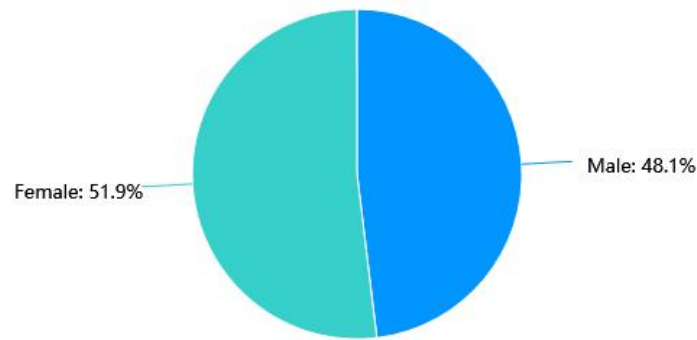


UK Audience's Perspectives on Overseas Digital Media Art Expressing Chinese Festival Themes

Introduction: This report aims to analyze British audiences' perceptions of Chinese festival themes expressed in overseas digital media art. With the advancement of globalization, cultural exchanges have become increasingly frequent, and digital media art, as a new form of expression, has become an important channel for disseminating traditional Chinese culture. Through this survey, we hope to understand the acceptance level, depth of impression, and views on the cultural dissemination effects of these works among British audiences. The survey results show that most respondents have a positive attitude towards the Chinese festival themes presented in overseas digital media art, recognizing their high performance in creativity, visual effects, and cultural connotations. Respondents generally believe that these works have played a good role in spreading Chinese culture, although there are still certain challenges in handling cultural differences. Overall, this survey provides valuable insights and references for further promoting the dissemination of Chinese culture on the international stage.

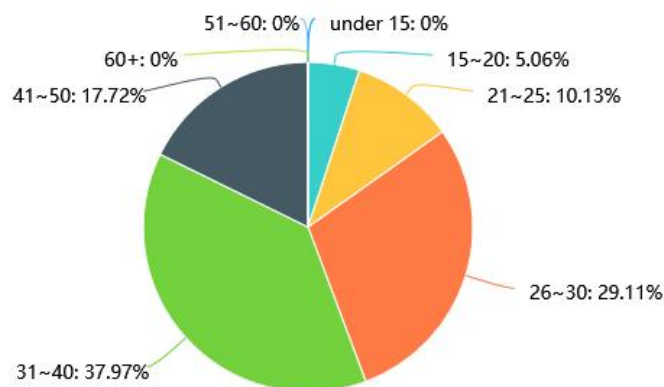
Question 1 Gender [Multiple Choice Question]

Analysis Conclusion: According to the data table, the proportion of female participants (51.9%) is slightly higher than that of male participants (48.1%), indicating a relatively balanced gender distribution in this sample, but with slightly higher participation from women. It is recommended to consider the needs and preferences of female participants in future surveys or activities to further increase participation and satisfaction. At the same time, explore the reasons for the reduced number of male participants so that corresponding strategies can be developed in future activities to attract more men to participate.



Question 2 Age [Multiple Choice]

Analysis Conclusion: According to the data analysis, the age distribution of participants is mainly concentrated between 31 and 40 years old, accounting for 37.97%, followed by those aged 26 to 30, at 29.11%. The proportions of young people aged 15 to 20 and 21 to 25 are relatively low, at 5.06% and 10.13%, respectively. Additionally, there are no participants in the age group of 51 and above, indicating a lack of representation in this demographic. In response to this age distribution, it is recommended that future activities or surveys consider increasing appeal to younger groups (15 to 25 years old), such as through social media promotion, offering relevant incentives, or designing content that aligns with the interests of young people, to enhance their participation. At the same time, attention should also be paid to the needs of the core age group of 31 to 40 years old, ensuring their needs are met to maintain their enthusiasm for participation.



Question 3 Education Level [Multiple Choice Question]

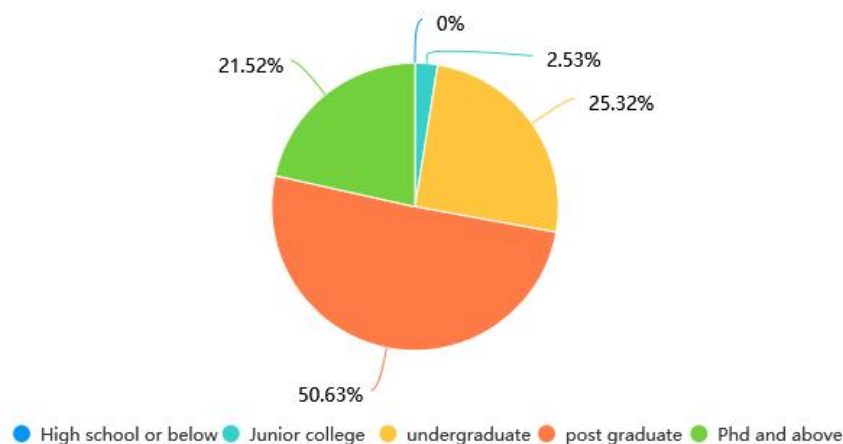
Analysis Conclusion: The data shows a noticeable skew in the educational distribution of respondents. Those with a masters degree or higher (including postgraduates and doctoral students) account for 72.15%, indicating a high overall

educational level among respondents. Specifically, the proportion of postgraduates is the highest at 50.63%, while those with an undergraduate degree make up 25.32%, suggesting that individuals with a bachelors degree or higher form the majority. However, only 2.53% of respondents have an associate degree, and no one chose a high school education or below, which may reflect a sample selection bias towards highly educated groups. Such results could affect the representativeness of the data and the breadth of the analysis. Improvement Suggestions: 1.

In future surveys, it is recommended to expand the sample size to include more groups with different levels of education in order to improve the representativeness of the data. 2.

In combination with the distribution of education level, more targeted survey questions are designed for respondents with different educational levels, so as to analyze the influence of each level of education background on other variables in depth. 3.

If the goal is to understand the characteristics of a broader group, consider adjusting sample selection to ensure that respondents at all levels of education are represented in proportion.



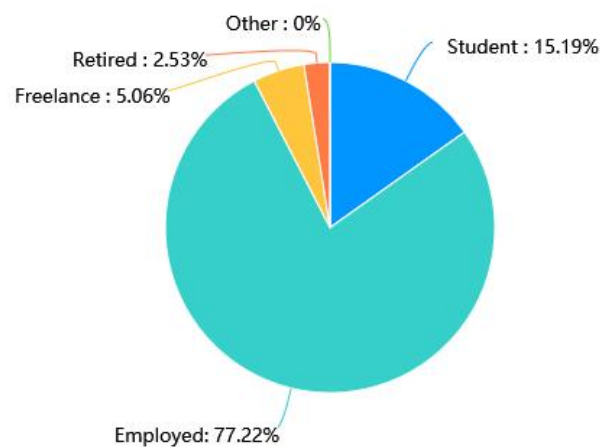
Question 4 Occupation [Multiple Choice]

Analysis Conclusion: According to the data table, the majority of participants have a profession labeled as "Employed," accounting for 77.22%. The second most common is "Student," at 15.19%, followed by "Freelance" and "Retired," which account for 5.06% and 2.53%, respectively. Notably, no participants chose the option "Other." From the data, it is evident that employed individuals make up the majority of respondents, suggesting that this group has a certain economic foundation and level of social participation. However, the proportion of students is relatively low, which may affect the representation of young peoples voices and needs. Improvement Suggestions: 1.

For the "Student" group, it is possible to consider increasing relevant investigation and feedback channels to better understand their needs and opinions. 2.

For the "Freelance" and "Retired" groups, it is recommended to conduct a more in-depth analysis of their specific needs and challenges so as to provide more targeted support. 3.

Consider adding more career options in future surveys, especially for the "Other" category, and encourage participants to provide more information so that a more comprehensive understanding of the distribution of respondents careers can be achieved.



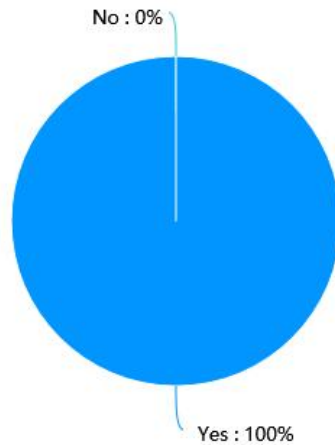
Question 5 Have you watched digital media art expressing Chinese festival themes overseas before? [\[single choice\]](#)

Analysis Conclusion: According to the data table, all participants (100%) indicated that they have watched digital media art expressing Chinese festival themes, indicating a very high level of attention and acceptance of this topic. Since no one chose "no," this may reflect the effectiveness and influence of digital media art in overseas dissemination. Improvement Suggestions: Although the current data shows that participants have a very high acceptance of digital media art, to further enhance its impact, the following points can be considered: 1.

Add more diverse art forms and expressions to attract audiences from different cultural backgrounds.

Strengthen the integration with local culture, design more local characteristic festival theme works, enhance the sense of resonance. 3.

Organize online and offline interactive activities to encourage viewers to share their viewing experience and increase the sense of participation and communication effect.

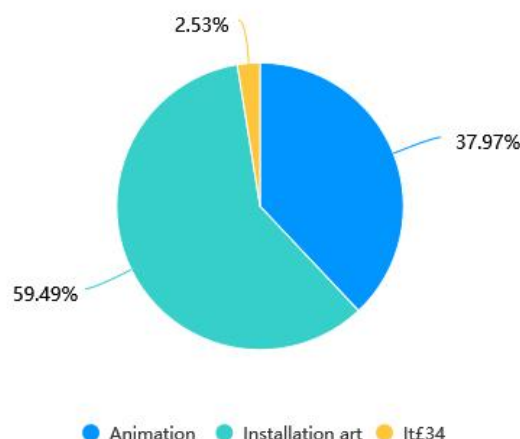


Question 6 If you have watched, please briefly describe the type of works you viewed [multiple choice]

Analysis Conclusion: According to the data analysis, the majority of respondents watched "Installation art," accounting for 59.49%, indicating the popularity of this art form among viewers. "Animation" came in second with 37.97%. The viewing ratio for "It£34" was only 2.53%, suggesting extremely low attention to this type of work. Improvement Suggestions: 1.

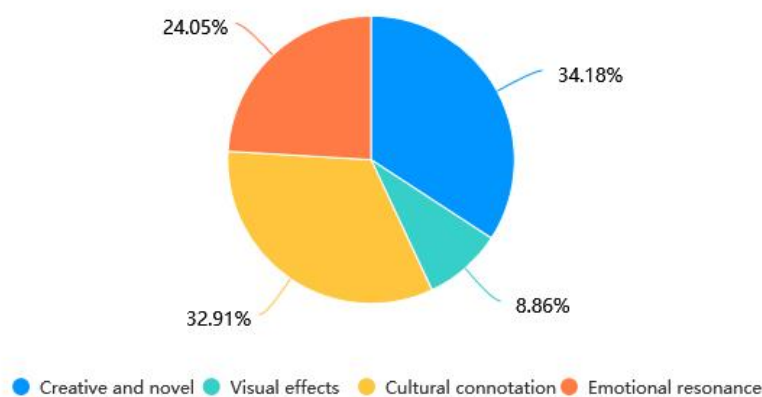
For the "Installation art" type, you can consider adding related exhibitions and activities to further attract the interest of the audience. 2.

As for "Animation", although it has attracted high attention, there is still room for improvement. It can attract more audiences through publicity and promotion activities. For "IT£34", it is recommended to analyze its content and presentation form, find out the reasons why the audience is not interested, and may need to adjust its presentation or content to improve its appeal.



Question 7 In which aspects did the overseas digital media art expressing Chinese festival themes leave a deep impression on you?[single choice]

Analysis Conclusion: In the impression of overseas digital media art expressing Chinese festival themes, the most prominent aspect is "innovative creativity," accounting for 34.18%, indicating a high recognition of innovation and uniqueness among respondents. The second most important aspect is "cultural connotation," at 32.91%, reflecting the importance placed on the cultural value and background embedded in the works. Following closely is "emotional resonance," at 24.05%, suggesting that respondents also value the ability of works to evoke emotional responses. However, "visual impact" ranks relatively low, at only 8.86%, possibly indicating that respondents pay less attention to visual impact compared to other aspects. **Improvement Suggestions:** To enhance the influence of overseas digital media art in expressing Chinese festival themes, it is recommended that creators maintain creativity and cultural depth while enhancing the visual impact to attract more audience attention. Additionally, exploring how to better stimulate emotional resonance can lead to deeper experiences for viewers both visually and emotionally.



Question 8 How do you think these works have played a role in spreading Chinese culture?[\[single choice\]](#)

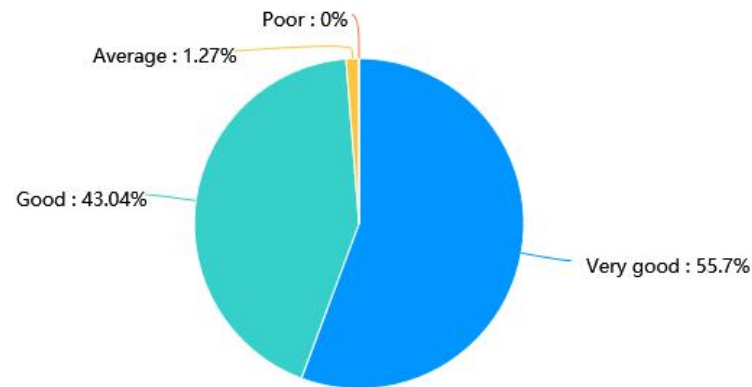
Analysis Conclusion: According to the results of the data table, most respondents have a positive attitude towards the role these works play in spreading Chinese culture. Among them, 55.7% of respondents rated them as "very good," while 43.04% found them "good." A total of 98.74% gave positive evaluations, indicating high recognition of the works. Only 1.27% rated their role as "average," and no one chose "poor." The data shows that respondents' evaluations of the works are very positive, suggesting that these works have achieved significant success in spreading Chinese culture. However, a few respondents remain neutral, indicating potential room for improvement in certain areas. **Improvement Suggestions:** 1.

In-depth investigation was conducted on respondents who held an "average" attitude to understand their specific views and suggestions, so as to improve the influence of

the work in a targeted way. 2.

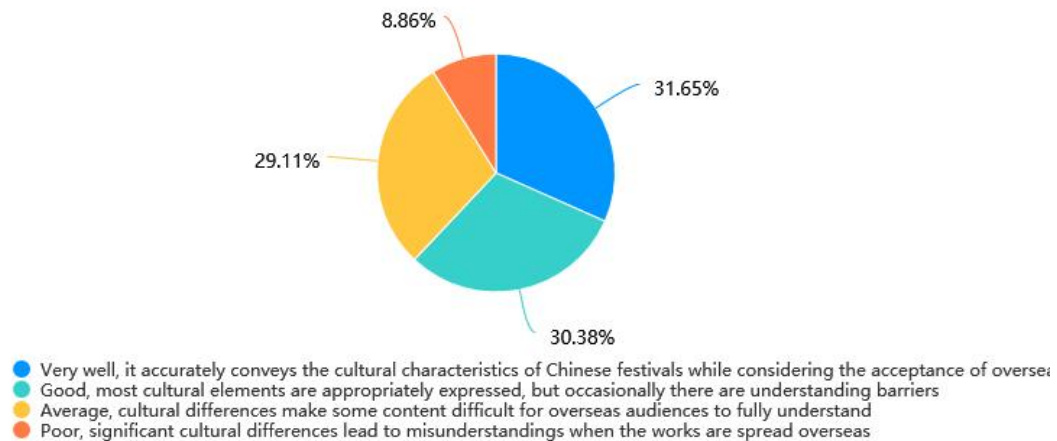
Strengthen the publicity and promotion of works, especially among young people, and use emerging platforms such as social media to expand their influence.

Consider increasing the exchange and cooperation with international culture, further enhance the diversity and appeal of works, so as to better spread Chinese culture.



Question 9 How do you think overseas digital media art expressing Chinese festival themes handles cultural differences?[[single choice](#)]

Analysis Conclusion: According to the survey results, over 60% of respondents (31.65% + 30.38%) believe that overseas digital media art performs well or fairly well in expressing Chinese festival themes, effectively conveying cultural characteristics while moderately considering the acceptance of overseas audiences. However, 29.11% of respondents think that cultural differences make certain content difficult for overseas audiences to fully understand, indicating that there are still some understanding barriers. Only 8.86% of respondents believe that cultural differences lead to significant misunderstandings, suggesting that most respondents have a relatively high acceptance of the works. Improvement Suggestions: To further enhance the understanding and acceptance of Chinese festival-themed digital media art by overseas audiences, it is recommended that creators include more cultural background information in their works, such as multilingual explanations, accompanying cultural introduction materials, or interactive elements, to help viewers better understand the cultural connotations of the works. Additionally, collaborations with overseas cultural institutions or artists can be considered for cultural exchange and feedback, allowing for better adjustments to the content to align more closely with the cultural perceptions of the target audience.



The survey concluded that the participants were predominantly female (51.9%), with ages ranging from 26 to 40 (67.08%). The majority had a postgraduate education or higher (72.15%), and most were employed (77.22%). All respondents reported having viewed overseas digital media art works that expressed Chinese festival themes. Among the types of works they watched, installation art (59.49%) and animation (37.97%) were the most popular. Respondents' impressions of these works mainly focused on their creativity and novelty (34.18%) and cultural depth (32.91%), followed by emotional resonance (24.05%) and visual impact (8.86%). Regarding the role of these works in promoting Chinese culture, the vast majority of participants gave positive evaluations, with 55.7% considering the effect very good and 43.04% considering it good. Concerning the handling of cultural differences, 31.65% believed the works effectively conveyed the cultural characteristics of Chinese festivals while considering the acceptance of overseas audiences; 30.38% thought most cultural elements were appropriately represented but occasionally encountered comprehension barriers. Overall, respondents held a positive attitude toward overseas digital media art works that expressed Chinese festival themes, praising their performance in promoting Chinese culture and handling cultural differences.

UK Audience's Perspectives on Overseas Digital Media Art Expressing Chinese Festival Themes

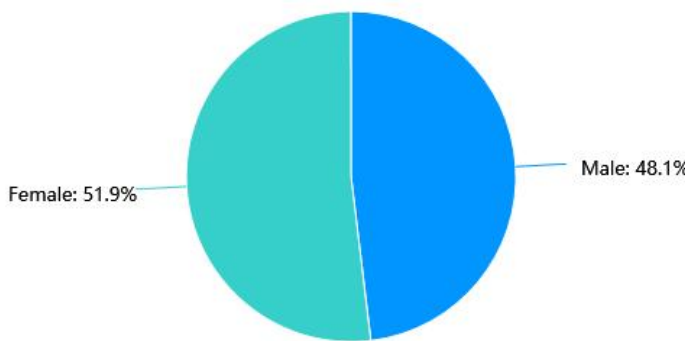
前言

本报告旨在分析英国观众对海外数字媒体艺术作品中表达中国节日主题的看法。随着全球化的推进，文化交流日益频繁，数字媒体艺术作为一种新兴的表达形式，成为传播中国传统文化的重要渠道。通过本次问卷调查，我们希望能了解英国观众对这些作品的接受程度、印象深度以及对文化传播效果的看法。

调查结果显示，大多数受访者对海外数字媒体艺术作品表现出的中国节日主题持积极态度，认为其在创意、视觉效果和文化内涵等方面均有较高的表现力。受访者普遍认为，这些作品在传播中国文化方面发挥了良好的作用，尽管在处理文化差异时仍存在一定的挑战。整体而言，本次调查为进一步推动中国文化在国际舞台上的传播提供了宝贵的见解和 Q 参考。

第 1 题 Gender [单选题]

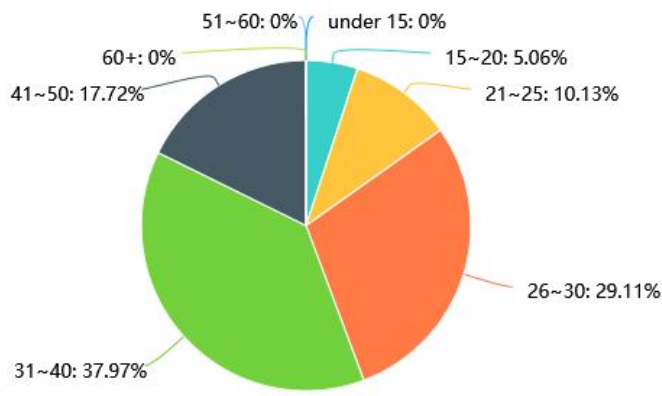
分析结论：根据数据表格，女性参与者的比例（51.9%）略高于男性参与者（48.1%），显示出在这个样本中性别分布较为均衡，但女性的参与度稍微更高。建议在后续的调查或活动中，考虑女性参与者的需求和偏好，以进一步提高参与度和满意度。同时，可以探索男性参与者减少的原因，以便在未来的活动中制定相应的策略，以吸引更多男性参与。



第 2 题 Age [单选题]

分析结论：根据数据分析，参与者的年龄分布主要集中在 31 至 40 岁之间，所占比例为 37.97%，其次是 26 至 30 岁，占 29.11%。而 15 至 20 岁和 21 至 25 岁的年轻人比例较低，分别为 5.06%和 10.13%。此外，51 岁及以上的年龄段没有参与者，显示出该群体的缺失。

针对这一年龄分布，建议在未来的活动或调查中，考虑增加对年轻群体（15 至 25 岁）的吸引力，例如通过社交媒体宣传、提供相关的激励措施或设计符合年轻人兴趣的内容，以提高他们的参与度。同时，也应关注 31 至 40 岁这一核心年龄段的需求，确保其需求得到满足，以维持其参与热情。



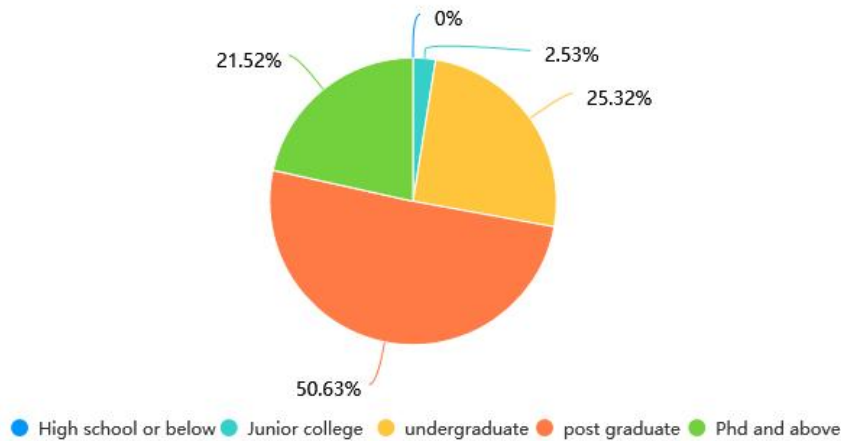
第 3 题 Education Level [单选题]

分析结论：从数据中可以看出，受访者的教育水平分布呈现出较明显的倾斜。研究生及以上（包括研究生和博士及以上）占据了 72.15%的比例，表明受访者整体教育水平较高。具体来看，研究生占比最高，达到 50.63%，而本科生的比例为 25.32%，显示出本科及以上学历的人员占据了绝大多数。

然而，只有 2.53%的受访者为大专学历，且没有人选择高中及以下的教育水平，这可能反映出样本的选择偏向于高学历群体。这样的结果可能影响数据的代表性和分析的广泛性。

改进建议：

1. 在未来的调查中，建议扩大样本范围，包含更多不同教育水平的群体，以提高数据的代表性。
2. 结合教育水平的分布，针对不同学历层次的受访者设计更具针对性的调查问题，以便更深入地分析各层次教育背景对其他变量的影响。
3. 如果目标是了解更广泛的群体特征，可以考虑在样本选择上进行调整，确保各个教育层次的受访者都有一定的比例。



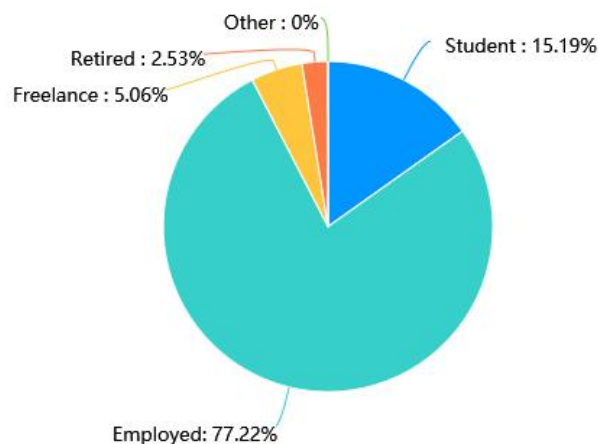
第 4 题 Occupation [单选题]

分析结论：根据数据表格，绝大多数参与者的职业为“Employed”，占比 77.22%。其次是“Student”，占比 15.19%，而“Freelance”和“Retired”分别占比 5.06%和 2.53%。值得注意的是，选项“Other”没有任何参与者选择。

从数据中可以看出，受访者中就业者占据了绝大多数，这可能表明该群体具有一定的经济基础和社会参与度。然而，学生群体的比例相对较低，可能影响到年轻人的声音和需求被充分代表。

改进建议：

1. 针对“Student”群体，可以考虑增加相关的调查和反馈渠道，以更好地了解他们的需求和意见。
2. 对于“Freelance”和“Retired”群体，建议进行更深入的分析，了解他们的具体需求和面临的挑战，以便提供更具针对性的支持。
3. 考虑在未来的调查中增加更多职业选项，特别是针对“Other”类别，鼓励参与者提供更多信息，以便更全面地了解受访者的职业分布。

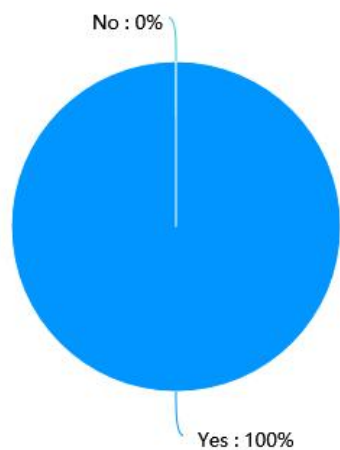


第 5 题 Have you watched digital media art expressing Chinese festival themes overseas before? [单选题]

分析结论：根据数据表格显示，所有参与者（100%）均表示他们曾观看过表达中国节日主题的数字媒体艺术，这表明对这一主题的关注度和接受度非常高。由于没有人选择“没有”，这可能反映出数字媒体艺术在海外传播的有效性和影响力。

改进建议：虽然当前数据表明参与者对数字媒体艺术的接受度极高，但为了进一步提升其影响力，可以考虑以下几点：

- 1. 增加更多样化的艺术形式和表现手法，以吸引不同文化背景的观众。
- 2. 加强与当地文化的融合，设计出更具地方特色的节日主题作品，增强共鸣感。
- 3. 组织线上线下的互动活动，鼓励观众分享他们的观看体验，增加参与感和传播效果。

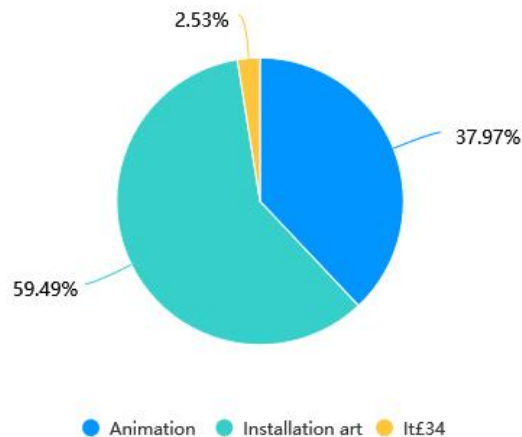


第 6 题 If you have watched, please briefly describe the type of works you viewed
[单选题]

分析结论：根据数据分析，绝大多数受访者观看的作品类型为“Installation art”，占比 59.49%，显示出这一艺术形式在观众中的受欢迎程度。其次是“Animation”，占比 37.97%。而“IT£34”的观看比例仅为 2.53%，表明该类型作品的关注度极低。

改进建议：

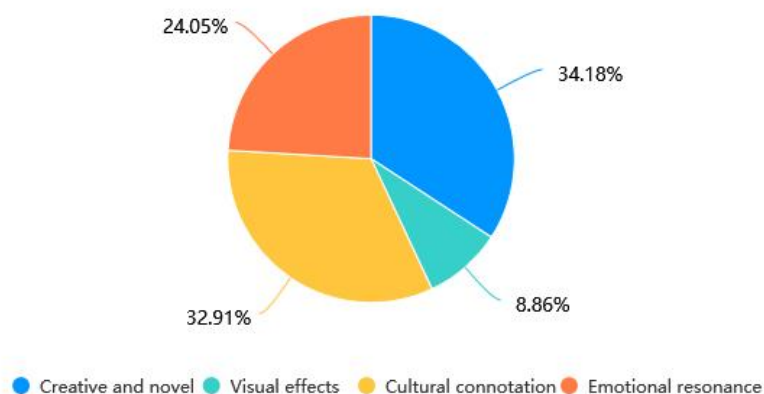
- 1. 针对“Installation art”类型，可以考虑增加相关展览和活动，以进一步吸引观众的兴趣。
- 2. 对于“Animation”，虽然关注度较高，但仍有提升空间，可以通过宣传和推广活动，吸引更多观众。
- 3. 针对“IT£34”，建议分析其内容和表现形式，找出观众不感兴趣的原因，可能需要调整其展示方式或内容，以提高吸引力。



第 7 题 In which aspects did the overseas digital media art expressing Chinese festival themes leave a deep impression on you? [单选题]

分析结论：在对海外数字媒体艺术表达中国节日主题的印象中，最突出的方面是“创意新颖”，占比 34.18%，显示出受访者对创新性和独特性的高度认可。其次是“文化内涵”，占比 32.91%，表明受访者重视作品所蕴含的文化价值和背景。紧随其后的是“情感共鸣”，占比 24.05%，说明受访者对作品能够引发情感共鸣的能力也给予了一定重视。而“视觉效果”则相对较低，仅占 8.86%，可能表明受访者对视觉冲击的关注度不如其他方面。

改进建议：为了提升海外数字媒体艺术在中国节日主题表达中的影响力，建议创作者在保持创意和文化深度的同时，增强视觉效果的表现力，以吸引更多观众的注意力。此外，可以探索如何更好地激发观众的情感共鸣，使其在视觉和情感上都能产生深刻的体验。



第 8 题 How do you think these works have played a role in spreading Chinese culture? [单选题]

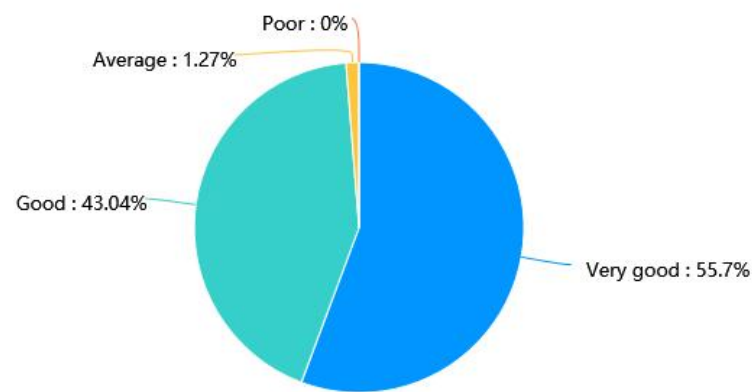
分析结论：根据数据表格的结果，大多数受访者对这些作品在传播中国文化方面的作用持积极态度。其中，55.7%的受访者认为其表现“非常好”，而 43.04%

的人认为“好”，合计高达 98.74%的正面评价，显示出受访者对作品的认可度极高。只有 1.27%的人认为其作用“一般”，而没有人选择“差”。

从数据来看，受访者对作品的评价非常正面，说明这些作品在传播中国文化方面取得了显著成效。然而，仍然有少数受访者持中立态度，表明在某些方面可能存在改进的空间。

改进建议：

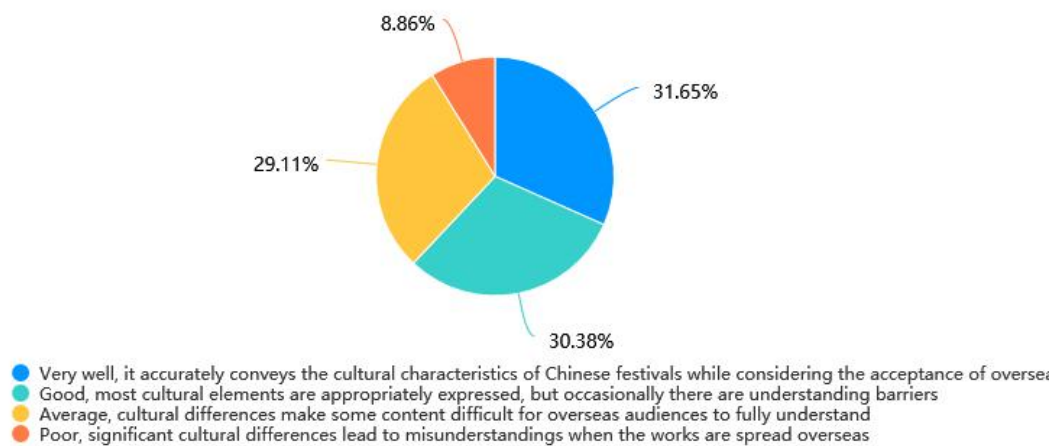
- 1. 针对持“平均”态度的受访者，进行深入调查，了解他们的具体看法和建议，以便针对性地提升作品的影响力。
- 2. 加强对作品的宣传和推广，尤其是在年轻群体中，利用社交媒体等新兴平台扩大影响力。
- 3. 考虑增加与国际文化的交流与合作，进一步提升作品的多样性和吸引力，从而更好地传播中国文化。



第 9 题 How do you think overseas digital media art expressing Chinese festival themes handles cultural differences? [单选题]

分析结论：根据调查结果，超过 60%的受访者（31.65% + 30.38%）认为海外数字媒体艺术在表达中国节日主题时表现良好或较好，能够传达文化特征并适度考虑海外观众的接受度。然而，29.11%的受访者认为文化差异使得某些内容难以被海外观众完全理解，这表明仍然存在一定的理解障碍。仅有 8.86%的受访者认为文化差异导致显著的误解，说明大多数受访者对作品的接受度相对较高。

改进建议：为了进一步提升海外观众对中国节日主题数字媒体艺术的理解和接受度，建议创作者在作品中增加更多的文化背景信息，例如通过多语言解说、配套的文化介绍材料或互动元素，帮助观众更好地理解作品的文化内涵。同时，可以考虑与海外的文化机构或艺术家合作，进行文化交流和反馈，以便更好地调整作品内容，使其更贴近目标观众的文化认知。



结论

本次问卷调查显示，参与者主要为女性（51.9%），年龄集中在 26 至 40 岁之间（67.08%），受教育程度以研究生及以上为主（72.15%），大部分参与者为在职人员（77.22%）。所有受访者均表示曾观看过表达中国节日主题的海外数字媒体艺术作品。

在观看的作品类型中，安装艺术（59.49%）和动画（37.97%）最受欢迎。受访者对这些作品的印象主要集中在其创意和新颖性（34.18%）以及文化内涵（32.91%），其次是情感共鸣（24.05%）和视觉效果（8.86%）。

对于这些作品在传播中国文化方面的作用，绝大多数参与者给予了积极评价，其中 55.7% 的人认为效果非常好，43.04% 的人认为效果良好。关于文化差异的处理，31.65% 的人认为作品能够很好地传达中国节日的文化特征，同时考虑到海外观众的接受度；30.38% 的人认为大多数文化元素表达得当，但偶尔存在理解障碍。

总体而言，受访者对海外数字媒体艺术表达中国节日主题的作品持肯定态度，认为其在传播中国文化和处理文化差异方面表现良好。