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## Using Baidu Index to Track Online Interest in Ethnic Dance

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### Abstract

This study, leveraging Baidu Index data, delves into the trend analysis of online interest to ethnic dance, comparisons of interest across different regions, and changes in interest during specific periods. The findings reveal that factors such as dance performance events, social incidents, media dissemination, government policies, online platforms, and educational and cultural policies significantly impact the attention towards ethnic dance. Specific periods, like holidays, sudden events, and major competitions or performances, also trigger notable fluctuations in interest towards ethnic dance. A comprehensive analysis of these factors offers a deeper understanding of the changes in online interest towards ethnic dance and provides a scientific basis for the formulation of related policies and promotion strategies. This research holds implications for promoting the dissemination and development of ethnic dance, as well as advancing cultural arts research and cross-cultural exchanges.

**Keywords:** Ethnic dance, Online interest, Baidu index, Dance performance events

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## 1. Introduction

### 1.1. Background

With the rapid development of the socio-economic landscape and deepening cultural exchanges, ethnic culture plays an increasingly pivotal role in contemporary society. Among these, ethnic dance, as one of China's colorful cultural heritages, not only carries the historical memory and emotional experience of ethnic culture but also serves as a crucial medium for expressing emotions and cultural heritage (Liu *et al.*, 2017). In the era of the internet, with the widespread reach and growing influence of online media, the ways people access information and express emotions have undergone revolutionary changes. Hence, studying the online interest to ethnic dance is significant for understanding public perception of ethnic culture, promoting the inheritance and development of excellent ethnic cultures (Meng and Ma, 2017). China, a multi-ethnic country, boasts a rich and diverse array of ethnic cultural resources. Ethnic dance, as an essential component of ethnic culture,

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exhibits a vibrant variety across different regions and ethnicities. Researching the online interest to ethnic dance not only sheds light on the level of affection and focus of attention on ethnic dance across different areas and ethnic groups but also aids in identifying characteristics and patterns in the online dissemination of ethnic dance. Moreover, with the rise of the cultural industry and the expansion of the cultural market, the frequent organization of ethnic dance performance events and cultural festivals potentially positively impacts the online interest to ethnic dance (Yu *et al.*, 2017). An in-depth study of the trends and influencing factors of online interest to ethnic dance can offer scientific evidence for the development of the cultural industry and the formulation of cultural dissemination strategies.

## 1.2. Objectives and Significance

The aim of this research is to gain a deeper understanding of the online interest towards ethnic dance, exploring its trends, regional differences, and influencing factors. In the era of the internet, online media has become a crucial channel for information acquisition and emotional expression (Ge and Xue, 2020). As one of China's vibrant cultural heritages, ethnic dance plays an important role in this new communication environment. Thus, studying the online presence and attention towards ethnic dance helps to comprehensively understand the dissemination and perception of ethnic culture in contemporary society (Mao, 2020).

This research is significant as it fosters the promotion of ethnic cultural heritage and innovation. By analyzing the online presence and attention level of ethnic dance, it provides crucial evidence for cultural dissemination, promoting the inheritance and innovation of ethnic culture to keep pace with the times. Exploring the factors affecting the attention towards ethnic dance, such as dance performance events, social incidents, and media dissemination, offers insights into the internal mechanisms and patterns of ethnic dance's online dissemination. This assists relevant departments and institutions in formulating more effective cultural policies and dissemination strategies, promoting the development and prosperity of the cultural industry. Moreover, studying the online performance of ethnic dance also aids in advancing the cultural industry. By understanding the level of online interest towards ethnic dance, it provides references for the development of related cultural industries, promoting the production and promotion of cultural products and the flourishing of the cultural industry. Ultimately, this research contributes to building a harmonious cultural society by deepening the understanding and appreciation of ethnic culture, promoting respect and dissemination of cultural diversity, and helping to construct an inclusive and harmonious cultural social environment (Han, 2020).

## 1.3. Baidu Index: Track Online Behavior and Interest

The importance of Baidu Index has been recognized by the academic community. Zhang's study provides a case analysis on the use of Baidu Index for regional online interest research, from which we can understand the application of Baidu Index in public sentiment analysis and its importance in specific regional public sentiment analysis (Li, 2020). It offers a convenient way for analysts to understand the public's search volume and interest changes for specific keywords. By analyzing these data, it's possible to delve deeper into the development trends of public sentiment events, the focus of public attention, and the direction of public opinion (Li, 2020).

Baidu Index plays a key role in public sentiment monitoring. It can reflect the search trends of keywords in real-time, helping analysts to timely discover and understand societal hotspots, public sentiment events, and the focus of public attention. Such real-time monitoring capabilities enable sentiment analysts to respond more promptly, manage and guide public opinion more effectively (Aliya, 2019). Moreover, Baidu Index provides robust data support for public sentiment analysis. Analyzing the changes in keyword search volume offers deep insights into the public sentiment heat, duration, and focus triggered by events. Such data analysis provides a scientific basis for the handling and management of public sentiment events, helping decision-makers to better understand and respond to public sentiment incidents (Naziguli, 2019).

## 2. Methodology

### 2.1. Data Collection

Initially, search data related to the keyword "ethnic dance" will be gathered using the Baidu Index platform. Baidu Index enables access to information such as the search volume and popularity of keywords within the

Baidu search engine. An appropriate time range will be selected to ensure the representativeness and completeness of the data. Additionally, data from different time periods will be collected to reflect the changing trends in attention towards ethnic dance.

## 2.2. Data Organization and Processing

Upon collecting the data, it will undergo organization and processing. This may include data cleaning, removing outliers, and filling in missing data to ensure the accuracy and reliability of the data. A unified data format and standard will be adopted for ease of subsequent analysis and comparison.

## 2.3. Trend Analysis

A trend analysis of the search volume for the ethnic dance keyword across different time periods will be conducted. Through statistical analysis methods, the changing trends in attention towards ethnic dance will be explored, along with any potential seasonal or annual patterns. Visualization tools, such as line charts or trend graphs, will be utilized to vividly present the changes in search volume.

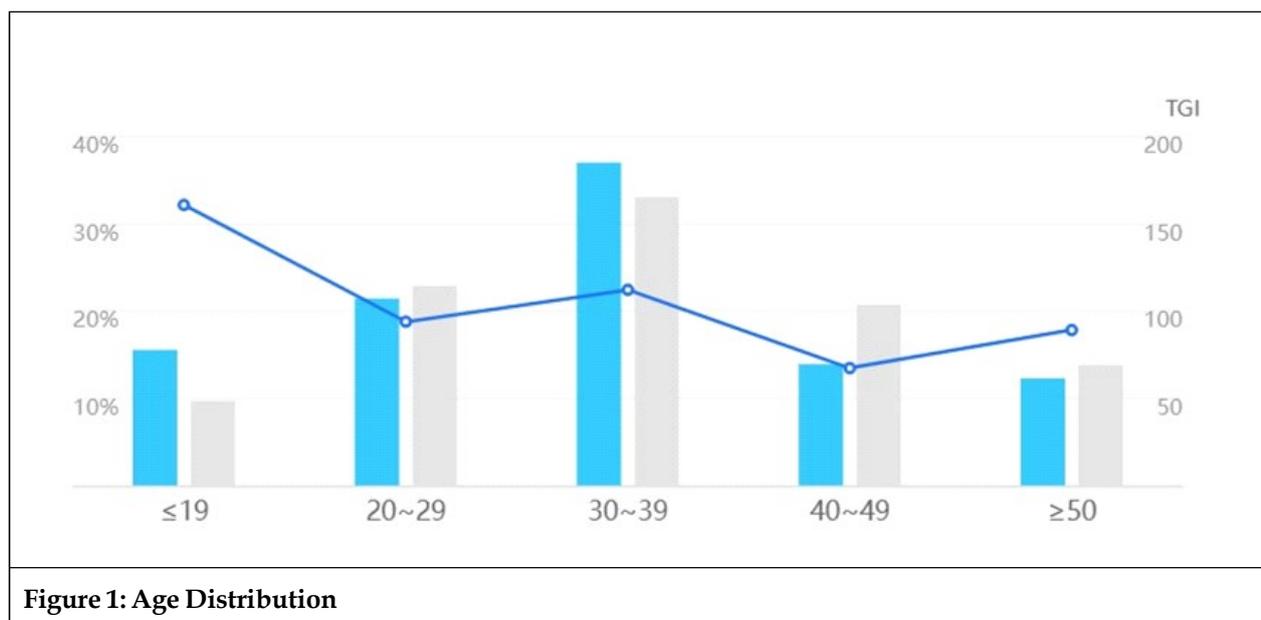
## 2.4. Regional Comparison

A comparative analysis of the attention towards ethnic dance in different regions will be performed. By integrating and comparing Baidu Index data from various regions, differences in attention towards ethnic dance across regions will be investigated. This will aid in understanding the popularity of ethnic dance in different areas and identifying potential influencing factors.

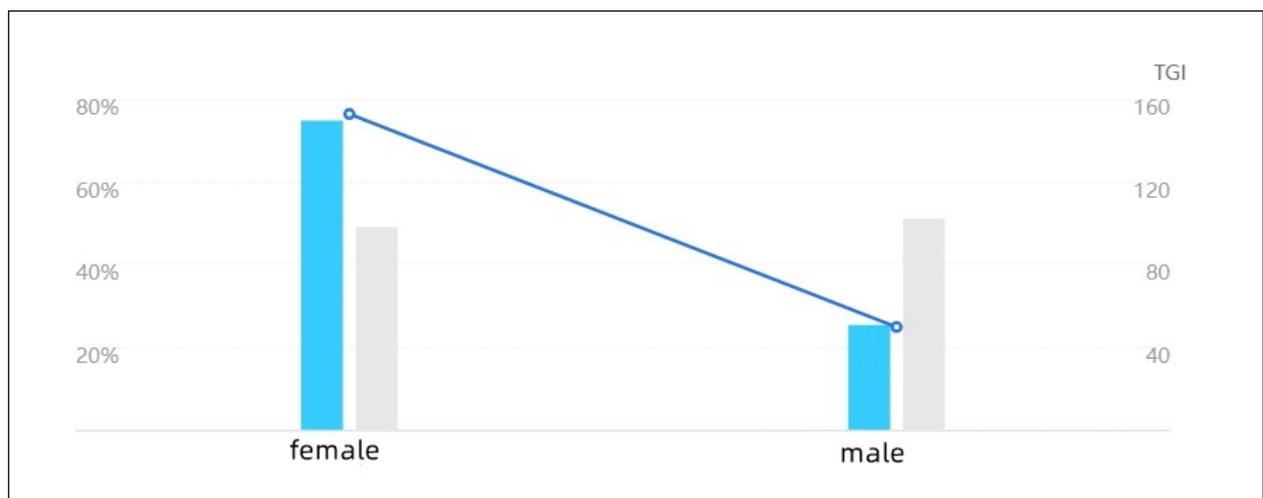
## 3. Results

### 3.1. Trend Analysis of Online Interest to Ethnic Dance

From the age distribution in Figure 1, it is evident that middle-aged individuals aged 30-39 show the most prominent search volume. Thus, Baidu Index can also serve as part of a public sentiment early warning system. A public sentiment early warning system based on Baidu Index data can identify potential public attention and opinion fluctuations by monitoring abnormal changes in keyword search volumes. Such a warning system allows relevant departments to react more timely, effectively manage and guide public opinion, and reduce the risk and impact of public sentiment events (Yu et al., 2017).

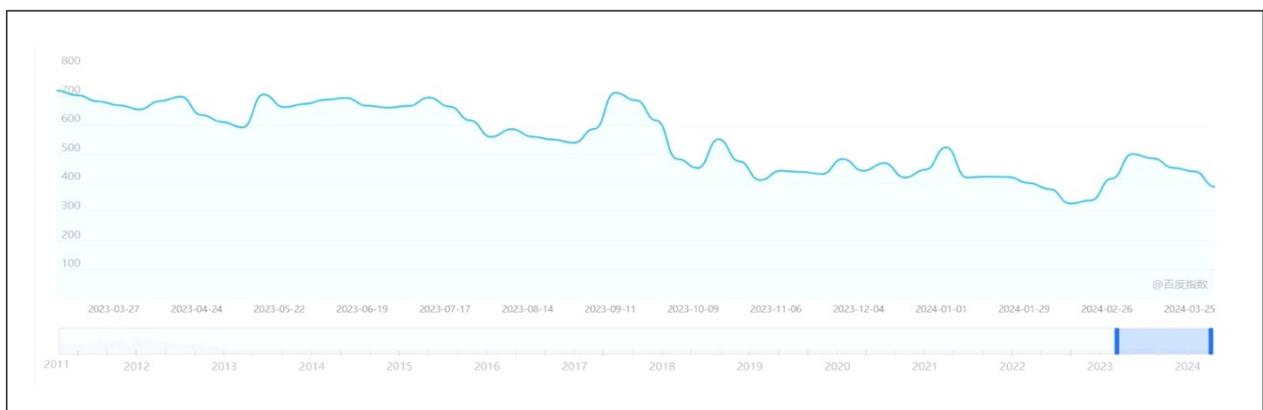


As seen in Figure 2, the search volume for ethnic dance shows that females search significantly more than males. This demonstrates that the application of Baidu Index in public sentiment analysis not only provides strong data support but also helps analysts to comprehensively understand and address public sentiment incidents, improving the efficiency and accuracy of public sentiment analysis.



**Figure 2: Gender Distribution**

From February 2023 to March 2024, the search volume for the keyword “ethnic dance” on Baidu Index showed certain fluctuations and trends. There was a noticeable increase in search volume for ethnic dance during this period, indicating a rise in public interest. In contrast, during other periods, the search volume was relatively lower, indicating a more stable or declining interest in ethnic dance. Changes in this trend could be influenced by various factors, such as seasonal changes, social events, and media coverage. Further analysis revealed a significant increase in the search volume for ethnic dance during this time frame, often associated with specific holidays or major dance events, such as the Spring Festival and Lantern Festival. The search volume for ethnic dance often peaked around these times. According to data on age and gender distribution, the 30-39 age group conducted the most searches for ethnic dance, with women dominating in terms of search volume. Additionally, during major dance competitions or performance events, ethnic dance became a hot topic, attracting considerable attention and searches. This indicates that the attention to ethnic dance during specific periods is closely related to festivals or significant events, which effectively stimulate public interest and participation.



**Figure 3: Baidu Search Volume Index for “Ethnic Dance”**

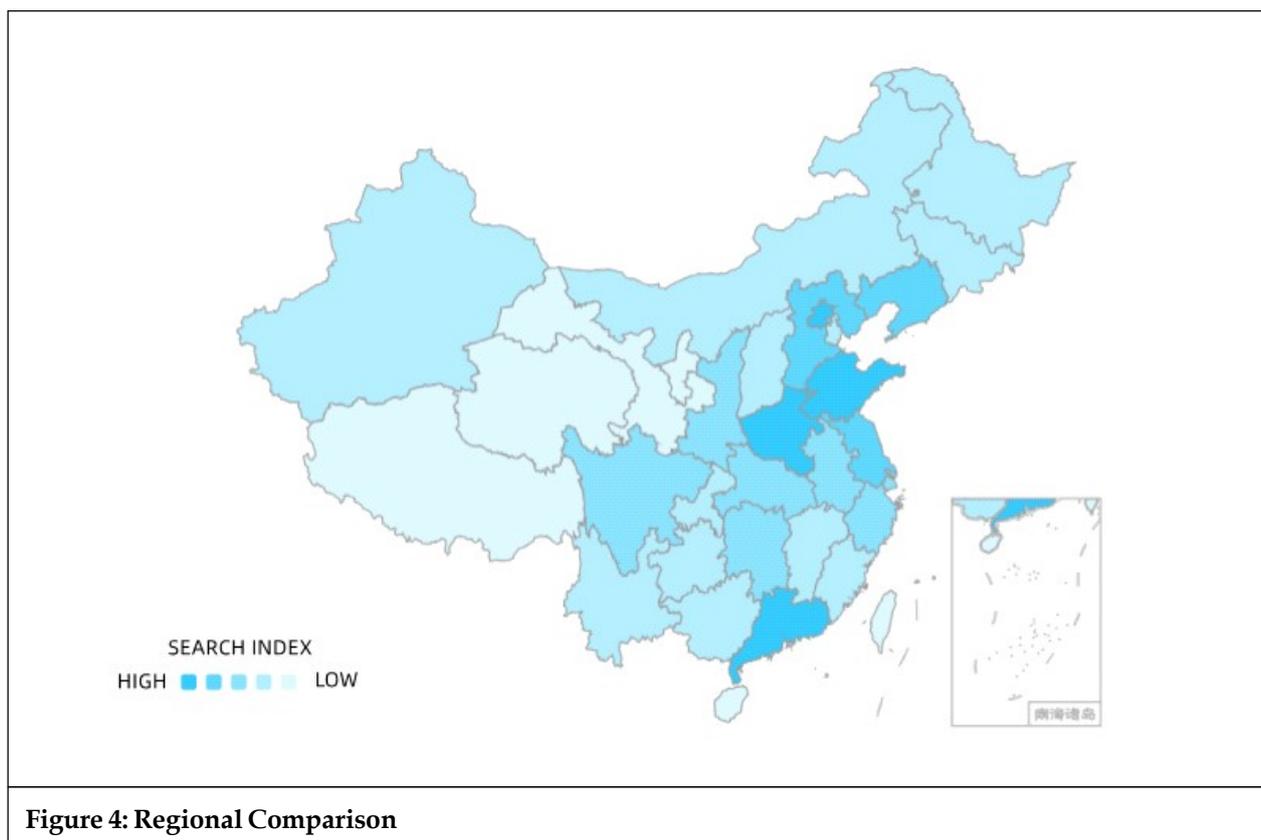
After significant social events, such as the decisive victory in the epidemic prevention and control announced in 2023, the search volume for ethnic dance often showed noticeable fluctuations. This might be because dance, as a form of cultural expression, can reflect the public’s emotions and attitudes toward social events. For instance, during major events or societal issues that stir public discussion, ethnic dance may become one of the ways for people to release emotions and express cultural identity, thus leading to an increase in search volume. Media reports and online platform dissemination also influenced changes in attention to ethnic dance. The promotion of dance performance events or competitions in the media and online platforms often enhanced the visibility and attention to ethnic dance, thereby leading to an increase in search volume. Thus, media dissemination and online platform promotion play a significant role in driving attention to ethnic dance.

### 3.2. Regional Comparison of Online Interest to Ethnic Dance

Data on the keyword “ethnic dance” from different regions was collected and processed using the Baidu Index. Representative cities or regions were selected, including first-tier cities, second-tier cities, third-tier cities, as well as economically developed and underdeveloped areas, to reflect the social, cultural differences, and economic development levels across different areas.

The regional comparison shown in Figure 4 revealed significant differences in attention to ethnic dance across different regions. Generally, ethnic dance garnered more attention in first-tier cities and economically developed areas, while attention was relatively lower in underdeveloped areas. This might be due to the dense population and abundant cultural resources in first-tier cities and developed areas, where dance performance activities and cultural shows are more frequent, thus resulting in higher visibility and attention to ethnic dance. In contrast, due to the scarcity of cultural resources and lower economic development levels in underdeveloped areas, attention to ethnic dance is relatively low. Additionally, seasonal variations in attention to ethnic dance were observed across different regions. In some areas, attention to ethnic dance might change with the seasons, for example, reaching its peak during the Spring Festival in some southern regions, while peaking during the summer tourist season in northern areas. This is closely related to the climate characteristics and festive cultural traditions of the region.

Moreover, the impact of specific events on the attention to ethnic dance in different regions was observed. In some areas, the search volume for ethnic dance might change due to specific events or activities. For instance, the hosting of dance competitions in certain regions could drive an increase in public attention to ethnic dance. Similarly, in areas hosting cultural festivals, ethnic dance performance activities might become a focal point of interest, thereby leading to an increase in search volume.



## 4. Discussion

### 4.1. Factors Influencing Online Interest to Ethnic Dance

#### 4.1.1. The Impact of Dance Performance Events

Dance performance events are one of the significant factors influencing the attention towards ethnic dance. Organizing dance performances and competitions can effectively enhance the visibility and attention of ethnic

dance (Lan and Ma, 2023). On one hand, these events provide the public with opportunities to appreciate ethnic dance up close, igniting interest and passion; on the other hand, through media publicity and online dissemination, they expand the influence of ethnic dance, attracting more attention and participation. Hence, dance performance events play a positive role in boosting online interest to ethnic dance and are crucial for promoting its dissemination and development (Zhong, 2020).

#### *4.1.2. The Impact of Social Events on Attention to Ethnic Dance*

Social events also significantly affect the attention towards ethnic dance. Following major social events, people often seek various ways to release emotions and express their concern for society. As a form of cultural expression, ethnic dance can serve as a medium for people to vent emotions and express cultural identity (Qiu, 2022). Thus, after some social events, the search volume for ethnic dance often shows significant fluctuations, reflecting the public's emotions and attitudes towards these events. In such cases, ethnic dance becomes an outlet for emotional release, increasing its online interest (Kalibunur, 2022).

#### *4.1.3. The Impact of Media Dissemination on Online Interest to Ethnic Dance*

Media dissemination also plays a crucial role in promoting online interest to ethnic dance. Through media coverage, publicity, and promotion, the fame and influence of ethnic dance can be effectively expanded (Zeng and Bi, 2020). Various media platforms, such as television, the internet, and newspapers, can introduce the artistic charm and cultural connotations of ethnic dance to the public, enhancing their awareness and interest (Liu, 2022). Moreover, media coverage and promotion provide a broader stage for the dissemination and promotion of ethnic dance, attracting more audiences and supporters. Therefore, media dissemination significantly promotes online interest to ethnic dance, aiding its dissemination and development.

### **4.2. The Impact of Other Factors**

#### *4.2.1. The Impact of Policies on Ethnic Dance Development*

Government policies play a crucial role in the development of ethnic dance. Support and encouragement from the government can greatly promote the development and dissemination of ethnic dance. For example, by establishing special funds, organizing cultural and art festivals, and enacting relevant laws and regulations, the government can provide a favorable environment and support policies for ethnic dance, promoting the creation, performance, and dissemination of ethnic dance works (Buqing et al., 2019). The support from government policies not only stimulates the creative passion of ethnic dance practitioners but also attracts more audiences and supporters, thereby enhancing the online interest and influence of ethnic dance.

#### *4.2.2. The Impact of Online Platforms on Ethnic Dance Dissemination*

Online platforms have become an important channel for the dissemination of ethnic dance in today's society. Through various online platforms, such as video websites and social media, ethnic dance can be presented to the audience in a more vivid and rich format, promoting the dissemination and sharing of ethnic dance works. Online platforms also provide a platform for dance enthusiasts and practitioners to exchange and learn, promoting the exchange and inheritance of ethnic dance culture (Yu and University, 2019). Therefore, the development and operation of online platforms play a crucial role in the dissemination and online interest of ethnic dance.

#### *4.2.3. The Impact of Education and Cultural Policies on Attention to Ethnic Dance*

Education and cultural policies also significantly impact the attention towards ethnic dance. Incorporating ethnic dance into school curriculums and organizing ethnic dance training classes can enhance the public's awareness and understanding of ethnic dance, cultivating more enthusiasts and practitioners. Furthermore, support from cultural policies can promote the inheritance and development of ethnic dance culture, enriching its artistic content and forms of expression, and attracting more audiences and attention. Thus, education and cultural policies are significant for the development and attention of ethnic dance.

### **4.3. Changes in Online Interest to Ethnic Dance During Specific Periods**

#### *4.3.1. The Impact of Holidays or Special Commemorative Days*

Holidays or special commemorative days often mark significant periods of increased attention to ethnic dance.

During these days, the public tends to celebrate and commemorate by participating in or watching cultural activities like ethnic dances. For instance, during the Spring Festival, the number of ethnic dance performances increases across various locations, and related programs are broadcasted on TV and online platforms, sparking public interest and enthusiasm for ethnic dance. Furthermore, important cultural festivals or commemorative days, such as National Day and Labor Day, serve as prime opportunities for ethnic dance performance activities and cultural displays, helping to enhance the visibility and attention towards ethnic dance (Ling, 2021).

#### 4.3.2. *The Impact of Sudden Events on Online interest to Ethnic Dance*

Sudden events can significantly affect the online interest to ethnic dance. Following major social events, people may search for ethnic dance-related content to relieve stress, seek comfort, or express emotions. For example, after natural disasters or significant societal tragedies, ethnic dance, as a form of cultural expression, can provide solace and spiritual support to people, leading to a noticeable increase in search volume during these periods. Additionally, controversial social or political events may also spark public interest in ethnic culture, thereby driving an increase in search volume for ethnic dance.

#### 4.3.3. *The Impact of Major Competitions or Performances*

Major competitions or performances are also key factors influencing attention to ethnic dance. In regions hosting significant events, ethnic dance often becomes a hot topic, drawing widespread public attention. For instance, during major sporting events like the Olympics or World Cup, cultural performance groups often present ethnic dances around the venues, attracting a large audience and media attention. Moreover, significant cultural activities or international performance tours can promote the dissemination and attention towards ethnic dance, enhancing its visibility and influence.

## 5. Conclusion

This study delved into the trend analysis of online interest to ethnic dance, regional comparison of attention, and changes in attention during specific periods, exploring various factors affecting online interest to ethnic dance. It was found that factors such as dance performance events, social events, media dissemination, government policies, online platforms, and education and cultural policies significantly impact the attention towards ethnic dance. Specific periods, like holidays, sudden events, and major competitions or performances, also trigger significant changes in attention to ethnic dance. Through a comprehensive analysis of these factors, a deeper understanding of changes in online interest to ethnic dance has been achieved, providing important references for related research.

Understanding the changing patterns of online interest to ethnic dance can help formulate relevant policies and promotion strategies. Government departments and related institutions can adjust the timing and content of cultural and art activities based on the trends of attention towards ethnic dance to better meet public demand. Analyzing the factors influencing attention to ethnic dance can aid in promoting its dissemination and development. By strengthening dance performance activities, supporting cultural groups, and optimizing online dissemination platforms, the visibility and influence of ethnic dance can be enhanced, promoting the inheritance and development of ethnic culture. Lastly, this study offers insights for promoting cultural arts research and cross-cultural exchanges. The research on online interest to ethnic dance not only sheds light on the dissemination characteristics of ethnic dance online but also fosters exchanges and integration between different cultures, enhancing understanding and respect for multiculturalism. This study provides crucial insights into understanding changes in online interest to ethnic dance, offers a scientific basis for promoting its dissemination and development, and holds significance and value for cultural arts research and cross-cultural exchanges.

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