



Analysis of Audience Acceptance and Social Value Mapping of Popular Literature Adaptations on Short Video Platforms

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SUMMARY: *With the rapid development of mobile Internet technology, short video platform has become an indispensable carrier for information transmission and cultural consumption in contemporary society. This study focuses on the adaptations of popular literature on short video platforms, and adopts various methods such as questionnaire surveys, in-depth interviews and content analysis to deeply analyze the complex association between audience acceptance and social value mapping. The results of the study show that such adapted works are generally highly accepted, with emotional attitude being the most prominent dimension, cognitive acceptance coming second, and behavioral involvement being relatively low. As far as the source of adaptation is concerned, the acceptance of online literature adaptations is the highest, followed by modern popular literature adaptations, and classical literature adaptations are relatively low. This study sheds light on the content creation and dissemination strategies of short video platforms, suggesting that creators should focus on the fit between values and audiences, while platforms need to optimize the algorithmic recommendation mechanism, so as to promote the exchange and dialogue of multiple values.*

KEYWORDS: *short video platform; popular literature adaptation; audience acceptance; social values; value mapping*

1 Introduction

1.1 Background of the study

With the iterative development of media platforms, the traditional television medium can no longer meet the needs of marketing and publicity of popular literature adapted film and television dramas [1]. In fact, with the emergence of emerging online media including short video platforms, the survival of popular literature and its derivatives is also facing the problem of exploring new paths, especially for popular literature adapted dramas, how to do a good job of cross-media marketing and publicity on the basis of maintaining the IP flow is an unavoidable problem in the new media era [2-4]. Popular literature represented by Legend of Concubine Zhenhuan and Big River has a large number of “fan readers” before being adapted into movies and TV dramas, and there is also a high level of discussion on social media and book forums [5-7]. While traditional TV dramas are usually “broadcast first, then famous”, TV dramas adapted from such popular literature are “famous first, then adapted”. How to further expand the influence in the subsequent publicity and marketing, on this issue, adapted works face a more severe test than traditional TV dramas. The consumer group of adapted works has a new characteristic of the audience different from that of traditional film and television dramas, i.e.,

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a strong sense of inward identification and clear boundaries [8-10]. According to this characteristic of the consumer group of the adapted work, in the choice of marketing strategy, social media marketing and word-of-mouth marketing can be carried out respectively to effectively expand the dissemination range of the adapted drama, fully explore its potential commercial value, and maximize the benefits [11].

The arrival of the Internet era has continued to have an impact on many traditional industries. Among them, the impact on the literary publishing industry is especially great [12]. In the past, traditional paper books are no longer popular in the Internet era, and the promotion and marketing of paper books have suffered a huge impact, users can read e-books online anytime, anywhere, while the increasingly serious problem of piracy and copyright infringement has also caused a lot of popular literature to lose a large number of users [13-15]. However, in the era of mobile short video, the promotion and operation of popular literature adaptations have once again ushered in a new opportunity, as traditional publications are limited to the cost of time and space, as well as visual and auditory limitations [16]. However, the advantages of short video itself are exactly complementary to the disadvantages of traditional popular literature marketing, together with the cultural and ideological attributes of popular literature publications themselves, they are more suitable for promotion and operation in mobile short video, which also has the attributes of cultural media [17-19]. Therefore, how to use the short video platform to promote and operate popular literature adaptations, how to market and realize the promotion of popular literature adaptations in short videos to generate social and economic benefits, and what problems arise in the operation of publications in short videos are worthy of in-depth discussion.

1.2 Main contributions and innovations of this study

The rapid progress of mobile Internet technology has made the short video platform gradually become the core carrier of information dissemination and cultural consumption in modern society, and the rise of the short video industry in the context of the development of network technology has caused people to form a fixed reading habit. This background has contributed to the vigorous development of short video adaptation and dissemination of popular literature, which has become an important component of the platform's content ecology. The contributions of this study are mainly reflected in the following three aspects:

(1) This study adopts a combination of quantitative and qualitative methods to systematically analyze the audience acceptance of popular literature adaptations on short video platforms, and comprehensively examines the dissemination effects of different types of works through questionnaire surveys, in-depth interviews and data analysis.

(2) Focusing on the specific genre of popular literature adaptations, the study explores the audience acceptance mechanism and constructs an evaluation system, providing a new theoretical framework and empirical evidence for the platform content evaluation.

(3) This study innovatively explores the connection between the content of these adaptations and social values, and systematically extracts and analyzes the value elements embedded in the works through content analysis, revealing how they map the mainstream values of contemporary society.

By systematically analyzing the audience acceptance of popular literature adaptations on short video platforms, exploring the association between the content of the works and social values, and studying the relationship between audience acceptance and social values, this study provides theoretical support and practical guidance for the content creation and dissemination strategy of short video platforms, which is of great theoretical value and practical significance.

2 Literature review

2.1 Theoretical basis of the study

This study explores the audience acceptance and social value mapping of popular literature adaptations on short-video platforms, which requires multiple theoretical supports to build an analytical framework. The use and satisfaction theory in communication studies reveals how short video platforms satisfy the fragmented reading habits of audiences, while the agenda-setting theory provides us with another important perspective. Content framework construction has a direct impact on audience acceptance, and there are obvious differences in the preferred content frameworks of different publishers. As for cultural research theories, cultural encoding and decoding theory suggests that the communication process consists of encoding, transmitting and decoding, and that audiences will decode the information according to their own cultural background and values when receiving it.

In the field of audience research theory, the theory of acceptance aesthetics holds that the meaning of text is constructed by readers in the process of acceptance rather than passive acceptance, and that the influence and personality of the subject of communication, the information value, emotional tendency and information relevance of the communication content, as well as the information motivation, entertainment motivation and emotional motivation of the communication audience all have different degrees of influence on the audience's cognitive acceptance, emotional attitudes and behavioral involvement. The S-O-R theory also provides important support for the research. S-O-R theory also provides an important support for the study, and this theoretical framework can be transferred to the study of popular literature adaptations to analyze how the characteristics of the work affect the audience's emotions and then affect the acceptance. Communication theory, cultural research theory and audience research theory provide multi-dimensional theoretical support for this study, which helps us to construct the research framework and provides theoretical guidance for the subsequent empirical research. The cross-fertilization of these theoretical perspectives helps us to deeply understand the complex relationship between audience acceptance and social value mapping of popular literature adapted on short video platforms, and to reveal its internal mechanism.

2.2 Status of research

Research on short video platforms, popular literature adaptations, audience acceptance and social values has been accumulated at home and abroad, but there are still shortcomings.

There are several obvious deficiencies in the existing research: lack of research on the specific content type of popular literary adaptations on short video platforms, audience acceptance research focusing on general short video content and ignoring specific types, lack of systematic research on social value mapping, and weak research on the relationship between audience acceptance and social value mapping.

This study sees these problems and tries to systematically analyze the audience acceptance of popular literature adaptations on short video platforms, to deeply explore the association between the content of the works and social values, and to study the interactive relationship between audience acceptance and social values. I think this study provides theoretical support and practical guidance for the content creation and dissemination strategy of short video platforms, and also fills the research gap in this field in the academic world. By combing through the existing literature, this study is able to build on the foundation of its predecessors and provide more targeted suggestions for the creation and dissemination of popular literature

adaptations on short video platforms, as well as provide new perspectives for understanding the change and dissemination of contemporary social values.

3 Research methodology

3.1 Study design

This study explores the audience acceptance and value mapping of popular literature adaptations on short video platforms using mixed methods. The object of the study is short videos of popular literature adaptations on platforms such as Jieyin and Shutterbug, which contain web novels, traditional literature and pop culture adaptations. Based on literature and platform observation, the sample is categorized into classical literature adaptations (Dream of the Red Chamber, Water Margin, etc.), network literature adaptations (Doi Yu Cang Dome, Luang Ya List, etc.), and modern popular literature adaptations (urban romance, workplace inspirational, etc.). We sampled 50 works each with more than 1 million plays and more than 1,000 comments from the popular list, for a total of 150 samples to be analyzed. For tools, a questionnaire was designed, which included four parts, namely, basic information, viewing habits, acceptance and values, with a total of 32 questions. Acceptance evaluation measured cognitive acceptance, affective attitude and behavioral involvement with a five-point Likert scale. The values measure was borrowed from the Schwartz Values Scale and adapted to Chinese culture. The interview outline contained semi-structured questions, and the coding form was designed based on theoretical research, containing 20 categories in four dimensions: narrative structure, value elements, audio-visual language, and interactive features.

The research process was carried out in four stages. The pre-preparation stage is to do literature combing, instrument design and pre-testing. The data collection stage distributes questionnaires through online platforms with a target sample size of 1,000 valid questionnaires, and at the same time selects 50 audiences of different backgrounds for in-depth interviews and 150 video samples for content coding. The data processing stage used SPSS 26.0 and NVivo 12 for statistics and coding of quantitative and qualitative data. The result analysis stage synthesized the results of questionnaires, interviews and content analysis to explore the relationship between audience acceptance and social value mapping.

The data were analyzed using structural equation modeling to test the relationship, and the relationship between audience acceptance (A) and social value identification (V) was expressed as:

$$P(A|V) = \frac{P(V|A) \times P(A)}{P(V)} = True \quad (1)$$

where $P(A|V)$ denotes the probability of audience acceptance at a particular level of social value identity, $P(V|A)$ is the probability of value identity at a particular level of acceptance, and $P(A)$ and $P(V)$ are the marginal probabilities of audience acceptance and value identity, respectively. This model can quantify the conditional probability relationship between the two and verify the correlation.

To ensure the scientificity and reliability of the study, the research instruments were tested for reliability and validity, and the Cronbach's alpha coefficient of the questionnaire amounted to 0.87, indicating good internal consistency, and the intercoder reliability (Cohen's Kappa) of the content analysis amounted to 0.83, which is in line with academic standards. We also used triangulation to cross-validate the three methods of questionnaire, interview and content

analysis to improve the reliability and validity of the results. This multidimensional research design can reveal more comprehensively how popular literature adaptations on short video platforms influence audience values, and also explore the specific embodiment of contemporary social values in these works.

3.2 Data collection

This study utilizes a variety of data collection and analysis tools to guarantee the scientificity and reliability. The questionnaire design is based on the theoretical framework and contains four dimensions: demographic characteristics, short video usage habits, acceptance of popular literature adaptations and social value recognition. “I have emotional resonance with the work” and behavioral dimensions such as “I am willing to share/comment on the work”. The values measure was based on the Schwartz Values Scale with appropriate adjustments to the Chinese cultural context. It consists of two categories of traditional values (family values, collectivism, etc.) and modern values (personal achievement, self-expression, etc.), with a total of 15 items.

The questionnaires were distributed by stratified sampling through social platforms such as WeChat and QQ, and we retrieved 1,126 valid questionnaires, with a validity rate of 92.3%. At the same time, semi-structured in-depth interviews were conducted with 50 audiences of different backgrounds, including viewing motivation, acceptance level, value perception and behavioral response, etc. Each interview lasted 30-45 minutes and was audio-recorded and transcribed in its entirety. The content analysis method was applied to the 150 sample videos, and the coding scheme included four dimensions: narrative structure, value elements, audio-visual language and interactive features. Two trained coders independently coded the videos, and the inter-coder reliability (Cohen's Kappa) was 0.83, which indicated that the results were fairly consistent.

Research ethics were emphasized throughout the data collection process. Informed consent was obtained from respondents for all questionnaires and interviews, and data anonymity and confidentiality were guaranteed. To ensure the reliability of the results, we cross-validated the data from different sources using triangulation and conducted internal consistency tests by random sampling. To address the issue of sample bias, we used the weighted adjustment method to ensure the representativeness of the samples, through this multi-dimensional and multi-method data collection and analysis strategy. We are able to comprehensively grasp the complex relationship between audience acceptance and social value mapping of popular literature adaptations on short video platforms, laying a solid foundation for subsequent analysis and discussion of the research results.

The data analysis adopts a combination of quantitative and qualitative methods, and the quantitative analysis is done with the help of SPSS software to do descriptive statistics, correlation analysis, regression analysis and structural equation modeling analysis. To explore the relationship between acceptance and value identity, the acceptance is calculated as:

$$E = \sum_{i=1}^n \frac{A_i}{n} \quad (2)$$

where E is the audience acceptance, A_i is the rating of the work by the i th audience, and n is the total number of audiences.

Qualitative Analysis Thematic coding and semantic network analysis of the interview text and video content were performed with NVivo 12 to extract the key themes and value elements, and the type of work and audience acceptance were obtained as shown in Table 1. The preliminary analysis shows that the audience acceptance of different types of popular literature adaptations is significantly different. On the whole, the audience's overall acceptance of works

altered by network literature is relatively high (4.37), while the acceptance of works adapted from classical literature is relatively low (3.63). This also reflects that audiences are more conservative towards the adaptation of classical literature, and do not quite recognize that adaptation can give classical literature a new life.

Table 1: Work type and audience acceptance

| Work type | Cognitive acceptance | Emotional attitude | Degree of behavioral involvement | Overall acceptance |
|---|----------------------|--------------------|----------------------------------|--------------------|
| Adaptation of classical literature | 3.85 | 3.62 | 3.41 | 3.63 |
| Adaptation of online literature | 4.23 | 4.37 | 4.52 | 4.37 |
| Adaptation of modern popular literature | 3.96 | 4.15 | 3.89 | 4.00 |

4 Results and discussion

4.1 Analysis of audience acceptance

Based on the data of 1,126 valid questionnaires and 50 in-depth interview subjects, this section comprehensively analyzes the audience acceptance of popular literature adaptations on short video platforms. The evaluation of audience acceptance adopts a three-dimensional model, including cognitive acceptance, emotional attitude and behavioral involvement, which comprehensively reflects the audience's understanding of the work, emotional resonance and willingness to interact with the behavior, and its specific results are shown in Table 2. The survey results show that the overall acceptance of popular literature adaptations on the short video platform reaches 4.01 (out of 5), with the highest score of emotional attitude (4.12), the second highest score of cognitive acceptance (3.98), and the relatively low degree of behavioral involvement (3.93), which is in line with the conclusion of the study that the form of short video is more likely to trigger emotional resonance. In terms of demographic characteristics, the Post-00 group showed the highest acceptance (4.24), significantly higher than the Post-90s (3.94) and other age groups (3.85).

Table 2: The content of the literary adaptation

| Dimension | Means | Standard error | Post-90s | Post-00s | Other age |
|----------------------------------|-------|----------------|----------|----------|-----------|
| Cognitive acceptance | 3.98 | 0.76 | 3.92 | 4.15 | 3.87 |
| Emotional attitude | 4.12 | 0.82 | 4.05 | 4.31 | 4.00 |
| Degree of behavioral involvement | 3.93 | 0.91 | 3.85 | 4.26 | 3.68 |
| Overall acceptance | 4.01 | 0.83 | 3.94 | 4.24 | 3.85 |

The study categorized the short videos of popular literature adaptations into three categories: classical literature adaptations (K1), network literature adaptations (K2) and modern popular literature adaptations (K3), and the results of the comparison of their acceptance scores are shown in Figure 1. The data show that network literature adaptations gained the highest acceptance score (4.37), modern popular literature adaptations ranked second (4.00), and

classical literature adaptations were relatively low (3.63). In-depth analysis reveals that classical literature adaptations have relatively high cognitive acceptance (3.85), but significantly lower emotional attitude (3.62) and behavioral involvement (3.41), which indicates that the audience believes that such works have “cultural heritage” but “too serious expression” and are difficult to trigger emotional empathy. The interview data indicated that the audience considered these works “culturally rich” but “too serious in expression”, making it difficult to trigger emotional resonance and willingness to interact. On the other hand, works adapted from online literature have outstanding behavioral involvement (4.52), significantly higher than the other two types of works, which is closely related to their strong interactivity and fan economy characteristics.

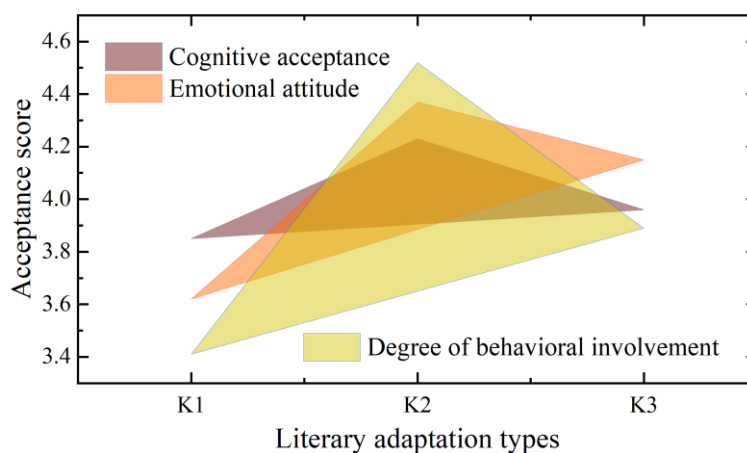


Figure 1: The comparison of the acceptance score

In addition, this paper also conducted a regression analysis on the factors affecting audience acceptance. The results show that the main factors affecting audience acceptance include content relevance ($\beta=0.42$, $p<0.001$), narrative integrity ($\beta=0.38$, $p<0.001$), audio-visual presentation ($\beta=0.35$, $p<0.001$), value fit ($\beta=0.33$, $p<0.001$), and interactivity ($\beta=0.29$, $p<0.01$). Content relevance and value fit had the most significant effects. Audience acceptance of popular literature adaptations on short video platforms is characterized by “high emotion, medium cognition and low behavior”, with significant differences in the acceptance of different types of works, and is closely related to the audience's value orientation. This provides a theoretical basis for the optimization of content creation and communication strategy of short video platforms, and also provides a new perspective for understanding the communication of values in contemporary society.

4.2 Social values mapping analysis

In this study, 150 samples of popular literature adaptations on short video platforms were systematically coded and analyzed, from which social value elements were extracted, and the results of social value mapping analysis were obtained as shown in Table 3. As can be seen from the table, this batch of works contains a pluralistic value system. Among them, the concept of love accounts for the highest proportion of 28.6%, the spirit of struggle comes next at 23.4%, the concept of family accounts for 18.2%, the concept of friendship accounts for 12.5%, and collectivism accounts for 9.7%.

There are obvious differences in the distribution of values among different types of works. Classical literature adaptations mostly reflect the concept of family (27.3%) and collectivism (18.6%), Internet literature adaptations emphasize the spirit of struggle (31.2%) and (15.8%), while modern popular literature adaptations are dominated by the concepts of love (36.5%) and

friendship (16.7%). This difference reflects both the inherent value orientations of different literary genres and the reinterpretation and integration of contemporary social values in the adaptation process. In-depth analysis reveals that there are three characteristics of value expression in popular literature adaptations on short video platforms. Value expression is fragmented and superficial, and the value elements of the original are usually simplified to fit the time limit of 15-60 seconds, resulting in insufficient depth of expression. The expression of values tends to be emotional and entertaining, and values are often conveyed through strong emotional conflicts and dramatization. The expression of values is mixed, with traditional and modern values coexisting in the works, for example, some adaptations of classical literature retain the original family ethics and incorporate the spirit of contemporary personal struggle.

Table 3: Analysis of social value mapping

| Values | Overall ratio (%) | Adaptation of classical Literature (%) | Adaptation of online literature (%) | Modern Popular Literature Adaptation (%) |
|------------------------|-------------------|--|-------------------------------------|--|
| View on love | 28.6 | 15.4 | 24.3 | 36.5 |
| The spirit of striving | 23.4 | 12.8 | 31.2 | 22.1 |
| Family concept | 18.2 | 27.3 | 10.5 | 14.3 |
| View on friendship | 12.5 | 8.7 | 9.8 | 16.7 |
| Collectivism | 9.7 | 18.6 | 6.2 | 5.4 |
| Personal achievements | 7.6 | 2.2 | 15.8 | 5.0 |

Figure 2 shows the scatter plot of correlation between social values mapping and audience acceptance. The results show that there is a significant correlation between audience values and their acceptance of works. Audiences who identified with traditional values (family values, collectivism, etc.) were significantly more receptive to classical literature adaptations than other groups ($r=0.42$, $p<0.001$). In contrast, audiences who identified with modern values (personal achievement, self-expression, etc.) showed higher acceptance of Internet literature and modern popular literature adaptations ($r=0.38$, $p<0.001$). Further analysis showed that value fit was an important predictor variable influencing audience acceptance, even more than the production quality of works and star effect. This means that whether popular literature adaptations on short video platforms can gain high acceptance depends largely on whether the values they convey can resonate with the values of the target audience. It is noteworthy that popular literature adaptations on short video platforms show a certain bias in terms of value transmission. We find that highly accepted popular literature adaptations tend to reinforce the values of specific groups and lack the presentation and collision of multiple values. This phenomenon is particularly obvious in the adaptations of popular literature on the Internet, where the narrative mode of “striving for success” is dominant, and the social structural factors behind success are seldom involved.

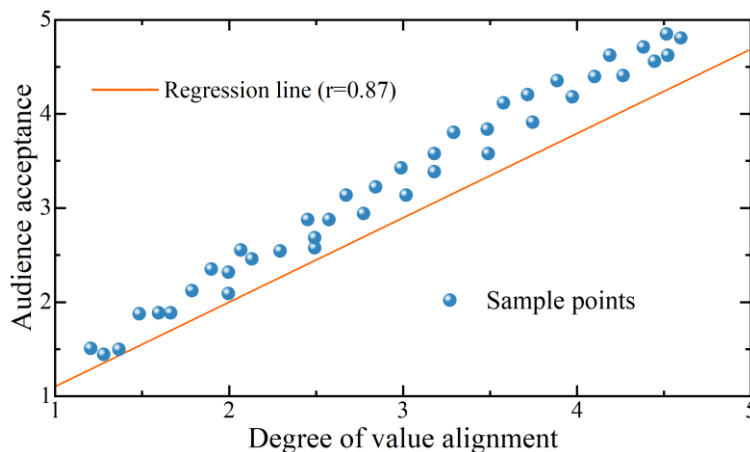


Figure 2: Correlation scatter point diagram

Adaptations of popular literature on short video platforms have mapped the diverse values of contemporary society in a unique way, with the concepts of love, struggle and family constituting the main value elements. Through empirical analysis, this study reveals that there is a significant correlation between audience values and the acceptance of the works, and that value compatibility is a key factor influencing acceptance. These findings not only provide a new perspective for understanding the cultural communication function of short video platforms, but also provide an empirical basis for content creators to optimize their communication strategies. Although such works have advantages in communication efficiency, they also have the tendency of shallow and homogenized expression of values, a phenomenon that deserves further attention from the academia and the industry. With the continuous development of short video platforms, how to achieve in-depth expression of values in fragmented communication and how to promote the exchange and collision of multiple values under the algorithmic recommendation mechanism will become an important direction for future research and practice.

4.3 Discussion on social values

Through a variety of research methods such as questionnaire survey, in-depth interviews and content analysis, this paper systematically explores the mapping between audience acceptance and social values of popular literature adaptations on short video platforms. The research data show that there is an obvious interaction between the two, and that popular literature adapted works on short video platforms have become an important carrier of value transmission, with a significant positive correlation between their audience acceptance and value fit.

These works reflect a threefold social function: first, they reinterpret traditional cultural values through fragmented and emotional expression, so that the values in classical literature can be transmitted to contemporary audiences, especially young groups, in a more acceptable form. Secondly, these works integrate elements of contemporary social values, reflecting the trend of social value change and diversification, such as personal struggle, self-realization and other modern values in the network literature adaptation works in the prominent expression. Third, the algorithmic recommendation mechanism of the short video platform has strengthened the dissemination effect of specific values, forming the “echo chamber” effect of values. From the point of view of communication effect, popular literature adapted works on short video platform show the acceptance characteristics of “high emotion, medium cognition and low behavior”, which is closely related to the media attributes of short video platform, and the fragmented and entertaining characteristics of short video are more likely to stimulate the

audience's emotional resonance, but the influence on the deep-level cognition and sustained behavior is relatively limited.

It is worth noting that there is an obvious “Matthew effect” in the dissemination of values of popular literature adaptations on short video platforms - mainstream value elements such as the concept of love and the spirit of struggle have been given more opportunities to be displayed and higher acceptance, while non-mainstream value elements are less often presented. On the one hand, this phenomenon stems from the algorithmic recommendation mechanism of the platform, and on the other hand, it also reflects the creators' catering to the market demand. That is, the trend of “general entertainment” in short videos has led to a tendency towards homogenization and superficiality in the expression of values, which may limit in-depth exchanges and collisions between multiple values.

The results of this study have important implications for the content creation and dissemination strategies of short video platforms: on the one hand, creators should focus on the compatibility between values and target audiences, and convey values that resonate with audiences while maintaining artistic expression. On the other hand, platforms should optimize the algorithmic recommendation mechanism to improve the user experience while avoiding the formation of an “information cocoon” of values, and promote the exchange and dialogue of multiple values. In addition, regulators should strengthen their guidance on the dissemination of values on short-video platforms, encouraging the expression of positive and healthy values and preventing the proliferation of undesirable values. We believe that through the implementation of these strategies, popular literature adapted on short video platforms can play a more positive role in guiding social values while meeting the audience's entertainment needs. However, the current study is still limited by the sample size, and the scope of the study can be expanded in the future to further validate the conclusions of this paper.

5 Conclusions and outlook

5.1 Summary of the study

This study explored the relationship between acceptance and value mapping of popular literature adaptations on short video platforms through questionnaire surveys, interviews and content analysis. The survey shows that the overall acceptance of such works is high, with an average score of 4.01 (out of 5), the best performance in emotional attitude dimension, followed by cognitive acceptance, and a lower degree of behavioral involvement, forming the characteristic of “high emotion, medium cognition, and low behavior”, which is related to the fragmentation characteristics of short videos. From the perspective of genre, the acceptance degree of works adapted from Internet literature is the highest, that of works adapted from modern popular literature is the second highest, and that of works adapted from classical literature is relatively low. The value analysis shows that these works convey multiple values such as the concept of love (28.6%), the spirit of struggle (23.4%) and the concept of family (18.2%), and the value orientation of different types of works varies. Adaptations of classical literature mostly reflect the concept of family and collectivism, adaptations of Internet literature emphasize the spirit of struggle and personal achievement, and adaptations of modern popular literature focus on the concepts of love and friendship.

The study confirms that there is a significant correlation between audience values and work acceptance ($r=0.87$, $p<0.001$), and that value fit is an important predictor of acceptance, even more so than the production quality of the work and the star effect. Audiences identifying with traditional values preferred classical literature adaptations, while those inclined to modern values preferred Internet literature and modern popular literature adaptations. Overall, popular

literature adaptations on short video platforms have become an important vehicle for value transmission, and there is a complex interaction between acceptance and social value mapping. This study not only expands the theoretical horizon of short-video communication effect research, but also provides an empirical basis for content creators, and offers a new analytical perspective for understanding the mechanism of contemporary social value transmission.

5.2 Research limitations and future prospects

This study has explored the adaptations of popular literature on short video platforms, but there are still a number of limitations in the study that need to be confronted. Specifically as follows:

(1) The problem of sample representativeness is more prominent, although we collected more than one thousand valid questionnaires, it is too few compared with the hundreds of millions of users of short video platforms. Moreover, the survey respondents are mostly concentrated in the urban young people group, and the proportion of rural and middle-aged and elderly groups is too low, which makes it difficult to generalize the results of the study to all users.

(2) There are also deficiencies in the research tools. Although the values scale we used has been adjusted to fit the Chinese cultural context, its conceptual validity needs to be further tested in the new media environment of short videos, and the Likert scale may have response biases such as intermediate tendency and extreme avoidance.

(3) The problem of subjectivity in the process of content analysis cannot be completely avoided. Although a structured coding scale was established and analyzed for reliability, the identification and categorization of value elements are inevitably affected by the subjective judgment of the researcher.

To address the above problems, future research can be improved in several ways: expanding the sample size and optimizing the sampling method, especially increasing the proportion of rural areas and middle-aged and elderly groups. Develop measurement tools that are more suitable for the short video environment, and improve measurement accuracy by combining qualitative and quantitative methods. Use big data analysis and artificial intelligence technology to reduce the subjectivity of content analysis. It is recommended to combine social experimentation methods to design short video content containing different value frameworks and study their impact on audience cognition, emotion and behavior to provide more accurate guidance for content creation. Through the expansion of these directions, future research can more comprehensively reveal the audience acceptance mechanism and social value transmission law of popular literature adaptations on short video platforms, providing a more solid foundation for theory and practice.

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