

UK Audience' s Perspectives on Overseas Digital Media Art Expressing Chinese Festival Themes

Question 1 Gender [Multiple Choice Question]

option	subtotal	scale
Male	38	<div><div></div></div> 48.1%
Female	41	<div><div></div></div> 51.9%
Number of valid entries for this question	79	

Question 2 Age [Multiple Choice]

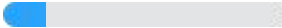

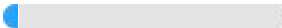
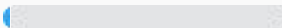
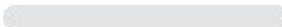
option	subtotal	scale
under 15	0	<div><div></div></div> 0%
15~20	4	<div><div></div></div> 5.06%
21~25	8	<div><div></div></div> 10.13%
26~30	23	<div><div></div></div> 29.11%
31~40	30	<div><div></div></div> 37.97%
41~50	14	<div><div></div></div> 17.72%
51~60	0	<div><div></div></div> 0%
60+	0	<div><div></div></div> 0%
Number of valid entries for this question	79	

Question 3 Education Level [Multiple Choice Question]


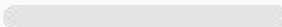
option	subtotal	scale
High school or below	0	<div><div></div></div> 0%
Junior college	2	<div><div></div></div> 2.53%
undergraduate	20	<div><div></div></div> 25.32%
post graduate	40	<div><div></div></div> 50.63%

Phd and above	17	 21.52%
Number of valid entries for this question	79	

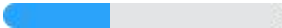

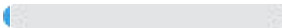
Question 4 Occupation [Multiple choice]

option	subtotal	scale
Student	12	 15.19%
Employed	61	 77.22%
Freelance	4	 5.06%
Retired	2	 2.53%
Other	0	 0%
Number of valid entries for this question	79	

Question 5 Have you watched digital media art expressing Chinese festival themes overseas before?[\[single choice\]](#)

option	subtotal	scale
Yes	79	 100%
No	0	 0%
Number of valid entries for this question	79	

Question 6 If you have watched, please briefly describe the type of works you viewed [\[multiple choice\]](#)

option	subtotal	scale
Animation	30	 37.97%
Installation art	47	 59.49%
It£34	2	 2.53%
Number of valid entries for this question	79	

Question 7 In which aspects did the overseas digital media art expressing Chinese festival themes leave a deep impression on you?[single choice]

option	subtotal	scale
Creative and novel	27	<div><div></div></div> 34.18%
Visual effects	7	<div><div></div></div> 8.86%
Cultural connotation	26	<div><div></div></div> 32.91%
Emotional resonance	19	<div><div></div></div> 24.05%
Number of valid entries for this question	79	

Question 8 How do you think these works have played a role in spreading Chinese culture?[single choice]

option	subtotal	scale
Very good	44	<div><div></div></div> 55.7%
Good	34	<div><div></div></div> 43.04%
Average	1	<div><div></div></div> 1.27%
Poor	0	<div><div></div></div> 0%
Number of valid entries for this question	79	

Question 9 How do you think overseas digital media art expressing Chinese festival themes handles cultural differences?[single choice]

option	subtotal	scale
Very well, it accurately conveys the cultural characteristics of Chinese festivals while considering the acceptance of overseas audiences	25	<div><div></div></div> 31.65%
Good, most cultural elements are appropriately expressed, but occasionally there are understanding barriers	24	<div><div></div></div> 30.38%
Average, cultural differences make some content difficult for overseas audiences to fully understand	23	<div><div></div></div> 29.11%
Poor, significant cultural differences lead to misunderstandings when the works are spread overseas	7	<div><div></div></div> 8.86%

Number of valid entries for this question	79	
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