

Digitalization of Cultural Sustainable Development Goals: China's Production and Guarantee of Government Short Videos

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Abstract: In recent years, the development of China's short video market has become a blowout trend. The goal of digitalization to achieve social cultural development shows that people's good life is closely related to short videos. This paper aims to achieve the goal of digital social cultural development, study the generation and protection of government short videos, and explore the impact of government short videos on the public. For the production of government short films, this paper divides them into three dimensions: sense of achievement, sense of happiness and sense of security. In these three dimensions, nine official bean print accounts with more than 100000 bean print fans were selected as the research object, and the factors affecting the transmission effect of short videos were discussed with the number of likes, views, forwarding and comments as dependent variables. For the protection of short video, four protection measures are proposed according to the influencing factors. The experimental results of this paper show that the subject, role and style of government short films account for 29.8%, 24.6% and 21.3% respectively, which shows that the production of government short films should focus on the subject, participating role and style of short films.

Keywords: Digitalization; Cultural Sustainable, Government Short Video, Production and Security, Dissemination Effect

1. INTRODUCTION

Short videos have attracted widespread public attention. The rise of government short videos has made government new media more interactive and responsive. However, the short video market is highly competitive. A considerable number of government agencies and institutions lack experience in operating short video accounts. Their influence is weak, and a mechanism for short video production is indispensable. China's new era is expected to realize people's desire for a better life, and it should be considered (Tang & Wang, 2024). This method can identify audiences, which is conducive to the production of high-quality short videos. It helps to attract more audiences to meet the desire. Government short video production should focus sense of achievement, happiness, and security. Production assurance should focus on content, platforms, and motivations to spread. Liu described the effect of attention as a neural correlation (Liu et al., 2017). Choi analyzed the formation of habits after user acceptance (Choi et al., 2021). He incorporated perceived interactivity and enjoyment into expectation-confirmation theory using structural equation modeling for continuity of information systems (ECT-IS). TikTok was taken as an example. Liu (2022) analyzed the direction of short video creation from the core competitiveness of innovative technology and talents, excellent corporate culture, and brand influence (Liu, 2022). Qiu studied the importance of short video talents for creating short videos in financial media (Qiu & Liu, 2021). The large amount of data generated by Zheng's short video has been studied. His research argues that data and data capabilities are a big challenge for the industry (Zheng & Liu, 2021). However, there are few studies on the subjects of short videos. Good life has always been a hot spot of sociological research. Cristeche has studied the principle of revolution to promote social development. He has conducted in-depth research on Marxist theory (Cristeche & Villena, 2022). Nyussupova's research believed that the socio-economic sustainable development of regions can only be achieved when the strategic focus of development is on improving the quality of people's lives (Nyussupova et al., 2020). Kuruvilla has studied the relationship between healthy and beautiful living (Kuruvilla et al., 2018). He argued that a healthy life includes strategies to optimize their functional capacity (the interdependence of personal, social, environmental, temporal, and intergenerational factors). Well-being and the realization of rights are thereby promoted (Kuruvilla et al., 2018). Liu discussed the relationship between water resources and the good life of human beings. He aimed at

sustainable development and believed that water resources are the most important (Liu et al., 2021). However, their research is more about countermeasures at the political level. The relationship between short videos and a better life is neglected to a certain extent. The production and protection of government short videos can effectively enhance the people's vision of a better life. The digitization of short video production can help realize sustainable development goals.

2. GOVERNMENT SHORT VIDEOS OF A BETTER LIFE

2.1 People's Desire for a Better Life in Government Short Videos

The report at the 19th National Congress of CPC pointed out that the main contradiction is between unbalanced and insufficient development and people's growing need for a better life. Official short video accounts aim to spread the voice of the government and the people to meet the needs of a better life through entertaining and approachable media (Werner & Tur-Sinai, 2024). The public's media using habits and demands have undergone tremendous changes. Short video accounts can only be accepted by meeting the needs. Communication effects will be improved accordingly. TikTok has expertise in attracting users, and its slogan is Recording the good life (de Almeida, 2023). The slogan of Kuai is Embrace a better life (Chapman & Shigetomi, 2018). A good life includes a healthy body, a warm family, a harmonious society, and a friendly environment. A new dimension of a better life has emerged since the age of the Internet. How to display good things and improve our happiness? How Internet can help us recognize and record good things? The primary goal of government short videos is to realize a good life. The corresponding content, themes, and forms are different from normal short videos, which are more flexible in terms of entertainment, content, etc (Balonde & Akçay, 2024). Government accounts also have unique advantages, e.g., professionalism, credibility, and dissemination of positive energy of government information.

2.2 Three Dimensions of Government Short Video Production from the Perspective of People's Needs for a Better Life

People's satisfaction, happiness, and security are ensured by CPC (Bernat et al., 2017; Rebolledo-Leiva et al., 2023). Therefore, government short videos should take people's needs as the fundamental goal. The production of government short videos should follow the sense of achievement,

happiness, and security (Fig. 1). The primary aspect of government short video production is content, and the popularity of short videos is closely related to its form. Attraction is the premise for the realization of communication effects. Few users will not achieve any effect (Bojarska et al., 2021; Lima et al., 2019). The form of short videos should adapt to content and themes to promote a sense of accomplishment, happiness, and security (Mohsen et al., 2023). Therefore, the form and content of government short videos should be unified and meet the needs. Each dimension will be discussed in the next section.

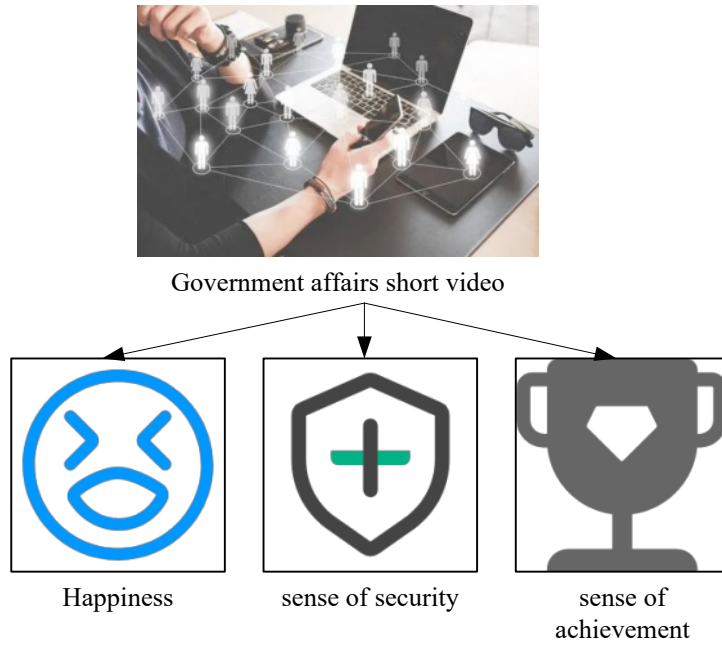


Figure 1: Three Dimensions of Government Short Video Production

There are 2.41 billion active users according to Statista. WeChat ranked fifth with 1.13 billion people using Chinese social platforms as of October 2019. TikTok, known as Douyin in China, ranked ninth. It now has 500 million users (Zakrzewska, 2019).

2.3 Multiple Regression Model

The work selects communication effects as dependent variables and the other influencing factors as independent variables for analysis (Sendek-Matysiak, 2018). Therefore, a multiple regression model is chosen to analyze the production and guarantee of various aspects of government short videos. The multiple linear regression model can be expressed as follows (Hwa, 2020; Mousa, 2017).

$$y_i = \beta_0 + \beta_1 x_i + \mu_i \quad (1)$$

where y_i is the dependent variable; x_i is the secondary indicators of

happiness, gain, and security from video activities; β is the weight of each indicator; μ_i is the random error term and meets the following conditions.

$$\mu = [\mu_1, \mu_2, \dots, \mu_n]^T \quad (2)$$

$$\text{Var}(\mu|X) = \delta^2 I_n \quad (3)$$

$$\sum_{ij} \text{cov}(\mu_i, \mu_j) \quad (4)$$

Regression equation is

$$E(y_i) = \beta_0 + \beta_i x_i \quad (5)$$

Regression estimate is

$$\hat{y} = \hat{\beta}_0 + \hat{\beta}_i x_i \quad (6)$$

Linear form is

$$y_i = \beta_0 + \beta_i \ln x_i + \mu_i \quad (7)$$

$$\ln y_i = \beta_0 + \beta_i \ln x_i + \mu_i \quad (8)$$

$$y_i = \beta_0 + \beta_i x_i + \beta_j x_j^2 + \mu_i + \mu_j \quad (9)$$

$$y_i = \beta_0 + \beta_1 x_{1i} + \dots + \beta_n x_{ni} + \delta x_{1i} x_{2i} + \mu_i \quad (10)$$

The weight of various indicators is established. There are four models for the interpretation of regression coefficients (Kadir & Jamaludin, 2018; Kedang & Soesilo, 2021).

$$y = a + bx + \mu \quad (11)$$

$$y = a + b \ln x + \mu \quad (12)$$

$$\ln y = a + bx + \mu \quad (13)$$

$$\ln y = a + b \ln x + \mu \quad (14)$$

Varying independent variables change the size of dependent variables.

3. PRODUCTION AND GUARANTEE OF GOVERNMENT SHORT VIDEOS

3.1 Sample Selection

Public security organs and government agencies that lack publicity in traditional media have found a vent on TikTok, and they account for half of government accounts. Therefore, the work takes them as an example to analyze the content, form, and media salience features. The videos' communication effects are empirically analyzed. The media ecosystem of national public security officially entered Douyin on April 25, 2019. The spread of Douyin will be discussed for public security and government affairs in the next half a year. However, it is impossible to search for full

sample keywords for the special settings of Douyin. Most videos of clients are selectively recommended. Therefore, the ranking list of videos from May to October 2019 is integrated and sorted according to CPDI. The monthly announcement of the top 30 on the list is characterized by significant account fluctuations. The 30th CPDI value will be calculated for accounts not on the list in a certain month. Accounts with a large number of video releases but a weak spread are eliminated. Differences in the number of fans should not be large to consider more public security fields. Nine accounts with good communication effects are the final objects—Siping Police, Guangzhou Zengcheng Public Security, Shenzhen Special Police SWAT, Shanxi Traffic Police, Chengdu Traffic Police, Putian Traffic Police, Panjin Internet Police, Tielu Public Security, and Ankang High-tech Public Security Special Police. They are numbered 1-9. These accounts have more than 1 million fans, and total likes are more than 40 million. Public security, traffic police, special police, and Internet police are considered. These public security agencies from different regions and levels of China have certain communication effects and representation (Dahiya, 2022). Data is obtained by Douyin Analyst and SPSS. A total of 656 short videos are valid (Fig. 2).

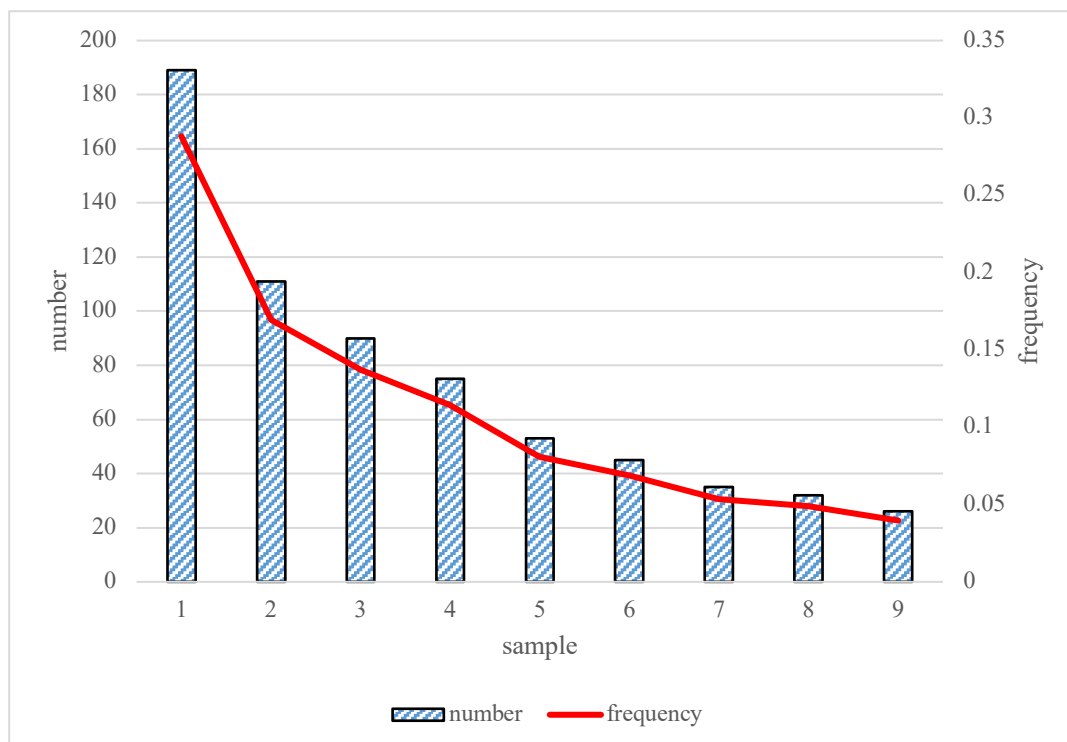


Figure 2: Distribution of selected samples

3.2 Indicator Construction

The content analysis method is used with SPSS19.0 to measure the

current situation of government short videos from media salience in agenda setting, content, and form. Communication effect indicators increase, and specifics are as follows. The measurement of dependent variables: Dependent variables are continuous. Douyin Analyst is used to collect the basic data of samples. It includes the number of video playbacks, likes, comments, reposts, shares, etc. Likes and shares reflect users' affirmation and acceptance of information. User's complete playbacks, clicks, and shares are the process of information adoption. Therefore, the work takes it as the main factor to measure the influence of government short video accounts.

Table 1: Video Communication Effectiveness Indicators

First-Level Indicator	Secondary Indicators	Indicator Number
Spread Effect	Video views	Y1
	Video likes	Y2
	Video Comments	Y3
	Video shares volume	Y4
	Video shares	Y5

The Measurement of Independent Variables: Achievement, Happiness, and Security.

(1) Achievement: The sense of achievement refers to the satisfaction that people have after obtaining certain benefits, which is the fundamental attribute of short videos. Government short videos should first provide a sense of achievement in content. Disseminating useful information is the primary function and a prerequisite for providing a sense of achievement. government should provide the public with useful information and a sense of accomplishment.

Therefore, government short videos should focus on content, provide unique information, and adopt differentiated strategies to be competitive. The content and form of government short videos have a significant impact on the sense of achievement. Government short videos meet various sensory needs by integrating video, music, sound, subtitles, and bullet screens. Sitcoms, vlogs, intellectual property rights of characters, live shows, etc. are all popular forms of short videos. Content and form can strengthen users' information needs and participation willingness to enhance the influence of government new media.

(2) Happiness: Happiness arises when needs are met. It includes joy in life, work, social recognition, and worth through hard work and self-realization. Government short videos mainly spread positive and touching content.

Government short videos arouse emotional resonance easily. For example, short videos about the military parade marking the 70th anniversary of the founding of China show people's major achievements since reform and opening up.

The exploits of medical workers during COVID-19 trigger a strong sense of happiness. The way also generates a sense of happiness. Siping Police focuses on describing cases in an entertaining way with northeastern accents and sitcom designs.

Humorous language and cheerful stories facilitate users to learn legal knowledge and generate a sense of happiness. The negative should also be reported by government short videos. Many government accounts on Douyin reposted that an elderly man was rejected for paying medical insurance in cash. The spread of such things can attract widespread public attention to increase people's happiness.

(3) Security: The report emphasizes that security is the foundation of happiness. The sense of security reflects people's psychological demands for long-term stability. They include expectations for a stable life in the future as well as a sound security system and social justice. More and more government agencies post short videos. Government short videos enhance the image of China and also teach general knowledge. China's superior security and increasing people's sense of security are conveyed. The central and local governments provide a strong guarantee for people's work and life through short videos.

A large number of short videos have indicated a powerful China since Covid-19. A short video posted from another country comments "China is the safest place to live." On the contrary, too many negative government short videos may arouse fear although they reflect facts. An insecure environment is detrimental and related to media agenda-setting. Government short videos should pay attention to spreading either positive or negative content.

(4) Reliability test: There were 60 videos randomly selected from 656 videos for pre-test before the formal study. The consistency verification of coders showed that the reliability of each item was between 0.91 and 1.00. It met the reliability requirements of social science research. The coding of the content was discussed differently, and category setting and judging criteria were adjusted and unified.

3.3 Descriptive Analysis of Government Short Videos

(1) Achievement: The achievement results of 630 short videos are described and analyzed (Table 2).

Table 2: Descriptive Analysis of the Sense of Achievement in Government Short Videos

Project	Category	Number	Frequency(%)
Whether to Set the Item	Yes	7	1.1
	No	623	98.9
Whether to Join the Video Collection	Yes	105	16.5
	No	525	83.5
Whether to Bring a Topic	Yes	148	76.5
	No	482	23.5
Video Duration	0-15 s	145	23.0
	16-30 s	213	33.8
	31-45 s	123	19.5
	46-60 s	102	16.2
	More than 60 s	47	7.5
	Positive	222	51.0
The Overall Emotional Tendencies of the Video	Negative	321	35.2
	Neutral	87	13.8
	Positive	282	44.8
Title Sentiment	Negative	172	27.3
	Neutral	176	27.9

The proportion of stuck short videos is only 7% for the limited number of short videos stuck by a Douyin account during the same period. Save is another form of prominence. Only a small number of videos are saved ($n = 105$, 16.7%) and have more views.

The average duration of short videos released by the Ministry of Public Security is 37.639 s, which is much shorter than the promotional videos on TV, etc. More than 90% of public security short videos are shorter than one minute. 23% are even shorter than 15 s. It shows an important breakthrough in the duration of public-security publicity in the short video era.

The emotional attitudes of public security short videos to the police and common people show polarization. The positive emotional response towards the police in terms of positive affect dimension is 59%, surpassing the overall rate of 51% and the rate of 48.3% for ordinary individuals. Conversely, it reaches as high as 45.1% for other groups in terms of negative affect dimension, exceeding the overall rate of 35.2% and the minimal rate of 0.06% among the police group. This discrepancy may be attributed to a significant proportion of criminals within other groups who have violated laws. This results in a dichotomy between good and evil alongside the police group as well as polarization in attitudes toward law enforcement videos.

(2) Happiness: A descriptive analysis of happiness presented in 656 short

videos is performed (Table 3).

Table 3: Descriptive Analysis of Happiness in Government Short Videos

Project	Category	Number	Frequency (%)
Form of Videos	Sitcom	96	15.2
	Reality talk show	66	10.5
	Promo MV	66	9.5
	On-site documentary shooting	266	42.2
	Other video formats	118	18.7
Video Format	No video	24	3.8
	Full screen	239	37.9
	Horizontal screen	140	22.2
	Narrow strip	251	39.8
Video Style	Serious high end	186	29.5
	Lively and down-to-earth	444	70.5
Whether to use Emoji	Yes	106	16.8
	No	524	83.2
Title Sentence	Declarative sentence	194	30.8
	Love question	133	21.1
	Exclamation	207	32.9
	Analytical sentences	96	15.2
Title Style	Colloquial	503	79.8
	Written	127	20.2
Whether to use Internet Terms	Yes	232	36.8
	No	398	63.2
Background Music	Douyin Hits	324	51.4
	Pure Music	197	31.3
	No Background Music	109	17.3

The dimension of happiness is manifested in three aspects. Live action is prominent in samples, and 96.2% are in the form of video to show that new government media has launched its short video era. The duration of short videos with a lively style varies from long to short, while the perspective shifts from horizontal to vertical in terms of views. There are only 140 videos of horizontal views in samples, accounting for 22.2%. The number of videos of vertical views is 239, accounting for 37.9%. Approachable short videos break the stereotype of the government. The title of short videos is emotional, and the formats of the government's Weibo and WeChat accounts have been changed.

They are not limited to sentences and grammar anymore. The most common use of exclamations is to publish videos, attract attention, and promote interaction.

(3) Security: Table 4 shows a descriptive analysis of the sense of security presented in 630 short videos.

Table 4: Descriptive Analysis of the Sense of Security in Government Short Videos

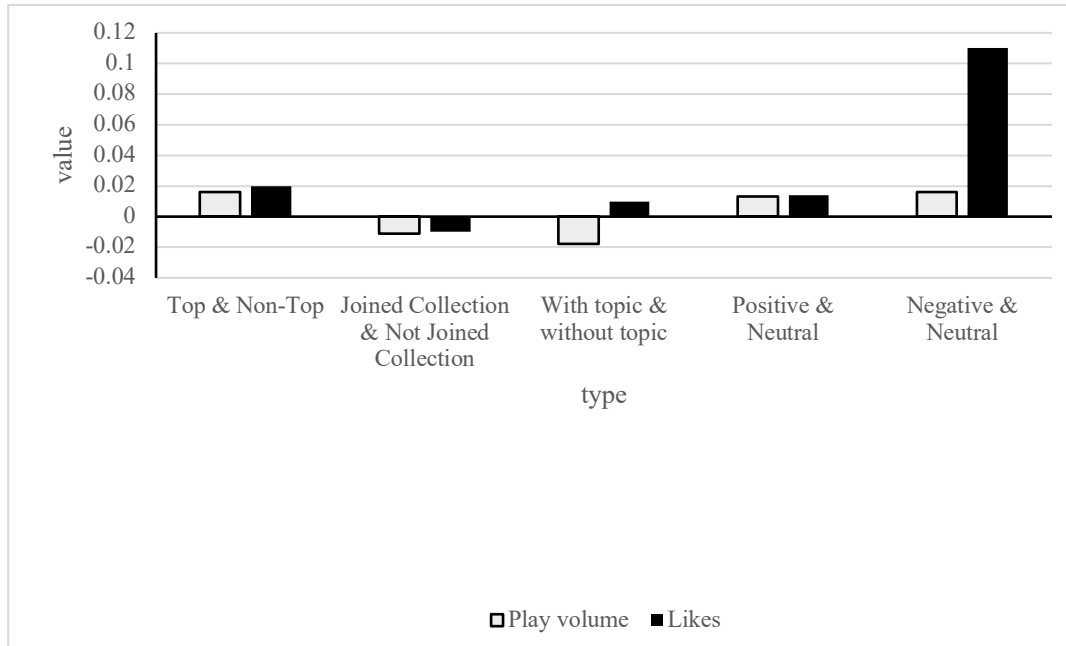
Project	Category	Number	Frequency (%)
Video Themes	Police life training	147	23.3
	Police work scene	183	29.0
	Police information disclosure	90	14.3
	Social positive energy	64	10.2
	Police Safety knowledge	120	19.0
	Other topics	26	4.1
Video Source	Official source	544	86.3
	Folk sources	49	7.8
	Not marked	37	5.9
Are there Police	Yes	531	84.3
	No	99	15.7
Other Characters	Criminal offender	242	38.4
	Police	198	31.4
	The victimized	61	9.7
	Ordinary people	59	9.4
	Police family	14	2.2
	Other people	56	8.9
Whether it is a Single Recording	Yes	365	57.9
	No	265	42.1

The dimension of security is mainly reflected in public security accounts. Generally speaking, there are three aspects. Attention is paid to on-site and knowledgeable content. Public security short videos mainly focus on police working ($n = 183$; 29.0%), training ($n = 147$; 23.3%), and safety knowledge ($n = 120$; 19.0%). The real work and life of police are exposed to realize political communication and users' sense of presence. Users have a sense of zero distance from police, which is also the biggest advantage of short videos. The popularization of safety knowledge can help netizens improve their safety awareness and capabilities. Video sources are officially dominated. There are 544 videos from official sources. Most videos are planned and shot by various public security units. 7.8% of the videos are contributed by netizens with official responses. Both police and civilians are present. There are 531 police officers in the videos, accounting for 80.9%. It is in line with the role of government accounts. The positive content from mass is mainly in the videos without police.

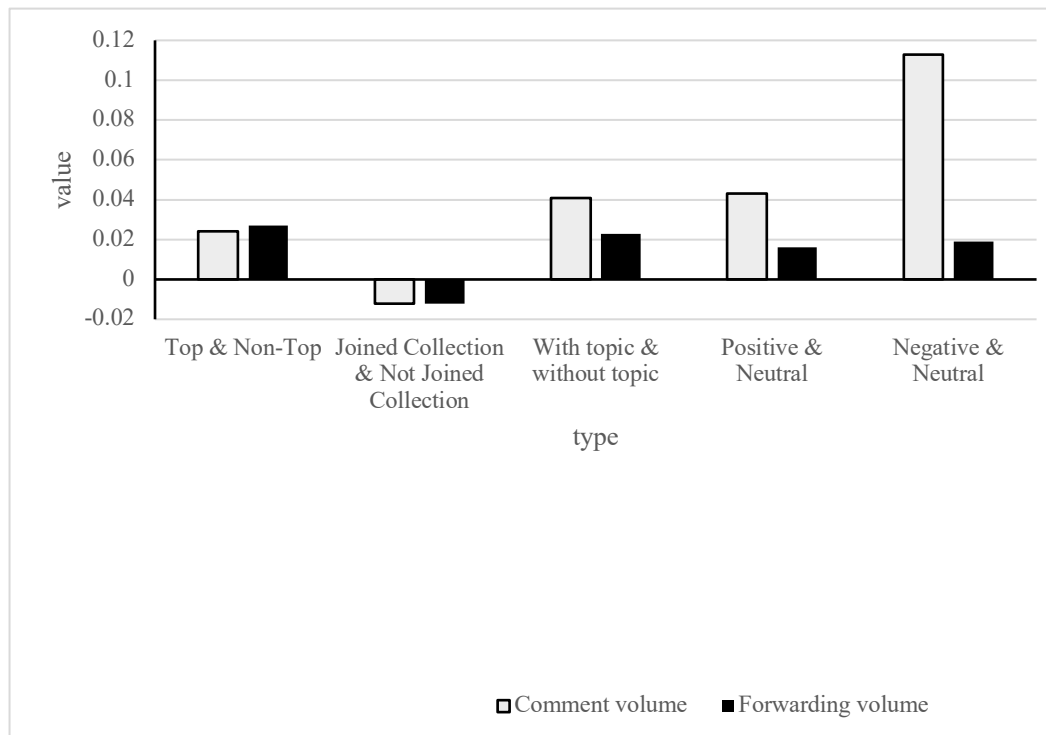
Videos are well made. 57.9% have a single scene, and 42.1% have multiple scenes. The cost of conception, shooting, and production is high. It is impossible to achieve mass production like government Weibo and WeChat accounts. High production costs have brought huge operational pressure and spawned many re-produced short videos through splicing.

3.4 Influence of Government Short Videos

The purpose of government short videos is to better disseminate the content to audiences. Regression analysis is introduced in this section. Media salience, content, and form are independent variables. Some classification indicators are converted into dummy variables before operation (Figs. 3, 4, and 5).

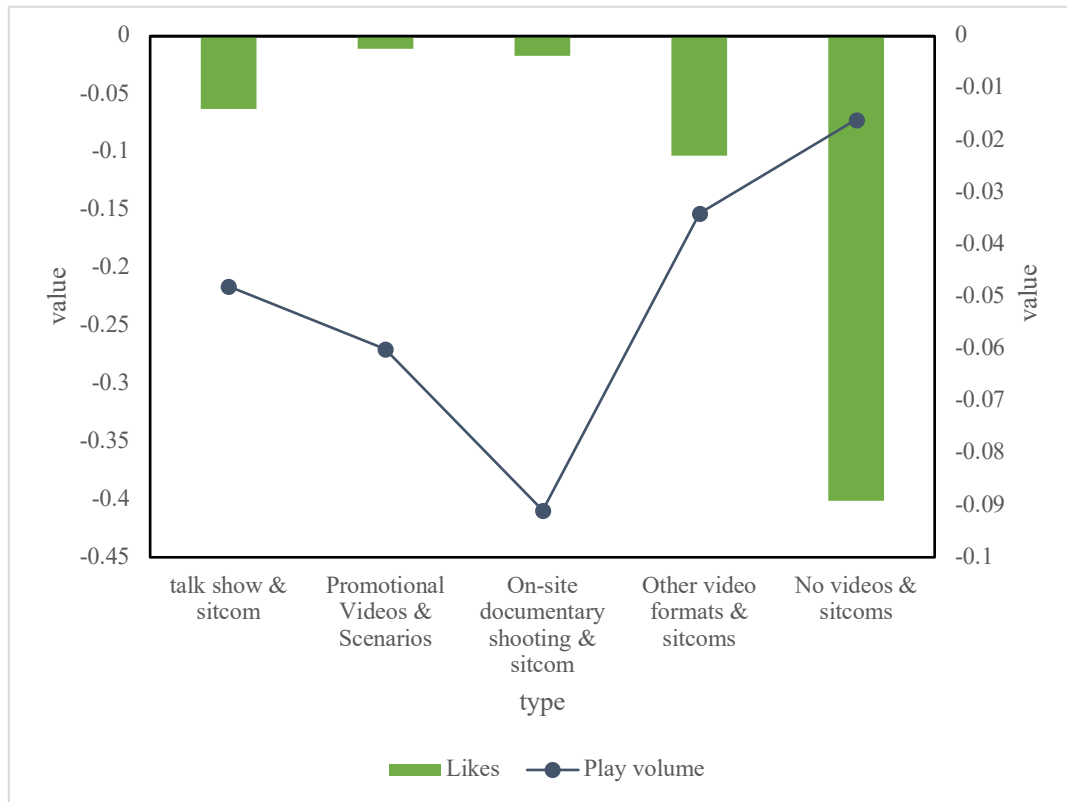


A) Analysis on the Sense of Achievement

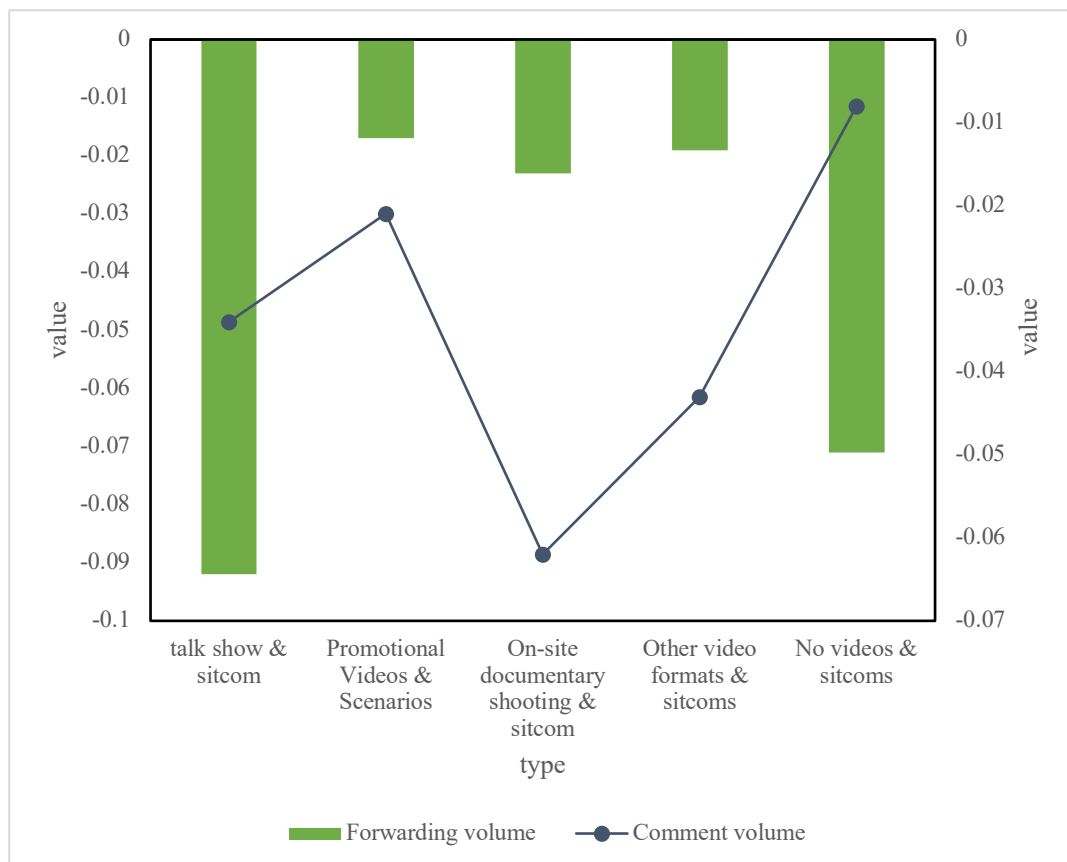


B) Analysis of the Spread

Figure 3: Analysis on the Influencing Factors of the Sense of Achievement

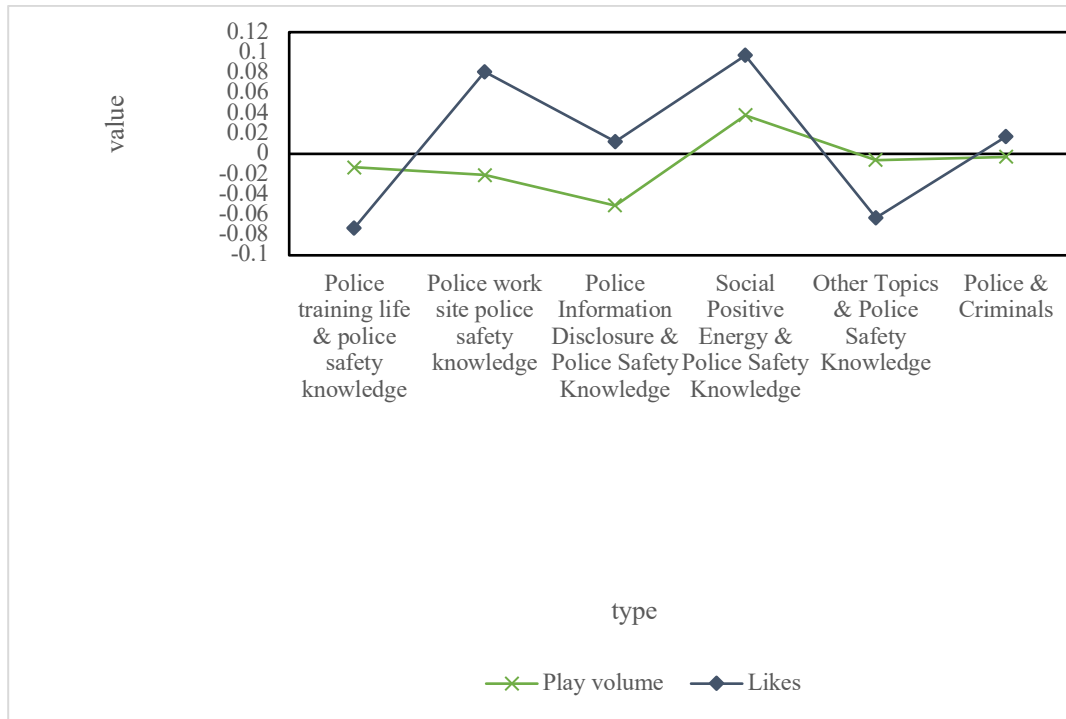


A) Analysis on the Spread of Short Videos Considering the Sense of Achievement

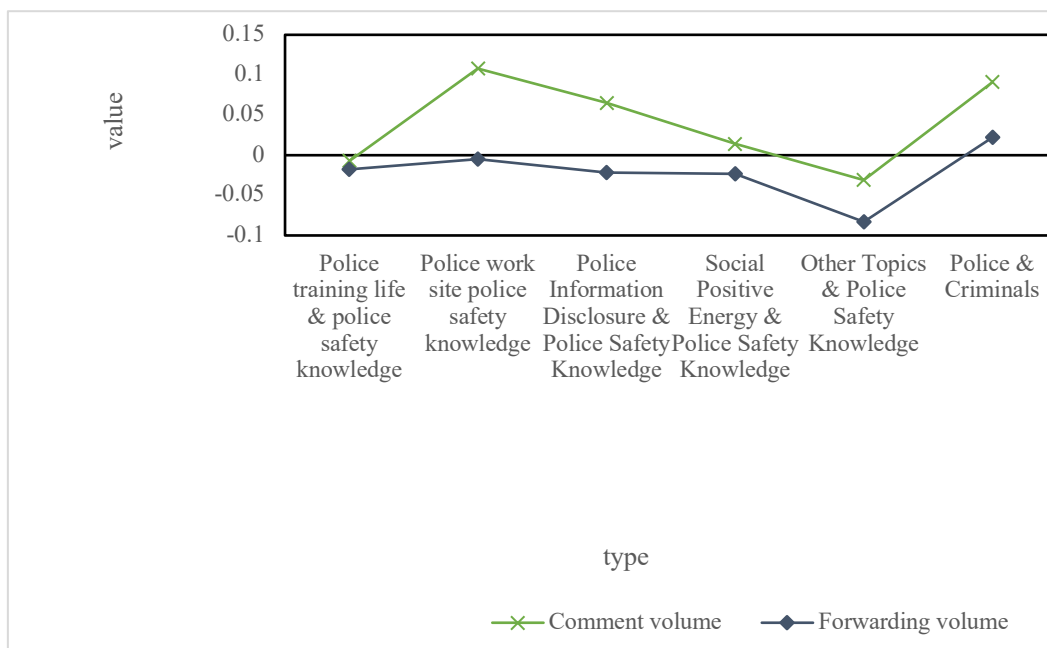


B) Analysis on the Sense of Happiness

Figure 4: Analysis on the Influencing Factors of the Sense of Happiness



A) Analysis on the Sense of Security



B) Analysis on the Spread of Short Videos Considering the Sense of Security

Figure 5: Analysis on the Influencing Factors of the Sense of Security

Categories such as emotions, content, main characters, and form are related to communication effects. Lively forms, e.g., sitcoms are more in line with Douyin. Popular Internet memes add liveliness to short videos and have better communication effects on Douyin. Public security Douyin operators focus on positive, lively, and down-to-earth styles. They are committed to realizing a mixed emotional communication model for

public-security publicity. The dissemination expectations of public security Douyin have not been fully realized. Douyin of public security and government affairs is used to achieve positive publicity. However, it has also played a bad role in expanding the stereotype of public security.

4. DISCUSSION

SDGs are guaranteed by digital short video production. The short video industry is online and will not cause great harm to the environment. Therefore, short videos for government affairs can play a role in promoting the industry to be green. The government's short video production guarantee considers people's needs for a better life. Government short videos should evolve content, format, and platform construction. Changes should be made in content and platform construction. Government short video accounts should not be misled by short-booming cities (Chongqing, Chengdu, Ma'anshan, etc.). They should focus on what they should do. Only by actively engaging in social governance in the new era and meeting the needs can we win people's favor and support. Content production is guaranteed by government short videos. Many government accounts are inactive. The top accounts are mainly from public security and police departments. However, the lack of high-quality production is the main problem. Therefore, high-quality content should be extracted from and used by people who have become fatigued with entertainment. Novelty should not be the focus. People nowadays are looking for positive energy and useful information. Government short videos' advantages lie in credibility, authority, and usefulness that address people's real problems. The spread should be guaranteed. It is necessary to actively explore the mechanisms of government short video platforms. Government departments and mainstream media can refer to TV to build their platforms. Government short video platforms at different levels should be integrated to build a comprehensive one. Consequently, the spread is more efficient, and the content can be integrated to provide in-depth information and reach wide audiences. An effective mechanism should have a strong and lasting impetus. Government short video accounts are part of performing responsibilities. However, this obligation does not guarantee the success of these accounts. Government short video accounts should not be too cautious. They can do advertising to sell agricultural products for farmers, etc. The accounts can thus promote their videos more positively.

5. CONCLUSIONS

A large number of government short video accounts had been created on Douyin, which had a major impact. However, various issues should be ignored. For example, short government videos could not be reposted on other mainstream platforms, e.g., WeChat and Weibo for capital interests. Tencent's algorithm led to the Matthew effect—videos with more views were more likely to be recommended. Government videos' appeal could not compare with entertainment ones, resulting in a narrow spread. Therefore, government short video accounts could use the power of the government and mainstream media to establish their platforms. Government short video accounts should position themselves as a window for social governance and a platform to serve the people. They should monitor content and adopt a UGC&PGC model. Users uploaded short videos to government accounts, and professionals from these accounts integrated and optimized the content. People's Daily actively explored this model. The essence of a better life was to meet people's needs for livelihood, which was about how new media promoted society and new mechanisms for effective social governance. Government short videos should take following user habits as the fundamental goal. The government must promote its voice and serve the people with approachable and entertaining short videos. Short videos were used to change work and attract users to participate in social governance. A bottom-up interactive system of Internet social governance was expected to meet people's needs for achievement, happiness, and security.

DISCLOSURE STATEMENT

No potential conflict of interest was reported by the author(s).

DATA AVAILABILITY

The datasets generated during and/or analyzed during the current study are available from the corresponding author on reasonable request.

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