

A Preliminary Study of “Short Video + Live Streaming” E-commerce Teaching Under the Rural Revitalization Strategy (Postprint)

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Abstract

Recently, numerous regions across China have explicitly proposed establishing e-commerce “short video + live streaming capitals” and “headquarters bases for the live streaming economy,” incorporating e-commerce streamers into talent recruitment policies, thereby igniting a surge in developing the e-commerce live streaming economy. While the e-commerce major has evolved rapidly, e-commerce pedagogy has failed to keep pace with contemporary developments. The entry threshold for this major is relatively low, yet its application domain is remarkably extensive, spanning various societal fields and levels. Graduates may operate online stores and engage in customer service within the service sector, manage operations of listed corporations or micro-enterprises, or even pursue rural network marketing. Professionals trained in e-commerce can be integrated across diverse industries. E-commerce students must acquire a broad knowledge foundation encompassing macroeconomics, management science, marketing analytical capabilities, and enterprise operational models. The core competency, however, lies in the capacity to analyze economic growth within specific market domains and formulate strategies to advance economic management in targeted sectors. This article further investigates pedagogical strategies for rural e-commerce.

Full Text

A Preliminary Study on E-commerce Teaching of “Short Video + Live Streaming” Under the Rural Revitalization Strategy

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Abstract: Recently, many regions in China have explicitly proposed building e-commerce hubs for “short video + live streaming” and “live streaming economy

headquarters,” and have included e-commerce anchors in talent introduction policies, sparking a boom in developing the live streaming economy. Although e-commerce as a major is developing rapidly, e-commerce teaching has failed to keep pace with the times. The entry threshold for this major is relatively low, yet its applications are extensive across all fields and levels of society, ranging from opening online stores and customer service to managing listed companies or micro-enterprises, and even rural online marketing. E-commerce graduates can be absorbed by various industries. Students in this major need to acquire broad knowledge, including macroeconomics, management, marketing analysis capabilities, and business operations, with the key focus being the ability to analyze economic growth in specific market sectors and propose strategies to promote economic management in those fields. This paper further explores teaching strategies for rural e-commerce.

Keywords: Rural revitalization strategy; Short video + live streaming; E-commerce teaching

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Since the 19th National Congress of the Communist Party of China proposed the rural revitalization strategy, the “three rural issues” have been elevated to a national strategic level. “Short video + live streaming” e-commerce plays a significant role in the process of rural revitalization and poverty alleviation. Agricultural product short-video live streaming e-commerce, which has emerged through social fission and “short video + live streaming” as the main display method, has become the primary operation mode of the new e-commerce representative in the agricultural e-commerce industry. At the latest “14th Five-Year Plan” conference, General Secretary Xi Jinping emphasized that to achieve national rejuvenation, we must revitalize rural areas, comprehensively upgrade the rural economy, and enable farmers to live more prosperous and beautiful lives. According to the latest national census report, China’s rural population accounts for 36.11% of the national population, exceeding one-third of the total population. Therefore, making farmers prosperous is essential for achieving overall prosperity and effectively advancing the rural revitalization strategy.

1. The Significant Role of “Short Video + Live Streaming” in E-commerce Applications

The 21st century is an information age filled with a dazzling array of electronic devices, promoting intelligent living and smart homes. Everyone walks while holding a mobile phone, scrolling through Douyin while waiting for the subway, checking news while waiting at traffic lights, and using their phones during every gap in daily life. Since the rise of “short video + live streaming,” numerous platforms have emerged, such as the most popular Douyin, Kuaishou, Huya Live, Toutiao, and others. These apps not only enable live streaming but also play

short videos. While browsing short videos, users can follow anchors of interest and receive notifications when they go live. People from elementary school students to elderly individuals in their sixties enjoy watching live streams or short videos, representing a new trend. In this big data era, short videos are ubiquitous, and everyone can share their lives through various means. Each person has different preferences for short video and live streaming apps.

1.2 Promoting Economic Development and Advocating National Policies

In the early stages when live streaming and short videos first became popular, people mainly filmed funny video clips or documented their daily lives. With economic development and social needs, “product-selling anchors” emerged—通俗地讲, they sell products in their short videos or live streams, recommending products to viewers to increase sales and enhance purchasing desire, thereby accelerating economic circulation. These anchors try products themselves before promotion, explaining product performance to consumers, highlighting strengths and weaknesses, providing authentic product reviews to help consumers avoid pitfalls and find the most suitable products for them. Li Jiaqi, previously the most popular anchor, sold a wide variety of products, including not only women’s cosmetics but also daily necessities, brand clothing, and household items. His live streams could attract millions of viewers, with many consumers complaining they “couldn’t get the products,” demonstrating the explosive popularity of these sales events. During the pandemic prevention and control period, Li Jiaqi co-hosted a “product-selling” event with a CCTV host, creating the trending Weibo hashtag “Little Zhu Pei Qi” to help sell Hubei agricultural products and specialties. This generated tremendous exposure, revitalized Hubei’s economy, enabled Hubei farmers to maintain income during the pandemic, and transformed their plight. This sales method was widely welcomed and sought after by netizens, with people rushing to purchase and creating supply shortages, as consumers trust this consumption model, trust the short video live streaming platform, and trust the video protagonist. “Short video + live streaming” has made significant contributions to China’s economic development and promoted local economic growth, representing an essential component of e-commerce that utilizes various means to enhance economic circulation and activate the economy for social benefit.

2. “Short Video + Live Streaming” E-commerce Teaching

2.1 Leading Students into Rural Areas for Practical Teaching

Many “short video + live streaming” anchors try products before selling them in videos. Based on the rural revitalization strategy, teachers can lead students into rural areas for hands-on practice. Rural economic sources largely come from planting and selling crops or poultry farming. These agricultural products are mostly artificially planted and raised, natural and pollution-free, making them more aligned with current health concepts compared to packaged goods in cities, and

particularly popular among young people. Teachers and students can experience rural life together, with each student establishing social media accounts on different live streaming platforms for simulated operations. Students can film their rural observations into videos and develop their own marketing strategies, such as how to market products and increase video popularity on platforms to attract more viewers and purchases. Many students film scenes of farmers cultivating land or the spectacle of fruit picking. For example, Guangxi's Rongxian county is famous for its Shatian pomelos, Wuming district in Nanning for its 沃柑, and Lipu city for its 砂糖橘—these are all local specialty fruits. Due to Guangxi's heavy rainfall and subtropical climate, it produces many sweet and delicious fruits. Students posting videos of these fruits on social platforms can quickly trigger viral spread, increasing the visibility and positive exposure of Guangxi's agricultural products. Some students integrate with local farmers, narrowing the distance between themselves and farmers, deeply experiencing the hardships of agricultural labor, filming funny videos, or live streaming their work as alternative ways to attract netizens' attention, establishing their short video style and marketing approach, and building the anchor's "persona" to surge their social media following. Regardless of the method used, the ultimate goal is to showcase rural products, enable product sales, and be purchased by more people to avoid losses from unsold seasonal crops. Through this learning process, students must fully develop their marketing plans, treat their social media accounts as small companies for simulated operations, and become leaders in company operations. The entire process from planning to market capture to successful sales enhances students' overall e-commerce capabilities. Therefore, students learn not only marketing and planning abilities but also communication skills—using clever language to encourage purchases is an essential skill in e-commerce. This practical teaching method effectively improves students' understanding of e-commerce and enhances their new media operation skills.

2.2 Expanding Teaching Channels to Quickly Capture Economic Markets Currently, there are numerous channels for watching short videos and live streams. In the past two years, WeChat launched a new feature called "Look," enabling users to scroll through short videos as another way to obtain information. Live streams and short videos are everywhere, accessible through various means for everyone to share their lives. Each person prefers different short video and live streaming apps. How to quickly capture markets and identify hidden consumer groups is a specialized knowledge. For example, some rural areas in Guangxi grow fruits rich in vitamins that align with modern health concepts. Fruits can be consumed in various ways: fruit salads, fresh juice, fruit tea, jam, fruit wine, etc. To make rural products suitable for different demographics, teachers can have students record different fruit preparation methods. Many young people prefer fruit salads, while housewives like preparing fresh fruit juice for their families in the morning. Different consumption methods target different consumer groups. Teachers must help students understand that e-commerce learning involves not only marketing but also market analysis capabilities—learn-

ing to analyze current agricultural products, capture markets, occupy market share, and attract more consumer groups to their products. Many people purchase products not out of necessity but because they happen to see them and develop the desire to buy. How to make more consumer groups see the product? Through short videos or live streaming displays to increase exposure, presenting the product to more people so that purchasers no longer hesitate, as they already have ideas and answers while watching videos. This is the charm of short videos and live streaming—they enable people thousands of miles away to understand the production and living conditions of a place. Students can register accounts on several live streaming platforms to increase agricultural product exposure, showcase their products to more people, and thus expand markets.

2.3 Improving Students' Technical Skills: Learning Video Editing and Product Photography

Many people choose online shopping because products look good in videos or live streams, not because they have physically touched them. 通俗地讲, consumer purchasing is also about “appearance” —this is the primary consumption standard for all age groups. Many people choose apples in supermarkets without scars, red and fresh-looking; even when buying rice, they carefully select varieties with fuller grains and more crystal-clear color. E-commerce teaching under the rural revitalization strategy also requires students to possess certain video editing and product photography abilities to showcase products' best aspects in “short video + live streaming.” PS technology is a skill many majors need to master, especially for e-commerce students who must proficiently apply various PS functions for image beautification and video editing. Different filter overlays can show different image effects, and with numerous filter types, students need to use different filters for different products. Rural scenery can also be filmed—rural revitalization can rely on rural tourism. Many company team-building events and family outings prefer scenic mountainous areas with agritourism for rest and meals, which are very popular. As a major tourism province, Guangxi has famous attractions such as Gupo Mountain, Daming Mountain, Hechi Small Three Gorges, and Weizhou Island, mostly located in rural areas with villages at their foothills. Students can film beautiful scenes at the mountains' base or use short videos to promote agritourism projects in rural areas, attracting tourists and promoting rural tourism development. Developing rural tourism requires teachers to strengthen students' aesthetic education for videos and images, improving their aesthetic abilities to enable editing and filming from a popular perspective. To implement the rural revitalization strategy, teachers must also appropriately cultivate students' ideological awareness, enhance their gratitude consciousness, and regularly organize Communist Youth League and Party member meetings to encourage participation. Meeting content can include recent national news, latest policies, or playing videos of Tiananmen military parades during National Day to enhance students' national pride, reminding them to keep their mission in mind, repay society, their hometown, and their motherland, and take building the nation' s economy as their responsibility. This enables more e-commerce talents

to prioritize rural revitalization and national prosperity in their learning and entrepreneurship, achieving the rural revitalization strategy.

2.4 Enhancing Students' Economic Knowledge for Financial Planning in Simulated Operations In fact, e-commerce majors need the broadest learning scope, requiring not only the ability to analyze markets and grasp market development trends but also business acumen and photography skills, along with basic accounting knowledge to better engage in this industry—相当于 the work content of different positions in a company, which e-commerce professionals should all understand. Therefore, teachers must also continuously improve students' financial capabilities, as financial capability is interrelated with market analysis. Short videos and live streaming online not only allow students to showcase themselves externally but also enable them to learn relevant knowledge through this platform, increasing their knowledge reserves. Currently, some classes are also presented through live streaming, providing students with “in-class + after-class” comprehensive teaching that enables learning anytime and anywhere, which is very convenient. In the rural revitalization development strategy, during students' simulated operations, they must not only conduct market analysis but also price agricultural products. From planting costs to later maintenance and manual picking, certain costs are involved. Students must amortize and calculate these costs, estimate product net profit before sales, estimate losses from agricultural product damage and uncontrollable factors, and compare pricing with competitors in the same industry. Prices cannot be too high compared to competitors, as that would allow opponents to seize market opportunities, nor too low, causing farmers' income levels to shrink severely and resulting in “losing deals.” Setting prices that benefit farmers while ensuring product sales and consumer satisfaction requires a series of financial calculations to be estimated before product sales. At the end of the sales process, students must also estimate and summarize all income to help farmers allocate income reasonably. In this simulated operation process, students play multiple roles as finance, marketing, and operations personnel. Based on these needs, teachers can record some popular science tips on financial knowledge during daily leisure or live stream in their spare time for students to watch, teaching in another way to consolidate theoretical knowledge after class, fill gaps, achieve precise teaching, and enhance e-commerce students' financial proficiency. After all, dedicated classroom teaching on financial knowledge accounts for a small proportion of e-commerce curricula, yet market analysis and forecasting cannot be separated from financial knowledge reserves, so appropriate offline financial teaching can be developed. If teachers cannot live stream, they can recommend short videos or anchors related to financial knowledge to students for self-study and mastery of additional e-commerce knowledge.

Conclusion

Driven by the pandemic and new economic models, the influence of “short video + live streaming” product sales continues to expand. While “short video

+ live streaming” is booming, market demand for related talents is also growing. Strengthening the cultivation of “short video + live streaming” talents necessitates reforming traditional e-commerce teaching methods. E-commerce talents have become essential for social and economic recovery and a crucial marketing method in the post-pandemic era. Cloud shopping and cloud sales have become mainstream, and people increasingly prefer this consumption model. Moreover, it can stimulate post-pandemic economic development and restore social prosperity more quickly. E-commerce teaching teachers must actively update their teaching concepts, innovate teaching methods, and prioritize practical teaching, enabling students to learn e-commerce through practice. If students are the hope of the nation’ s future, then teachers are the sowers of that hope. Teachers’ instruction has an extraordinary influence on students. Teachers should enable students to understand the practical role of e-commerce and apply e-commerce knowledge more flexibly and innovatively, jointly building the nation’ s future and contributing to its prosperity.

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Note: Figure translations are in progress. See original paper for figures.

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