus	15.00	21.00	9.45	14.38

128	Intangible cultural heritage-themed market	10.00	18.00	5.87	10.45
DESCRIPTIVE STATISTICS					
		1 Outdegree	2 Indegree	3 NrmOutDeg	4 NrmINDeg
1	Mean	27.50	35.83	16.07	21.96
2	Std Dev	12.91	13.41	8.04	8.51
3	Sum	165.00	215.00	92.01	131.50
4	Variance	166.92	180.09	64.53	72.41
5	SSO	8335.00	10438.00	2747.92	3426.39
6	MCSSQ	1389.17	1739.67	457.99	571.06
7	Euc Norm	91.31	102.17	52.43	58.54
8	Minimum	10.00	18.00	5.87	10.45
9	MAXIMUM	45.00	65.00	29.84	36.40
Network Centralization (Outdegree)=29.20%					
Network Centralization (Indegree)=35.05%					

3.1.2. Point Centrality and Centrality Potential of Performances and Exhibitions

Table 2 shows the results of the degree centrality and centrality potential calculations for performances and exhibitions. The node with the greatest influence in the performance and exhibition category is the performance venue, with a maximum out-degree of 28.00, a maximum in-degree of 29.00, an out-degree centrality potential of 17.16%, and an in-degree centrality potential of 15.24%.

Table 2. Calculation results of performance and exhibition categories(Part).

FREEMAN'S DEGREE CENTRALITY MEASURES					
Node number	Node	1 Outdegree	2 Indegree	3 NrmOutDeg	4 NrmINDeg
129	Exhibition and performance site	28.00	29.00	19.28	18.35
153	Exhibition display	25.00	20.00	17.24	8.19
116	Folk art	20.00	26.00	12.35	10.26
95	Narrative of Light and shadow	17.00	21.00	9.07	12.31
37	Intangible Cultural Heritage Fashion Show	13.00	14.00	7.81	8.75
68	Interactive experience	8.00	12.00	4.26	7.19
DESCRIPTIVE STATISTICS					
		1 Outdegree	2 Indegree	3 NrmOutDeg	4 NrmINDeg
1	Mean	18.83	20.67	11.92	11.34
2	Std Dev	6.89	6.45	5.43	4.57
3	Sum	113.00	122.00	70.01	66.08
4	Variance	47.44	41.44	29.52	20.82

5	SSO	284.64	248.64	177.12	124.92
6	MCSSQ	47.44	41.44	29.52	20.82
7	Euc Norm	54.66	57.83	35.78	34.47
8	Minimum	8.00	12.00	4.26	7.19
9	MAXIMUM	28.00	29.00	19.28	18.35
Network Centralization (Outdegree)=17.16%					
Network Centralization (Indegree)=15.24%					

3.1.3. Interactive Experience and Communication-Related Point Centrality and Centrality

Table 3 shows the results of the degree centrality and centrality potential calculations for interactive experiences and communication. The node with the greatest influence in interactive experiences and communication is immersive experiences, with a maximum out-degree of 31.00, a maximum in-degree of 37.00, an out-degree centrality potential of 25.37%, and an in-degree centrality potential of 29.72%.

Table 3. Calculation results of interactive experience and communication(Part).

FREEMAN'S DEGREE CENTRALITY MEASURES					
Node number	Node	1 Outdegree	2 Indegree	3 NrmOutDeg	4 NrmINDeg
114	Immersive experience	31.00	37.00	27.16	30.15
109	Interactive experience	27.00	33.00	23.41	25.47
138	Technology empowerment	21.00	29.00	19.54	20.20
206	Parent-child interaction	17.00	20.00	12.30	13.83
152	Digital technology	13.00	18.00	11.29	11.21
165	AI technology	9.00	10.00	8.25	7.04
DESCRIPTIVE STATISTICS					
		1 Outdegree	2 Indegree	3 NrmOutDeg	4 NrmINDeg
1	Mean	20.00	24.50	17.49	18.56
2	Std Dev	7.50	8.49	6.37	7.04
3	Sum	120	147.00	104.95	117.90
4	Variance	56.25	72.08	40.59	49.58
5	SSO	2700.00	3586.00	2278.66	2639.42
6	MCSSQ	450	597.67	379.78	439.90
7	Euc Norm	51.96	59.86	47.74	51.38
8	Minimum	9.00	10.00	8.25	7.04
9	MAXIMUM	31.00	37.00	27.16	30.15
Network Centralization (Outdegree)=25.37%					
Network Centralization (Indegree)=29.72%					

3.2. Numerical Verification and Analysis

3.2.1. Reliability and Validity Testing

Extract the influencing variables from the categorized data, set intangible cultural heritage identity as the dependent variable, intangible cultural heritage dissemination effectiveness as the intermediate variable, and social media interaction behavior and perceived value as the independent variables (each containing three influencing variables). SPSS 26.0 and AMOS 24.0 statistical software were used for reliability and validity testing. Table 4 presents the results of the reliability and validity testing. In terms of reliability testing, the results showed that the Cronbach's α coefficients for each variable ranged from 0.89 to 0.94, and the CR values ranged from 0.89 to 0.93, both exceeding the benchmark of 0.85, indicating that the items exhibit good internal consistency. In terms of validity testing, the results showed that the factor loadings for each item ranged from 0.90 to 0.97, and the AVE values for all variables were greater than 0.90, meeting the validity requirements.

Table 4. Reliability and validity test results.

Variable		Item	Mean value	Standard deviation	Factor loading	Cronbach's α	AVE	CR
Interactive behavior	Product interaction	I-A1	4.21	0.91	0.92	0.94	0.72	0.89
		I-A2	4.22	0.97	0.90			
	Interpersonal interaction	I-B1	4.25	0.96	0.92			
		I-B2	4.19	0.94	0.92			
	Service interaction	I-C1	4.22	0.82	0.93			
		I-C2	4.24	0.93	0.94			
Perceived value	Educational value	II-D1	4.23	0.85	0.91	0.93	0.75	0.91
		II-D2	4.17	0.98	0.93			
	Emotional value	II-E1	4.16	0.91	0.90			
		II-E2	4.18	1.00	0.93			
	Social value	II-F1	4.23	0.92	0.92			
		II-F2	4.26	0.98	0.95			
Recognition of intangible cultural heritage		III-G1	4.19	1.00	0.95	0.90	0.82	0.93
		III-G2	4.17	0.94	0.97			
Effect of intangible cultural heritage dissemination		IV-H1	4.29	0.91	0.92	0.89	0.81	0.90
		IV-H2	4.12	0.96	0.94			
		IV-H3	4.18	0.93	0.91			

3.2.2. Model Regression Results

Table 5 presents the results of the quadratic logistic regression analysis of the variables. The results indicate that the predefined model fits the sample data well, and the variables exhibit good convergent validity. The six independent variables across two dimensions can explain the reasons behind the changes in the dependent variable, intangible cultural heritage identity, at the 0.089 level. The model formula is: -0.690 + 0.675 × product interaction + 0.679 × interpersonal interaction + 0.634 × service interaction + 0.657 × educational value + 0.642 × emotional value + 0.681 × social value.

Table 5. Results of quadratic Logistic regression analysis.

Item	Regression coefficient	Standard error	Z value	Wald X^2	P value	OR value	OR value 95%CI
Product interaction	0.675	0.105	2.098	8.092	0.001	3.876	3.682-4.080
Interpersonal interaction	0.679	0.207	2.714	7.963	0.001	1.753	1.665-1.845
Service interaction	0.634	0.114	2.836	7.817	0.001	1.642	1.560-1.730
Educational value	0.657	0.102	1.295	7.303	0.001	1.895	1.800-1.996
Emotional value	0.642	0.123	2.783	7.001	0.001	2.661	2.528-2.803
Social value	0.681	0.109	2.175	6.976	0.001	1.947	1.849-2.050
Intercept	-0.690	0.261	-1.662	1.095	0.163	0.772	0.733-0.813
Dependent variable: Recognition of intangible cultural heritage							
Mediating variable: Dissemination effect of intangible cultural heritage							
McFadden R^2:0.089							
Cox & Snell R^2:0.098							
Nagelkerke R^2:0.172							

3.3. Moderation Effect Test

Using the Process plugin version 3.3 and Model 14, we tested the moderating effect of "cultural identity." Table 6 presents the results of the moderation effect analysis. The results indicate that when "cultural identity" is included as a moderator variable in the model, the interaction between interactive behavior and cultural identity significantly influences the effectiveness of intangible cultural heritage dissemination (β Interaction × Culture = -0.36424, t = -3.1892, $p < 0.05$). The interaction between perceived value and cultural identity also significantly influences the effectiveness of intangible cultural heritage dissemination (β Perceived × Cultural = 0.43512, t = 3.2650, $p < 0.05$). After enhancing users' sense of cultural identity toward intangible cultural heritage through social media, users' behaviors and perceptions based on cultural identity, in turn, regulate social media behaviors, thereby influencing the effectiveness of intangible cultural heritage dissemination.

Table 6. Moderating effect test.

Dependent variable	Independent variable	Overall fitting index			Regression coefficient significance	
		R	R^2	F	β	T
Dissemination effect		0.9573	0.9346	362.7864***	-	
	Gender				0.09431	0.1093
	Whether an only child or not				0.13862	2.3674
	Interactive behavior				0.48672	2.7643***
	Perceived value				0.27652	2.6741
	Cultural identity				0.47392	7.2670***

	Interactive x Culture		-0.36424	-3.1892*
	Perceive x culture		0.43512	3.2650*

Note: * indicates $p<0.05$,** indicates $p<0.01$,*** indicates $p<0.001$.

To further analyze the impact of different levels of cultural identity, a slope analysis was conducted. Figure 3 shows the moderating effect of cultural identity on interaction, perception, and dissemination. The horizontal coordinates A-D represent low interaction behavior, high interaction behavior, low perception behavior, and high perception behavior, respectively. For users with low levels of cultural identity, interaction behavior has a significant positive impact on dissemination effectiveness (β = -1.0358, t = 0.4591, $p < 0.01$); however, for users with high levels of cultural identity, the impact of interaction behavior on dissemination effectiveness is not significant (β = 0.4492, t = 0.6380, $p > 0.05$). Therefore, as cultural identity levels increase, the influence of interactive behavior on the effectiveness of intangible cultural heritage dissemination weakens. For users with lower levels of cultural identity, perceived value has no significant impact on the effectiveness of intangible cultural heritage dissemination (β = -0.8092, t = -0.7096, $p > 0.05$); however, for users with higher levels of cultural identity, perceived value has a significant positive impact on the effectiveness of intangible cultural heritage dissemination (β = -1.155, t = 0.4492, $p < 0.01$). Therefore, as cultural identity levels increase, the influence of perceived value on the effectiveness of intangible cultural heritage dissemination also increases.

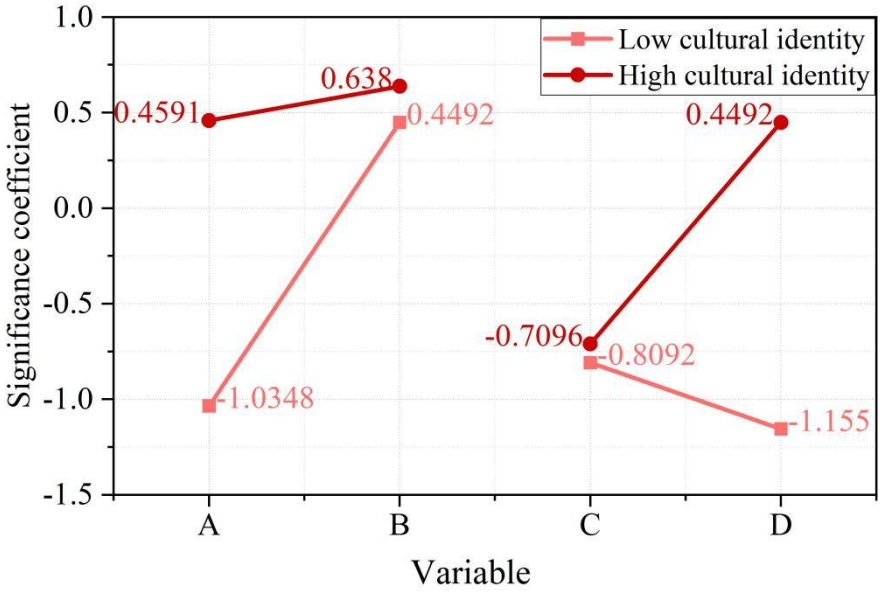

Figure 3. The moderating role of cultural identity.

4. Conclusion

This paper is based on data analysis to explore the influence patterns of social media on the recognition of intangible cultural heritage (ICH) and to construct a specific mechanism model. Among the three types of cultural activities, themed events and technology-related ICH inheritance trends are the nodes with the highest outbound click-through rate (45.00) and inbound click-through rate (65.00). For exhibition and performance-related activities, the performance venue is the node with the highest out-degree (28.00) and in-degree (29.00). For interactive experience and dissemination-related activities, the immersive experience is the node with the highest out-degree (31.00) and in-degree (37.00). The explanatory power of the six variables for intangible cultural heritage identity is 0.089, with the model as follows: -0.690 + 0.675 × product interaction + 0.679 × interpersonal interaction + 0.634 × service interaction + 0.657 × educational value + 0.642 × emotional value + 0.681 × social value. Through moderation effect testing, it was found that the moderating effect of cultural identity on communication effectiveness is influenced by the level of user identity. Based on the research results, in future social media communication, it is recommended to appropriately increase the introduction of content related to intangible cultural heritage inheritance, live performances, and immersive experiences to enhance users'

interest in intangible cultural heritage.

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