

Analysis of Emotional Needs for Users Who Choose to Push Book Bloggers Based on the Censydiam Model——Take Tik Tok, WeChat Channel and RED as Examples

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Abstract

Users are experiencing new things as a result of the new communication channels, and book readers now choose, evaluate, discuss, and exchange books using online platforms like Tik Tok, WeChat Channel, and RED. Thus, this study uses the Censydiam model as its theoretical foundation. The research object for this paper is the consumers who watch the videos of book-pushing bloggers on the social media sites Tik Tok, WeChat Channel, and RED. The in-depth interview method is also used. Twelve The interviewees do semantic analysis on the interview material, extract and encode the emotional requirements' keywords, and choose each keyword based on the importance of the emotional needs' propensity to gather user data. The "keyword-emotional demand" insight table is used to investigate the ingrained emotional need of Chinese readers. Enjoyment, Conviviality, Belonging, Control, and Self are the primary emotional motivation needs of users, and interaction, resonance, expansion,

acquisition, refinement, and appreciation are the top 5 keywords for users' emotional experience when watching book bloggers' videos. Book bloggers and publishing companies can apply the above users' main emotional needs to the production of book video content, and improve and optimise the content production.

Keywords: social media, online platforms, book pushing bloggers, emotional needs

1. Introduction

In recent years, with the booming development of network social platforms, more and more groups love to communicate and share on social media platforms and consume on social media platforms. Book distribution is no exception; the reading behavior of readers has also changed; the new carrier of the book information dissemination channel has brought new experiences for readers; and readers relying on Shake, video number, and network platforms such as Little Red Book for book selection, book review, communication, and sharing has become a new form of experience. Various social platforms have become new communication channels, playing an important role in guaranteeing the effect of reading promotion and expanding communication channels. Book bloggers derived from social platforms have become a new type of profession, using their knowledge and experience to act as guides in the vast sea of books, enabling readers to find good-quality books faster, and satisfying the reading and emotional needs of different groups of people.

According to QuestMobile data in the 2024 China Mobile Internet Spring Report, the scale of China's mobile Internet active users reached 1.232 billion in March 2024, with a year-on-year increment of over 20 million. Among them, Tik Tok APP has become an important source of hourly growth in the mobile video APP industry; WeChat and RED together have become the main driving force for the growth of hourly use in the mobile social APP industry. (Quest Mobile Research Institute, 2024) Therefore, this paper mainly selects users who watch book-pushing bloggers on Tik Tok, WeChat Channel, and RED for analysis. Internet platforms such as Tik Tok, WeChat Channel, and RED are lifestyle platforms combining socialization and e-commerce, while users read and buy books through bloggers' book-pushing videos, which meets the new demand for reading in the current social media environment and further satisfies the deep-seated emotional needs. However, the types of book bloggers that different users choose to pay attention to on different platforms are also different. This paper intends to construct a Censydiam model of the emotional needs of users who choose to push the book bloggers, combined with the in-depth interview method team to watch different platforms of book bloggers to conduct an interview text semantic analysis, to summarize the main motives and emotional preferences of the users who watch the book pushing video, and to provide the new media marketing for the publishing industry. We also provide suggestions and references for new media marketing in the publishing industry.

2. Theoretical Modeling and Research Design of the Emotional Needs of Users Choosing Book Pushing Bloggers

2.1 Censydiam's Emotional Needs Theory

The Censydiam Institute, in a 1997 book titled *NakedConsumer Today*, proposed the

Censydiam model, which can be used to study users' behavior, attitudes, or motivations for goals. (Adler,1997) Developed by the company in the field of market research, it was later widely used in the field of consumer research. Korycka analyzes the motivations of young people in Poland to consume through the Censydiam model. The basic idea is to analyze the user's needs at the social and personal levels and to dig deeper into their intrinsic need motives by studying their coping strategies. (KORYCKA K,2015)

This model can be summarized by "two dimensions," "four strategies," and "eight motives." When users have low self-esteem when dealing with individual-social relationships, especially when facing problems that are beyond their capabilities, they will have a compensatory mindset. In most cases, this is done in two ways: by accepting the status quo or by rising to the occasion. (Yong shun XU,. &Jing Zhou,2022) The "two dimensions" look at the problem from the social level and the personal level. The "Four Strategies" refers to the following four satisfaction strategies that individuals can use when facing their objective needs. ① Seek happiness from the group and harmonize with the group; ② Return to the original heart and curb desires; ③ Show one's own achievements and gain the praise of others; ④ Release the inner longing and take the initiative to enjoy and explore a wider world. Analyzing users' motives to satisfy their needs, they are mainly divided into four most basic behavioral motives, i.e., Enjoyment, belonging, control, and Self, which are at the four endpoints of the model. (Li-Pei Wang,2019) However, these four endpoints are still loosely divided, so on the four quadrants of the Censydiam model, four more classifications are made so that eight types of motivation can be derived, which can be more clearly analyzed in human motivation. To summarize the eight motivational categories of the Censydiam Model, they are Enjoyment, Conviviality, Belonging, Security, Control, Recognition, Self, and Vitality. (Bassi Chun,2023) As shown in Figure 1:

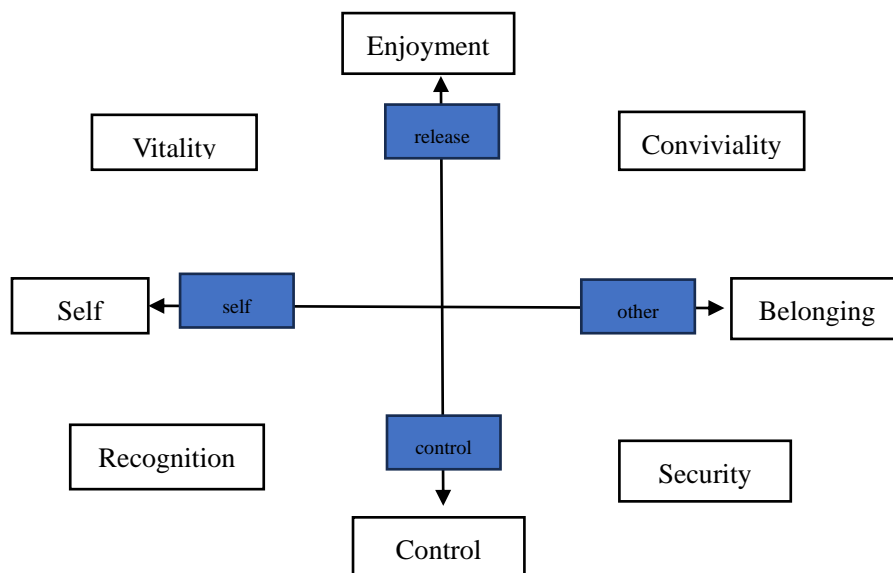


Figure 1. Censydiam model

In the Censydiam model, the horizontal axis represents whether individuals in a society want to stay close to or away from a group of people when faced with an emotional need, and the

vertical axis represents whether individuals in a society will choose to satisfy or refrain from an emotional need. This paper explains the eight types of motivations for users to choose the emotional needs of book bloggers:

- ① **Enjoyment:** Satisfying the need to read, users are emotionally released, empathetic, and positively enjoying themselves when watching the videos of book-pushing bloggers.
- ② **Conviviality:** willing to understand the current book hotspots and to realize the need for communication and interactive exchange.
- ③ **Belonging:** Finding happiness in the book pushing videos to fulfill the needs of emotional belonging and integration into the group.
- ④ **Security:** watching the content of familiar book-promoting bloggers, satisfying one's favorite reading type, having trust in book-promoting bloggers, and pursuing inner peace and tranquility.
- ⑤ **Control:** Improve reading efficiency, satisfy users' need to know the cost-effectiveness of books, and restrain their desires.
- ⑥ **Recognition:** the content of the pushed book is novel and interesting and satisfies the user's unique reading preference.
- ⑦ **Self:** to improve the evaluation of others, to meet the need to show the knowledge reserve, to express the success of self, to get the praise of others.
- ⑧ **Vitality:** to meet the exploration of new channels for reading, with the need to obtain a reading list, more of an experience to explore.

It can be seen that in the interpretation of personal emotional motivation needs, the Censydiam model is more comprehensive and targeted, can be different intellectual backgrounds, different ages, different occupations of users, and at the same time a variety of intersections and even contradictions of the deepest needs are embodied. It is a complex and very fine means of emotional analysis of the user's motivation to choose a different pushbook blogger has been classified in more detail, thus allowing for a more detailed analysis and mining of users' internal motivations.

2.2 Modeling the Emotional Needs of Users Choosing Book Pushing Bloggers

By studying the correlation between users' inner emotions and the choice of book-promoting bloggers, it is possible to understand consumers' demand for books and then improve the quality of book-promoting videos. Analyzing the user's emotional needs can predict the user's behavior; the user's emotional needs are implicit; whether to induce the user's motivation and satisfy the user's emotional needs is the key to the success of the book-pushing video. Push the book blogger's video content acts as an intermediary to satisfy the user's emotional needs; the user watching the video needs to be satisfied, which will show a pleasant psychological state, which in turn produces a subsequent purchase or continuous attention to the behavior of the Censydiam model can be realized on the basic needs of the user as well as the analysis of the conflicting deep-seated emotional needs.

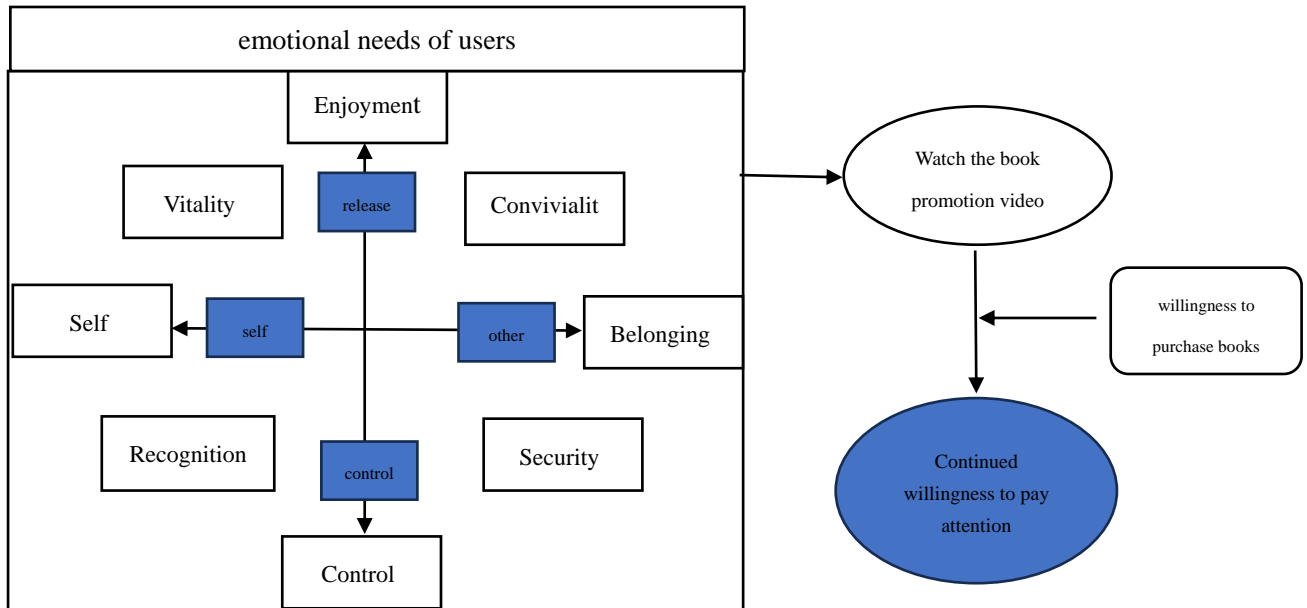


Figure 2. Theoretical model of users' emotional needs in choosing book-pushing bloggers

2.3 Research Design on Users' Emotional Needs for Choosing Book Pushing Bloggers

2.3.1 Interview Outline Development

Emotions are ambiguous in nature and usually only give rise to vague realizations rather than being accurately described and measured. (Hongjuan Song , 2014) Therefore, it is necessary to study the quantification of emotion through individual behavior so that it can be more indicative of user needs.

The research object of this paper is the users who watch the videos of book-pushing bloggers. Combining the views of previous studies and related data surveys, it is found that the users will watch according to the phenomenon of book-pushing bloggers, the content and the subject matter of the book-pushing, etc., so the interviews in this paper are centered on these issues, respectively. The content of the interviews covers users' habits, interaction preferences, emotional experience when watching book blogger videos, and motivational needs survey.

2.3.2 Interview Subjects

This section of the study of user behavior will be carried out in the form of in-depth interviews, this study will be mainly positioned in the interview object between the ages of 13-70 years old. The basic requirements are to watch the videos of book bloggers on Tik Tok, WeChat Channel and RED from time to time and at the same time have participated in behaviors such as liking, commenting and buying. Regarding the sampling method, through the purposive sampling method, a total of 12 interviewees were finally selected for interviews, and the specific information is shown in Table 1, where the author collects the basic information of the 12 interviewees and their information on the reasons for watching the video of the book blogger who pushes the book and their behaviors, and mainly adopts the

online Tencent conference and the WeChat voice interview form, in order to strive to get the most intuitive interview information, so that the results of the study are somewhat representative of the research results.

Table 1. Interviewer's basic information sheet

No.	Gender	Age	Occupation	Main platform used
1	male	50	dental practitioner	WeChat Channel
2	female	70	retiree	WeChat Channel
3	female	24	commercial affairs	RED
4	male	34	No fixed occupation	WeChat Channel
5	female	28	Art teachers	Tik Tok
6	female	46	full-time mother	WeChat Channel
7	male	26	software development	Tik Tok
8	female	40 +	company employee	RED
9	female	36	full-time mother	WeChat Channel
10	male	23	civil engineering	Tik Tok
11	male	13	Junior high school students	RED
12	male	36	High School Teachers	WeChat Channel

2.3.3 Emotional Needs Mining

After conducting in-depth interviews with the above 12 users who have the habit of watching book-pushing videos, this paper semantically analyzes the discourse of the users who watch the videos of book-pushing bloggers on social platforms such as Tik Tok, WeChat Channel, and RED and derives the keywords of the user's emotional needs based on the second-level coding of the user's emergent emotional needs, i.e., the first-level coding. Through the analysis of the interview text, the information keyword tags that contain the emotional characteristics of the user are finally obtained, and the keyword tags ranked in the top 10 are taken as the experimental cases. The top 10 keyword tags are, in order, interaction, resonance, expansion, acquisition, refinement, appreciation, group, approve, pleasure, and curiosity; see

Table 2. Then the keywords are fitted with the "two dimensions," "four strategies," and "eight motives" of the Censydiam model, and cluster analysis is performed to obtain the user's emotional needs. Then each keyword is selected according to the priority of emotional tendency.

Table 2. Frequency of "keywords-emotional needs" of users' choice of bloggers who promote books

Level 1 codes (keywords)	Level 2 codes	frequency
resonance	identify, empathize, find resonance, identify, deep immersion experience, commitment, recognition of ideas, emotional recognition, vicarious experience, experience, magnetic field, great recognition, sense of identity, like, to my liking, fit in, quite fit in with, share the same viewpoints, have similar tastes, share the same tastes in interests, share common interests	11
expansion	gained, helpful, new perspective, broaden horizons, different interpretive perspectives, different thinking, broaden thinking horizons, very helpful, comprehensive, objective, give me a bit from his perspective, high latitude level, something novel, something dry and in-depth, pointing out directions, entry points and different feelings, broaden bigger horizons, broaden reading horizon, broaden my knowledge horizon	9
interaction	pop-ups or messages to interact, argue, disagree, share, communicate, recognize, export ideas, express feelings, have questions, exchange, additions	12
appreciation	blogger image and temperament, the appreciation of the book pushed, the inner beauty of the blogger, accurate seeding, impressed, the blogger's personal experience, fame, professionalism, in-depth, will introduce the reason why I like to read this content of him this reason	5
pleasure	leisure, Enrichment of spare time, Fun, Expansion of recreational life, Recreational pastime	3
acquisition	getting new publishing information, getting inspired, finding books to read, similar book amenities, retrieving books in a certain genre, choosing books, book hunting, gaining a little knowledge, book referrals, children's education	6
group	similar to the feeling of a circle, the same subject matter, common reading groups, adding friends, similar tastes, finding people with the same interests and tastes	4
refinement	cognitive patterning, promotes self-improvement, feedback and energy replenishment, personal growth, cognitive enhancement, love of learning, upliftment, helpful in your industry	6
approve	getting recognition, output, expressing your opinion, not flattering, getting hundreds of likes, not getting recognition from people around you, recommending it to a lot of people	4
curiosity	curiosity, generating interest, reactions of others	3

According to the above analysis, each keyword is selected according to the priority of emotional needs tendency, and statistics are made in the form of cumulative scores to obtain the insight table of user information "keywords-emotional needs," which is shown in Table 3.

★ represents the keyword label, 1 ★ represents 1 keyword label, scoring 1 point. The more★, the higher the total score of the keywords, which means the greater the emotional needs of the users.

The keywords of the user interview information were filled into the corresponding positions of the Censydiam model and qualitatively analyzed with clustering. It was found that users' emotional information mainly focuses on the five aspects of " Enjoyment ", " Conviviality ", " Belonging ", " Control " and " Self ".

Table 3. Insights on "Keywords - Emotional Needs" of Users' Selection of Book Promoting Bloggers

Keywords	Enjoyment	Conviviality	Belonging	Security	Control	Approve	Self	Vitality
interaction	★	★	★	★			★	
empathy	★	★			★	★	★	★
expansion	★	★	★				★	
acquisition	★		★	★				
refinement	★	★	★	★	★			★
appreciation	★	★			★	★		★
group	★	★	★	★				
approve	★				★		★	
pleasure	★	★	★				★	
curiosity		★			★			★
total score	9	8	6	4	5	2	5	4

Through the user's choice of pushing the book blogger emotional information insight table, we can gain insight into the user's inherent emotional needs in watching the pushing the book blogger tendency hierarchy and experience; the emotional needs are specifically reflected in the video content that can be provided to push the book, which in turn guides the

improvement and optimization of the pushing the book blogger and the publishing company.

3. Users Choose to Push the Emotional Needs of the Book Blogger Practice Use

Through the user's choice to push the book blogger's emotional needs Censydiam model of the user's information needs extraction, it can be clustered to analyze the score is 5 points or more of the user's emotional needs, respectively, Enjoyment, Conviviality, Belonging, Control, Self and other emotional needs, and accordingly put forward the relevant recommendations for new media marketing in the publishing industry.

3.1 Enjoyment Needs

When users watch the video of the book-pushing blogger, they pay more attention to the emotional release, resonance, and, i.e., to meet the needs of enjoyment and release. A book-pushing video is essentially a short video of a pan-entertainment nature with entertainment attributes. (Ruru Sun, 2020) At present, 'brushing video' has become something people do every day and has become a way for people to obtain information and cultural consumption. In one to two minutes, users can vividly understand the core ideas and values of the book and quickly arouse their emotional resonance, which can bring great emotional satisfaction. Interviewees 1, 3, and 5 mentioned:

Expecting physical and mental pleasure and empathy or feeling empathy while watching the video. (Interviewee 1)

If I focus more on the emotional resonance of life, some of the ideas conveyed in the books, and the emotional identification of the book bloggers themselves, I will feel more empathy and think about the meaning of the book for me and the feedback and energy given to me to replenish. (Interviewee 3)

I would be more picky about the blogger's insights into the book, not that you have to read it yourself and be very insightful before recommending it, but at least it can't be the same text, which I see is copied. Maybe in two or three sentences he can make me plant a book because he has reading habits. Then, like me before, I may often go to see; there are about thirty bloggers, but in the end, you see, you ask me to only say this four or five times, all because their preferences are accurate to me every time. Then I feel that I will read all the ones they recommend, and I like all of them, so I become their regular viewer over and over again, and that's how it is. (Interviewee 5)

It can be seen that in the interpretation of a book by a book blogger, watching the user is more expected to get resonance and feel pleasure and emotional release. In this process, the user's reading interest is stimulated, which greatly satisfies the reading demand. It can be seen that the function of the book blogger is more inclined to recommend a book, so the content is the main factor that causes users to resonate. users are looking forward to a better quality of content output rather than a thousand headlines on the network copywriting.(Shourong Zhang& Yujuan Zhang,2023) Push the book blogger can be clear about their own positioning characteristics, seize the highlights of the book, continue to refine the language description, refine the essence of the user to bring the best viewing experience.

3.2 Conviviality Needs

Rapport and communication are also the emotional needs that users pay much attention to when watching book promotion videos, which can be embodied in users' active understanding of book-related hotspots as well as commenting under the book promotion videos to satisfy users' needs for communication and interactive exchange. Newly published books are constantly, relying on individuals to obtain relevant information is not only high time cost, and the path is too cumbersome, and watch the book blogger video to a certain extent to solve this problem. The video also shows the most important and valuable parts of the book in front of the user's eyes. The acquisition of information and value-added knowledge is achieved in the interactive comments, as well as inspiration and enlightenment. This is mentioned by interviewees 6, 8, and 11 as the need for interactive communication and commenting between users and bloggers, and between users and users.

I think the comments, because sometimes we are always limited by our own perceptions, will approve this or disapprove it with your own thoughts, so I usually look at the people below and how they perceive this thing. (Interviewee 6)

Reading is something that can't be digested by one person, but it has to be face-to-face with some interaction and things like that, so that there can be a kind of more sublimation in terms of reading. Usually we listen to the lectures on the teacher's side; you can't go to the professional class alone; you definitely have to have an interaction with the teacher. Then the teacher will also teach you what you can't understand in the article, so it's a nature of communication in reading, and I think communication, including one's own deep understanding, is the essence of reading. (Interviewee 11)

I can see some of it from him. Sometimes I didn't think of something new or something I didn't know. (Interviewee 8)

Therefore, the user's need for interactive communication when watching the book pushing video is also one of the main reasons for its viewing. In the jittery voice, WeChat Channel, small red book, and other social media platforms, the user as well as developed the habit of watching a video and immediately clicking to see the comments, but also to participate in the comment area for discussion. The different understanding of the book content is bound to cause discussion, and pushing the book video just to provide a platform for this effectively. To meet the needs of users to share and communicate, with its huge traffic, we can realize the maximum range of effective dissemination. Therefore, the book blogger can also interact with the users when releasing the book video and understand the users' information in the interaction, which also enhances the users' happiness and participation to a certain extent.

3.3 Belonging Needs

Based on users' common reading interests and users' common reading demands, obedience and belonging are also important reasons for users to choose to go and watch book promotion videos. Book bloggers have their own genre positioning, such as humanities, poetry, history, suspense, etc., which also represent their respective reading interests. This is not just for short-term pleasure but also reflects their deep desire for emotional belonging and integration

into the community. In the face of a wide variety of book bloggers, some users with reading needs are faced with the status quo of not knowing what to read, not being able to read a book, and wanting to communicate with those who read the same book. This creates the need to integrate into a common reading group, in which they can clarify the reading list and have exchanges and discussions to satisfy their need for emotional belonging, as stated by interviewees 7 and 9.

It's more pleasurable; everyone reads books that are probably all on the same subject; this kind of akin to a circle feeling. (Interviewee 7)

We read a book together in this group, and then we can express our feelings in the group. There's no pressure, whether you finish the book or not, whether you read slowly or quickly; there's no pressure at all, but if there's a certain part of the book that resonates with you, you can post your own thoughts about a certain chapter or a certain plot in the group. And then one of the biggest feelings I got from this group is that people will interact with what you say, and you feel like the people in the group are really reading the book. (Interviewee 9)

Therefore, after strengthening their own positioning, book bloggers can create their own co-reading group to help members like reading to complete co-reading by signing in or reminding them, and at the same time, set discussion questions according to the plot of the book to strengthen the communication between readers and enhance user stickiness.

3.4 Control Needs

Currently on the market are books of varying quality; accidentally buying books will become 'stepping on mines'. Therefore, to improve the efficiency of reading and to meet the demand for cost-effective books, i.e., the user's need for control and rationality. Users aim to improve the efficiency of reading through such videos, and this goal drives them to filter the books they want to read in a more accurate and efficient way. (Yan Liu ,2024) For people who are missing out on reading paper books, they can still learn about the knowledge or content involved in the books through book-pushing videos. In a sense, book-pushing videos have become a kind of intellectual compensation medium for people who are missing out on reading paper books, and the value of book-pushing bloggers lies in the screening of high-quality books. As stated by interviewees 8, 9, and 11.

I can broaden my own horizons because it's easy to find good books when I read book bloggers, and I usually follow their review sections to see the reactions of major book lovers who have bought these books. (Interviewee 11)

The first one may filter this book; they can give you some book lists. In fact, I don't care much now, that is, what are the most new books, that is, what are the new books that are worth reading, and even the ones that have been published for decades before I may not know all of them, so that is like this kind of book blogger, he reads books that may be more acceptable to me, so he has a lot of books that I haven't read, but he has introduced them since he introduced them, and then I will go to know, that is, he is quite good for me, that is, he is quite good for me. Actually, it's quite a way for me to open up another world for me. (Interviewee 9)

Directly under his link to buy generally, its price will not be very outrageous; there is the buy, and his recommended links should be genuine books. I did not buy the kind of poor quality, so lazy to search again. (Interviewee 8)

As can be seen from the above, pushing the book blogger's recommended quality books is an important factor in laying down a good reputation, which requires pushing the book blogger in the selection of books from multiple perspectives and multi-faceted to screen for the book to express the true feelings of the book's explanation, and at the same time, as far as possible, to ensure that the book purchase link delivery quality, so that users have trust. Therefore, such users are not blindly pursuing the number of readings or popular books on the reading, but from the book content, authors, prices, and other aspects to consider, which is the embodiment of the maturity of the user's reading attitude.

3.5 Self Needs

Content production, content browsing, and interactive commenting by actors in digital society on social content platforms can be regarded as actors' self-presentation and self-performance, which can also be referred to as textual performance (文本表演), i.e., people can show their tastes to others by marking music they have listened to and books they have read. (Chenyu Dong&Yiran Ding ,2018)Users' strong desire to watch book promotion videos to improve others' evaluation of themselves and to reflect social recognition and positive evaluation of them motivates them to actively search for cultural videos that can improve their image. By resonating or associating with the content recommended by the book-promoting bloggers, users are able to construct a positive self-image, linking themselves closely to the acquisition and dissemination of knowledge, as mentioned by interviewees 6, 10, and 12.

On Tik Tok, the blogger I follow has posted a video; it just puts a few pictures finished with a big paragraph underneath, and I also have a comment that has gotten hundreds of likes because other people have liked it a little bit, and I've been getting this alert in this one. (Interviewee 6)

It's best if you've read it before, and if he recommends it, you'll feel more accomplished if you have similar tastes and it's the same. (Interviewee 10)

Because I'm in the teaching profession, I'm also interested in the content.

I hope to pay more attention to these news, and more or less, I hope to be able to inspire and help in education. (Interviewee 12)

Through this platform, this part of the user can be recognized and praised by others, which not only can enhance the user's self-worth but also will inspire the user's continued attention and active participation, which will further consolidate and improve the user's status and talent in the field of knowledge. Since this part of the user to watch such videos hopes to gain, it can open up new perspectives and broaden the horizons of the ability to enhance the purpose, which requires the promotion of the book, and the blogger can share dry, really useful content. Bloggers themselves need to continue to learn and think to improve their own

abilities and, at the same time, give users more space to show.

4. Concluding Remarks

Relying on the social media platform derived from the book push bloggers is a new type of occupation in line with the digital media era; they use their knowledge and passion to reproduce the content of the book and act as a guide in the sea of books, on the one hand, recommending high-quality books for readers to meet the reading needs of different groups; on the other hand, they also provide them with emotional value to satisfy their emotional needs. The results of this paper's in-depth interviews with 12 interviewees who watched the videos of book-promoting bloggers show that the top 10 keywords for the emotional experience of users who watched the videos of book-promoting bloggers were interaction, resonance, expansion, acquisition, refinement, appreciation, circling, recognition, pleasure, and curiosity, and that the users' emotional motivation needs were mainly Enjoyment, Communication, Belonging, Control, and Status. Book bloggers and publishing companies can apply the above users' main emotional needs to the content production of book promotion videos and improve and optimize the content production. Finally, the video comment section is a platform for bloggers to showcase themselves and for users to demonstrate their professionalism and erudition, meeting their needs for competence and status. Therefore, bloggers themselves need to carry out continuous learning and thinking to improve their own abilities while giving more space for users to display.

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Appendix A

Interview outline for the current situation of users choosing book pushing bloggers

Hello, this interview is mainly to study the motivation of users' emotional needs in choosing book bloggers. The interviewee will be anonymous, and the content of the interview will only be used for research purposes, and will be kept confidential. We hope that you will not have any concerns during the interview and will speak freely, and we sincerely thank you for your cooperation.

Part I Basic personal information of the interviewees

1. Gender: A. Male B. Female
2. Age.
3. Occupation

Part II Usage Habits of Watching Videos of Book Pushing Bloggers

4. Which book bloggers do you watch more frequently?
5. What are the reasons for liking the book blogger?
6. What is your favourite platform for watching book promotion videos?
7. How long have you been watching book promotion videos?
8. When do you usually watch book promotion videos?

Part III Interaction Preferences for Watching Book Push Bloggers

9. Do you pay attention to comments when watching book pushing videos?
10. Do you choose to interact while watching book pushing videos?
11. In what ways do you interact?
12. Can you talk about the reasons for interaction?

Part IV Users' emotional experience when watching book pushing bloggers' videos

13. What are the factors that influence you to follow book pushing bloggers?
14. What kind of emotional experience do you most expect to get when watching book pushing videos?

Part V Motivational Needs Survey

15. would you buy the book after watching the book pushing video?
16. Do you discuss the book bloggers you follow with others in your life?
17. Do you think watching the video of the book blogger is useful for your daily study life?
18. Do you have any other needs for book blogger videos?
19. Is there anything you would like to talk about or are interested in?