

Research on Content Creation Mechanism and Optimization Path: A Case Study of Food Exploration Vlogger on TikTok

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Abstract

With the fast development of mobile internet technologies and short-video platforms in recent years, food-related video content creation on TikTok is also innovating and accelerating. This paper selects 131 food-exploration Vlogs posted by Tebie Wulala, a leading food-exploration influencer on TikTok, between March 2025 and March 2026, and analyzes systematically his content creation mechanism. This study proposes four optimization strategies accordingly: innovating narrative modes, developing regional gourmet IPs, standardizing commercial monetization channels, and refining target audience interaction mechanisms. The findings offer theoretical and practical references for the sustainable development of Wulala's account and other food-exploration Vlogs on TikTok.

Keywords

TikTok; food-exploration Vlogs; content creation mechanism; optimization paths.

1. Introduction

As indicated by the 57th Statistical Report on Internet Development in China issued by the China Internet Network Information Center (CNNIC), China had 1.125 billion internet users by December 2025, with the national internet penetration rate surpassing 80%[1]. Against such a backdrop, mobile short-video platforms represented by TikTok have evolved into innovative digital ecosystems integrating content consumption, daily life services and social interaction. Among diverse content categories, food-exploration Vlogs tightly link content creation, commercial monetization and urban consumption via content seeding and offline consumption conversion. Featuring vivid visual presentation and strong everyday vitality, such videos document various catering formats including neighborhood diners, time-honored eateries and internet-famous restaurants, serving as a pivotal driver for showcasing urban lifestyles and facilitating the integrated development of local cultural tourism and culinary culture.

Nevertheless, alongside the explosive expansion of the food-exploration short-video sector—with contributors ranging from amateur creators and professional food influencers to MCN organizations and local life service providers—the industry has gradually confronted multiple developmental bottlenecks. This paper selects Tebie Wulala, a top-tier TikTok food-exploration Vlogger, as the research case. As of April 2026, the account boasts 21.483 million followers and a total of 320 million likes on TikTok, rendering it highly representative for case study. Adopting the content analysis methodology, this research screens 131 food-exploration clips posted by the blogger between March 2025 and March 2026 to dissect the content creation mechanism of relevant videos and propose practical optimization suggestions for the sustainable advancement of food-exploration Vlogs.

2. Literature Review

Domestic scholars have conducted studies on the categorization of food-themed Vlogs. Tang (2018) classified such videos into mukbang shows and skill-sharing clips, arguing that skill-sharing food Vlogs are characterized by intensive development of segmented vertical niches, construction of exclusive contextual scenarios and personalized content branding[2]. As relevant research advances, subsequent scholars have further explored the content attributes of high-quality food Vlogs. Zhang et al. (2024) concluded that premium food Vlogs generally last 30 to 60 seconds with authentic footage and limited embedded advertisements; most high-quality works are produced by professionally qualified creators verified on TikTok, and content quality is positively correlated with creators' credentials and platform authentication status[3]. In terms of content creation of food Vlogs, Shi (2022) contended that the creation of TikTok food Vlogs is driven by audiences' instinctual consumption desires, market dividends brought by consumer culture, social demands for self-disclosure and profit-oriented commercial monetization. Meanwhile, the industry is plagued by prominent content homogenization, excessive pan-entertainment and insufficient sustainable innovative capacity[4]. Building upon preceding findings, Liu et al. (2023) adopted the content analysis method to carry out targeted research. From the dimensions of content, audience and marketing, they analyzed the features of well-known food Vlogs on mainstream platforms and reflected on the practical constructive value of food-related digital content[5].

Several domestic researchers have narrowed their scope to field-tasting food Vlogs and explored their linkage with urban cultural communication via case studies. Taking Renyi Yige, a local Chongqing food vlogger, as the research subject, Qi (2025) analyzed iconic Chongqing culinary symbols including glutinous rice rolls and Chongqing noodles as well as their cooking procedures embedded in Vlogs, elaborating how these elements jointly shape a down-to-earth urban image of Chongqing[6]. Zhu et al. (2026) used the rise and subsequent platform removal of Zhengzhou local snack chaobacan boosted by food vloggers' field exploration as a case, examining how locality is mediated and constructed, alongside the transient equilibrium formed amid conflicts between commercial logic and cultural memory[7].

Compared with domestic research focusing on industrial practices and cultural values of food Vlogs, overseas scholars have launched diversified empirical explorations. Kodai et al. (2021) proposed an audio-visual model capable of generating synchronized eating sounds for silent food ASMR clips to enhance visual authenticity[8]. Starting from content design and narrative strategies of food Vlogs, Matwick et al. (2025) investigated the integration of home-cooking tutorials and enhanced audio-visual effects. Their research indicated that Instagram food Vlogs reconstruct digital culinary education by combining conventional narrative frameworks (chronological order, progressive plot arrangement and evaluative commentary) with multimodal elements such as background music, cooking ambient sounds, on-screen captions, customized editing rhythms and dramatic visual processing[9]. Based on consumption value theory, Wu et al. (2025) constructed an empirical model to unpack the influencing mechanism between food Vlogs and consumer behaviors. The empirical results proved that the perceived value of traditional food Vlogs (cognitive, functional, aesthetic, emotional, social and self-actualization value) inspires consumers and facilitates value co-creation as well as purchase intention[10].

Against the above research backdrop, this paper selects Tebie Wulala, a renowned TikTok field-tasting food Vlogger, as a case to analyze the content creation mechanism of his Vlogs and put forward feasible optimization suggestions for the industry.

3. The Content Creation Mechanism of Vlogs by Vlogger “Tebie Wulala”

Table 1. Construction of Content Analysis Categories for Research Samples

First-level Indicator	Second-level Indicator	Third-level Indicator	Description
Content Creation Mechanism	Theme Type	Food Exploration	
		Food Exploration + Advertisement	
		Advertisement	
	Constituent Elements	Video Duration	Within 4 minutes; 4–8 minutes; Over 8 minutes
		Release Time	0:00–8:00; 8:00–12:00; 12:00–14:00; 14:00–18:00; 18:00–24:00
		Subtitle	Commentary subtitle; General subtitle; No subtitle
		Video Cover	Uniform-style cover; Non-fixed-style cover
		Audio Content	Sound effects; Background music & synchronous field recording
		Topic Tags	Self-built topics; Trending topics; Campaign-related topics
		User Interaction	Online interaction; Offline interaction
	Content Source	Original creation	
		Imitative creation	
		User-submitted content	
	Monetization Mode	Advertisement	
		E-commerce	
		Live-stream commerce	

In the sampled videos, Tebie Wulala features cities such as Guangzhou, Chengdu and Guiyang, and the visualized analysis of his high-frequency destination distribution is presented in Figure 1. The Vlogger closely integrates iconic local culinary symbols and real consumption scenarios, including roast goose leg from Guangzhou, hot pot from Chengdu, Houttuynia cordata dipping sauce from Guiyang, spicy pepper soup (Hulatang) from Zhengzhou and fresh oysters from Zhuhai, so as to materialize abstract cultural symbols of regional catering.

In addition, regional dialect expressions like Zhong bu zhong (Is it good?) and Anyi (Comfortable/Great) are embedded throughout the clips to strengthen distinctive local linguistic markers, highlight the indigenous attribute of content, and shorten the psychological distance between the creator and audiences.

3.2.2. Narrative Strategy: First-Person Experiential Narration and Exclusive Symbolic Expression

Focused on building audience immersion, Tebie Wulala designs his core narrative strategy around immersive viewing experience. From the perspective setup, all videos employ a consistent first-person food-exploration angle: hand-held mobile camera follows the blogger's on-site route, fully reproducing the complete consumption process of an average customer, including entering the store, placing orders and tasting food with subsequent evaluations. Exact consumption costs, real food portions and genuine personal feelings are explicitly documented in videos, such as "Spent 7 RMB on shredded pork with green pepper over rice in an alley of Luoyang" and "Paid 89 RMB for Chaotian Pot in Weifang — this dining format is an ideal social spot", which consolidates the audience's sense of presence and embodied experience.

In regard to symbolic expression, Tebie Wulala shapes his unique narrative style through diversified methods. First, daily interactive narration is incorporated: casual small talks with restaurant proprietors and brief consultations about cooking procedures endow videos with strong earthly vitality. Second, distinctive verbal symbols are created. Fixed opening lines including "Hello everyone, this is Wulala" and "I look fantastic" act as exclusive personal identity markers. Hyperbolic and striking phrases like "Defeated by a single plate of chow mein" and "Break free from the shadow of noodles" are used in food comments to heighten emotional tension. Third, standardized visual symbolic rules are formulated. Green subtitles reading "Handsome Guy" or "Pretty Girl" are uniformly applied in conversations with fans and passers-by. A rigid headline template — Spend (X RMB) to enjoy (specific cuisine) in (region) — is adopted to form exclusive textual symbols, with an example: "Spend 357 RMB on sour-spicy fish in Dali". Furthermore, recurring details including tasting gestures, consistent focus on affordable food and voluntary disclosure of checkout prices cultivate conditioned cognitive association among viewers.

3.2.3. Audio-visual Presentation: Concise Video Rhythm Free of Excessive Ornate Transition Effects

During shooting, Tebie Wulala avoids the over-refined packaging prevailing across food Vlogs and sticks to filter-free raw footage. Whether recording roadside hole-in-the-wall diners or community restaurants, original store environments are fully retained to boost content credibility. Medium shots and close-ups are deployed alternately: medium shots map out the blogger's visiting path, while close-ups zoom in on details of food color, portion size and cooking procedures. This framing fulfills viewers' informational demands about food without distorted content caused by ostentatious camera techniques. All video covers feature unified character backdrop paired with standardized green subtitles phrased as Wulala's Cross-country Food Tour + Locality, effectively boosting the recognition of his content.

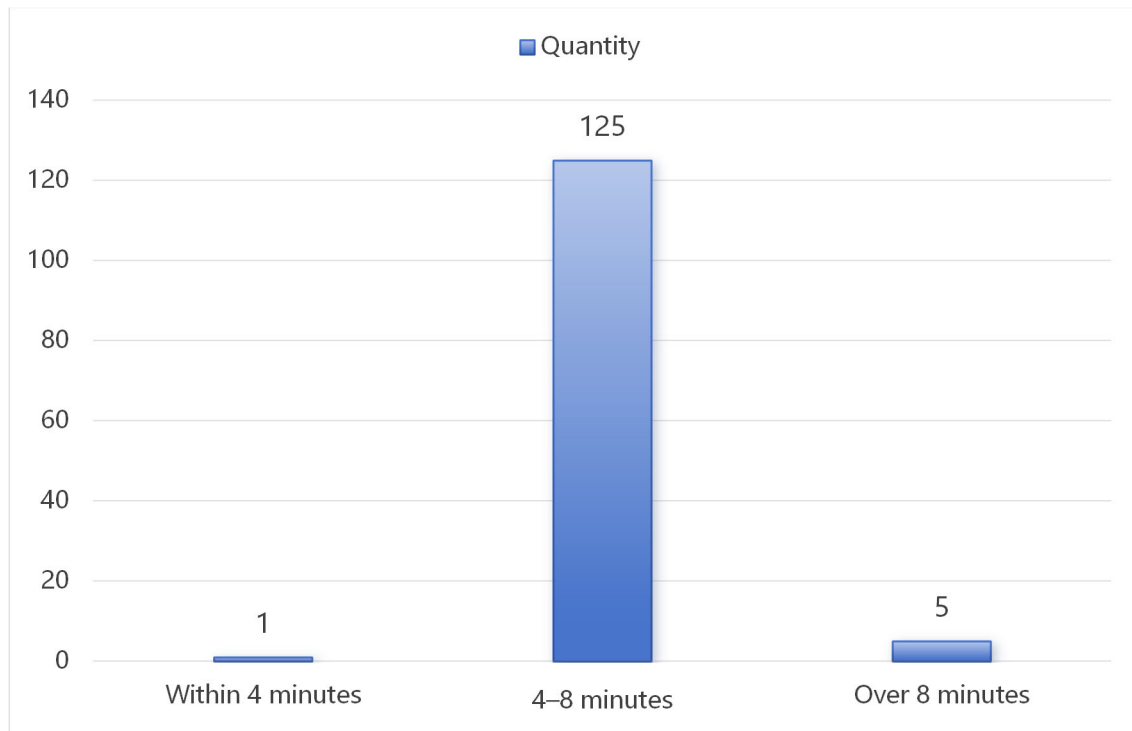


Figure 2. Statistical Chart of Sample Video Duration

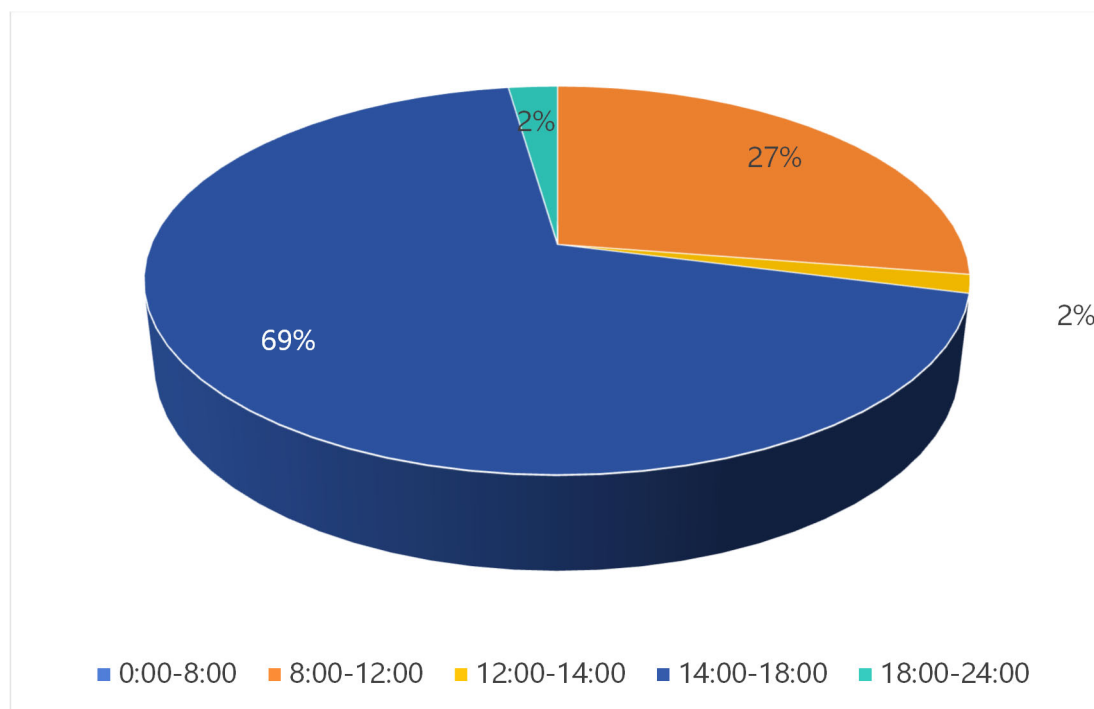


Figure 3. Statistical Chart of Sample Video Release Time

In terms of duration arrangement, sample data (see Figure 2) shows that 125 videos last between 4 and 8 minutes, accounting for 95.4% of all samples. Such a time span ensures the complete display of core content covering food preparation processes and real tasting experience.

Regarding release scheduling (see Figure 3), content distribution is highly concentrated in two periods: 8:00–12:00 a.m. and 14:00–18:00 p.m., making up 27% and 69% separately. Data

analysis indicates that videos published in these two windows obtain superior performance on interactive indicators including likes, comments and re-posts.

In respect of editing tempo, the cutting speed is moderately reduced for core tasting segments to reserve the Vlogger's sensory feedback and close-up shots of dishes; transitional clips such as entering restaurants and venue surroundings are condensed to highlight the core content. Taking the work Spend 225 RMB Eating Grilled Tofu on Guiyang's Street as an example, key food scenes are displayed within the first 30 seconds of the video.

Besides, spontaneous audio including conversations with shop owners, in-store ambient sound and diners' casual talks is purposely retained to deliver a more immersive audio-visual experience for the audience.

3.2.4. User Interaction: Motivating UGC Participation to Boost Emotional Bonding and Consumption Experience

Tebie Wulala inspires audience-generated UGC and transforms viewers from content consumers into creators via diversified interactive activities: solicitation of local food recommendations, regional cuisine polls, on-site photo sessions with fans, and food suggestion collection within comment sections. These approaches help tap into distinctive regional culture and collective emotional memories.

One sampled video titled Spend 259 RMB on Skewered Barbecue in Guiyang paired with iconic Houttuynia cordata dipping sauce for an amazing feast gained over 1.66 million likes, 779,000 shares and more than 71,000 comments, accomplishing effective secondary content dissemination.

For emotional connection, the blogger concludes certain videos in a friendly tone to share personal dining feelings and life reflections, with remarks such as "It's more than satisfying from my perspective" and "Do take good care of yourself", narrowing the psychological gap with followers.

The account consistently attaches high-traffic TikTok food hashtags including #HeartbeatFoodChecklist, #SearchForDown-to-EarthFlavors and #EatWell, consolidating its brand awareness. Interactive rhetorical questions embedded in videos, for instance "Do you think the price is worthwhile?" or "Have you ever tried similar dishes?", stimulate users' willingness to comment and consequently improve overall communication performance.

In terms of commercial monetization, Tebie Wulala incorporates moderate commercial product placements into his short-video content. As illustrated in Table 2, 13 out of all sampled videos contain commercial advertisements, accounting for 9.9% of the total sample volume. Covered product categories mainly include food, digital electronics, daily consumer goods, automobiles and official promotional campaigns, and video titles are directly linked to official brand topics and product denominations.

Nevertheless, several advertisements suffer from rigid and forced placement. A typical example is the daily-consumer-good commercial for Lengsuanling toothpaste's Morning Whitening & Night Repair formula, which opens with a direct voice over introducing product functions. Backend operational data indicates this video drove sales between 1,000 and 2,500 product units, delivering relatively unsatisfactory conversion results.

By contrast, food-related advertisements gain much better audience acceptance. As revealed by the word cloud analysis in Figure 4, high-frequency keywords such as "extremely satisfying", "sour and spicy" and "noodles" recur repeatedly. This finding proves food commercials align better with the account's core positioning and elicit more positive feedback regarding audience consumption experience.

Table 2. Statistical Table of Advertisement Placement in Sampled Videos

No.	Video Title	Product Category
1	Trying Huxian Soft Noodles in Xi'an ~ Delicious Savory Treat Worth Raving About #Samsung S26# Samsung's First Anti-peeping Screen Phone #Tebie Wulala	Digital Products
2	Tasting Street Food for Free at TikTok Night Market ~ First-person Footage of Award Ceremony #Night Market Food Festival#Night Food Ranking#Explore Down-to-earth Eats#Tebie Wulala#I Know Local Diners Better Than Wulala	Official Campaign
3	Late-night Feast of Authentic Spicy Turkey Noodles ~ Don't Blame Me for Craving This Dish at Midnight #Chunmaji Spicy Turkey Noodles#Turkey Noodles Native to Henan	Food
4	Eating Hand-pulled Noodles in a Rural Yard of Bami Land ~ Wulala Meets His Lookalike @Jinmailang Flagship Store#Irresistible Hand-pulled Noodles#Jinmailang Hand-pulled Noodles	Food
5	Free Late-night Working Dinner of Instant Noodles & Rice ~ Extremely Satisfying Big Bites #White Elephant#All-round Instant Noodle Review	Food
6	Spending 194 RMB on Pig Trotter Feast in Chongqing ~ Changing the Elderly Lady's Prejudice #Lengsuanling Morning Whitening & Night Repair#Lengsuanling Color-changing Toothpaste	Daily Necessities
7	Free Healthy Post-workout Noodle Dinner ~ Eat Freely Without Worries #Huamifang Sour Soup Leaf Noodles#Huamifang	Food
8	High-speed Rail Themed Meal Across Three Cities ~ #Tebie Wulala#Wulala#City Exploration#HarmonyOS Gets Better With Use#Huawei Smart Screen	Digital Products
9	Wild Late-night Snack Survival in Hotel ~ Grateful for Wild Food#Tebie Worthy New Product Launch Instant Noodles#Tebie Fresh Noodles#TikTok Mall Super Brand Day#A Bite of Travel	Food
10	DIY Brunch at Home for Free ~ Layered Pasta & Cake Combo #Kekeyi Pasta#Delicious Casual Pasta@Kekei AIRMETER Official Flagship Store	Food
11	Auto Show Visit in Chengdu ~ Impressive Off-road Vehicle#4WD Passion #Haval Dago PLUS Pre-sale Launch#2025 Chengdu Auto Show & Great Wall Motors	Automobile
12	Spending 352 RMB on Spicy Noodles in Harbin ~ Delicious Red Sausage #Shijie H5#Shijie Downtown#Shijie H5 Brings Easy Driving	Automobile
13	Immersive Business Trip: Flying from Beijing to Guangzhou & Noodle Feast Invited by He Xiaopeng#Xpeng G7	Automobile



Figure 4. Word Cloud of Audience Recommendation Intention in Sampled Videos

4. Optimization Paths for Short-video Content Creation

4.1. Innovate Narrative Forms to Resolve the Dilemma of Content Homogenization

From the narrative dimension, local cuisine can be positioned as the medium and carrier of cultural memory. Based on Jan Assmann's Cultural Memory Theory[11], video content should transcend superficial storytelling and further dig into the underlying cultural connotations and social significance of food. For instance, when documenting Shanxi knife-shaved noodles, the creation shall not be limited to plain taste descriptions; instead, it can elaborate on the dish's historical origins, the intangible cultural heritage value of its creation techniques, as well as regional catering culture, so as to advance the cross-regional spread of culinary cultural memory.

Practical food guides are also viable content options, including pitfall-avoidance guides for food exploration and cost-effective dining tips for affordable grassroots food, which cater to the audience's cognitive demands. Moreover, seasonal and festival-specific topics can be customized, such as field visits to featured moon cakes nationwide for the Mid-Autumn Festival, special episodes featuring northern and southern rice dumplings for the Dragon Boat Festival, and recommendations of refreshing street food in summer, to improve content timeliness and freshness.

Apart from preserving the blogger's core first-person exploration perspective, the creator may deliberately integrate multi-angle narratives from restaurant owners, chefs and diners to display business models and heartfelt life stories behind various foods. To avoid rigid didactic narration, food popular science (including raw material nutrition knowledge and cooking skills) can be naturally integrated into on-site exploration, transforming audiences' passive sensory stimulation into active cognitive learning.

Interactive forms such as food challenges and fan co-shooting can be added into video creation, exemplified by themed contents like “Tasting all street snacks in one region with 100 RMB” and “Exploring hometown delicacies with local fans”, which effectively enrich video entertainment value and strengthen user participation.

4.2. Explore Local Specialty Cuisines and Build Distinctive Food IP

Create personalized food content by tapping into authentic local flavors. At present, most food-exploration Vlogs excessively focus on certified iconic cuisines and signature dishes from popular flagship restaurants, while numerous lesser-known street snacks are overlooked due to insufficient commercial packaging. In accordance with varied regional food cultures, taste preferences and consumption customs across locations, the Vlogger can optimize the focus and expressive style of his field-tasting content. For example, in-depth installments of the existing regional series such as Food in Inner Mongolia can be produced to hunt for hidden authentic delicacies tucked in alleys and lanes, enabling audiences to experience bustling marketplace vibes and the craftsmanship of traditional food creation on screen without stepping out of their homes.

To elevate the IP value of field-tasting food Vlogs, the creator can cooperate with local cultural tourism institutions and grassroots food creators from three dimensions: content value, commercial value and social value[12]. Deepened partnerships with local cultural and tourism administrations, scenic spots and niche local food bloggers help form consensus centered on catering culture. Projects including Quzhou Snack IP and Chengdu Cuisine IP integrate food exploration with regional tourism promotion to achieve a win-win outcome between content value and social benefit. Meanwhile, offline regional food check-in campaigns and open online topics such as “Search for the Hometown Flavor in Your Memory” and “Tell Your Hometown’s Story via One Dish” can be launched to encourage audiences to join offline food hunting and share relevant content online. Such linkage connects online content creation, offline consumption and digital communication, boosting the communication efficiency and commercial conversion rate of regional food content.

4.3. Standardize Monetization Modes to Balance Commercial Benefits and Content Quality

Optimize product placement rationally by combining transparency with lightweight advertising. During field food exploration, the Vlogger acts as a “cultural intermediary” defined by Bourdieu. Relevant theories elaborate on the economic practices through which taste shapers and merchants, functioning as cultural intermediaries, construct and cultivate consumers’ aesthetic preferences and consumption inclinations[13].

First of all, all sponsored content shall be clearly labeled with commercial tags at video titles or opening sequences to improve content transparency. Besides, native integrated placement is recommended to organically merge brand highlights and product merits into field-tasting footage. When cooperating with catering brands, the blogger can spontaneously mention premium raw materials and cost-performance during food tasting instead of hard-selling products deliberately. Finally, the volume of embedded advertisements should be restricted to prevent audience aversion caused by excessive commercial content.

Furthermore, content authenticity shall be set as a core creation criterion, and scripted food exploration as well as fraudulent reviews of all forms are prohibited. For commercially sponsored food vlogs, a rigorous auditing system is required including pre-tasting and supplier qualification verification to guarantee objective comments and refrain from exaggerated praise for dishes driven by commercial gains. In terms of after-sales management, the Vlogger shall respond promptly to user complaints and deliver feasible resolutions once product defects or consumption disputes emerge during live-stream sales and commercial promotions.

4.4. Improve Interactive Feedback Mechanism to Deepen Audience Engagement

For audience interaction, refined operation of the comment section should be strengthened to elevate the overall quality of user engagement. Systematic collection of audience feedback

concerning content formats, flavor preferences and visiting regions can be realized via fan groups, online questionnaires and live streaming interactions, so as to capture viewers' authentic viewing experiences and suggestions. On this basis, the official account ought to like, bookmark and reply to high-quality proposals on topic selection and content improvement. Interactive campaigns such as "Recommend Your Hometown Cuisine" can also be launched in the comment zone, transforming scattered casual comments from users into in-depth participatory practices.

As the target recipients of content services, audiences' expectations carry vital significance for optimizing content creation[14]. Leveraging platform background data, the Vlogger can analyze viewers' viewing habits, interactive behaviors and geographical distribution, and sort out high-frequency technical keywords from user comments related to shooting, special effects, editing and background music to track dynamic shifts in audience demands. Meanwhile, visualized feedback shall be provided regarding the adoption of fan suggestions and subsequent content revisions, with explicit markers indicating fan-recommended episodes. For instance, the campaign "Fans Order, I Taste" can be held, where the blogger specifies in videos that relevant episodes are produced based on followers' recommendations, enabling audiences to perceive the tangible impact of their participation on content generation.

5. Conclusion

With the four optimization strategies proposed above, we believe that Tebie Wulala, the prominent food-exploration Vlogger on TikTok is able to secure his leading position among food-exploration creators. Despite the fierce competition, a food-exploration Vlogger must adhere to the bottom line of being authentic, to prioritize continuous creative upgrading, to standardize commercial monetization and to explore the profound cultural value behind cuisines. From an industrial perspective, practitioners should further integrate food exploration with local cultural tourism based on high-quality content output to amplify the communication influence of regional food culture. Moreover, data algorithms can be adopted to dynamically meet shifting audience demands, streamline content creation and user feedback procedures, and ultimately facilitate the high-quality and sustainable development of food-exploration Vlogs on TikTok.

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