

# Study on the Innovative Development of Variety Reality TV Programs from the Perspective of Rural Revitalization

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**Abstract:** As the country pays more attention to rural civilization, rural space gradually enters the viewers' field of vision through the media. The variety show "Let's Plant" is based on the countryside and the historical and cultural heritage of farming, and through the construction of real farming scenes, it enables the audience to experience the life of the land in an immersive way, so as to arouse people's memories of farming civilization. This paper takes the variety show "Let's Plant" as the main research object, adopts the text sentiment analysis method, starts from the audience's point of view, explores the audience's emotional tendency to the show by analyzing Douban online comments, and finally concludes the current development trend of the variety reality show and its value connotation to be conveyed.

**Keywords:** Let's Plant; Variety Reality Show; Farming Civilization; Rural Space; Textual Sentiment Analysis

## 1. Introduction

Rural civilization is the main body of the civilization history of the Chinese nation, the village is the carrier of this civilization, and the cultivation and reading of civilization is our soft power [1]. As a media product, variety art has always been highly entertaining in its expression and programme characteristics. But nowadays, influenced by the slow-life culture, the media's cultural products also show a special development trend. With the growing emphasis on rural civilization, rural spaces are gradually coming to the viewer through the media. In the past, when variety reality shows were branded with various labels such as excessive entertainment and serious homogenization, "Let's Plant", a variety reality show centred on the land and an immersive

experience of farming life for young people, stood out and gained wide and other praises. This paper takes the variety show "Let's Plant" as the main research object, adopts the text sentiment analysis method, and explores the audience's emotional tendency towards this show by analysing the online comments on Douban.

## 2. Analysis of the Programme "Let's Plant"

Let's Plant is a labour documentary and interactive programme exclusively broadcast by Iqiyi that records 10 young people sowing seeds and irrigating 142 acres of land in 192 days. It is also an immersive farming life proving ground for young people, and its main genre is an agricultural labour-raising documentary reality show. Adopting the popular reality show format, the process of labouring is shown in the programme mode of "real people + rules + real records", and through the real labouring process of ten "new farmers", young people are guided to establish a correct view of labouring and food and to let the dramatic conflict of variety show return to human life. Let the dramatic conflict of variety art return to man and nature.

### 2.1 Kernel of Programme Content

The content of the programme closely follows the positioning of "agricultural documentary". Although there is a precedent for idyllic slow variety arts, programmes focusing on real agricultural production life and focusing on real records were basically absent in the past. The "yearning life" to meal as the main form of expression shows the self-sufficiency of rural life; "treasure like countryside" is through a fun trip to lead the audience to feel the beauty of rural life; "dear inn" is through the special geographical environment to create a "paradise"-like ideal situation. However, the "countryside", "land," and "field" in the

programmes are more often presented to the viewers as a kind of imagery, while "Let's Plant" focuses its creative attention directly on the land, based on the history and culture of farming. In contrast, "Let's Plant" focuses its creative attention directly on the land, bases itself on the historical and cultural heritage of farming, systematically explores the deep value of farming culture, and through the construction of real farming scenarios, the viewers can experience the hard work of farmers in an immersive manner while feeling the charm and fun of agriculture, thus evoking people's memories of farming civilization amidst the ever-changing society, which is of a positive value orientation and the core point of the programme.

## 2.2 Positioning of Programme Characters

Let's Plant selects 10 resident guests from 200 people, and all of them are almost vegetarians. The natural sense of reality and closeness that comes with the status of a vegetarian is more able to touch people's hearts, thus triggering the audience's emotional resonance, which is an innovative way of selecting characters for a traditional variety show. In the programme, the members of the "planting team" are at a loss when they are faced with less familiar farming tools and less understanding of farming knowledge, which is a true reflection of most young people's daily life and work, but when they are down-to-earth cultivating the land and learning to use the farming tools, the process allows viewers to gain a deeper understanding of the traditional farming culture. The ten guests chosen by the programme team are all teenagers, creating a strong sense of contrast. When viewers see the image of ten clean young people actually stepping into the land and working, they feel the power behind the term "new farmers" in recent years. Agriculture needs to be constantly injected with new vigour so that more young people who understand technology and can innovate can use their knowledge and skills to help the better development of agriculture.

## 2.3 Presentation of the Programme Format

Let's Plant is different from the previous long video variety show's single seasonal broadcast mode, adopting the combination of "long video+short video+live broadcast" of multiple video forms. As director Yang Changling said,

"We want to make a variety show like a documentary [2]", this "slow reality show" accompanies the "spring ploughing and autumn harvesting" seasonal recording of crop growth, combining documentary and variety. This "slow reality show" records the seasonality of crop growth, combining documentary and variety, which is helpful for programme dissemination and scenario-based viewing. Especially during the recording period of the variety show, the selected guests opened their own accounts on social media platforms in advance and were required to make daily "farming vlogs" until the end of the show so that viewers could communicate and interact with the farming team in real time at different stages and on different platforms at different times, which brought a good sense of participation to viewers. This will give the audience a good sense of participation.

## 3. Textual Sentiment Analysis of Douban Online Reviews

### 3.1 Data Collection and Analysis

This paper selects the online reviews of "Let's Plant" on the Douban website for research, searches on Douban.com with the keyword "Let's Plant" and enters the topic of "Let's Plant (2023)" in Douban Movie, and finds that a total of 53,124 viewers of the variety show evaluated it, with five-star ratings accounting for 69.5%, four-star ratings accounting for 18.3%, and obtaining a total of 8.9 high scores, which means that the broadcasting of this variety show has gained the total score of 8.9, indicating that "Let's Plant" has gained the favour of most viewers.

Weibo, Douban, Post Bar, and other social media are common platforms for audiences to express their views, feelings, and opinions, and through a comprehensive consideration of the number of users and the number of comments, it was decided to choose Douban's audience comments as the raw data for the study. Firstly, use Python to collect the "seen" comments (17458 comments) in the "short comments of let's plant". The data for this paper was collected on December 4, 2023, and a total of 17458 comments were collected, including subjective sentence identification, topic clustering, sentiment analysis, etc. Secondly, in order to understand the audience's online sentiment expression for

"Let's Plant", the preliminary analysis has the three bell categories of positive, moderate, and bad comments, crawling the comments to collect the positive comments recorded as Comment Set A and the negative comments recorded as Comment Set B. Some of the raw data from Comment Set A and Comment Set B are shown in Table 1. Comment set a expresses their love for this variety show,

thinking that this variety show embodies a kind of sincerity and hard work, brings hope to people who are trying to live hard, returns to the real, and also brings thoughts. Comment Set B, on the other hand, thinks that they are just putting on a show and are not trying to experience the hard work of farming the land in a real way.

**Table 1. Selected Original Comment Data**

Data Set	Name	Comments
COMMENT SET A	an***103	This is a rare and sincere variety show, and it's not too much to call it a documentary. The boys are fresh, sunny, and motivated, and they grow up together without scripted showmanship or catfights, which makes them very comfortable to watch. Just for the mud, welding, repairing, raising goats, and planting flowers, these constantly demonstrated production skills are stronger than most young people (not just entertainers).
	Meitian***jiao	The land does not fail sincerity and hard work.
	Du***	No one can ignore the sincere eyes and real blood and sweat because they have seen the harvesting of 142 acres of paddy fields, snowy nights through the ditch, sowing wheat seeds, 30 tonnes of fertiliser application, 4,000 pots of roses unloaded and placed, 1,000 boxes of roses packing and carrying, etc.; they have seen life in the 190 days of the ground thrive, is the crop of the field, is the ten teenagers in the back of the Steeple Door, but is also the only one of the Inner Entertainment of the variety show, "Let's plant".
	Wen***mo	Truly catching up after the end of summer and the onset of autumn. Forever touched by the nakedness, the bravery, and the vividness of it all, let alone the teenager's. The greatness of life shines through for everyone. The land doesn't lie—ten industrious days and sunny days.
COMMENT SET B	Ph***	I couldn't stick with it without finishing the first issue. The misery and glorification of the setting for the sake of spectacle and the supposed rise in macro values made farming life off screen even more ridiculous.
	Ya***86	A variant of the anthology, a slow-running gag, a complete lack of clarity about who's who after watching an issue, and a great deal of editing conflict.
	Jj***nq	Showmanship, consumption of farmers, waste of resources
	Ji***	How much food has to be wasted and how little education is there in this crap show?

### 3.2 Emotional Tendency Analysis of Audience Comments

Emotional tendency analysis can classify people's emotional state in specific situations, such as positive, neutral, and negative emotions of different polarities, which can help to understand people's psychology, behavioural tendencies and needs, etc [3]. ROST is the only large-scale free social computing platform in China, developed and coded by Professor Shen Yang of Wuhan University to assist research in the humanities

and social sciences, with a series of text analysis functions, such as Weibo analysis, chat analysis, network analysis, website analysis, browsing analysis, and so on [4]. In this paper, ROST Content Mining 6 is used as a tool to analyse the sentiment tendency of the comments on Douban about "Let's Plant". Firstly, the software analyses and assigns a value to the comment text data collected on Douban; then the value can be used to derive the emotional tendency of the audience for "Let's Plant". Positive values indicate positive emotions, negative values indicate negative

emotions, and when the value is 0, it indicates neutral emotions. At the same time, in order to show the emotional tendency of the viewers of "Let's Plant" in a more organised and clearer way, the positive emotions are divided into

three degrees: general (0~10), moderate (10~20), and high (20+); and the negative emotions are divided into three degrees: general (-10~0), moderate (-20~-10), and high (-20 or less).

**Table 2. Sentiment Analysis Results of Variety Reviews**

Emotional categories	Proportions (%)	Emotional segmentation category	Proportions (%)
positive emotion	69.71	General (0~10)	23.82
		Moderate (10~20)	17.47
		high (20+)	28.42
neutral emotion	15.27		
negative emotion	15.02	general (-10~0)	9.37
		moderate (-20~-10)	3.67
		high(-20 or less)	0.70
Total	100		

The detailed results of the sentiment tendency analysis of Douban's "Let's Plant" comments by ROST Content Mining 6 (Table 2) show that 69.71% of the comments are positive, which indicates that most of the viewers have a tendency to like, be optimistic, and be positive about "Let's Plant", a new type of variety show; 15.27% are neutral, which indicates that this part of the audience does not have a clear tendency to like or hate "Let's Plant"; and 15.02% are negative, which indicates that this part of the audience has a poor perception of the show and needs to be improved. Neutral emotions accounted for 15.27%, indicating that this part of the audience did not have a clear tendency to love and hate "Let's Plant"; negative emotions accounted for 15.02% of the comments, which indicates that this part of the audience's perception is poor and there is still room for improvement. It is mainly divided into two parts for analysis:

Positive sentiment analysis.

Audience preferences are a central issue in the creation of variety shows, and understanding and obtaining user preferences from online reviews can provide more effective information for the later development of variety show creation. Positive sentiment expresses users' high satisfaction and experience with this variety show. A total of 12003 positive emotions were obtained through the analysis, combined with the positive part of the emotional vocabulary, the specific content can be seen in Table 3, part of the positive comment text. It can be found that users are "sincere", "healing", "meaningful", "growth" "beautiful" and use a series of praise words. This shows that viewers are satisfied with the planning, selection, and arrangement of the variety show and that they are experiencing life while watching the programme and getting close to life, which is praised by most users.

**Table 3. Text of Selected Positive Comments**

Positive evaluation of the original text (example)	Positive evaluation words
1. This should be the current domestic variety show in the guest work most of a variety show, compared to other variety shows, is indeed very sincere.	sincere
2. I've had too much effort in my life with no results in sight and need something that pays off to heal a bit.	heal
3. Seeing everyone's back made me see so many things I hadn't seen before. It was very rewarding!	rewarding
4. As if it were a microcosm of the development of mankind from a primitive society to a civilised society. From mutual trial and error to gradual trust.	trust
5. Beautiful little dogs, now we actually have a new direction for the variety show.	beautiful
6. They are also ordinary enough to be close to the sparse routines of us and our friends.	close

Negative sentiment analysis.

Negative sentiment expresses online commenters' overall impression of the variety show and its problems. In order to gain a more in-depth understanding of the audience's perception and experience of the variety show and to identify the areas that need improvement in the future creation and development of the variety show, it is necessary to conduct a detailed analysis of the negative comment data. A total of 2,587 negative emotions were collected, and some representative comment data were selected to summarise the negative comment samples one by one and extract the negative comment words contained therein, which can be seen in Table 4, Part of the Negative Comment Texts. In the negative comments, it is found that some viewers are concerned about the existence of the variety show as a "front",

"showmanship", "chaotic post-production editing, poor perception", "waste of land and resources", "waste of resources", "waste of land", "waste of resources", and "waste of resources". Waste of resources", "commercialization of the programme", and a series of other issues, and these representative comments, affecting the reputation and dissemination of the variety show, implying that the variety show should be based on consumer demand as the core, based on the farming culture, adhering to the real sense of the variety show, and rejecting the reality show of the variety show. "showmanship", accordingly targeted to improve the quality of broadcasting in the variety show industry, thus enhancing the perception and experience of users and reducing the negative emotions generated by the audience.

**Table 4. Text of Selected Negative Comments**

Original negative evaluation (example)	Negative words
1. False, efforts to disguise the fact that the "fan economy" cut leeks.	false
2. Don't make a show of the lives of crops and animals.	make a show
3. Watched four installments; really can't get it; so boring variety show!	boring
4. I didn't want to watch it after six issues. The editing is so confusing.	confusing
5. The more you look at it, the more disappointed you are. Under the guise of new farmers, the rubbish on the land is not cleaned up and waste of arable land resources.	waste
6. From the initial sincerity to the subsequent over-marketing, I went from going all over the place to not even bothering to look at it.	over-marketing

### 3.3 Semantic Web Analysis

As the extraction analysis of word frequency does not obtain the deep connection of the comment content, it can only reflect the explicit characteristics of the comment content by extracting phrases. Through the method of semantic network analysis, firstly, it can present the audience's expression after seeing the variety show more objectively, and secondly, it can try to unfold the starting point of the audience's comment generation and express it through the method of logical reasoning, which can be used to mine the data for sentiment analysis. Semantic network analysis has a high accuracy rate in classifying the sentiment of social media texts such as Douban's "Let's Plant" comments, which can reflect the details and intensity of sentiment analysis.

In this paper, we use ROST Content Mining 6 to segment the web comments of "Let's Plant", extract the high-frequency words and filter the

meaningless words, and then import the VNA file into the Netdraw programme, which finally generates the semantic network image of the keywords of the variety show "Let's Plant". The closer the phrases are to the core nodes, the closer the relationship is indicated, and conversely the sparser the lines are, the lower the resonance frequency of the phrases. As shown in Figure 1, it can be seen that the five phrases "variety show, programme, teenager, planting, and effort" are the core layer of the network graph. Among them, the phrase "planting" as the centre word is closely connected with most of the theme words, which together constitute the most essential feature of the variety show. Next is the high-frequency phrase "passionate, sincere, serious, land", which is the inner layer of the network diagram and is the expansion of the core phrase. Finally, there is the outer edge layer, which consists of "cheering, harvesting, hard work, impressing, super, feeling", etc., which works together with the inner layer of



diffuse the influence of the programmeme so as to build a new programmeme communication path that meets the needs of the times.

#### **4.3 Explore the New Direction of Variety Arts and Explore the Excellent Traditional Culture**

The core content of excellent traditional culture has become the cultural genes of a nation, which profoundly influences people's behaviours and ways of thinking, while excellent vernacular culture also provides fertile ground for film and television creation. The programme "Let's Plant" focuses on the "countryside and the land" and takes food security and livelihood development as the background, which not only expands the value space of variety shows in a novel way but also embodies the spirit of the nation and the traditional culture behind the land, which is both unique and inclusive. According to the online emotional comment data mined, on the one hand, the programmeme in general shows a high proportion of positive emotional tendencies of liking and optimism, indicating that the novelty and uniqueness of the programmeme's content is recognised by the viewers; on the other hand, in the analysis of the online semantic vocabulary, the frequency of the positive emotional words such as "fervour," "sincerity," and "conscientiousness" is relatively high, which shows that the approach of "Rooted in the Land, True Record" has brought the distance between the viewers and the audience in the dissemination of the excellent traditional culture. Through the small incision of "planting," the countryside and the virtue of labour are vividly interpreted, and the diligence and pragmatism embedded in people's spiritual bloodlines are effectively presented to realise the decoding of cultural memories, thus triggering emotional resonance. Accompanied by the growing spiritual and cultural needs of the masses, "entertainment first, entertainment to death" variety arts production methods are no longer able to satisfy everyone's appetite, from the leisurely fast-food "fast variety arts" transition to the cultural precipitation of the "slow variety arts." "Slow variety," from the rich national culture to draw nutrients, is the next period of time variety programmes should be deeply excavated [9].

#### **5. Conclusions**

Let's Plant may have thrown a stone into a calm lake, but the ripples it created provided a new way of thinking for our industry and the production of variety programmes as a whole. The success of Let's Plant is due to the novelty of the programme's theme and content, the vegetarianism of the guest characters, and the diversity of the broadcasting platforms, which focus on farming culture, young people's ability to grow up on their own, and meeting the diversified viewing needs of the audience. In the process of spreading the farming culture, it subtly influences people's behaviour and enhances their spiritual strength, letting the audience experience the happiness brought by sweat and the harvest brought by hard work, which opens up a brand-new way of thinking for the creation of other entertainment slow variety shows. In the current variety entertainment market, should resist the reality show for "show," to avoid letting the commercialization of capitalism affect the development of the entertainment market, the creators should also comply with the principle of unity of economic and social benefits, cater for the diversified needs of the audience, and lead domestic entertainment to a broader stage.

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