

**Original Research Article****The presentation of ethnic traditional sports culture on digital media platforms and audience feedback analysis***Weizhi Geng**Liaoning University of International Business and Economics, Dalian, Liaoning, 116052, China*

**Abstract:** Traditional ethnic sports culture faces challenges in digital media dissemination, including limited presentation formats and insufficient audience feedback utilization. This study analyzes the presentation formats and content creation elements on mainstream digital platforms, explores audience feedback mechanisms and their interactive relationships with content delivery, and develops targeted optimization strategies. These approaches enhance the effectiveness of digital communication for traditional ethnic sports culture, strengthen audience recognition, provide reference for related initiatives, and facilitate effective cultural inheritance in the digital era.

**Keywords:** National traditional sports culture; Digital media; Presentation form; Audience feedback; Cultural communication

**1. Introduction**

Digital technology is reshaping the landscape of cultural dissemination. Traditional ethnic sports culture needs to be revitalized through digital media. However, current digital platforms suffer from systemic planning deficiencies and insufficient coordination between audience feedback and content creation. It's crucial to study the presentation status of digital media and audience feedback mechanisms, clarify communication patterns, and provide evidence for optimizing dissemination strategies and enhancing cultural inheritance effectiveness. This holds significant importance for protecting and developing traditional ethnic sports culture.

**2. The digital media presentation of national traditional sports culture****2.1. Presentation forms of mainstream digital platforms**

Short videos featuring special effects and trending music can highlight the highlights of traditional sports events<sup>[1]</sup>. The high-difficulty movements of dragon and lion dances paired with energetic rhythms instantly capture users' attention, encouraging likes and shares for rapid viral spread. Social platforms leverage interactive features like trending topics and user sharing to build cultural exchange circles for ethnic traditional sports<sup>[2]</sup>. By creating relevant hashtags, these platforms attract users from diverse regions and age groups to discuss and share their experiences with the activities, fostering a collision of diverse perspectives. Professional cultural platforms possess resource integration advantages<sup>[3]</sup>. In-depth analyses of ethnic traditional sports culture are systematically presented through dedicated pages, detailing historical origins, technical essentials, and cultural connotations. These pages incorporate academic research findings to meet the knowledge-seeking needs of both professionals and enthusiasts.

**2.2. Analysis of the core elements of content creation**

The digital transformation of cultural symbols involves revitalizing distinctive elements from traditional ethnic sports, including costumes, tools, and movements<sup>[4]</sup>. Through modeling and special effects, these elements

are vividly presented in the digital realm. For instance, the unique patterns on Mongolian wrestling attire are showcased through high-definition 3D modeling that magnifies cultural details. Narrative techniques integrate technological approaches, moving beyond conventional linear storytelling. By employing multi-angle transitions and virtual reality (VR)/augmented reality (AR) technologies, immersive scenarios are created. When depicting archery events, VR technology transports audiences to ancient archery grounds, immersing them in competitive atmospheres while balancing regional characteristics with ethnic universality. This highlights geographical variations similar to traditional martial arts styles across northern and southern China. Simultaneously, it explores shared spiritual values in ethnic sports—Such as teamwork and physical fitness—Ensuring cultural dissemination remains both distinctive and universally resonant<sup>[5]</sup>. As shown in **Table 1**:

**Table 1.** Comparison of traditional ethnic sports culture on different digital platforms.

Type of digital platform	Presentation form characteristics	Advantages of content dissemination	face the challenge	typical case
short video platform	The duration is short, the rhythm is tight, and it is mostly combined with popular elements	Fast propagation speed and wide coverage of the audience	The depth of content is limited and easy to be quickly brushed	TikTok On the “traditional martial arts flash mob” short video, martial arts moves are displayed with pop music
social platform	Interactive, focusing on topics and user sharing	It is conducive to forming a cultural community and enhancing the sense of user participation	Information is scattered and difficult to spread systematically	The topic of “ethnic traditional sports and cultural exchange” on Weibo attracted many users to share their experiences
Professional culture platform	Content system, professional, in-depth analysis of cultural connotation	To meet the needs of professional research and deep enthusiasts	The audience is relatively narrow	The website of China Sports Culture Digital Museum provides a comprehensive interpretation of traditional sports projects of various ethnic groups

### 3. Audience feedback mechanism for digital communication of ethnic traditional sports culture

#### 3.1. The main forms of audience feedback

High click-through rates demonstrate content's initial appeal, while dwell time reflects its ability to sustain audience engagement. Retweet frequency correlates with secondary dissemination potential<sup>[6]</sup>. The platform's backend generates real-time data curves that visually reveal audience reactions across different time periods and content types. Comments exhibit diverse emotional tendencies: admiration for traditional sports techniques, inquiries about cultural contexts, and suggestions for presentation formats. Emotional responses vary by content type—Athletic content tends to elicit excitement, while folkloric content often evokes warm resonance<sup>[7]</sup>. In secondary creation activities, some users re-edit original content through clips and reorganizations, while others adapt it with modern elements. The quantity and quality of these creative adaptations directly reflect audience participation in cultural dissemination, showcasing youthful creativity and innovative approaches. As shown in **Figure 1**:



Figure 1. Main forms of audience feedback in digital communication of ethnic traditional sports culture.

### 3.2. The interactive influence relationship between feedback and presentation

Feedback and presentation interactively influence each other<sup>[8]</sup>. When explanatory content about traditional sports receives high likes, creators tend to produce more in-depth analyses of similar topics. Interactive data shows audiences prefer dynamic displays, with static graphics and text ratios decreasing accordingly. Platform algorithms adjust content recommendation weights based on feedback data, granting higher exposure opportunities to highly interactive content, creating a “hot content gets hotter” cycle<sup>[9]</sup>. Meanwhile, user profiles enable targeted delivery of ethnic traditional sports content to potential interest groups. Cultural differences cause varying responses: audiences familiar with the subject focus on detailed presentation, while newcomers crave accessible explanations. This contrast compels content creation to cater to different cognitive levels through layered presentation models—Maintaining professional depth while offering beginner-friendly guidance<sup>[10]</sup>.

## 4. Conclusion

The presentation formats of traditional ethnic sports culture in digital media and audience feedback mechanisms reveal their interactive relationship. The findings of this study provide practical references for promoting the dissemination of traditional ethnic sports culture in the digital era, assisting in optimizing content creation and enhancing audience engagement. Future research could delve into regional differences among audiences to better preserve and develop traditional ethnic sports culture through digital communication channels.

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