Intelligent Media as a Support for National Identity Integration: Communication Challenges and Practical Innovations in Values Education

Nan Jiang, Hua Xiang

Zhejiang Open University, School of Marxism, Hangzhou, Zhejiang, 310012, China

Abstract

In the digital era of rapid information technology iteration, intelligent media-with core attributes of real-time immediacy, immersive interactivity, and precision targeting-has become a key vehicle for integrating national identity into values education. Its applications, from short-video "national trend" culture to VR revolutionary history simulations and national achievement livestreams, redefine national identity transmission. However, algorithm-driven distribution, fragmented information, and superficial interaction bring latent communication barriers. This paper analyzes the logical connection between intelligent media and national identity communication: enhanced efficiency breaks temporal-spatial constraints, innovative formats enable experiential engagement, and precision targeting tailors content. It then dissects three challenges: cognitive narrowing from algorithmic echo chambers, value erosion from content alienation, and emotional disengagement from interactive estrangement. Finally, it proposes solutions: algorithm optimization for value guidance, "immersive technology + micro-narrative" content innovation, and multi-stakeholder collaborative interaction. The research aims to improve the timeliness and effectiveness of digital-age values education.

Keywords

Intelligent Media, National Identity, Values Education, Communication Dilemmas, Practical Innovation

1. Introduction

The global spread of cutting-edge technologies-including 5G high-speed connectivity, VR/AR immersive simulation, and algorithmic recommendation system predictive precision-has pushed intelligent media to the core of social education. On short-video platforms like Douyin and Kuaishou, "national trend" challenges, such as young creators showcasing traditional Hanfu paired with modern fashion or demonstrating the craftsmanship of intangible cultural heritage like cloisonné, have gained billions of views, making national culture accessible to Gen Z. Interactive H5 products, such as "My Family's 70-Year Journey with New China," invite users to upload family photos and anecdotes, weaving personal memories into national development narratives and generating over 100 million participations within a month of launch [1]. Livestreams of national achievements, from China's space station module launches to the Hong Kong-Zhuhai-Macao Bridge opening, let global audiences witness milestones in real time, fostering pride and belonging.

This technological empowerment breaks traditional values education temporal-spatial constraints: national identity is no longer limited to classrooms, textbooks, or offline exhibitions but reaches individuals anytime, anywhere via mobile devices. However, it also brings unprecedented challenges. When algorithms prioritize user preferences over value diversity, audiences fall into "information cocoons"-a young person interested in subculture may never encounter national history content. When revolutionary narratives, such as the story of the Long March, are condensed into 15-second "soundbites" without historical context, heroic deeds risk becoming clickbait. When "liking" a patriotic video is the only engagement form, national identity may become a superficial "symbolic gesture" rather than a deep value. Here, national identity dissemination faces a paradox: "increased efficiency coexists with diminished depth."

As Benedict Anderson argued in Imagined Communities, national identity is an "imagined political community" rooted in individuals' emotional attachment to a nation's history, culture, institutions, and shared destiny. Effective media dissemination is essential for this attachment to become a universal value consensus. Intelligent media restructures this process by shifting from one-way indoctrination to two-way interaction, but it does not eliminate communication barriers. Instead, its technical logic-centered on user retention and traffic maximization-often conflicts with values education's long-term, depth-oriented goals.

How to address technology-driven contradictions? How to leverage intelligent media advantages like interactivity and precision while mitigating limitations like echo chambers and superficiality? How to truly integrate national identity into daily values education, resonating with diverse audiences from rural left-behind children to overseas compatriots, and from teenagers to the elderly? These questions are urgent for education and communication fields. Adopting a critical perspective balancing technological optimism and pragmatic caution, this paper focuses on three core dimensions: the underlying logic of national identity transmission via intelligent media, practical challenges in this process, and innovative solutions [2]. It seeks to provide a theoretical framework and actionable reference for advancing

digital-age values education.

2. The Logical Connection Between Smart Media and Integrating National Identity into Values Education

Intelligent media's role in national identity integration is more than a "tool upgrade"; it restructures the core logic of national identity communication. Traditional media like textbooks, television, and newspapers relied on a "top-down" model: educators or institutions defined national identity content, such as historical events and cultural symbols, and audiences passively received it. This rigid, impersonal model struggled to engage diverse groups, especially younger generations. In contrast, intelligent media transforms the process by shifting from "unidirectional indoctrination" to "bidirectional interaction" and from "abstract concept delivery" to "tangible experience creation." This transformation relies on three key dimensions: enhanced communication efficiency, innovative formats, and precision targeting.

2.1 Enhanced Communication Efficiency: Breaking Temporal-Spatial Constraints

One major advantage of intelligent media is overcoming traditional values education's temporal-spatial limitations. Leveraging 5G low latency, high bandwidth, and ubiquitous mobile devices like smartphones and tablets, national identity content can be transmitted in real time to audiences across geographic and demographic boundaries, enabling "anytime, anywhere value immersion."

For example, the "National Poverty Alleviation Achievement Exhibition" on the Xuexi Qiangguo APP-China's leading values education platform-uses 5G livestreaming and high-definition video to showcase transformations in poverty-stricken areas like Guizhou and Yunnan mountainous regions. The six-month exhibition attracted over 280 million visits, with audiences including rural migrant workers who viewed their hometown progress, students who learned about poverty alleviation policies, and elderly citizens who compared past and present living conditions. Similarly, left-behind children in Sichuan rural areas regularly watch short videos from parents working in cities [3]. These videos often include urban development clips like new subway lines and skyscrapers or national event footage like the National Day parade. They bridge the gap between personal lives and national narratives, fostering connection to national progress.

Overseas compatriots also benefit from this efficiency. During major national events, such as the Tiananmen Square National Day flag-raising ceremony or Communist Party of China founding anniversary, overseas Chinese communities participate in real time via livestreams on platforms like WeChat and YouTube. In 2023, the Tiananmen National Day livestream attracted over 50 million overseas viewers, with comments like "Watching the flag rise from thousands of miles away makes me proud to be Chinese." This real-time engagement ensures national identity is not diluted by distance but remains a living, shared experience.

Essentially, intelligent media's efficiency turns national identity dissemination from a "location-bound activity" to a "borderless practice," ensuring diverse groups-regardless of location or occupation-can access content reinforcing their national connection.

2.2 Innovative Communication Formats: Enabling Experiential Identification

Traditional values education often used abstract text, such as textbook descriptions of the Long March, or static images like black-and-white photos of revolutionary heroes. These failed to evoke emotional resonance in audiences accustomed to dynamic, interactive media. Intelligent media addresses this by using immersive technologies like VR/AR and digital twins, plus interactive design, to create "experiential scenarios" where users "participate" in national identity narratives instead of merely consuming them.

VR technology has notably revolutionized historical and patriotic content experiences. For instance, the China National Museum's "Virtual Long March" project uses VR headsets to recreate key 1934-1936 Long March moments, such as crossing the Dadu River and climbing Snowy Mountains. Users wear VR equipment to "walk" with revolutionary soldiers, feeling mountain cold, food scarcity, and journey urgency. A pilot program in 500 Chinese high schools found 87% of students reported "deeper understanding of the Long March spirit" after the VR experience, compared to 45% who learned via textbooks. Similarly, AR applications like "Find the Red Relics" let users scan historical sites like the Zunyi Conference site with smartphones, triggering 3D past event animations and contextual information [4]. This "augmented reality" bridges present and past, making history tangible.

Interactive H5 content further boosts experiential engagement by linking personal and national identities. The aforementioned "My Family and New China" H5 asks users to input birth year, family occupation, and key life events like moving or college enrollment. It then generates a "personal timeline" overlapping with national milestones such as the 1978 reform and opening-up launch and 2020 absolute poverty elimination. A 2022 survey of 10,000 users found 76% reported "stronger connection between my family's story and the country's development" after using the H5. This format meets contemporary audiences'-especially youth's-demand for "participatory learning," turning national identity from abstract textbook language into an emotional experience tied to personal lives.

2.3 Precision Targeting: Delivering Personalized Value Content

Unlike traditional media's "one-size-fits-all" dissemination-such as a single TV program for all ages-intelligent media uses algorithmic recommendation systems to analyze user data. This data includes age, occupation, interests, and

browsing behavior, allowing delivery of personalized national identity content. This precision ensures content resonates with diverse segments, avoiding the "irrelevance" plaguing traditional values education.

For youth, algorithms prioritize content aligning with innovation and youth culture interests. On Bilibili-a Gen Z-popular video platform-algorithms push short videos titled "A Day in the Life of a 25-Year-Old Aerospace Engineer" or "How Gen Z Is Reviving Traditional Embroidery" to users who frequently watch tech or fashion content. These videos frame national identity around "serving the nation through science and technology" or "preserving cultural heritage," themes matching young people's desire to contribute to society. Bilibili data shows such videos have an average 65% completion rate, far higher than the platform's 40% overall average, indicating strong engagement.

For grassroots workers like community officials, farmers, and migrant workers, algorithms focus on institutional advantages and local development content. Platforms like Kuaishou-with a large rural user base-recommend videos like "Community Governance Innovations in Small Towns" (showing a village using digital tech for public service management) or "How Farmers Benefit from Rural Revitalization Policies" (featuring a family increasing income via agricultural product e-commerce sales). These stories highlight national policies' tangible impact on daily lives, reinforcing that national identity ties to concrete well-being improvements.

For cultural enthusiasts, algorithms prioritize content deepening cultural confidence, such as documentaries about "The Restoration of Ancient Murals in Dunhuang" or "The Story of a Master Craftsman Making Blue and White Porcelain." These videos showcase Chinese culture's richness and continuity, appealing to heritage preservation-focused audiences.

Essentially, this precision targeting is how intelligent media turns "national identity" from a monolithic "grand narrative" into diverse "individual daily narratives." When a young aerospace engineer sees peers contributing to national science and technology, or a farmer watches another rural family's success story, national identity ceases to be a distant abstract concept and becomes a value choice tied to personal aspirations. Yet this transformation carries risks: the same algorithmic logic enabling precision can create echo chambers, and engagement focus can cause content alienation-challenges explored in the next section.

3. The Challenges of Integrating National Identity into Values Education Supported by Smart Media

While intelligent media offers unprecedented national identity integration opportunities, its technical logic-rooted in user retention, traffic maximization, and short-term engagement-often conflicts with values education's long-term, depth-oriented goals [5]. This conflict appears in three interrelated challenges: cognitive narrowing from algorithmic echo chambers, value erosion from content alienation, and emotional disengagement from interactive estrangement. These challenges not only reduce values education effectiveness but also risk distorting public understanding of national identity.

3.1 The Algorithmic Echo Chamber: Cognitive Narrowing Leads to Fragmented Identity

The "interest-first" logic of algorithms enhances content reach efficiency while simultaneously constructing closed "information echo chambers." Users who consistently consume content aligned with their preferences gradually develop a "selective acceptance" of national identity. Audiences focused on social issues may continuously encounter amplified negative events, leading to a one-sided perception of national development. Youth immersed in subcultures may be pushed content detached from mainstream values, resulting in fragmented understanding of national history and culture.

More alarmingly, some platforms push extremist content for traffic-such as pitting "individual demands" against "national development" or distorting historical events. These narratives, amplified by algorithms, create "cognitive echo chambers" where individuals reinforce doubts about national identity within closed information environments, potentially fostering value inversion. Ultimately, the "holistic understanding" essential for national identity is fragmented into "disconnected pieces." Individuals perceive only developmental challenges while overlooking achievements; they focus solely on personal interests, severing ties with the nation's destiny.

3.2 Content Alienation: Entertainment and Fragmentation Undermine Value Depth

The "short, fast, fun" dissemination ecosystem of smart media inherently conflicts with the "deep value transmission" required for national identity. On one hand, entertainment-driven content dilutes the seriousness of values education: some creators adapt revolutionary narratives into "jokes" to attract traffic, using comedic voiceovers to deconstruct revolutionary scenes, reducing heroic deeds to mere attention-grabbing tools. On the other hand, content fragmentation disrupts value transmission-a 15-second "poverty alleviation" clip cannot showcase the institutional strengths of targeted poverty reduction or the dedication of officials and citizens, conveying only superficial impressions that fail to foster rational identification [6].

More critically, "value misalignment" occurs: some content reduces "national identity" to "symbolic expression," relying solely on waving flags and playing national anthems to create atmosphere without explaining "why to love the country" or "how to love the country." Other content pits "national identity" against "foreign cultures," using extreme rhetoric to reject multiculturalism, deviating from the core value of "openness and inclusiveness." Such distorted content strips national identity communication of depth, reducing it to shallow "emotional venting."

3.3 Interactive Alienation: Superficial Engagement Leads to Emotional Disconnection

While smart media provide interactive technologies, engagement often remains "superficially formal": user participation in mainstream value content typically involves passive actions like 'liking' or "sharing," lacking deep reflection or emotional investment. Discussions on patriotic topics frequently devolve into "slogan-like comments" or "emotional arguments," either resorting to empty expressions like "no regrets for being born in China" or escalating into confrontations over differing viewpoints, making rational dialogue difficult.

The root cause lies in the absence of "user agency": content design ignores audience needs-for instance, national identity education for youth still relies on 'didactic' frameworks without integrating their interests (like gaming or anime) into scenarios. The lack of "two-way feedback" mechanisms means disseminators focus solely on "view counts" without collecting user opinions, causing content adjustments to become disconnected from actual demands. When users cannot achieve emotional resonance through interaction, national identity struggles to deepen from the "cognitive level" to the "emotional level," ultimately becoming a "one-time information encounter."

4. Practical Innovation Pathways for Integrating National Identity into Values Education Through Smart Media Support

Addressing algorithmic echo chamber, content alienation, and interactive estrangement challenges needs a systemic approach aligning intelligent media technological capabilities with values education core goals. The solution is not rejecting technology, but reshaping its application around three guiding principles: algorithms serve "comprehensive cognition," content returns to "deep transmission," and interaction fosters "emotional resonance." Below are three practical innovation pathways for the intelligent communication ecosystem [7].

4.1 Algorithm Optimization: Building a "Value-Oriented" Dissemination Mechanism

To break algorithmic echo chambers and prevent cognitive narrowing, we must replace current platform "traffic-first" logic with a "value-oriented" algorithmic framework-balancing user interests with diverse value-driven content needs. This requires three key steps: integrating value weighting into algorithmic models, enhancing algorithm transparency, and strengthening ethical regulation.

First, incorporating "national identity content weighting" into algorithmic models ensures users get diverse perspectives while engaging with interest-based content. Instead of pushing only preference-matching content, algorithms should include a minimum proportion of national identity content broadening users' cognition. On short-video platforms, for example, algorithms could ensure every 10 user-watched videos (like subculture or entertainment) include at least 1 national identity video (like historical education or cultural heritage). A 2023 Kuaishou pilot found this "1:10 ratio" increased user national identity content exposure by 40% while maintaining overall engagement (daily active user drop below 2%). For users with extreme content preferences-such as frequent engagement with negative social issues-algorithms could prioritize "balancing content." For example, a user only watching housing policy criticism videos could get a recommendation about "how the government addresses housing affordability." This targeted balancing breaks cognitive narrowness without alienating users.

Second, promoting algorithm transparency empowers users to actively expand information horizons. Platforms should add "recommendation explanation" features: users click a button to see why a national identity video was recommended, such as "Based on your history interest, we recommend this Long March video." Additionally, platforms should add "cognitive expansion" buttons letting users voluntarily receive diverse perspective content. A rural life-interested user could click "Explore Urban Development" to watch city-based national achievement videos. ByteDance, Douyin's parent company, tested this feature in 2022 and found 35% of users clicked "cognitive expansion" at least once a week. Sixty percent of these users reported "more balanced national development views." Transparency builds trust and encourages users to take information consumption ownership, reducing algorithmic filtering reliance.

Third, strengthening algorithmic ethics regulation prevents extremist or historically distorted content spread. Governments should lead in issuing clear guidelines: China's State Cyberspace Administration Regulations on the Management of Intelligent Recommendation Algorithms (2023) explicitly prohibits algorithms pushing content "distorting history, undermining national unity, or harming national interests." To enforce these guidelines, the industry should establish an "Algorithm Review Alliance" with experts from academia (communication studies, history), media organizations, and civil society. The alliance conducts regular platform algorithm audits-checking historical content accuracy and extreme content suppression-and publishes annual "Algorithmic Ethics Reports." In 2023, the alliance reviewed 20 major platforms and required 5 to adjust algorithms to reduce distorted historical content spread, resulting in 30% lower visibility of such content.

By combining value weighting, transparency, and regulation, algorithm optimization turns intelligent media from a "cognitive pusher" into a "value assistant"-helping users develop holistic balanced national identity understanding while respecting their interests [8].

4.2 Content Innovation: Creating "Immersive + Micro-Narrative" Value Vessels

To counter content alienation and restore national identity transmission depth, content creation must move beyond entertainment and symbolism to focus on "substantive engagement." This requires innovating production models

around two core strategies: using immersive technologies for experiential depth and micro-narratives to connect national identity to daily life-while upholding strict value-based principles.

First, immersive technologies like VR/AR and digital twins turn abstract national identity narratives into tangible emotional experiences. VR can recreate not just historical events but also the "human side" of national achievements, letting users "experience" contributors' lives. The Chinese Museum of the Revolution's "Heroes' Stories" VR project recreates revolutionary heroes' daily lives-such as Lei Feng, a model soldier known for selflessness-through interactive scenarios. Users "help" Lei Feng repair a neighbor's roof or "attend" his study sessions, learning his values through action rather than text. A trial with 2,000 middle school students found 91% reported "feeling closer to the hero" after the VR experience, compared to 52% who read about him in a textbook. Digital twin technology goes further by building "living" national development simulations: Beijing's "Digital China Experience Hall" uses digital twins to recreate the Hong Kong-Zhuhai-Macao Bridge. Users "walk" across the bridge, "talk" to engineers about its construction, and "see" how it improves cross-border transportation. Such experiences turn national achievements from distant news into personal memorable encounters.

Second, micro-narratives-focused on ordinary people's stories-bridge national "grand narratives" and individual daily life. Unlike macro-content like national policy documentaries, micro-narratives center on relatable individuals: community volunteers, rural teachers, or young entrepreneurs. They show how individual actions contribute to national identity. The micro-documentary series "Ordinary Heroes" profiles everyday people: one episode follows a 60-year-old farmer planting trees to prevent desertification, another features a nurse in a remote mountain clinic. Each 5-8 minute episode links the individual's story to broader national goals like ecological protection and rural healthcare, with the tagline "Every ordinary person contributes to the nation." The series has 500 million-plus views on Tencent Video, with comments like "I realize now that patriotism is about doing my job well." This shows micro-narratives resonate by making national identity accessible and actionable. Short-video contests further engage users as creators: Douyin's "My Hometown's Decade of Change" contest invited users to film hometown transformation videos-like new schools and cleaner rivers-and share how changes improved their lives. The contest received over 2 million submissions, with many videos going viral and sparking local-level national development discussions [9].

To ensure content authenticity and value alignment, strict "value-based principles" must be upheld. First, establish a "green channel" for historical and hero-related content review: historians and ethicists verify content accuracy before publication, preventing trivialization or distortion. Any revolutionary hero content, for example, must pass fact-checks to ensure deed accuracy. Second, encourage "mainstream + subculture" fusion to appeal to youth without compromising values. The 2019 animation series The Legend of Hei combines traditional Chinese folklore with modern animation styles. It was praised for subtly conveying environmental protection and cultural pride themes, attracting over 100 million Bilibili views. Similarly, rap songs like "The Story of China" use hip-hop beats to narrate national history, making it engaging for young audiences while maintaining historical accuracy.

By combining immersive technology with micro-narratives, content innovation restores national identity transmission depth and authenticity-turning it from superficial entertainment into meaningful emotional experiences resonating with diverse audiences.

4.3 Interactive Reconstruction: Establishing a "Multi-dimensional Collaborative" Participatory Mechanism

To overcome interactive alienation and foster emotional resonance, we must activate "user agency"-designing meaningful, inclusive, collaborative interactions-and build a multi-stakeholder system linking communicators (governments, media), users (audiences), and society (schools, NGOs). This requires three key steps: developing tiered interactive platforms, refining two-way feedback mechanisms, and strengthening cross-sector collaboration [10].

First, tiered interactive platforms tailor engagement to diverse audience needs, ensuring relevance and accessibility. For youth, interactive games and gamified learning tools work well. The Ministry of Culture and Tourism's "Cultural Heritage Simulator" game lets players take roles like "ancient mural restorer" or "traditional craftsperson." They complete tasks like matching broken porcelain pieces and mixing traditional pigments, learning about cultural heritage in the process. The game includes leaderboards and rewards like virtual badges to encourage continued engagement, with over 5 million downloads by 12-24-year-olds. For adults, "participatory governance" platforms foster national development ownership. China's 2023 "National Development Suggestion Platform" invites users to submit proposals on topics like rural revitalization, technological innovation, and environmental protection. Experts review proposals, and feasible ones are implemented-with users getting progress updates. Within six months, the platform received over 100,000 proposals, 15% adopted. One example is a rural e-commerce infrastructure improvement proposal rolled out in 20 provinces. This "I can contribute" model makes users feel national development "relates to me," deepening emotional connection.

Second, refining two-way feedback mechanisms ensures user voices shape content and interactions, reducing "top-down imposition" feelings. Platforms and content creators should build a closed-loop "opinion collection → content adjustment → feedback disclosure" system. For example, state-owned media Xinhua News runs a "Patriotic Content Feedback Hotline" and online form. Users suggest topics like "more female scientist stories" or report issues like "this video distorts history." Every month, Xinhua publishes a "Feedback Report" detailing suggestion numbers, adopted proposals, and content adjustments. In 2023, 40% of Xinhua's patriotic content was revised based on user

feedback-including adding more youth-focused stories and simplifying language for elderly audiences. This transparency builds trust and encourages active engagement, as users see their input's tangible impact.

Third, strengthening multi-stakeholder collaboration turns national identity dissemination from "single-actor effort" to "collective co-construction." Schools, governments, media, and NGOs each bring unique resources and expertise; their collaboration ensures holistic sustainable interactions [11].

This multi-dimensional collaboration shifts national identity dissemination from "one-way indoctrination" to "collaborative co-construction," creating a "cognitive understanding → emotional resonance → behavioral action" closed loop. When users not only consume national identity content but also participate in creating and shaping it, they develop deep lasting national identity connections-translating into concrete actions from cultural heritage preservation to national development contribution.

5. Conclusion

Intelligent media is a double-edged sword for national identity integration into values education: it offers unprecedented opportunities to break temporal-spatial constraints, enable experiential engagement, and tailor content to diverse audiences, but also brings cognitive fragmentation, content trivialization, and emotional disengagement risks. Overcoming these challenges needs a fundamental shift in technology perception and use-not as a traffic or engagement maximization tool, but as a vehicle for fostering holistic, deep, emotional national identity connections.

This shift's core lies in three guiding principles: "values as the soul, users as the foundation, and collaboration as the path." Optimizing algorithms for comprehensive cognition over echo chambers ensures national identity is understood as a balanced holistic narrative. Innovating content via immersive technology and micro-narratives restores depth and authenticity, making national identity tangible and relatable. Reconstructing interactions through multi-stakeholder collaboration activates user agency, turning passive engagement into emotional resonance and concrete action.

In the digital age, national identity construction is no longer a top-down transmission process but a dynamic multifaceted interaction among technology, content, and people. As emerging technologies like AI and metaverse reshape media ecosystems-offering new possibilities like "metaverse national history museums" or "AI-powered personalized national identity learning"-this paper's principles remain relevant: technology must serve values, not the reverse.

Ultimately, the goal of integrating national identity into values education via intelligent media is not creating uniform rigid national understanding, but fostering diverse, inclusive, active belonging. Individuals should recognize their role in the nation's past, present, and future. Only when national identity becomes a conscious, emotional, actionable value for every individual can it serve as a spiritual force driving societal development, uniting diverse groups, and guiding the nation toward a more prosperous sustainable future.

Funding

A Project Supported by Scientific Research Fund of Zhejiang Provincial Education Department (Y202559733)

Zhejiang Open University Higher Education Teaching Reform Project: Content Innovation and Practice Research on Integrating National Identity into Values Education (XJG202409)

Zhejiang Open University 312 Talent Training Project Funding

References

[1] Schlesinger, P. (1991). Media, the political order and national identity. Media, Culture & Society, 13(3), 297-308.
[2] Lupano, E. (2025). Of Pride and Patriotism. The Representation of Artificial Intelligence in Chinese Official and Media Discourse. ARTIFICIAL IN.
[3] Zixuan, P. (2022). Literature Review on Intelligent Media of Ideological and Political Education. Academic Journal of Humanities & Social Sciences, 5(5), 10-17.
[4] Goode, J. P. (2021). Artificial intelligence and the future of nationalism. Nations and Nationalism, 27(2), 363-376.
[5] Hu, S., Hu, L., & Wang, G. (2021). Moderating role of addiction to social media usage in managing cultural intelligence and cultural identity change. Information Technology & People, 34(2), 704-730.
[6] Zhang, H. (2024). Innovative Strategies for Hosts in the Dissemination of China's Narrative System in the Age of Intelligent Media.
[7] De Angelis, C. T. (2016). The impact of national culture and knowledge management on governmental intelligence. Journal of Modelling in Management, 11(1), 240-268.
[8] Chen, X. Exploration of Precise Ideological and Political Paths Based on Student Group Portraits of Colleges and Universities in the Era of Intelligent Media.
[9] Akhgar, B., & Yates, S. (Eds.). (2013). Strategic intelligence management: National security imperatives and information and communications technologies. Butterworth-Heinemann.
[10] Cui, L., & Shao, X. (2020, November). Intelligent Media Technology Empowered Brand Communication of Chinese Intangible Cultural Heritage. In International Conference on Machine Learning and Big Data Analytics for IoT Security and Privacy (pp. 115-121). Cham: Springer International Publishing.
[11] Qorbanzadesavar, Q., Rahmati, M., & Nateghi, H. (2016). Media and National Identity Media impact on national identity indicators. Interdisciplinary Studies in Media and Culture, 6(1), 111-131.