

## Analysis of Personality IP in Rural Cuisine Short Video Accounts—A Case Study of “Shuzhong Taozije” Postprint

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### Abstract

The “Sichuan Peach Sister” account evokes homesickness among countless migrant workers through its simple and authentic rural video style. Beginning short video production in 2018, the creator gained tens of millions of followers within a short period in 2020 by incorporating elements of rural daily life and familial affection through interactions with her husband Bao Lichun into her food preparation content, with average single-video view counts exceeding one million and growth rates rivaling those of Li Ziqi, thereby emerging as a leader in the national food short video segment. This paper will analyze the construction, positioning, value, and business model of the “Sichuan Peach Sister” personal IP, and finally provide relevant recommendations.

### Full Text

#### Analysis of Personal IP in Rural Cuisine Short-Video Accounts: A Case Study of “Shuzhong Taozije”

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**Abstract:** The “Shuzhong Taozije” account has captivated countless migrant workers with its authentic and down-to-earth rural video style. Since beginning short-video production in 2018, the account experienced explosive growth in 2020 by incorporating elements of rural daily life and familial interactions with her husband Bao Lichun, amassing ten million followers within a short period. With average single-video view counts exceeding one million and growth metrics rivaling those of Li Ziqi, the account has ascended to the pinnacle of the national food short-video landscape. This paper analyzes the construction, positioning, value, and business model of the Taozije personal IP, concluding with relevant recommendations.

**Keywords:** Rural Cuisine, Taozijie, Personal IP, Business Model

She is a rural housewife who, by documenting authentic farmhouse life, garnered over 20 million followers within just two years. Her view counts once surpassed those of Li Ziqi, successfully placing her among the top-tier creators in the food short-video domain. This Sichuan rural woman, reported and praised by China Central Television, appears on major platforms under the personal IP “Shuzhong Taozijie.” Her plain yet vibrant rural video style resonates deeply with migrant workers, earning her the moniker “nostalgia on the stove.”

“Shuzhong Taozijie” (hereinafter also referred to as “Taozijie”), born Gong Xi-angtao, hails from a small village in Zigong, Sichuan. At age 20, she met and married her husband Bao Lichun through an introduction, and they have a son and a daughter. After establishing their family, Taozijie became a housewife. Like many ordinary rural households, the Taozijie family’s life is neither affluent nor refined, yet it overflows with happiness and the warmth of daily living.

## 1. Current Status Analysis of the “Shuzhong Taozijie” Personal IP Account

According to relevant data, as of now, the “Shuzhong Taozijie” account has accumulated 22.179 million followers on Douyin, with 250 million total likes, a 30-day like increment of 7.076 million, and an average of 283,000 likes per video. These impressive metrics demonstrate the account’s substantial popularity, establishing it as a top-tier account in Douyin’s food category.

In recent months, both the volume and popularity of Taozijie-related content have surged. The account has intensified content production on Douyin, seen a sharp increase in reposts on Weibo, improved its visibility on Xiaohongshu, and launched operations on Bilibili. Taozijie is now operating at full capacity across multiple platforms.

[Figure 1: see original paper] “Shuzhong Taozijie” Social Platform Heat Trend

According to social data from the Shiqu Insights Engine for the past month, post-95s constitute the largest segment of Taozijie’s audience at 40%, followed by post-90s at nearly 30%. In particular, Gen Z university students frequently engage in discussions in her video comments, asking, “Is it normal for university students to watch Taozijie every day?” Compared to Li Ziqi’s audience, Taozijie follows a more niche path, gradually capturing the post-95 demographic. Her core audience is located in Beijing, Chongqing, Chengdu, Zigong, and Shanghai, with female fans accounting for 70-80% of her followers.

[Figure 2: see original paper] Age Distribution of “Shuzhong Taozijie” Audience

Since beginning short-video production in 2018, Taozijie’s follower count has skyrocketed from 3 million to over 20 million today, particularly after incorporating rural daily life and familial interactions with her husband Bao Lichun into her food preparation content in 2020. She once gained 4.7 million followers

in a single month, topping Douyin's follower growth chart at a rate that even surpassed the top-tier creator Li Ziqi, propelling her to the forefront of national food short-video bloggers. After achieving this remarkable turnaround within a year, the “Shuzhong Taozjie” account has focused on monetizing through the condiment market while popularizing Sichuan dishes such as bobo chicken, braised beef, and preserved mustard stems.

[Figure 3: see original paper] Shiqu Insights Engine - Emotional Value Comparison Between “Shuzhong Taozjie” and Industry's Hottest Brands

## 2. Positioning and Classification of the “Shuzhong Taozjie” Personal IP Account

### 2.1 Account Classification and Positioning

Using the genus-differentia definition method, we first identify the genus of “Shuzhong Taozjie” as “food short-video blogger.” We then determine the differentia—the distinctions between Taozjie and other species under this genus—namely: “a non-institutional rural food short-video creator who integrates life scenes and presents familial warmth and local customs through a family sitcom format.” Thus, Taozjie's classification can be defined as “a non-professional rural lifestyle food drama blogger who creates content centered on themes of food, rural life, family, and farming, presenting familial warmth and rural landscapes through an unpretentious style that reflects daily life.”

Through word cloud analysis of Taozjie's content, her content formula emerges: rural life + daily food + family warmth. Terms such as “food,” “plan,” and “peach” in the word cloud reveal significant audience interest in Taozjie herself. High discussion enthusiasm surrounds straightforward content like “rural” and “tutorial,” while frequently mentioned words like “potato” and “egg” reflect how Taozjie's videos resonate with everyday life. She uses the most unadorned ingredients and family moments to portray the extraordinariness of ordinary life.

[Figure 4: see original paper] “Shuzhong Taozjie” Word Cloud

### 2.2 Differentiated Advantages: The Secret to Traffic for “Shuzhong Taozjie” Distinct from Similar IPs

The “Shuzhong Taozjie” account presents a novel approach to IP development. Food content is not limited to a single track; creators can choose different entry points. Even on similar tracks, they can identify their own positioning and audience targeting, constructing unique differentiated labels through distinctive styles.

**2.2.1 Sichuan Label: Building a Regional IP with Sichuan-Chongqing Characteristics** The account ID “Shuzhong Taozjie” follows a “region + name” structure that clearly reflects its Sichuan-Chongqing origins. In terms

of linguistic identity, Taozjie employs authentic Sichuan dialect in her videos, maximizing the sensory stimulation of the region's spicy and numbing flavors. This aligns perfectly with her persona as a creator who prepares Sichuan cuisine and documents the spicy life of the Sichuan-Chongqing region.

**2.2.2 Practical Content: Simple and Accessible Food Tutorials** In each video, Taozjie shares her cooking secrets, using practical tips to retain existing fans and attract new viewers. Compared to other top-tier food IPs such as “Li Ziqi” or “Feizhuzhu’s Daily Life”—refined food bloggers whose videos feature exquisite visuals and presentation that most viewers find difficult to replicate—Taozjie’s advantage lies in her simple, barrier-free approach. From chopping ingredients to seasoning and plating, she works seamlessly with swift, satisfying movements. Her dishes, served in large bowls and plates, exude a homely, rustic charm. Whether preparing bobo chicken, tomato-fried eggplant, or lard-coated rice, the presentation may not be exquisite, yet it feels exceptionally approachable. Furthermore, Taozjie primarily makes home-style dishes with readily available ingredients and uncomplicated procedures, enabling even novice cooks to easily replicate her recipes. This instills tremendous cooking confidence in her online audience and constitutes her key differentiated advantage.

[2] Liu Yingjie, Ji Lili. An Analysis of Rural Culture Short-Video Communication Strategies from “Shuzhong Taozjie”[J]. *News Research Guide*, 2021, 12(09): 230-232.

**2.2.3 Reverse Thinking: De-Li Ziqi-fication and Authentic Life Traces** Bai Yansong once commented on Li Ziqi and Taozjie: “When people watch Li Ziqi, they see a distant place, see China, see a beautiful pastoral painting. But watching Taozjie feels more like looking at those around us, at familiar people, or even at one’s own daily life.” If Li Ziqi represents an unattainable pastoral idyll of poetic tranquility, then Taozjie embodies the tangible human warmth of daily necessities, household matters, and accessible everyday life.

In Taozjie’s videos, we see no poetic, dreamy filters or exquisite makeup. Instead, we find the tanned skin of rural life, down-to-earth brick houses, earthen courtyards, unpainted walls adorned with children’s drawings and award certificates, oil-stained wood-fired stoves and large spatulas, rows of hanging ladles and spoons, wooden benches, oversized round tables, and rural-specific elements like streams, bamboo groves, Chinese rural dogs, and homegrown vegetables. Taozjie constructs her persona and setting by presenting these commonplace rural scenes. Her backdrop is a simply decorated rural courtyard, her stage a timeworn kitchen, and her props a large stove requiring manual fire-starting. Yet it is precisely this immersion in vibrant human warmth, this unrefined creative approach, and these raw, authentic visuals that resonate emotionally with ordinary rural dwellers, compensate for urbanites’ inability to return to the countryside, and comfort those wandering far from home who cannot return to their native place. This has enabled Taozjie to establish deep emotional connections

and resonance with audiences weary of deliberate artifice and embellishment.

[3] Zhu Silin. Research on Douyin Short-Video Content Production: A Case Study of “Shuzhong Taozjie”[J]. *Cai Xie Bian*, 2021(10): 21-22.

**2.2.4 Vertical Segmentation: Shaping a Warm Family Sitcom** Even the most exquisitely shot food videos can cause audience fatigue if monotonous. To differentiate herself from similar food bloggers and highlight her unique personal IP, Taozjie centers her content on family sitcom-style short dramas around food preparation, presenting authentic moments from rural family life that infuse her videos with human warmth rather than cold culinary instruction. Taozjie’s videos follow an authentic food route, enhanced by genuine daily interactions between Taozjie and her husband and children, which imbues the account with even greater emotional warmth. The secret to her success lies in the fact that someone always loves the meals she prepares, distinguishing her from mere food bloggers. The moment her family enjoys her cooking, regional home-style cuisine is instantly elevated to one of humanity’s most precious emotions. Many viewers comment that watching the Bao family eat helps them endure the loneliness and helplessness of working far from home.

Taozjie’s videos revolve around her family’s authentic life experiences—house construction, family visits, outings, gatherings—essentially themes that resonate with the public and evoke emotional responses. The focus of her videos has shifted completely from food to life itself. These rural family stories, brimming with human warmth, have captivated audiences, who even binge-watched them as serial dramas during the pandemic.

Take a recent video with high follower and like growth as an example: In the video, Taozjie’s daughter asks for sweet-and-sour pork ribs, prompting Taozjie to cook with affectionate indulgence. During preparation, she interacts with her husband Bao Lichun, who proposes buying a fishing rod only to be rejected. After the meal is prepared, the family sits together at the table, chatting over dinner. The daughter complains to Taozjie, “exposing” her father’s misdeeds, which elicits Bao Lichun’s teasing remark: “You’re the kind of little cotton jacket that lets wind through from all directions.”

This effectively connects food with emotion, increasing the account’s emotional density. Such stories provide warm, authentic feelings that reflect genuine family dynamics present in every household. They evoke strong empathy, stimulating not only the urge to cook but also a desire to return to one’s own peaceful sanctuary.

[4] Li Yuxuan. The Rural World and Its Aesthetic Construction in Short Videos[N]. *China Art News*, 2021-04-21(003).

**2.2.5 Likable Persona: Building a Down-to-Earth Couple IP** A key figure who transformed the “Shuzhong Taozjie” account into a viral phenomenon

is her husband Bao Lichun. The couple exemplifies a traditional rural partnership: the husband works outside while the wife manages the home. Bao Lichun sells pork in the market daily, while Taozijing tends to farm work, household chores, and family arrangements.

Bao Lichun's image and demeanor accentuate Taozijing's diligent and gentle character. As more videos are released, audiences have developed a deeper understanding of Bao Lichun beyond surface impressions. Despite his rough exterior, he possesses an honest, unpretentious personality, and his casual behavior reflects sincere love for his family and Taozijing. In videos, Bao Lichun often appears verbally lazy but ultimately follows his wife's instructions. Occasional displays of machismo are promptly countered by Taozijing's sharp retorts. The family's daily life, filled with laughter, banter, joy, and playful anger, has become a stress-relief outlet for many viewers. For them, observing this grounded rural couple's life has become a primary motivation for watching.

Since Bao Lichun's appearance, Taozijing's follower growth has been explosive. The first half of her videos typically shows Taozijing cooking while Bao Lichun tends the fire and engages in witty banter; the second half features the family enjoying the meal together. Scenes of Bao Lichun eating are particularly compelling, with viewers claiming they can taste the deliciousness just by watching him. Many fans have suggested Bao Lichun become a mukbang blogger, and topics like "Domineering Pig-Farming CEO Falls for Beautiful Cook" and "Whole Net Supervises Bao Lichun's Water Heater Installation" have repeatedly trended on Douyin. All of this demonstrates the audience's immense affection for this rural couple. Later, Taozijing's videos have focused primarily on daily family life, with increasing scenes of the couple bickering over trivial matters. This authentic, unvarnished portrayal of a rural couple has captured viewers' hearts, showing them the real possibility of rural people achieving a better life through hard work. In later videos, Taozijing uses Bao Lichun for every video thumbnail, underscoring his substantial importance to the account's content.

[Figure 5: see original paper] "Shuzhong Taozijing" Videos Featuring Bao Lichun on Thumbnails

### 3. Development Stages of the "Shuzhong Taozijing" Personal IP Account

#### 3.1 Stage One: Account Development Period

In 2018, encouraged by her brother-in-law Huang Ming, Gong Xiangtao began experimenting with short videos. On August 3, 2018, Taozijing's content primarily consisted of simple food preparation tutorials. At that time, she rarely spoke or appeared on camera, featuring only food close-ups paired with incongruous background music—barely distinguishable from other food bloggers. Such videos lacked innovation and failed to make waves, resulting in mediocre performance, scant followers, and few videos surpassing 10,000 likes.

While maintaining a weekly update frequency of five videos, Taozjie began attempting to personify her IP. On November 10, 2018, she gradually increased her on-screen presence and started narrating her cooking tutorials, standardizing each video thumbnail to feature herself cooking.

From Taozjie's May 2019 Douyin video celebrating her birthday, we can observe her gradual emphasis on family interactions and rural life elements. Her videos began to convey human warmth, comfort, and authenticity. Visuals shifted from rough, simple kitchen stoves to courtyards, outdoor scenes, and rural markets, with camera focus moving from food alone to family life moments. Characters expanded from just Taozjie to include her children, in-laws, and husband. The format of Taozjie and her family appearing together, chatting while eating at the dinner table, eventually became standardized.

Thus, the first development stage of Taozjie's account—the development period—was essentially complete, with follower count exceeding three million.

### 3.2 Stage Two: Rapid Growth Period

The key figure who truly propelled Taozjie's videos to viral status was her husband Bao Lichun. His presence suddenly made Taozjie's image as a diligent, unpretentious rural housewife vivid and three-dimensional. On May 17, 2020, her first blockbuster video surpassing one million likes appeared, and the couple's "love-hate" daily life began gaining increasing fan affection. Subsequently, the focus of Taozjie's videos shifted toward life sharing. On July 6, 2020, a video of Taozjie making homemade pizza for her daughter received 2.546 million likes.

In terms of production quality, Taozjie initially used rudimentary equipment with monotonous shots and few camera angles. However, as her account gained popularity, video quality noticeably improved. Shots became more diverse and multi-angled, even incorporating drone aerial footage. Camera stability increased, video duration extended, and Bao Lichun began wearing specialized microphones for mukbang-style audio.

[4] Gan Luying. Analyzing the Popularity of Rural Self-Media Through Narrative Scene Construction: A Case Study of Douyin Influencer "Shuzhong Taozjie"[J]. *New Media Research*, 2021, 7(09): 55-58.

By this point, the second stage of Taozjie's account was complete (June 2020–December 2022), and she had truly joined the ranks of Douyin's top influencers with over 20 million followers.

## 4. Connotation and Value Analysis of the "Shuzhong Taozjie" Personal IP Account

### 4.1 Connotation of the "Shuzhong Taozjie" Personal IP Account

Several core connotations emerge in "Shuzhong Taozjie" videos: food, family, and rural homeland. These meanings permeate her content and are intimately

connected to her personal IP construction: food preparation and consumption occur within the family domain and living space, while Taozjie's family belongs to the rural homeland, deeply rooted in the countryside and land—natural and unpretentious. These elements intertwine to form a cohesive narrative that appears distinct yet complements each other, collectively shaping the multi-dimensional personal IP of “Shuzhong Taozjie.”

First is food. In Taozjie's videos, there are no shots of ingredient preparation, no meticulous measurement of seasonings, and no elaborate scene arrangement. Instead, she focuses on preparing food for her family, immersing cuisine in daily life. As a food expert, Taozjie's remarkable success stems from a distinctive characteristic: staying grounded. Beyond demonstrating food preparation, she incorporates life scenes that reveal the most unadorned aspects of rural existence, evoking audiences' infinite imagination of rural vitality.

Second is family. Chinese society is fundamentally kinship-based, so Taozjie's videos are inseparable from her nuclear family, often extending to her in-laws and parents' families—always centered on blood relations. Unlike other food bloggers limited to solitary immersive cooking, Taozjie imbues her video settings with the attribute of “home.” Through “VLOG + dialect” formats, she documents daily necessities, with the pervasive human warmth reminding viewers that beyond poetry and distant horizons lies the sanctuary of home. In her videos, food is not the protagonist; rather, the warm, amusing interactions between Taozjie and her husband and children prove more captivating. The harmonious coexistence of family and food comforts those lacking a sense of home or those wandering far from it, manifesting the enduring narrative charm of Taozjie's account.

Finally is the rural homeland. “Shuzhong Taozjie” constructs the visual foundation of rurality in two aspects. The first is responding to nostalgia. Nostalgia is a universal modern emotion and a deep attachment to rural landscapes. Even as large populations have migrated from villages to cities and established urban roots, the heterogeneity between urban and rural environments continuously shapes their imagination of home. What most attracts viewers may not be urban delicacies but the earthen pots and stoves of their hometowns, the smoky kitchen aromas, and the pure fragrance of free-range chicken and fish. Taozjie unfolds her narrative against this rural backdrop, recreating beautiful, intimate pastoral scenes and a sense of rural belonging integrated with nature. This allows audiences to find resonance and a call to their homeland in her videos, completing a poetic imagination and cathartic release of nostalgia. The second aspect is the construction of rural aesthetics. Compared to other short-video bloggers in the “three rural” domains, Taozjie pays greater attention to visual rhetoric, building an aesthetic trend of rural landscapes upon a foundation of authenticity. She even employs drone aerial photography to showcase the holistic rural vista: winding mountains, crisscrossing rice paddies, and interconnected paths. Through this, Taozjie re-establishes the symbiotic relationship between nature, rural homeland, and people.

[5] Chen Shiyong. Research on Problems and Countermeasures in “Three Rural” Short Videos[J]. Computer Knowledge and Technology, 2021, 17(25): 123-124+129.

## 4.2 Value Analysis of the “Shuzhong Taozjie” Personal IP Account

While Li Ziqi’s ethereal detachment from worldly concerns represented an idealized pure land for many, it is the human warmth that “Shuzhong Taozjie” displays that truly comforts ordinary people. Through the simple act of savoring daily meals, Taozjie offers spiritual solace to wanderers far from home, introduces audiences to the rural customs and culinary culture of the Sichuan-Chongqing region, and simultaneously drives local economic development and rural revitalization.

**4.2.1 Emotional Bond: Evoking Audience Resonance** The reason “Shuzhong Taozjie” has garnered such immense traffic and attention, becoming a phenomenon of cultural communication, lies largely in establishing an emotional symbiotic relationship with her audience. Beyond showcasing down-to-earth Sichuan-Chongqing cuisine preparation, Taozjie incorporates authentic life fragments that allow viewers to experience rural “small but certain happiness.” It is precisely this human warmth in Taozjie’s family interactions that brings freshness and immersive experiences to urban audiences far from rural life, touching the softest parts of their hearts amid fast-paced living. Additionally, Taozjie provides spiritual healing for rural migrant workers and students studying far from home, creating an irresistible appeal that restores the most primal emotions of homeland for most wanderers.

**4.2.2 Driving Peripheral Development: Contributing to Rural Revitalization** Through the power of “short videos + live-stream e-commerce,” Taozjie has helped local Rong County products reach broader markets—an essential component of rural revitalization. “Shuzhong Taozjie” is not merely a Rong County influencer but an ambassador for rural revitalization, making her particularly valuable compared to other influencer food bloggers.

Taozjie not only helps local residents increase their income and achieve prosperity but has continuously contributed to her hometown’s rural revitalization. Currently, the “Shuzhong Taozjie” account has generated over 300 million yuan in sales through short-video monetization and live-stream e-commerce, solving employment issues for over 150 local people. Regarding preserved mustard stems alone, she has mobilized nearly 5,000 suppliers and local farmers in Zigong’s Rong County to cultivate more than 20,000 mu of the crop, with sales reaching 2 million bags of preserved mustard stems and radish strips. Simultaneously, “Shuzhong Taozjie” actively cultivates e-commerce talent through “external introduction and internal training,” organically combining rural revitalization with the e-commerce industry to initiate a new paradigm for county-level rural revitalization.

Furthermore, Taozjie actively promotes the development of Rong County's tourism economy, becoming a new tool for stimulating local tourism. She attracts tens of thousands of out-of-town tourists annually to scenic spots such as the Giant Buddha Scenic Area, Yuzhang's Former Residence, and Gaoshiti Forest Park, powerfully driving economic growth in Zigong's Rong County and unlocking the "digital potential" of county-level tourism resources.

**4.2.3 Return of Rural Culture: Achieving Cultural Confidence** Professor Fei Xiaotong proposed in *From the Soil* that Chinese society possesses rural characteristics, and that the essence of Chinese culture is rural culture. However, current responses to rural culture are often based on an elite "othering" perspective, with marginalized rural groups remaining voiceless, resulting in the absence of rural culture.

As a rural influencer, Taozjie uses food as a medium to convey the rural customs of Sichuan-Chongqing through her lens. Unlike other top-tier food short-video bloggers, her videos possess an authentic aesthetic that serves as a genuine microcosm of Sichuan's countryside, bringing unembellished rural life back into public view. In her footage, rural landscapes, countryside cuisine, and agricultural products all carry cultural attributes with lingering, memorable significance. Through a diverse series of short videos capturing rural life, Taozjie has awakened shared aspirations, memories, and nostalgic sentiments in people's hearts, along with deep affection for rural areas and the land. On this foundation, she has constructed a "new emotional structure" toward rural culture among audiences, reshaping public confidence in and return to rural culture.

**4.2.4 Promoting Hometown Brands: Advocating for Sichuan-Chongqing Cuisine** In Taozjie's Douyin and Kuaishou stores, all products originate from the brand incubated by her account—Shuzhong Taozjie. The product content is highly relevant to Sichuan local cuisine, primarily featuring specialty agricultural products, condiments, and meat products from Zigong's Rong County and surrounding areas, such as dried radish, preserved mustard stems, cold rabbit dishes, and bobo chicken seasonings. Among these, bobo chicken seasoning, preserved mustard stems, and hot pot bases have received widespread acclaim. Through Taozjie's live streams and e-commerce promotion, local agricultural products have reached dining tables across the nation, while also introducing more people to Sichuan-Chongqing cuisine.

Leveraging her influence and reach, "Shuzhong Taozjie" has become a distinctive ambassador for her hometown. In September 2020, Taozjie participated in Douyin's "Sichuan New Farmer Team" initiative to support new Sichuan farmers, sharing authentic Sichuan farmhouse scenery and rural culture with netizens and actively helping Sichuan culinary culture reach beyond its borders. On November 26, she appeared at the Sichuan Consumer Goods Exhibition in Chengdu, themed "Integrating into the Chengdu-Chongqing Dual-Circle Construction, Promoting Industrial Renewal in Zigong," where she joined organizers

in promoting Sichuan food culture, expanding the influence and driving power of Zigong’s culinary traditions.

#### 4.2.5 Couple Persona Orientation: Establishing Universal Values

The daily interactions between “Shuzhong Taozjie” and her husband Bao Lichun show audiences a grounded, simple, and unpretentious relationship model. The love they display involves few material factors; their life together is pure and beautiful, demonstrating a paradigm of mutual affection: true love doesn’t require wealth, a big house, or luxury items like designer lipstick and bags. Instead, it requires mutual support, acceptance, and building a life together with practical steps.

Taozjie’s viral success also reflects the right value orientation. She chooses authentic life over the fame-and-fortune circus of short-video platforms. Her videos feature no elaborate sets, no forced jokes, and no pre-written scripts. She shows viewers the rural environment, the pigs she raises, presenting a pure, natural life to her fans. Life requires not only material needs but also beautiful aspirations—simple and sincere living, of which “Shuzhong Taozjie” is an excellent representative.

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