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Cultural Output and Cultural Innovation

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Cultural Output and Cultural Innovation

by

Xueyan Qian

An Abstract of a Project
in
Creative Studies

Submitted in Partial Fulfillment
of the Requirements
for the Degree of

Master of Creativity

May 2015

Buffalo State
State University of New York
Department of Creative Studies

ABSTRACT OF PROJECT

Cultural Output and Cultural Innovation

The purpose of this project is to discuss cultural exchanges, cultural output and cultural innovation. The goal is to take the Chinese background and culture into consideration and think about how to carry out cultural innovation and improvement to achieve a new cultural output for the purposes of cultural exchange. The project includes an analysis of excellent cultural output cases of some countries and conduct a Creative Problem Solving session with Chinese friends.

Keywords: cultural exchange, cultural output, cultural innovation, China.

Xueyan Qian
Your Signature

May 2021
Date

Buffalo State
The State University of New York, Buffalo
Department of Creativity and Change Leadership

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Dates of Approval:

2021/05/12

Dr. Susan Keller-Mather
Name of Project Adviser
Academic Title

2021/05/12

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Student

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Xueyan Qian
Name

2021/5/12
Date

SECTION ONE: BACKGROUND TO THE PROJECT

Purpose and Description of Project

The purpose of writing the master's project is as follows: 1.) To explore the cultural differences between different countries, to find the characteristics and advantages of different cultures; 2.) To explore the communication channels of each culture and which channels of communication are more attractive to the public Attention; 3.) After analyzing and comparing the pros and cons of Chinese culture, think about how to use innovative methods to spread Chinese culture; and 4.) describe how culture interacts with creativity, and the output and introduction of culture can promote creativity.

Rationale for Selection

I like American hero movies and Disney movies very much, and there is no doubt that everyone likes it. I also like British TV series, Japanese animation and video games very much. Through these films, televisions, animations, and games, I have learned how many American and British cities are like, how their residents live, and what people's thinking may be. This is very interesting, and people can't help but yearn for these countries and cities thousands of miles away. For example, more than ten years ago, there was a popular phrase in China called "Meiguomeng" which means "American Dreams". This word means that people have dreams that are completely different from where they are and what they think. But at the time, this was a very beautiful word. Many people thought that the United States was a wonderful place where just like Disney movies. They knew that this idea was unrealistic, and they would not be able to achieve their "American Dream" in the United States. However, people still willing to give a beautiful meaning to this word. I think this is the power of cultural output. The power of cultural output can give this country good blessings and expectations from thousands of miles away.

Although I have cited many examples of excellent cultural and entertainment works to express my love for cultural output from various countries, I think that for China, it needs some innovation to achieve excellent cultural output. This kind of innovation not only refers to the innovation of cultural communication methods, but also refers to the innovation of cultural content.

First of all, although China has a long history, there are many excellent and interesting mythological novels and books, but there are many differences between them and modern Chinese. It is not very easy for modern Chinese to read them. They must be translated and interpreted in the world. It is not easy. Secondly, China had a cultural movement decades ago, and some excellent traditional cultures were lost a lot in this, which caused the modern Chinese people to not fully understand them. Third, the Chinese Internet Firewall blocks the opportunities for Chinese residents to communicate directly with residents of other countries on the Internet. Finally, there are many historical features in Chinese culture that are inconsistent with current values, and content innovation must increase modern integration and acceptance.

Disney has made so many excellent animated films for so many years, but it has also eliminated many works whose content does not conform to modern values. This also reminds us to pay attention to the content and expression of the content we want to express when cultural output.

Because of my love for the culture of various countries and my expectation for cultural output, I hope to study this topic.

SECTION TWO: PERTINENT LITERATURE & RESOURCES

Introduction

In response to the above mentioned goals, I temporarily selected the following articles. It involves the mutual influence of some culture and innovation, the influence of excellent cultural works, and some cultural export methods that China has implemented. This list will grow and change as the formal essay writing.

This section two describes my beginning look at the mutual influence of some culture and innovation, the influence of excellent cultural works, and some cultural export methods that China has implemented. As I research more, they will be included in Section Four results.

Annotated Bibliography

What is creativity? Creativity is a phenomenon, a trait, and a methodology. There are many definitions of creativity, and the most widely accepted is that creativity is original and valuable. So what will affect the production of creativity? Tanner Christensen said that the three most critical elements are: the problem, the environment, and the willingness to explore. The environment can be subdivided into: historical environment, environmental awareness and an environment that can accept failure. Here I want to mainly mention the historical environment. I know that the historical environment may, to a large extent, be the same as culture.

Many creative scholars have shared this view in their articles: creativity and culture are mutually reinforcing and closely related. Some scholars have suggested that this is because of differences in cross-cultural innovation standards and value definitions; on the other hand, in terms of cultural norms, cultural values and multicultural ideologies, culture will affect creativity

(Kwan, L., Leung, A., & Liou, S, 2018). Culture has multiple effects on creativity, and different cultures may promote creativity. Creativity can also shape culture and provide inspiration for culture. Social background also plays an important role in creativity, and social distance in different cultures also has an impact on creativity (Nouri, R., Erez, M., Lee, C., Liang, J., Bannister, B., & Chiu, W., 2015). Scholars have proved this by comparing culture, social backgrounds and creative achievements in Chinese and Western cultures.

The social environment in Chinese culture is significantly different from that in the United States (Nouri, R., Erez, M., Lee, C., Liang, J., Bannister, B., & Chiu, W, 2015). East Asian culture has a high power distance and is collectivistic (Gelfand, etc., 2011). Values tend to obey the group, emphasizing collective consensus and collective harmony, will prevent the establishment of norms to prevent individuals from deviating from the collective (Chen, M., & Miller, D., 2011; Goncalo, J. A., & Staw, B. M., 2006; Schwartz, S., 2002). This cultural environment limits the generation and expression of unique personal ideas, thereby weakening the level of creativity (Bechtoldt, MN, etc., 2010). However, this kind of collective interest and harmonious culture also makes East Asia highly effective in execution. In order to gain team understanding, people put more emphasis on the appropriateness and practicality of ideas, and conduct more detailed investigations and elaboration before publishing ideas (Bechtoldt, MN, etc., 2010). In Western countries, more individualistic values are presented and the novelty of unique ideas and opinions is encouraged (Brewer, MB, & Chen, Y., 2007). As we mentioned earlier, the definition of creativity is original and functional in most cases. In fact, different expressions of creativity can be seen in the different emphasis of East and Western cultures. Therefore, a certain degree of cultural output, innovation and cultural integration may achieve the effect of enhancing creativity. Excellent cultural output results can cause a certain degree of

cultural introduction. For example, excellent American cultural output has caused people from many different countries in the world hoping to visit, travel, and even live in the United States. With this as the premise, how can China achieve a certain degree of cultural output? Here I would like to give examples of successful cases of cultural export in some countries.

The first thing I want to mention is undoubtedly Disney. Disney is undoubtedly a world-renowned and well-known animation company. I don't think anyone has ever watched a cartoon produced by Disney. From Mickey Mouse in 1928, Snow White in 1937 to Frozen in 2013 and the live-action Mulan in 20 years, Disney attracted a large number of children to watch, and Disney's characters are becoming more and more common in daily life. Even the British Broadcasting Corporation (BBC) wanted to adapt Disney animated films into broadcast animations more than once. They analyzed a lot of how the story language and rhythm of Disney movies made it accepted and appreciated by the public. (Jackson, V., 2019) Jackson mainly mention that BBC's experimentation with animation and radio during the 1930s and early 1940s. It explores how the BBC adapted animation into the sound medium of radio, through an emphasis on aesthetics and the exploitation of character. It also examines how the BBC adopted a transmedial storytelling approach which resulted in an expanded engagement with the world and characters developed by Disney. This also proves the wide acceptance and audience base of Disney's animation works. Another Norwegian research paper on Disney pointed out that because children watched too many Disney animations, when some contradictory programs appeared on Norwegian TV, kids showed a confused mood. (Sørensen, I., 2018) This also shows how excellent cultural output invade the lives of the masses silently.

The field of Japanese games is also a major field of Japanese cultural output. After video games were invented by the United States in the 1970s, at the end of 1980, Nintendo of Japan

almost became the leader of the game industry. Although Microsoft Xbox 360 turned out in 2006, it is still only the world's top-selling game console with Nintendo of Japan, and it has not replaced Nintendo's dominance. Later, Microsoft invited Japanese game publishers to join their game design. In this way, Japan has promoted its world image by virtue of video games, and has taken a place in cultural communication. (Chen, C., 2013) Japan also realized that technology is generated from culture, and culture can also be spread in technology. (Najita, T., 1989) In addition, the cover of video games can also form the output and spread of culture. (Oliva, M., Pérez-Latorre, Ó., & Besalú, R., 2018) Oliva et al. studied the covers of the 20 best-selling games in the United States each year from 2010 to 2014, and believed that they conveyed certain hypertext connotations. The slogan and design of the cover are used to highlight the output of this culture.

Compared with these cultural output cases, China's cultural output seems to be more academically positioned. For example, I think China's biggest cultural export achievement should be the Confucius Institute. However, in Confucius Institutes, the contradiction between the "Eastern other" in Canada and the "Western other" in China has caused some confusion in the market when the "West" understands these Eastern cultures. (Schmidt, H., 2013) One of the views expressed by Schmidt, H. in the article is that she believes that Chinese culture and Canadian culture have resonance, but because of this cultural and expression confusion, it is difficult for Canadians to understand this resonance. She believes that perhaps Chinese culture should be slightly integrated into the market, and Canadians can also find this cultural resonance through their own efforts. This undoubtedly put forward a demand for cultural creation to Chinese culture. In addition to these cultural innovation needs, in the United States, some researchers also mentioned that although Confucius Institutes have exploded globally, China

seems to hope to attract foreign tourists and expand the tourism market through the Chinese culture spread in Confucius Institutes, but it lacks the necessary mainstream media connections. The coverage of Confucius Institutes in mainstream American media is almost blank (Metzgar, E., & Su, J, 2017). At the same time, due to the educational differences between the two countries, the United States is also very worried about whether the education of Confucius Institutes will affect American education. Criticisms of this kind are very common in American academia. Based on this premise, I think that cultural exchanges that are too de-entertainment do not seem to receive good feedback on a global scale. Perhaps in addition to these academic cultural export attempts that China has made, this paper can find a new, more entertaining, and acceptable way of cultural exchange.

Here, I want to put forward a concept of "digital divide". This concept was mentioned in the Cambridge Sociology Dictionary in 2006. Based on the development of the Internet, sociologists believe that in the use of the Internet, due to differences in groups, the method and frequency of Internet use will also differ. For example, in the late 1980s, it was believed that men were more involved in Internet use than women. This was the gender digital divide. But with the passage of time and the Internet is popularized today, this gender difference seems to have been gradually eliminated. Take this as an example, the digital divide has many factors, and now people consider more factors that come from differences in economy, education, age and etc. For example, perhaps due to the low level of education in a certain area, the lack of universal basic education makes it difficult for locals to read a lot of text. This difference may rarely affect their daily communication and life, but may be affected in Internet communications (most social networking sites are now based on text communication). This group difference will affect the frequency of local people's use of social applications and form a digital divide. I have introduced

the digital divide here because I think that many visualization works have reduced some of the digital divide caused by the level of education. I think in the next research, the digital divide and visualization can be used as a factor to be incorporated into the next thinking.

SECTION THREE: PROCESS PLAN

Plan to Achieve Goals and Outcomes

In my expectation, I hope that in my future work, I can introduce the advantages and charms of the cultures of various countries, and how they can use such advantages and charms in different national cultures, so that the world can understand their cultural charms. Moreover, culture and innovation obviously have mutual influence. I hope to study and understand what innovations countries have made in culture, so as to analyze the innovation and the impact of innovation on culture.

In addition, Chinese textbooks often mention that "nationality belongs to the world", but how "nationality" is well accepted by the world often troubles everyone. And here I think innovation is undoubtedly a way to make the world accept national culture.

I hope that I will introduce these cultures to the readers of this article through literature research and analysis here, and then I hope to have a CPS group discussion with my friends to discuss some of their views on culture, cultural output and cultural innovation. I also thought about divergent thinking and convergent thinking in the discussion, and collected their opinions and results into my article.

Project Timeline

March 1 Finish describing the section 1-3, including background to the project, beginning literature and resources and my process plan.

March 15th Write out sections 1-3 of the paper

March 29th Write section four results which includes descriptions of cultural comparison, including additional literature, ideas for cultural output, section five Key Learning and section six Conclusion. Confirm the preparation of CPS team members and content information.

April 5th Use CPS group with friends to analyse my topic, organize the results, and add them to sections 4-6.

April 19th Complete the content of thesis 4-6

Evaluation Plan

I think the way to evaluate my results is whether I can list 4P CPS models that I have thought about and considered in detail.

SECTION FOUR: OUT COMES

Because the purpose of this project is to discuss cultural exchanges, cultural output, and cultural innovation, here, I organized a creativity conference, chaired by me, telling each conference participant our purpose and documentation. On the premise, organize everyone together to discuss our topic. We will start the discussion from drafting a topic, and then we will use the Creative Problem Solving steps of Clarifying, Ideating, Development and Implementing (Firestien, 2020).

There are only 5 members in this group and I would participated in the discussion. All members are my Chinese friends. In addition to me, the other four people in the group have experience of studying or working overseas, or have preferences and understanding in some of the cultural industries mentioned above. The average age of the group is 24 years old. In the record of this discussion, I used Chinese in many places to record, and it is convenient to provide them with some hints and associations. In the subsequent compilation, I translated part of it into English and posted it below along with the detailed record. We chose the online video conference communication method. In addition, we used mural's network whiteboard tool to help us post our thoughts at any time during the meeting. So at the first, I started with the discussion part of Clarify. Position the theme of this Creative Problem Solving in It would be better to make cultural output more interesting.

1. Clarification in Creative Problem Solving

The first thing we did is to clarify our topic and found the keywords with 5W and 1H tool models. 5W and 1H refer to six questions starting with who, what, why, when, where and how. Through these six questions, we can comprehensively review the things we want to state. It is a

creative problem solving tool. We diverged and listed creative questions for key data points as part of clarification. This slightly makes our positioning and understanding of this issue clearer.

Step 1: State an initial target in the form of
"It would be great if: It would be better to make cultural output more interesting.

Step 2: Using one or more of three tools to list key data that define the current reality surrounding your target.

Clarification Tool A: The Five W's and the H:
*Who are the stakeholders?
*What has already been done?
*Why does the organization want this?
*When should the target be accomplished?
*Where will this target be reached?
*How does the organization hope to reach the target?

Clarification Tool B: Roger Firestien's 5 Key Questions:
*What is the brief history of the situation?
*Why is this a concern?
*How might this be an opportunity?
*What has already been tried or considered?
*What might be the ideal outcome?

Clarification Tool C: What's Stopping Them?:
*What is stopping them?
*What else is stopping them?
*What else is stopping them?
*What else is stopping them? (and so forth)

Key Data Point 1: government
Key Data Point 2: game company
Key Data Point 3: Confucius Institute
Key Data Point 4: Chinatown
Key Data Point 5: Mulan
Key Data Point 6: new media
Key Data Point 7: video games
Key Data Point 8: kongfu movie
Key Data Point 9: YouTuber
Key Data Point 10: Ticktock
Key Data Point 11: Bomb milktea
Key Data Point 11: food

Next, we brainstormed to ask questions about these key points, and we tried our best to choose more creative questions to list.

Step 3: Diverge and list creative questions that address any or all of the Key Data Points

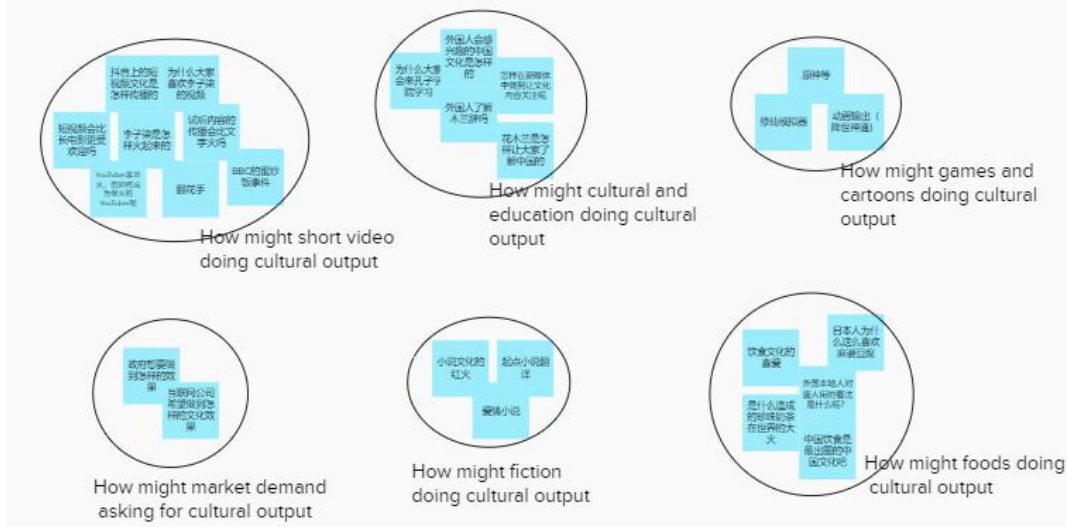
How might they...

What might be all the ways they...

抖音上的短视频文化是怎样传播的	李子柒是怎样火起来的	为什么大家喜欢李子柒的视频	政府想要做到怎样的效果	互联网公司希望做到怎样的文化效果	外国本地人对唐人街的看法是什么呢?	为什么大家会来孔子学院学习	花木兰是怎样让大家了解中国的	外国人了解木兰吗
小说类文化的红火	修仙模拟器	言情小说	饮食文化的喜爱	试听内容的传播会比文字火吗	短视频会比长电影更受欢迎吗	外国人会感兴趣的中国文化是怎样的	YouTube非常火,但如何成为保火的YouTube呢	怎样在新媒体中做到让文化内容关注呢
是什么造成珍珠奶茶在世界的大火	中国饮食最出圈的中国文化吧	日本人为什么这么喜欢麻辣烫	BBC的蛋炒饭事件	翻花手	原神等	动画输出(降世神通)	起点小说翻译	

Step 4: Converge and highlight each of the most promising creative questions by putting an outline them. Then drag those sticky notes into the area below, lining them up horizontally in clusters that follow similar themes.

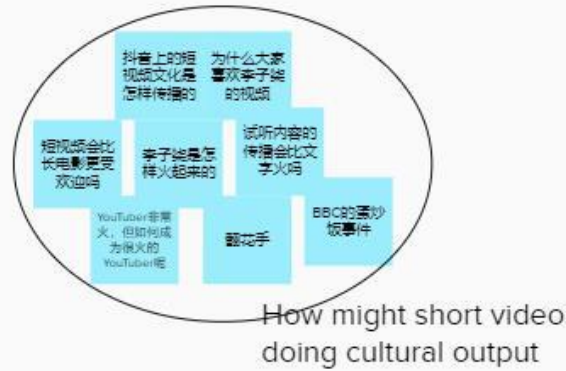
Step 5: Place a text box to the right of each cluster and fill the text box with a question that summarizes or captures the essence of that cluster. Each question should begin with phrases like "In what ways might they..." or "How might they..."



Next, we have classified and summarized these issues, and after the discussion, we set the "short video" as our direction.

Ideation Step 1: Duplicate or revise your original challenge statement from the Clarification stage:
It would be better to make cultural output more interesting.

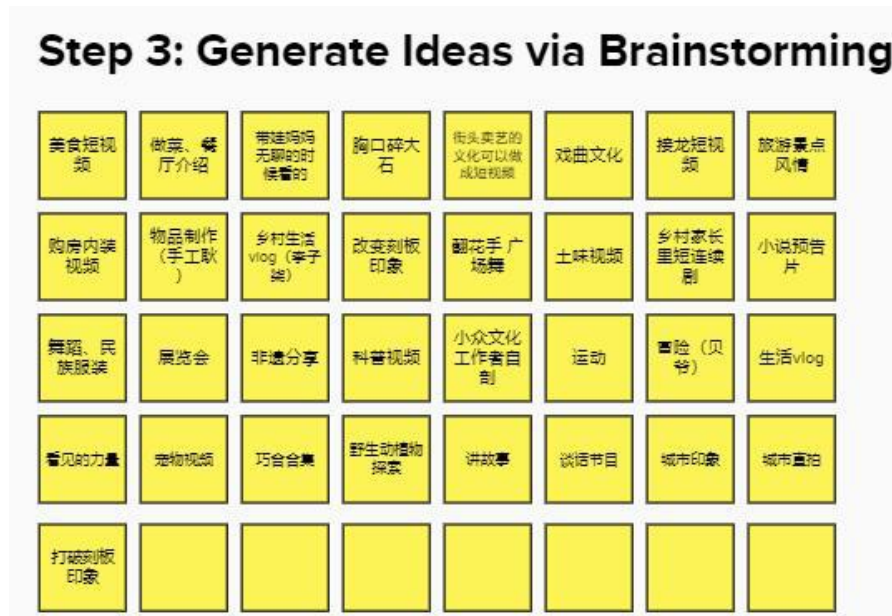
Ideation Step 2: Copy your cluster questions from the Clarification Stage and place them here:



Because in recent social networking and online culture, the use rate of short videos is getting higher and higher, whether it is more and more professional YouTubers in YouTube or some sharing of life in TikTok. People seem to be more and more willing to spend their time on small videos instead of text and pictures. In addition, we believe that short video has richer images and information than simple pictures and text carriers. This makes it seem more attractive than mere text and pictures. In the same time, compared to a real movie which can watch in cinema, short videos is the movie that everyone can produce and publish, so I believe it will closer to normal life. It allows people to directly see the life images of people on the other side of the earth through their mobile phones. This is very interesting and full of possibilities. I think that as a carrier of cultural dissemination, short videos may be a part of society that cannot be ignored.

2. Ideation in Creative Problem Solving

Next we proceeded to the Idea part. In this part, we mainly conducted divergent thinking and brainstorming on the problem. In this part, we have prepared a lot of picture materials to help group members to forcibly link and expand their thinking. We also put the four guidelines for divergent thinking aside to help everyone remember the key points of brainstorming.



The next part we are going to do is "development". This step of development is mainly to gather ideas. In this part, we will select and convergent all the ideas developed in the previous stage, and at the same time try to associate these ideas with our theme cultural output, in order to develop new ideas and refine these ideas for them to make the details so that they look more like a reasonable and feasible solution.

3. Development in Creative Problem Solving

First, we also put the guidelines of convergent thinking at the beginning, so that our group members can remember them. Then we chose the PPCo tool (Pluses, Potentials, Concerns - Overcome Concerns tool) to converge and develop this idea. This tool was designed by Dr. Firestien and his research partners in the early 1980s to be used for convergent ideas and to

specifically develop the details of the idea. We listed the advantages of using short videos in three cultural outputs in this stage first.

DEVELOP SOLUTIONS

Pluses, Potentials, Concerns – Overcome Concerns (PPCo)



Develop Step 1: Review your clusters of ideas and blend them into a “story.”

Imagine what your solution would look like when it is implemented. Create a picture with rich details in your mind.

Begin your story with the phrase, “What I see myself (us) doing is...” This is your idea phrase. Then combine your clusters into this one statement:

what we see we are doing was to consider how to use
short videos for cultural output.

Develop Step 2: List at least three pluses or specific strengths of your idea phrase as it stands right now.

1. Everyone can edit and publish short videos.
2. The content of the short video may be closer to everyone's daily life.
3. Short videos can be watched in fragmented time, such as in the subway or in the toilet.

There is no doubt about the benefits and advantages of short videos. The fast-paced content is short, and it is very suitable for watching fragmented time, such as when on the subway and in the toilet. This is when some people will be bored playing with their mobile phones trying to find something to kill time, and short videos can greatly meet this demand. Secondly, the editing and publishing of short videos is very simple. Whether it is youtube or TikTok, most short video sites have some basic video editing functions, allowing publishers to quickly get started and make some simple short video releases. This makes short video publishers throughout almost all ages and all of the world. The video format is also an advantage. Even people who do not know the text or speak a different language can understand some meaning of the message from video. This is the digital divide, and short video may partially bridge this digital divide.

When the publishers of these videos are "ordinary people", the content of many of their videos may also be very ordinary. For example, an exquisite breakfast made in the morning, a beautiful cloud seen when going out, a dance performed by a street performer, or a red wine at home to drink in the evening. These contents are just ordinary life, but the information they convey may be the food culture, topography, urban scenery, and humanistic stories of a certain place in the world. The combination of these small pieces of information may be one person's impression of an unfamiliar city.

Next we describe the opportunities and potential of this idea. We proposed that there might be some cooperation opportunities, advertising opportunities and bring some fans. Next we describe the opportunities and potential of this idea. We proposed that there might be some cooperation opportunities, advertising opportunities and bring some fans. Then we considered the possible problems of this program. Most of my team members mentioned how to make the content of short videos popular and liked by others. One of the team members mentioned that because of some objective cultural differences, some jokes and opinions may not be accepted by people of other cultures. So we asked how to make people of different cultures accept our video and find it interesting as a question. Secondly, how to make the content of short videos rich and interesting in a short period of time is also a challenge. It is also a challenge to keep people enthusiastic about the video.

Develop Step 3: List three potentials, opportunities, speculations, spin-offs or possible future gains.

What might be the result if you were to implement your idea?

Use the phrase, "It might," to list your potentials.

It may bring some cooperation opportunities.

It may bring a lot of fans to the account.

It may bring some advertising benefits.

Develop Step 4: In the space below, list the concerns you have about your idea.

Be sure to phrase each concern as a question that will allow you to overcome each one and move forward.

Begin your concerns with "How to..."

How to make people like our short video?

How to make the content more colorful?

How to make our videos have memory points?

How to make people of different cultures understand the unique culture?

How to present enough content in a few minutes of short video?

How to make people want to keep follow the short video?

Then we summarized these issues, because they do have some repetitive parts. We reduced it to three main concerns and brainstormed to collect some ideas. We finally summarized these questions into three concerns: 1. How to popularize Chinese culture; 2. How to stay attractive; and 3. How to ensure the update speed.

Concern 1: How to popularize Chinese culture?

Ideas for overcoming concern one:

对老故事新编	饮食文化传播	中式玄幻	非遗文化记录	李子柒	狗血婆媳剧	城市航拍
青春校园	故事类视频	科普类视频 (故宫修文物)	乡村生活	各地独特种族服饰及文化	展览及活动直拍	加工美化生活
街头文化 (素艺、土味)	文艺类 (戏曲故事等)					

Concern 2: How to stay attractive?

Ideas for overcoming concern two:

编连续故事	上下视频留悬念	有趣的内容	市场调研	网络热点讨论	更加古老的独特的文化内容	无法实地体验的内容
优秀的剪辑和音乐	点赞到xx就出下一期	水军	对市场热情的监控	避开大家不喜欢的内容		

Concern 3: How to ensure the update speed?
Ideas for overcoming concern three:

提前策划好 后几期的内容	保持心态	制定计划	团队换班	不能追第一 次	专门的监工/ 主催	丰富的素材
专门的素材 小组和内容 设计小组	成熟的技术	穷是永动力				

After this brainstorming, we used the Evaluation Matrix tool to evaluate some of the selected ideas. We set three standards, namely time, cost, and difficult. Use these three standards to measure these ideas.

Evaluation Matrix

		time	cost	difficulty
City aerial	城市航拍	5	7	5
Processing to beautify life	加工美化生活	9	5	5
Different city costumes and foods	各地独特种族服饰及饮食	10	9	3
Story video (new compilation of ancient stories)	故事类视频	8	3	6
Street culture (street shops, fortune-telling, street art)	街头文化 (卖艺、土味)	6	6	3
place that difficult to go to experienced	无法实地体验的内容	9	7	10
Market research	市场调研	5	4	4
rich life resources	丰富的素材	6	5	3
make a plan	制定计划	4	3	2

It can be seen here that some ideas will obviously save time and cost, but it is undeniable that some high-consumption or more complex ideas may be more interesting and have better

benefits. Our idea is that if we will further develop a short video plan, the cost-saving ideas can be published in the early stage, and then the more complex ideas can be inserted regularly to enrich the content.

4. Implement in Creative Problem Solving

Implementation is a very important stage in Creative Problem Solving 4 Sight. It brings our entire plan to reality, so we can discuss how to implement this plan. But here, my team members and I did not take this step. How to implement this short video plan will be the next project. This will to be done later.

SECTION FIVE: KEY LEARNING

First of all, I want to mention that in the reading and collation of the literature, I undoubtedly learned that culture and creativity are mutually reinforcing and close relative. Different cultures can enable people to broaden their horizons, understand the world, and understand the different creative needs of “value” by people in different regions. Secondly, one of the key point in creativity I think is the blurring and integration of boundaries. In the communication of different cultures, we can merge different cultures to create new things. This is one of the reasons why I proposed cultural exchange and cultural output.

Disney is undoubtedly one of the best in this kind of cultural fusion. After studying this project and thinking about Disney, I think that what Disney has done very well is cultural integration. They adapted different fairy tales from all over the world and introduced them to everyone with their excellent film and television art and lens language. These stories not only have the characteristics and culture of a certain place in the world, but also incorporate the unique culture of Disney and the United States. This is Disney's creation of traditional culture. The combination of them has injected new vitality into the ancient culture, making these ancient cultures glow with new vitality, so that the world has fallen in love with Disney and Disney's stories.

Japan has also completed this creative integration of culture and modern media carriers. Another very representative cultural output here is Japanese game and animation culture. Compared to Disney, Japan has chosen a more "cute" and "ethnic" route. I think there are very few people in the world who don't know Pikachu and Ninja. The former's cute appearance and its daily story are well-known around the world, and even many years later, there are still new games and movies in production today. For example, the mobile game *Pokemon Go* and the

movie *Detective Pikachu* released in 2019. Even though these Pokémon backgrounds are now more integrated into the streets and lanes of various countries (for example, *Pokemon Go* is a walking fitness game built on the background of the player's city map streets), they also make people around the world know that Pikachu is from Japan. So what is Japan like? This kind of curiosity may form a series of chemical reactions, and this is also a kind of cultural output. The same type of Japanese image also includes Hello Kitty and so on. In contrast, the ninja is a more ethnic way. Since early days, Japan has produced various animated stories with the theme of their ancient special occupation "ninja". For example, *Ninja Rantaro*, *Naruto*, etc. So that children all over the world know what kind of character a ninja is, and you can even see children imitating a ninja running between cities in the American animation *South Park*. In addition, there is another very famous ninja story in the United States-*Teenage Mutant Ninja Turtles*. All these prove that Japanese culture is well exported in the world.

Based on the above examples and the many documents we mentioned in Section two, I think that cultural communication needs a certain carrier. This kind of carrier has a certain relationship with the choice of the times. For example, the earliest cultural carrier in modern times may come from the library, in which books, newspapers and periodicals are all cultural carriers (Usherwood, B., & Usherwood, M., 2021). After that, radio and television became the main carrier of cultural communication. However, the times continue to advance. Under the catalysis of technology, video games and mobile games have also become part of cultural carriers, and they have spread rapidly among young people in the world. Driven by the times, we must find more creative technology carriers and creative cultural integration to achieve the output effect. In today's society, if we are looking for newer cultural carriers, I think new media (mobile social applications and some online instant messaging platforms) can be a good way.

The new short video culture in recent years may be a good carrier. It is very popular among young people and extends to many professions, such as professional YouTuber and professional TikTok studio.

Therefore, as a result of what I learned from the literature, I chose a short video for the the CPS group activity in Section Four. We have discussed a lot of how to use short videos to carry out this kind of cultural output activities. The first thing that jumped to our mind is still the new compilation of some interesting ancient Chinese legends. People love the various races in the *Lord of the Rings* that are different from humans, the magic of *Harry Potter*, and the adventure stories of the *Chronicles of Narnia*. There are many such stories and races in ancient Chinese culture. In legends in China, the gods can call the wind and rain. Humans can become new gods by comprehending the truth of the world. Animals can once become humans and hide in human society. These are all cultural stories that we can use to innovate, and even some stories are not well understood by modern Chinese, if we can achieve this kind of innovation, modern Chinese can also understand and love our traditional culture better. In the work of short videos, we may be able to split these stories into five-minute independent stories for interpretation. But this will take a lot of time. So we considered another way of cultural expression, which is a kind of expression closer to life. That is, we may be able to use more fragments of life to show everyone the characteristics of Chinese culture. For example, there is a street in my hometown with a variety of unique local snacks on the both sides. It is because my hometown was once a large inland port city in China, so people have made a variety of snacks to eat while walking and can be carried on the port and on the boat. These foods may not have been seen by many people living in the plains. There are many small tribes in southern and the western of China, and they also have their own unique lifestyles. For example, people living in Guangxi will have an extra

three-day holiday in March every year, because this is their folk song festival. They will put on their costumes and sing in duet between the mountains. For example, we can use drones to take pictures in the sky above a city, so that everyone can see what the beauty of the city looks like. These small points in life are composed of culture. This is the China that I want to show to the world.

However, through the discussion in Development stage, we also found many problems. On the one hand, we still hope to publish small historical stories in various fragments of life, because some customs are caused by these historical events. However, some members of the group worry that when telling the story, there will be something that non-local people cannot understand (like some unique language homophonic jokes). This will greatly reduce the fun effect of the video. On the other hand, how to attract everyone's attention, how to make everyone like it, and how to stand out in various videos is also a problem. Others mentioned that the age of the audience may affect their like and acceptance of the video. For example, older people over 50 years and young people around 20 years may have different preferences for videos. We should restrict and target the age of the audience. Furthermore, Some people think that due to the limitation of the length of short videos, compared to long-time movies and some excellent games, short videos are difficult to tell too many deep and impressive things. Some members have also think that China now has some impressive cultural products, such as panda and Jackie Chan's Kung Fu movies. Life fragments that are too plain may be difficult to surpass the deep impression that these things leave. However, these are the problems we mainly hope to solve in the Development stage in our Section 4 CPS group. I believe that if we maintain the pace and rhythm of this creative cultural integration, and try to operate, it is not without the possibility of success. And also, at the same time, we have to admit that the short video culture can reduce many digital divides, so that

people of different education levels and different network usage frequencies can understand this information through images and voices. This is also an important advantage of short video culture.

SECTION SIX: CONCLUSION

The project mainly focused on a certain degree of research and discussion on culture and creativity. First, I studies the interaction between culture and creativity. Culture affects creativity, and creativity also enhances the power of culture. Second, why the different cultures pursued different creativity. Different cultures have different understandings and pursuits of value. This leads to differences in the value of creativity required, and cultural integration can create new value demands from different aspects. Third, I focused on the discussion of cultural output and cultural output innovation in different cultures, and tried to find creative output methods of Chinese culture. Chinese cultural creative needs a carrier and, at this time, short videos that choose the trend of the times may be able to embark on a new path.

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