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Retraction

Retracted: Design of Digital Media Advertisement from the Perspective of Base Image Schema Based on Web

Mobile Information Systems

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This article has been retracted by Hindawi following an investigation undertaken by the publisher [1]. This investigation has uncovered evidence of one or more of the following indicators of systematic manipulation of the publication process:

(1) Discrepancies in scope

(2) Discrepancies in the description of the research reported

(3) Discrepancies between the availability of data and the research described

(4) Inappropriate citations

(5) Incoherent, meaningless and/or irrelevant content included in the article

(6) Peer-review manipulation

The presence of these indicators undermines our confidence in the integrity of the article's content and we cannot, therefore, vouch for its reliability. Please note that this notice is intended solely to alert readers that the content of this article is unreliable. We have not investigated whether authors were aware of or involved in the systematic manipulation of the publication process.

Wiley and Hindawi regrets that the usual quality checks did not identify these issues before publication and have since put additional measures in place to safeguard research integrity.

We wish to credit our own Research Integrity and Research Publishing teams and anonymous and named external researchers and research integrity experts for contributing to this investigation.

The corresponding author, as the representative of all authors, has been given the opportunity to register their agreement or disagreement to this retraction. We have kept a record of any response received.

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[1] Y. Lei, "Design of Digital Media Advertisement from the Perspective of Base Image Schema Based on Web," *Mobile Information Systems*, vol. 2022, Article ID 2362760, 8 pages, 2022.

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Research Article

Design of Digital Media Advertisement from the Perspective of Base Image Schema Based on Web

Yue Lei [1,2]

[1]*Department of Information Engineering Management, Gingko College of Hospitality Management, Chengdu, Sichuan 611730, China*
[2]*Hubei Packaging Equipment Engineering Technology Research Center, Wuhan 430068, China*

Correspondence should be addressed to Yue Lei; yue.lei@gingkoc.edu.cn

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With the development of improved augmented reality (AR) devices, the use of AR in new media to better communicate culture has become a major trend. However, AR technology algorithms still have many shortcomings, and this paper proposes a new algorithm that shows that the proposed algorithm is better than traditional terrain generation algorithms in terms of display and granularity and less costly than traditional geographic algorithms, according to the proposed algorithm, traditional genealogy algorithms and terrain sequencing algorithms. Therefore, the proposed area adjustment algorithm in this paper can improve the lower cost of equipment to reflect the impact of the geographic information scene function in the attachment, thus optimising the use of AR technology in new media, and the combination of the two allows the dissemination of traditional culture to be enhanced in many ways.

1. Introduction

As new media become more common in social life [1], they play an increasing role in encouraging and spreading social culture. Different from traditional media, new media has the characteristics of directional, inclusive, and young audience, which enables new media to quickly integrate into the society and become a strong social trend [2]. Owing to the excellent characteristics of new media, the communication culture is more optimized, more original, the cultural forms are more diversified, and the cultural power of communication is obvious. Therefore, understanding the profound influence of new media on the power of cultural communication depends entirely on the advantages of new media [3]. And the further expansion of cultural communication has great theoretical and practical significance.

With the advancement of technology and the rapid development of the Internet age, traditional media is being challenged like never before and new media technology is exploding. As people's lifestyles change dramatically, new media brings new sensory experiences that are better suited to the way we learn and work. In recent years VR (virtual reality) and AR (augmented reality) technologies have been widely used in the medical, military, entertainment, and gaming industries, and based on their advantageous features of immersion, interactivity, and autonomy, the use of VR/AR technology from multiple perspectives has become a trend. Compared to VR technology, AR technology is cheaper and less difficult to develop the technology, but AR technology has many imperfections, such as low visual, computational, and graphical capabilities of AR devices, the use of traditional digital sandboxes in AR scripts leading to the use of visual scopes, and a slow, slow and blurred boundary development and update process [4]. This paper discusses the problem of inefficient and nonvisualised formation processes in AR's devices and formulates an effective 3D terrain formation algorithm that effectively generates 3D terrain landscapes and improves visualisation in scenes by dynamically selecting terrain methods that combine natural machines and machines [5].

2. Development of AR and Trend Presentation

2.1. New Media Overview. New media is a form of communication that uses digital technology to provide

information and services to users through channels such as computer networks, wireless communication networks and satellites, as well as terminals such as computers, mobile phones, and digital televisions. From a spatial perspective, "new media" refers to media that are currently the counterpart of "traditional media," which are supported by digital compression and wireless network technology, and which can be globalised across geographical boundaries through their high capacity, real-time, and interactive nature [4]. In the new media era, information technology is constantly changing. In the era of new media, information technology is constantly being improved, which has played a powerful role in boosting social and economic development and cultural development, and new media, as a new cultural system, has enhanced cultural communication, enriched social culture and formed a diversified way of cultural communication. The relationship between new media and cultural communication is mutually reinforcing and has attracted much attention in the new era. This paper analyzes the influence of new media on cultural communication in different fields, starting from the impact of new media on scientific and technological communication and traditional cultural communication, in order to provide reference for the construction of advanced socialist cultural system.

2.2. Influence of New Media on Cultural Communication Power

2.2.1. Expand the Cultural Communication Channels. Throughout the history of media communication, in the era of new mass media [6], from oral communication to traditional media and then to new media, each of these steps has had a significant impact on human culture [7], collaborating to create new communication channels and modes of communication and achieving an optimal combination of various channels [8]. The new media are divided into new media of the first generation, such as websites (news category), social networks (Renren, Kaixin), forums, and mailing lists, and new media of the second generation,—such as blogs, microblogs, WeChat, IM software, video sites, and other self-media channels. As can be seen in Figure 1, culture has spread much faster in the last 20 years due to the development of new media, especially through second-generation new media. This is because the emergence of new media has not only changed the singularity of traditional culture dissemination, but has also, to a certain extent, realised the immediacy of the speed, the universality of the scope and the diversity of the subjects of traditional culture dissemination. Compared to traditional media, new media aims to give the public better access to information than before.

2.2.2. Optimize the way of Cultural Communication. The development of derivatives and new media not only makes the road of cultural communication more open, but it has created more opportunities for cultural communication, greatly expanding and strengthening social interaction. In

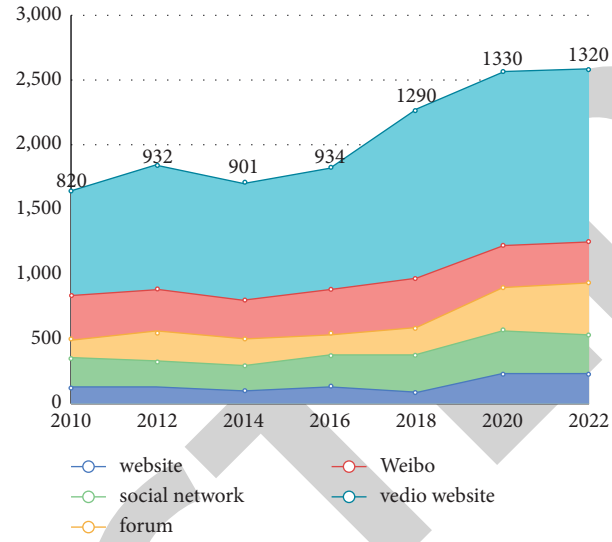

Figure 1: The impact of new media on cultural communication in the last 20 years.

traditional media models, the realization of social interaction means a certain identity. But the new media breaks the traditional identity model and removes restrictions on the traditional model of public identity through anonymity. At the same time, the anonymity of new media also provides psychological protection for people. For example, the prevailing microblogs, forums, and other blogs play an important social role in promoting public life, fighting corruption, protecting rights and freedoms, and creating a good social environment. Therefore, social unity, unity, and cultural consciousness have been strengthened by Rossman and Fisher [9], the exchange of main cultural subjects under some conditions, marginal cultures rise, collide with mainstream cultures, and optimize cultural communication under interaction.

2.2.3. Enriched the Cultural Forms. McLuhan has proposed the "medium is a" message [10]. This means that any media form contains rich information and contains different cultural elements. There is no doubt that the emergence of new media has accelerated the communication speed of culture and led to new breakthroughs in cultural content and communication forms. But we cannot ignore the fact that by creating multicultural landscapes, new media will inevitably accelerate and misunderstand the cultural dissemination of Sanghera et al. [11].

2.3. Development of AR. The concept of AR technology was introduced by Boeing in 1992 and established three key features of AR: false-registration integration, real-time interaction, and 3D framing. SLAM algorithms applied under a mobile flat tabletop enhanced the 3D spatial localisation of AR and marked the further maturation of AR technology. The year 2012 saw the release of Google Glass, an AR wearable smartglass that combines a camera, smart device, and global positioning system to display real-time

information in front of the user's eyes, making it popular among the public. In recent years, Microsoft Hololens has offered more practical glasses with manual tracking, eye and voice communication, HD cameras, still image pixels and 1080P30 pixels to further enhance the user experience. The device has been used in a wide-enough range of applications to further enhance the user experience [12].

2.4. The Development of the Trend. The traditional situation is presented in the form of a map and a sand table. This map represents a two-dimensional concept that illustrates the position of the plane coordinate system where the geographic information is located [7]. Physical measurement is based on the standard of the ranging unit, amplification is measured by the view; amplification is based on the 3D geography of the data set itself, and rich performance can simulate different positions in the 3D space.

2.5. The Advantages of Spreading Traditional Culture through New Media. People's lives, the way they communicate, have changed with the rapid development of new media. New media is dedicated to promoting Chinese traditional culture, and people should seize this opportunity to take Chinese traditional culture to a new stage of development [13].

2.5.1. The New Strategy Style Provides a Rare Historical Opportunity for the Dissemination of Traditional Culture. Chinese culture is profound, and it is the most valuable spiritual wealth in China. Under the influence of traditional culture, this generation has created the beautiful history of our country. The mainstream audience of new media is facing the mainstream of the society, which has the greatest impact on this group. If we can capture the golden age of the development of new media and transform the traditional culture from traditional media to new media, more people will promote the Chinese traditional culture and more people will accept it. China's traditional baptism will greatly strengthen the construction of a harmonious society and help our country better through the transitional period [14].

2.5.2. The New Plan Improves the Accuracy of Traditional Culture Communication. The great advantage of new media is that they can accurately classify target groups according to occupation, age, and gender, and generate functions suitable for them based on a large amount of data. Proper publicity can be passed on to the appropriate target audience, maximizing the acceptability of the audience. However, carefully prepared content may elicit an audience reaction, so the spread of culture is not limited to the surface, but affects all [15].

2.5.3. The New Plan Enhances the Interaction of the Communication of Traditional Culture. In the new media era, public figures can communicate with the public through the Internet at any time, and the public can quickly learn about their recent events. Since the advent of media, community leaders have led the influence of summits and only through microblogging media. Tens of millions of comments and posts, the extraordinary impact of this interaction is reflected in the various social aspects of life [16].

3. Enhance Situational Design Requirements

3.1. Enhance the Situation Concept. The enhanced situation is designed to meet the needs of geographic information in 3D, high-precision, full-complex, holographic expression, and multifunctional real-time tools. It also combines the functions of VR and virtual fusion, 3D registration and real-time interaction to realize any angle of display of holographic reality. Three-dimensional recording, real-era interaction, realists can be arbitrarily represented, distance physicists have eye tracking, gesture recognition, sound recognition, as tools for the perception and control [17].

3.2. Key Indicators of Strengthening the Situation

3.2.1. Software and Software Consistency. Compared to traditional devices, AR devices have narrow horizons, such as high levels of data and increased border issues. Therefore, algorithms, designed to enhance posture, should consider effective and accurate hardware in the results display program to ensure demonstration effects on hardware, thus promoting the coordination of software and hardware [18].

3.2.2. Operation Robustness. Owing to problems inherent in performance, computing, and rendering capabilities in development and operational environments, efforts need to focus on developing software to optimize performance in execution algorithms and reduce the robustness of software implementation costs.

3.2.3. Self-Adaptation of Human-Computer Interaction. Since the terrain is usually large, the location and size constantly determine key areas of improving the environment. The key area is the area of topographic measurement, which automatically changes the size and movement once the user is separated from the terrain distance and position. This requires adaptation to the terrain of the improved working environment [19].

3.3. Path of Traditional Culture Communication in the Visual Communication Design of the New Media Era

3.3.1. Spread the Traditional Chinese Culture through Multiple Platforms. In the era of new media, through different communication platforms at home and abroad, multilevel, multilevel, and multilevel communication combination. More widely and more quickly spread. For example, Weibo, TikTok, Kuaishou, Facebook, Douyu, Twitter, WeChat official account, B Station, TV, photo wall (Instagram), YouTube (CYOU-Tuhe), movies, Taobao, various web pages, news clients, information clients, etc., the multiplatform network of new media has advantages in terms of fans and traffic distribution. However, first, for different platforms and different

audiences, we must distinguish between short, compatible, and short video content, for example, trembling video that can only be released in 5 minutes; the B station, Weibo and other compatible PC and mobile phones can transmit video in about 10 minutes; Taobao's main purpose is to carry goods and focus on the video upload function, which must be short in order to attract immediate attention [10].

3.3.2. Launch It through Influential Brand Websites and Mainstream Media at Home and Abroad. Collect foreign spread of Chinese traditional culture, different audience, how to do cultural diversity, to fully understand and respect cultural customs differences, touch the country appointment and beliefs, different languages, listen to their voice, create suitable local culture communication network, suitable for mass media and canal, accept the audience way to speak good Chinese story, increase their emotional identity and close to our culture, he encourages know China, know him, like him. Because the cross-cultural communication of wood is through the cross-cultural, immigration, integration, development, and the transmission of different cultural information, these cultural information flows, spreads, and interacts in time and space. It is a good platform and is influential abroad, being operated by CNN, BBC, Fox, and other television stations. Facebook (Face-hool), Stan's Photos (Instagram), Twitter (Pinter-est), Whatsapp, etc. The dissemination of traditional Chinese culture to overseas social projects and mainstream media promotes the communication between videos and users, enabling them to penetrate into users' daily lives, thus making cross-border communication more flexible and extensive.

3.3.3. Crossing Time and Space by Means of Advanced Information Technology. With the continuous innovation of information technology, with the continuous transformation of 4G and SG technology, the boundary between real and virtual is being broken. Three-dimensional, VR, AR, MR, holographic technology and other means fully mobilize people's vision, hearing and touch, making the means of cultural communication more novel. Through the crossing of spatio-temporal scenes and visual fields, it brings people a brand new experience with highly interactive, perceptual, and immersive characteristics. Designers can use 3D, VR, AR, MR, holographic technology, and, to innovate the shooting angle, use rich lens language, effectively combine the humanistic spirit and natural style, adopt the shooting methods that the audience is more willing to accept, form effective interaction, and optimize the experience of the audience. We should broaden the communication channels and fully carry various communication platforms to meet the needs of different classes of audiences.

4. Key Technologies and Realization Ways

Information technology is constantly updated, 4G technology is constantly changing the boundary between reality and virtual, 3D, VR, AR, MR, holographic technology and other tools fully mobilize vision, hearing and touch, making the communication culture more modern. Through the spatial and temporal scenes and visual fields, the highly interactive, perceptual, and sinking characteristics give people a brand new experience. Producers can use innovative photography methods like 3D, VR, AR, MR, holographic photography, using rich lens language, using more effective photographic methods such as human spirit and natural appearance, to create effective interaction and optimize audience perception. It is necessary to expand the communication channels and make full use of different platforms to meet the needs of different populations.

4.1. Scheme Selection and Architecture Design. Unity engine development: this article was chosen as the basis, based on the expertise distributed on several platforms for 3D and inclusive developments able to meet AR algorithms published on 3D terrain and devices. The regionalised, universal algorithm presented in this paper, can be used in all AR platforms. The headset AR device uses Holo-lens based on its HD and manual tracking, visual tracking, and voice communication capabilities in the 1080P30. As illustrated in Figure 2, the software architecture.

The core of the program consists of three components: terrain generation, block algorithm, and regionalization calculation. This paper uses a terrain generation algorithm to create terrain by processing and processing geographic information. The block algorithm is an algorithm based on terrain formation that can be used to separate the topography of the terrain, thereby increasing the purity of the resulting region. A block algorithm optimized for performance that allows real-time interaction with the user in AR scenarios, thus creating subtle and effective landscapes within the user's visual range.

4.2. Generation of the Terrain. Unity usually uses terrain components to express terrain information, but terrain components have problems related to high cost update and low performance, so they cannot meet the exposure requirements of this paper. To obtain information about height, you first need to extract equimetric pixel samples from the height map, and then extract red, green, and blue in each pixel. Then through the color psychology formula, the color value of the pixel is converted into the gray value, so as to calculate the height of the pixel.

$$\text{gray} = 0.3 * r + 0.59 * g + 0.11 * b, \tag{1}$$

where gray is the gray value of the pixels, r, g, and b are the corresponding red, green, and blue color values of the pixels.

Through the above steps, the algorithm can generate the terrain, which is a single mesh algorithm that generates only a small block of mesh. However, there are also its disadvantages: the traditional significance of the algorithm accuracy manufacturing disturbance is limited, because each Mesh is only 65,535 drawing points, selected on the map, the display effect generated by the traditional Mesh will be particularly poor, will be particularly poor in detail difference, so a new program must be developed.

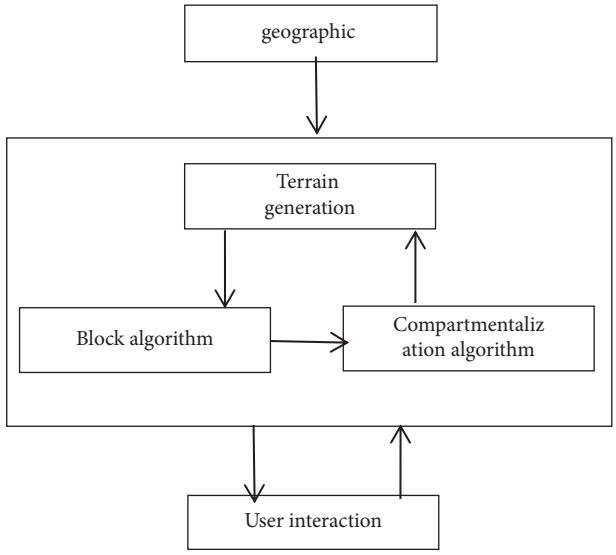

Figure 2: Software architecture.

4.3. Mesh Chunking Algorithm. Based on high-resolution, high-definition requirements, this article recommends optimising the creation of mesh as a new project for mesh grouping, with the number of each block:

$$\lambda(\lambda = 1, 2, \ldots, N). \tag{2}$$

The starting point of the block is, coordinate, termination point, coordinate. $P_s(X_s, Y_s)P_e(X_e, Y_e)$.

$$\begin{aligned} X_s &= Y_s = \lambda \bmod \operatorname{sqrt}(N) - 1, \\ X_e &= Y_e = \lambda \bmod \operatorname{sqrt}(N). \end{aligned} \tag{3}$$

The calculations can be calculated in the numbering of the start points of each block that are divided by the pixels of large graphs by small graphs to complete image cutting. The second step of the mesh segmentation algorithm is to generate the N block mesh based on the first-stage coordinates, and two small graphs that fit the three sets of basic information generating the N block Mesh. The third step of the mesh segmentation algorithm is to connect the N block of Mesh, which yields a complete region. Since the resulting mesh is directly connected to the edge and cracks exist, the coordinates produced by each small mesh need to be completely displaced.

λ Let the parent node of the first block be, and the coordinate be $P_\lambda(X_\lambda, Y_\lambda)$.

$$\begin{aligned} X_\lambda &= X_\lambda - \lambda \bmod \operatorname{sqrt}(N) + 1, \\ Y_\lambda &= Y_\lambda - \lambda \bmod \operatorname{sqrt}(N) + 1. \end{aligned} \tag{4}$$

In this paper, each millet is changed according to the corresponding number into a whole to compare the mixture. The Mesh block algorithm solves the imprecise terrain problem, but the system cost has great problems. Owing to insufficient computational power and the graphical power of front AR devices, the algorithm cannot be directly used to create landscape fields.

4.4. Adaptive Mesh Regionalisation Algorithm. Regional algorithm is based on block algorithm, a clever algorithm to reduce system costs and further improve the display efficiency in key areas. Owing to the visual review issues of the AR device, as shown in Figure 2, these regions are the key regions for Top, Down, Left, wright, and key. Mesh is then produced separately in the five regions, and eventually combines into a large landscape.

The area where the: Key" point in Figure 2 is the key point, while "Key" is the virtual cursor intersection with a mesh plane in "Hololens," noting the area s of the critical area, as shown in Figure 3, the visual plane of mesh is at the key point from d when observing the mesh area $(X_{\text{key}}, Y_{\text{key}})$.

The area of this experiment is 100 units, and the key area is the square area of holographic visibility, which is square with square meters of the naked eye plane. Although the area of the critical region is not proportional to the square of the mesh planar distance, the area of the critical region is proportional to the area of the distance. Experimental studies show that the critical region intersects the glorlens mesh region when the d value is 10.1612 and the I values and point y are located in the mesh center. The d value can be extracted through Figure 4, so the area of the key region S can be calculated by the experimental formula:

$$S = \frac{100}{10.1612} * d^2. \tag{5}$$

Therefore, we can further calculate the certain coordinates, R^2, the first row, the second row of y, the Goss coordinates of the second column, and then complete the generation and splicing of mesh according to the mesh block algorithm.

$$\begin{cases} Y_{R1} = Y_{\text{Key}} + \operatorname{sqrt}(S), \\ Y_{R2} = Y_{\text{Key}} - \operatorname{sqrt}(S), \\ Y_{C1} = Y_{\text{Key}} - \operatorname{sqrt}(S), \\ Y_{C2} = Y_{\text{Key}} + \operatorname{sqrt}(S). \end{cases} \tag{6}$$

The algorithm reduces the system cost by ensuring the terrain accuracy within the visual range and greatly reducing the segmentation algorithm produced by mesh.

5. Experimental Environment and Results Analysis

5.1. Experimental Environment. The unity version of this experiment is 2017.4.18f1 (64-bit), which is a key configuration of the computer, as shown in Table 1, and the key parameter used in Table 2 is Holo-lens.

5.2. Display of Experimental Results. The results under the single mesh algorithm, block algorithm, and regionalization algorithm are shown as shown in Figure 5.

The segmentation algorithm in this paper generates 100 meshs and then connects them. As shown in Figure 3, comparing the results of a mesh with a mesh, block algorithm is inefficient, weakly structured, and significantly more efficient than a mesh.

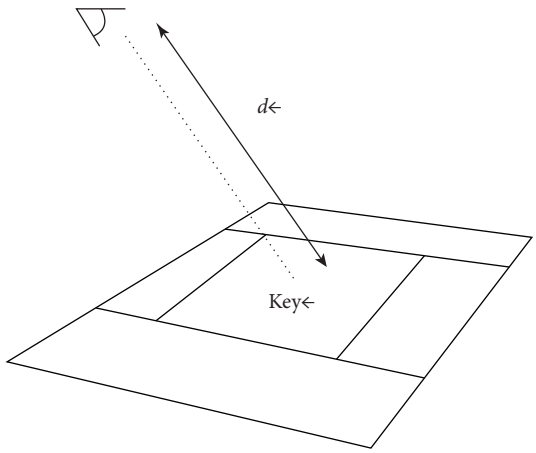

Figure 3: Diagram of the mesh area observed by human eyes.

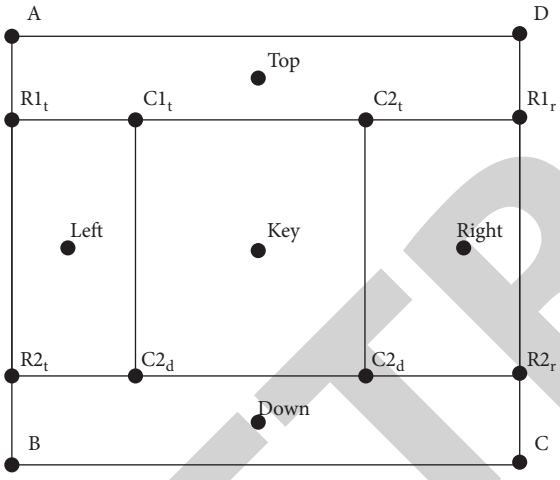

Figure 4: Diagram of mesh regionalization.

Table 1: Development environment configuration list.

Configure	Configure
Parameter	Parameter
CPL	CPL
i7-9750H	i7-9750H
CPL basic frequency	CPL basic frequency
2.60 GHz	2.60 GHz

Table 2: Runtime environment configuration list.

Configure	Configure
Parameter	Parameter
GPU	GPU
Qualcomm Xiaolong 850 computing platform	Qualcomm Xiaolong 850 computing platform
Operating system	Operating system
Windows holographic	Windows holographic

5.3. Comparative Analysis. The paragraphs in Figures 6 and 7 are the numbers in the middle of each stack in units of one. This experiment, by controlling the number of mesh midpoints, created performance contrasts with multiple data using three algorithms. About 5 MB is the cost of the GFX driver. The ordinate in Figure 8 is the frame rate in print. The longitudinal coordinates in Figure 7 are amnesia, and 1 MB is the cost. Through comparative analysis, the new topography in the regional algorithm greatly reduces the cost of the system, and the cost difference in the system is very small compared with the topography of the building block algorithm. Taken together, the regionalization algorithm reduces hardware consumption while ensuring performance.

5.4. Strategies to Enhance Cultural Communication Power with the Help of New Media. China is one of the four ancient civilizations, with rich content and profound cultural foundation. On one hand, the dissemination of new media can promote the dissemination of traditional culture. On the other hand, traditional culture is also influenced by the gradual changes and conflicts of modern social values, and culture is the soul of a nation. Culture can arouse unconsciousness, so in the current situation, new media must be used to promote the development of traditional culture [11]. On the other hand, we must create a unique cultural perspective to keep up with The Times. Therefore, we can increase the moderate power of Chinese culture and strengthen the unity of the people.

We know that culture is a region that reflects geographical or ethnic lifestyles or codes of conduct, ethnic, and cultural systems such as values. Therefore, culture does not have advantages and lacks in the process of cultural communication, new media of different cultures. It is inevitable that we see that different cultures will experience fierce conflicts. New media is a cultural transformation of cultural products and constantly satisfy and benefit from foreign cultures. At the same time, we need to explicitly eliminate the incompatibility with Chinese culture to absorb beneficial cultures and eliminate negative cultures. Therefore, our national culture is catching up with The Times and has a unique ability to keep up with it, and it plays an important role in organizational restructuring and cultural development [20].

When creating cultural communication channels, cultural content should be used as the basis for the dissemination of culture and public information, from entertainment news to science and technology financing. In the process of cultural communication, true name interaction must become the starting point for the public, responsible for their own commentary and dissemination of the new media culture, rather than authorize others to confuse their controversial content. In terms of cultural exchange, we must choose a variety of integration methods, in order to better spread cultural information to the public, so that people can better receive and absorb cultural information [21, 22].

This paper proposes a new concept of—enhancement situation and proposes an implementation method and

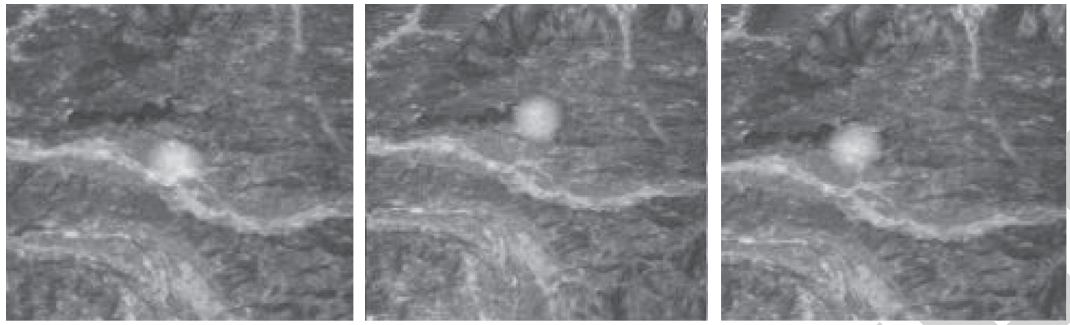

Figure 5: Display results under three algorithms.

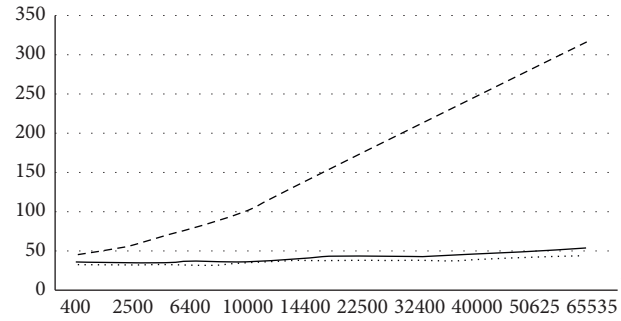

Figure 6: GFX driver overhead under three algorithms.

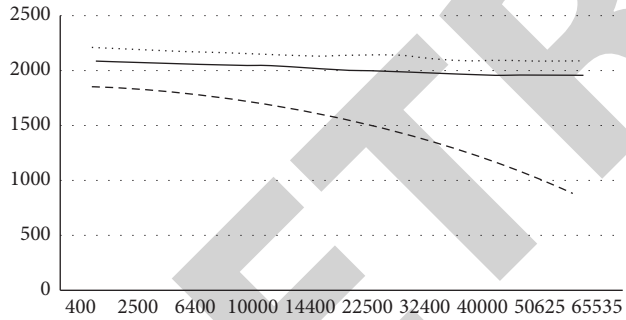

Figure 7: Frame rate under three algorithms.

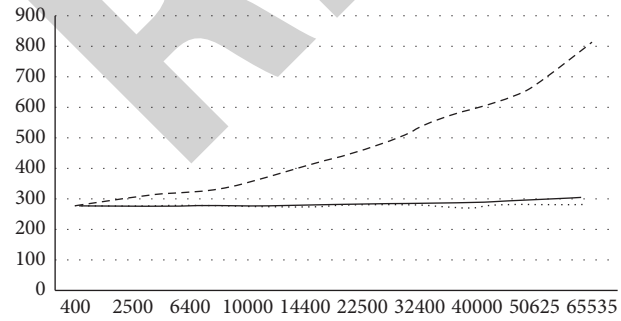

Figure 8: Memory overhead under three algorithms.

optimization method to enhance the situation to show the formation and advantages of digital advertising media. First, by showing the comparison of the results produced by the three algorithms, we will get the best results to show the regional algorithms. Furthermore, the performance of each algorithm was analyzed by generating 10 sets of data, by varying the number of points on each small mesh. Experimental results show that the results of the optimized regionalization algorithm decrease significantly from the sealing algorithms in the productivity expenditure, and they do not differ from those of a single algorithm. Therefore, the regionalization algorithm is an indicator that can guarantee to improve the situation and support lower equipment costs. The improvements in this paper lay the foundation for future research on interacting with real reality. In today's social environment, this is a symbol of an era of absorbing modern and beneficial culture, eliminating cultural pollution, enriching culture, and expanding and strengthening Chinese cultural soft power through new media. After the publication of this paper, we proposed how to use new media to promote cultural exchanges, hoping to play a positive role.

Data Availability

The data used to support the findings of this study are available from the corresponding author upon request.

Conflicts of Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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