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Exploring Guideline for Safeguarding Chinese Jiangnan Classical Garden Culture through We Media Digital Content

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Abstract: As an emerging means of communication, We Media has sparked a wave of communication worldwide and continues to this day. We Media has played an unparalleled role in cultural dissemination, from the rise of various video software to the exchange of safeguarding culture. As an intangible cultural heritage, Chinese Jiangnan classical garden culture is essential to China's traditional culture and history. However, Chinese Jiangnan classical garden culture is gradually being forgotten, and there is relatively little research on safeguarding Chinese Jiangnan classical garden culture in We Media digital content. This research aims to provide better digital safeguarding and dissemination of Chinese Jiangnan classical garden culture. The research question and objective are to identify the relationship between We Media and Chinese Jiangnan classical garden culture. Moreover, to identify the safeguarding and disseminating the Chinese Jiangnan classical garden culture through We Media digital content. Based on the relationship between media technology and human beings and media metaphors theories, an LDA topic model was used to analyze existing relevant literature and perform regression analysis for the Bilibili-related case study. Research has found that the relationship between We Media and Chinese Jiangnan classical garden culture lies in the content of video communication, which should integrate with the development of the times, meet the needs of artistic design, and integrate with user aesthetics. It plays a crucial role in safeguarding and dissemination culture. Content theme, video length, and text length are the three most important factors influencing the overall dissemination of Chinese Jiangnan classical garden culture through We Media. Based on the above, it can be concluded that Chinese Jiangnan classical garden culture guideline have diversity, innovation, and artistry in video content.

Keywords： We Media digital content; Chinese Jiangnan classical garden culture; guideline; LDA topic modeling; case study.

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1. Introduction

Chinese Jiangnan classical garden culture as an intangible cultural heritage (UNESCO, 2023). The treasures of Chinese culture provide a continuous source of vitality for various fields and play an important role in shaping people's values (Wu Jiayue&Zhang Li, 2024). However, with the continuous development of media technology, Chinese Jiangnan classical garden culture is gradually being forgotten (Zheng Wei, 2024; Sun Yu, 2023; San Nie, 2023). Chinese Jiangnan classical garden culture heritage has strong artistic value and cultural connotations, and the use of digital technology can awaken the vitality of Chinese Jiangnan classical garden culture heritage. Dynamically transform solid-state Chinese Jiangnan classical garden culture to digitize safeguarding Chinese Jiangnan classical garden culture (Sun Yu, 2023).

However, research on the dissemination of Chinese Jiangnan classical garden culture is relatively single and one-sided, without analyzing from multiple perspectives, and case study data is also relatively limited. There is a lack of research on historical background, dissemination process, and dissemination effect (Wu Chenhao, 2024; Yang Xueke,2024; Lin Guilian,2024). There is little research on multimedia communication, focusing only on existing problems and development strategies (Zheng Wei, 2024; Sun Yu, 2023).

The term We Media first appeared on 28 September 2001, when Dan Gillmor, an American technology writer and columnist, first proposed the concept (Dan Gillmor, 2004). We Media is a flourishing contemporary online media platform that spontaneously broadcasts information cross-broad. Its audience has evolved from a single information receiver in the traditional media era to multiple roles of information selection, reception, creation, dissemination, and feedback (Zhang Xun&Li Huijie, 2024). The spatial practice of video We Media digital content has unleashed the potential of mass knowledge production and cultural practice, becoming a visual and auditory landscape of people's daily lives, promoting the formation of effective interactive communities and new group relationships, and is a new medium for people to imagine places (Yang Weiqing&Luo Qiuju, 2024).

This research will select relevant Chinese Jiangnan classical garden culture videos on the Bilibi platform for regression analysis. Bilibil is used as an example for regression analysis. Bilibil belongs to the cultural community We Media digital content and the video website with a high concentration of young people (Min, Z. et al., 2023). The vigorous development of the professional user-generated video content category makes it different from TikTok and other platforms with many direct broadcast and short advertising videos and more professional and procedural in video production (Wei, Y. et al. 2024). The data on Bilibil's official website in 2023 shows that the average daily active users will reach 103 million, an increase of 14% year-on-year (Blue Lion asked, 2023). Conducting case analysis through Bilibili's We Media platform is extremely important.

However, few studies have measured the effectiveness of We Media digital content dissemination on video and mobile application platforms (Ren Fei, 2021). Few respondents know that dissemination and safeguarding of Chinese Jiangnan classical garden culture through We Media is important content (Ren Fei, 2021). In We Media's research on the dissemination and safeguarding of Chinese Jiangnan classical garden culture, there is relatively little research on the overall situation of dissemination methods and paths, and research on related operational strategies is still in the early stages (Wu,J & Zhang, L. ,2024).

In this research, the following questions are raised in the research on the safeguarding and Dissemination of Chinese Jiangnan Classical Garden Culture through We Media digital content:

1. What are the relationship between We Media and Chinese Jiangnan classical garden culture?

2. How to safeguarding and dissemination the Chinese Jiangnan classical garden culture through We

Media digital content?

The objectives of this research are as follows:

1. To identify the relationship between We Media and Chinese Jiangnan classical garden culture.

2. To construct guideline for safeguarding and disseminating Chinese Jiangnan classical garden culture through We Media digital content.

Therefore, the purpose of this research is to review existing literature on We Media and Chinese Jiangnan classical garden culture. Perform LDA topic model analysis using Python to identify the relationship between We Media and Chinese Jiangnan classical garden culture. Moreover, select videos on the dissemination of Chinese Jiangnan classical garden culture through the Bilibili website. Perform regression analysis using SPSS to understand the factors that influence and communicate strategies of We Media's digital content in the dissemination of Chinese Jiangnan classical garden culture. This paper begins with the current section (Introduction), followed by the literature eeview section, methodology section, results section, discussion section, conclusion section and references. The following section offers the literature review of this research.

2. Literature review

The 52nd Statistical Report on China's Internet Development points out that the number of video users in China has grown significantly, reaching 10.26 billion, accounting for 95.2% of the total Internet users (China Internet Network Information Center, 2023). This research is based on the theoretical foundation of the Relationship between Media Technology and Human Beings and Media Metaphors theories. The relationship between media technology and people proposed by Marshall McLuhan illustrates the structural changes and transformations of Chinese Jiangnan classical garden culture dissemination and safeguarding subjects and activities in the changing environment of We Media communication (Marshall McLuhan, 1964). As one of the representative figures of the media environment school, Joshua Meyrowitz is one of the representatives of the media environment. This provides a metaphorical perspective for a deeper understanding of the connotation and dissemination of We Media (Joshua Meyrowitz, 1993). The above two theories have gradually been cited in media communication culture research in recent years, providing a more comprehensive research perspective for this research through We Media digital content to safeguarding and the dissemination of Chinese Jiangnan classical garden culture (Zhang Pengxia, 2022).

This research will review the relevant research on We Media and Chinese Jiangnan classical garden culture and propose a research gap.

The first research indicates that Chinese garden culture, as an intangible cultural heritage, is an essential component of traditional Chinese culture and history. Its application and strategic analysis in digital marketing are critical. Introduce the development process of Chinese gardens in the new media environment, explore the challenges that new media brings to traditional marketing strategies of Chinese Jiangnan gardens, and propose future development strategies for new media of Chinese Jiangnan gardens (Wu Jiayue&Zhang Li, 2024).

The second research examines the impact of spatial computing, Web 2.0, social networks, and high bandwidth on contemporary garden architecture. It explored the development of integrated communication technology and physical space to achieve three-dimensional virtual living. It is challenging the traditional concepts of static and isolated architecture. Studied the potential of cultivating a spatial environment that combines digital information with physical space, creating a hybrid social spatial experience. The interaction between garden architecture and media, the emergence of

revolutionary and immersive garden architecture space shaped by new media technology and the Internet (G ü zelis, C & Pompermaier, A，2024）.

The third research shows that with the continuous change in the Internet business and the popularity of smartphones, users are increasingly inclined to use mobile terminals. In this case, We Media came into being.

The fourth research is mainly based on analyzing new media communication characteristics, development trends, and the significance of communication in the Chinese Classical Gardens of Suzhou in Jiangsu Province culture. From the perspective of communication media and audience needs, it investigates the current situation and existing problems of the cultural communication of Suzhou's classical garden. It proposes that through the interpretation, reconstruction, and reproduction of the Chinese classical garden culture, innovative garden culture communication content, the effective integration of communication content and digital technology with appropriate communication forms, and the use of diversified communication means to make the classical garden culture effectively and widely spread among the audience, to promote the creative transformation and innovative development of the Chinese Jiangsu classical garden culture in the contemporary era (Ren, Fei, 2021).

The fifth research indicates that digital media art has become a design technique and tool that can immerse audiences by creating certain scenes. Integrating digital media art into Chinese landscape design can enhance people's personal experience, strengthen the connection between people and the landscape, and thus trigger unexpected artistic effects. Meanwhile, as digital media art undergoes corresponding changes over time, space, and viewing angles, people can feel different landscapes even when facing the same digital media art piece (Tang Shuya, 2023).

The sixth research indicates that We Media increasingly significantly impacts the Chinese landscape culture industry. However, there is currently little research that comprehensively grasps the information dissemination situation in the landscape industry, and research on related operational strategies is still in its early stages. Analyze the current situation of information dissemination in the landscape architecture industry on the We Media WeChat platform and explore its dissemination characteristics and influence. Propose corresponding improvement measures to provide valuable references for the dissemination of information and industry development in Chinese landscape architecture (Zhang Peng., et al., 2022).

The seventh research indicates that there is currently a problem of integration between China's landscape culture and creative industry. By summarizing relevant research at home and abroad and analyzing the current development opportunities, this paper explores the development path of China's garden cultural and creative industry in the Internet era. Six strategies were proposed to develop garden culture and creative industry with the "Internet plus" thinking, integrate digital pan entertainment, explore immersive interactive experiences, broaden garden application scenarios, and utilize the communication utility of new media (Gai Qiyu., et al., 2023).

The eighth research proposes that the Chinese garden cultural heritage embodies human civilization and progress. The rapid development of digital technology provides new technological means and innovative space for the protection and revitalization of garden cultural heritage. Reveal the necessity of digital protection and revitalization of garden cultural heritage and elaborate on targeted digital protection strategies and methods. The technical route for digital safeguarding of garden cultural heritage and constructing a path for digital activation of garden cultural heritage (Zheng Wei, 2024).

Therefore, this research explores the development and relationship of We Media on Chinese Jiangnan classical garden culture, as well as the integration analysis of relevant literature and cases. So far, research on the impact of We Media on Chinese Jiangnan classical garden culture is still limited. In

addition, existing research on the factors that influence We Media and communication strategies related to Chinese Jiangnan classical garden culture is minimal.

As mentioned above, the primary research focuses on integrating and developing digital content in Chinese Jiangnan classical garden culture by We Media and elaborates on the necessity of promoting the dissemination of safeguarding Chinese Jiangnan classical garden culture. However, research on disseminating Chinese Jiangnan classical garden culture through We Media is relatively limited, and there is a lack of research on We Media communication strategies. Therefore, this research is based on the factors influencing the spread of safeguarding Chinese classical garden culture through We Media digital content. This research analyzed the dissemination forms, likes, comments, and other content of the Bilibili video website about Chinese Jiangnan classical garden culture. It summarized the effective ways for We Media to promote Chinese Jiangnan classical garden culture.

The following section introduces the methodology of this research.

3. Methodology

On the theoretical basis of the Relationship between media technology and human beings and Media metaphors. This research adopts mixed methods, combining qualitative analysis of qualitative content analysis and quantitative analysis of case study.

3.1. Data collection and analysis of Qualitative Content Analysis

This research conducted LDA topic model analysis using qualitative content analysis and Python. LDA is an unsupervised machine learning technique that utilizes a three-layer Bayesian probability model to identify hidden topic information in large-scale documents. The calculation results of the LDA model can obtain two probability distributions: document topic and topic word. The topic word probability distribution is represented by a series of feature words and their probability values that appear in the topic. The higher the probability value of feature words, the higher their contribution rate to the topic and the more significant their correlation with the topic, reflecting the internal structure of each topic. The document topic probability distribution obtains the document support weight for each topic, with a higher weight indicating a more significant correlation between the document and the topic (Liang Chenchen & Li Renjie, 2020). Using the Purposefully sample (Adamczyk, K et al., 2024), 150 Chinese and global literature related to We Media and Chinese Jiangnan classical garden culture were selected for analysis in the past five years (Yang Weiqing & Luo Qiuju, 2024; Bloomberg, 2023）.

Using Python for LDA topic model analysis, jieba (Chinese word segmentation database) and NLTK (English word segmentation) for Chinese and English word segmentation and extracting keywords. Use Scikit Learn and pyLDAvis for topic visualization, confusion, high-frequency topic lexicon, and topic similarity analysis. The references include methods for determining the topic. The LDA model can be applied to cluster and analyze the data in the information database, extracting LDA topics (Bloomberg, 2023).

3.2. Data collection and analysis of case study

This research constructed a regression analysis using We Media to examine the transmission factors of Chinese Jiangnan classical garden culture (Table 1). The case study was conducted using a Purposefully sample (Ö ZEL, Ö., &ALTINKAYNAK, H,2023; DPJ, J & SHARMA, P,2024). Using SPSS 23.0 for regression analysis, select the top 20 videos with the highest video views on We Media Bilibili platform in the past three years (Wang Xiangtao, 2022; Wang Nan & Bao Haibo， 2020). Variables (video content theme, title length, text length, video length, and language number) and dependent variables (communication depth, breadth, and engagement). In addition, regression analysis was used to explore the impact of We Media

Bilibili platform on the dissemination effect of Chinese Jiangnan classical garden culture. Regarding the dependent variable, video transmission's depth, breadth, and engagement are divided into three dimensions: broadcast, likes, and comments (Li Yong., et al., 2022). In addition, this research did not analyze the number of languages because there were no broadcast videos in other languages (Li Yong., et al., 2022). Therefore, to analyze dependent variables, independent variables, and control variables, the variable codes in Table 1 were used as templates as listed in Table 1.

Table 1. The variables codes（Li Yong.,et al,2022）

Type	Variable	Code	Coding basis
Dependent variable	broadcast , likes ,and comments	Data collection	-
Independent variable (central path)	content theme	0	Design of Chinese Jiangnan classical garden culture
		1	Chinese Jiangnan classical garden culture
Argument (edge path)	title / text /video length	Data collection	-
	Language Number	-	-
		-	-
Control variable	Posting period, posting date, followers of the public numbers	-	-

The after section provides the results of this research.

4. Results

Based on qualitative content analysis and case study results, the analysis is as follows.

4.1. Analysis of thematic relationship in qualitative content analysis

This research adopts the topic model method based on the LDA (Latent Dirichlet Allocation) algorithm. A topic model is a method to model the implied theme of the text, which can automatically find the semantic theme between texts in massive Internet data. The LDA probabilistic topic model is based on Bayesian network models, which mines the implicit topic information between texts and enables users to quickly understand the information of documents. The keywords corresponding to the theme reflect the meaning of the theme. Based on these keywords, we can summarize the theme content of We Media digital content and safeguarding Chinese Jiangnan classical garden culture (Ma, Y& Song, P,2024; Zhang, M., et al,2021).

Word frequency analysis is an essential step in text analysis, and high-frequency words can reflect the essential information of the text. This research uses the Jieba and nltk word segmentation modules in Python to segment comments in the database. After removing adverbs, and meaningless words and merging similar words, the word frequency statistics obtained are shown in Table 2, and a word cloud was drawn based on this (Ma,Y& Song, P,2024; Zhang, M., et al.,2021). Due to the selection of Chinese and English literature in this research, the data shown in Table 2 exists in both Chinese and English, and the Chinese part has been translated into English. From Table 2, the frequency of the top 20 keywords mainly focuses on media, video, landscape, culture, communication, content, research, China, development, design, audience, platform, space, narrative, social, and digital. In the research of the dissemination of Chinese landscape culture on media, content, narrate, design, audience, platform, and space are all important factors.

Table 2. High-frequency words statistics

Key Words	Word Frequency
media	7710
media	6042
video	5611
garden	5353
we	4410
garden	4382
culture	4188
communication/dissemination	4182
news	3448
content	3412
research	3404
people	2550
development	2228
China	2168
design	2032
platform	1929
space	1907
social	1886
narrate	1862
digital	1814

Python is used for LDA topic mining and visualizing the corpus in the database through pyLDAvis. As shown in Figure 1, the circles represent the themes obtained from LDA clustering, the area of the circles represents the importance of the themes, and the distance between the circles reflects the differences between the themes (Ma, Y & Song, P, 2024). Due to the selection of Chinese and English literature for analysis in this research, the maximum circle area displayed by the Chinese and English LDA themes was chosen, and the degree of overlap between each theme was the lowest. The differences between each theme were significant, effectively summarizing the overall situation. Therefore, after analyzing the various aspects of the LDA topic model, it is more reasonable to choose the English topic LDA topic model as Figures 1. For details, please refer to Figures 1.

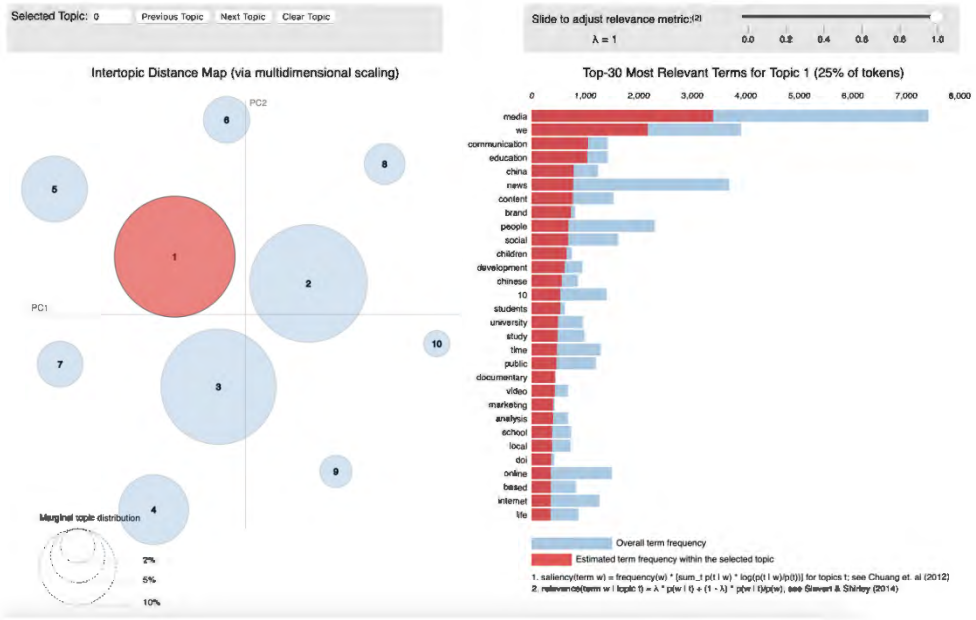


Figure 1. Visualization of LDA subject classification

Overall, in various themes, terms such as media and communication appear more frequently, and safeguarding is an essential means of disseminating Chinese Jiangnan classical garden culture. In the LDAvis images of Chinese theme words, video content plays a crucial role in safeguarding and spreading culture in media communication. The design content needs to be integrated with user aesthetics, in line with the development of the times, and have artistic value. From the LDAvis image, the video content and audience of media communication are still the focus of attention, which also involves proposing keywords related to the development of student education and brand building.

4.2. Analysis of the factors influencing the dissemination of case study

The collinearity of the independent variables and the VIF value of the model fit are both below 3, indicating that there is no multicollinearity relationship between the variables in the model (Li Yong., et al., 2022). The dependent variables are broadcast, likes, and comments, and the regression analysis results are shown in Table 3.

Table 3. The results of the regression analysis

Variable	broadcast volume		likes		comments	
	Beta	VIF	Beta	VIF	Beta	VIF
content theme	-0.236***	1.061	-0.084***	1.061	-0.219***	1.061
title length	0.204	1.1	0.119	1.1	0.28	1.1
text length	-0.381***	1.516	-0.247***	1.516	-0.37	1.516
video length	0.191	1.413	0.015*	1.413	0.281	1.413

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

The results of the dependent variable broadcast volume indicate that the significance of the Beta values of the content theme and text length independent variables meets the requirements, indicating that the content theme and text length variables significantly impact the playback volume of We Media digital content videos. The significance of the standardized coefficient Beta values for content theme, title length, and video length does not meet the requirements, indicating that content theme, title length, and video length have no significant impact on playback volume. The results of the dependent variable indicate that the significance of the Beta values for the content theme, text length, and video length meets the requirements, indicating that the above content theme, text length, and video length video information variables all affect the likes of the video. The results of the dependent variable comments indicate that the significance of the Beta value of the content theme meets the requirements; The significance of the Beta values of the title length, text length, and video length independent variables does not meet the requirements, indicating that the content theme of We Media digital content videos has a significant impact on the difference in the number of comments obtained.

The data of three dependent variables shows that content theme, video length, and text length have significant correlations with communication depth, breadth, and engagement to varying degrees. The three most important factors affecting video propagation among the edge path independent variables are content theme, video length, and text length.

4.3 Chinese Jiangnan Classical Garden Culture Guideline

Based on the above research results, it is found that promoting Chinese Jiangnan Classical Garden Culture through We Media digital content should follow the following Chinese Jiangnan Classical Garden Culture guidelines. The first point is that video content should be diverse. Although the We Media platform

provides a channel for cultural dissemination, the characteristics of the Chinese Jiangnan Classical Garden Culture are easily assimilated by multiple pieces of information (Cong, X., et al.2021; Ren, Fei，2021), Compared to other video content, the content of Chinese Jiangnan Classical Garden Culture appears slightly plain, and the value and characteristics of Chinese Jiangnan Classical Garden Culture have not yet been fully demonstrated. Therefore, in terms of content, single limitations should be rejected, and fixed thematic text content should be avoided. To enrich the dissemination content, approach the aesthetic perspective of the respondents, narrow the distance of cultural dissemination, and enrich the topics of cultural dissemination, we can better safeguard and promote Chinese Jiangnan Classical Garden Culture.

The second point is the innovation of video content. The factors influencing the We media digital content on Chinese Jiangnan Classical Garden Culture are mentioned above. Many forms of communication in We Media digital content have been simplified, with overly unified content and a lack of innovation (Lian M, 2022). Most video transmissions include text and real-time images of Chinese Jiangnan Classical Garden Culture and videos introducing garden culture, often using soothing classical background music and specific textual explanations. However, the video with explanations has too rigid sound and insufficient content attraction. In order to fit in with the aesthetic view of contemporary audiences, we should combine the essence of garden culture with the integration of nature and reflect the ingenuity and humanistic characteristics (Wang, X. et al., 2023). The communication content has artistic video effects, cartoon special effects, music, a sense of history, live broadcasts, and other forms of innovation. This method can attract a wider audience and expand new ideas by popularizing Chinese Jiangnan Classical Garden Culture and adapting it to traditional historical culture.

The third point is the artistry of video content. However, in today's We Media era, diversified communication content must be innovative, artistic, and able to highlight cultural characteristics. We need professional We Media content creators for video editing and production to meet audiences' aesthetic needs in the new era, ensuring the innovation and artistry of the dissemination of Chinese Jiangnan Classical Garden Culture. In the text content, famous garden culture books such as "Yuanye" and "Changwu Zhi" can be used as citations to introduce the background culture, historical culture, regional culture, and customs of various garden designs. For example, when introducing Chinese Jiangnan Classical Garden Culture’s design, poetry, architecture, painting, and other cultural connotations. This not only helps enrich the dissemination methods but also deepens the connotation of Chinese Jiangnan Classical Garden Culture, promoting the inheritance and innovation of the value of digital intangible cultural heritage.

The next section is the discussion section of this research.

5. Discussion

The discussion of the survey results is organized based on the research objectives. The first purpose is identifying the relationship between We Media and Chinese Jiangnan classical garden culture. The research results show that the relationship between We Media and Chinese Jiangnan Classical Garden Culture lies in the dissemination of video content, which should be integrated with the development of the times, meet the needs of artistic design, and integrate with user aesthetics. It plays a crucial role in safeguarding and promoting the Chinese Jiangnan Classical Garden Culture.

The second goal is to construct a safety guideline and distinguish Chinese Jiangnan classical garden culture through We Media digital content. The research results show that content theme, video length, and text length are the three most important factors affecting the overall dissemination of Chinese Jiangnan Classical Garden Culture by We Media digital content. This indicates that people are more willing to decide whether to watch different content themes, video lengths, and text length videos to obtain

information on Chinese Jiangnan Classical Garden Culture. The research results have demonstrated the factors influencing We Media's dissemination and safeguarding of Chinese Classical Garden Culture.

This research explores the relationship between We Media and safeguarding Chinese Jiangnan Classical Garden Culture, the influencing factors of We Media digital content in safeguarding and dissemination of Chinese Jiangnan Classical Garden Culture, and the theoretical guidelines of Chinese Jiangnan Classical Garden Culture in We Media communication. These research results summarized a guideline for the dissemination and safeguarding of Chinese Classical Garden Culture through We Media digital content. The Chinese Jiangnan Classical Garden Culture guideline was proposed: video content should have diversity, innovation, and artistry. The results of this research provide a theoretical guide for promoting and showcasing Chinese Jiangnan Classical Garden Culture as a medium.

However, the data analyzed in this research came from cross-sectional data from a single platform and a single time point. Although such sample data is widely accepted and used, conclusions drawn from a single platform still have limitations regarding the universality and causal interpretation of research results. Especially in the early stages of Bilibili video content regression analysis, the innovation of related content is low, and data organization is also complex.

Therefore, research on guideline requires joint efforts from relevant industries, including media, content creators, and audiences. In addition, a comprehensive analysis of the combined effects of multiple factors is needed to research the dissemination effect of We Media digital content in Chinese Jiangnan Classical Garden Culture. This research only used the LDA topic model from the literature for analysis, and the amount of data is limited. Future research will expand on independent variables, including case studies on different platforms, and collect more textual data from sources.

We Media digital content is safeguarding the Chinese Jiangnan classical garden culture in a new way of communication different from traditional media. Therefore, it should pay more attention to this new media form, the new communication concept model, and its challenges and problems. There is still limited research on the impact of We Media on the Chinese Jiangnan Classical Garden Culture. We Media has brought significant changes and adjustments to the social information dissemination environment. Its convenient dissemination methods, rich information sources, high initiative and interactivity, and other advantages provide the best communication opportunities for Chinese Jiangnan Classical Garden Culture.

This research proposes guideline for using We Media digital content to disseminate content based on the relationship between We Media and Chinese Jiangnan Classical Garden Culture and the influencing factors of dissemination. These research results provide important references for the current dissemination of Chinese Jiangnan Classical Garden Culture by We Media and provide specific guideline for We Media platforms and disseminators to promote this cultural content.

The following section introduces the conclusions of this research.

6. Conclusion

The first research question concludes that the relationship between We Media and Chinese Jiangnan Classical Garden Culture is related to the dissemination of video content, which must be combined with the development of the times while meeting the needs of art and design and user aesthetics. This is crucial for safeguarding and disseminating Chinese Jiangnan Classical Garden Culture. The second research question discovered that content theme, video length, and text length are key factors affecting the overall dissemination of Chinese Jiangnan Classical Garden Culture by We Media digital content.

Researching and exploring new experiences, expectations, and opportunities for safeguarding Chinese Jiangnan Classical Garden Culture is essential. Therefore, when safeguarding Chinese Jiangnan classical

garden culture, We Media should combine it with the Chinese Jiangnan classical garden culture guideline (video content should have diversity, innovation, and artistry). In addition, attention should be paid to the video text and length, increasing interviews with interviewees, further video creation based on the guideline, and further research in the form of verifying the guideline.

This research investigated the relationship between We Media and Chinese Jiangnan classical garden culture, the influencing factors of We Media on the dissemination of content in Chinese Jiangnan classical garden culture and obtained the Chinese Jiangnan classical garden culture guide. It has specific reference value for promoting and safeguarding Chinese Jiangnan classical garden culture on the We Media platform. It summarizes the guideline for digital content dissemination and safeguarding Chinese Jiangnan classical garden culture on We Media. Better safeguarding Chinese Jiangnan classical garden culture in a digital form through We Media's digital content and increase the awareness of Chinese Jiangnan classical garden culture for a wider audience.

However, in the context of We Media, there is an urgent need to cultivate a group of content creators with media literacy, focusing on understanding and disseminating Chinese Jiangnan classical garden culture. Understand audience needs, enhance audience artistic aesthetics, innovate and develop communication content about Chinese Jiangnan classical garden culture. This research can attract more attention and discussion on intangible cultural heritage and make people pay more attention to We Media digital content 's dissemination of Chinese Jiangnan classical garden culture. The research of We Media digital content communication in safeguarding Chinese Jiangnan classical garden Culture is a topic worth exploring both currently and in the future.

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