

Redefining “Locale”: The Formation of Internet Celebrity Spaces and Media Localization—A Case Study of the TV Drama “Where the Wind Blows”

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Abstract. With the assistance of TV dramas, the emergence of internet celebrity spaces on social media has become an undeniable phenomenon. Various “internet celebrity cities” and distinctive “celebrity check-in spots” have sprung up, profoundly altering the relationship between audiences and cities or locales. The TV drama “Where the Wind Blows” played a significant role in constructing a sense of place for Dali, Yunnan, through its unique portrayal, and its distinctive “check-in” culture successfully attracted a large audience’s attention. This paper employs methods such as content analysis, questionnaire surveys, and in-depth interviews to systematically reveal the phenomenon of media localization triggered by TV dramas in internet celebrity spaces. It thoroughly analyzes this phenomenon from three aspects: the role of scene understanding and perception, the connection between place perception and culture, values, and the influence of place perception on individual life experiences. This research contributes to a deeper understanding and recognition of the concept of “media localization” among audiences and provides new insights and methods for exploring the association between internet celebrity spaces and TV dramas.

Keywords: internet celebrity spaces; media localization; “Where the Wind Blows”.

1. Introduction

Currently, social media platforms have become the primary venues for people to share, experience, and perceive a sense of place, giving rise to captivating internet celebrity cultural spaces. In 2022, 1.06 million users in Dali shot 2.06 million videos and uploaded them to Douyin. The keyword “Dali” was searched 64 million times, with over 3.5 million related content pieces, totaling 19.8 billion views and 370 million likes. High-quality short videos and online attention continued to rise.^[1] In the “Top 100 County Tourism Influence Rankings for the First Half of 2023,” Dali ranked first.^[2] Thus, the relationship between media and cities has become increasingly close, with various “internet celebrity cities” and distinctive “celebrity check-in spots” emerging like mushrooms after rain, profoundly altering people’s interactive relationships with cities and locales. Unlike traditional places constrained by historical, cultural, and geographical factors, “internet celebrity cities” and “celebrity check-in spots” are showing a trend towards diversification and personalization, creating a more diverse and vibrant urban landscape.

Among them, Yunnan Dali depicted in the TV drama “Where the Wind Blows” showcases its uniqueness and becomes an ideal research subject for exploring media localization. Check-in spots like the “Wind Courtyard” serve as unique spatial symbols, becoming important elements for attracting audiences and highlighting the influence of media localization and internet celebrity spaces in shaping urban images. This study will conduct a comprehensive analysis of the visual content of internet celebrity check-in spots in “Where the Wind Blows,” systematically revealing the process of media localization, and exploring how the drama shapes a sense of place through content dissemination, channels, and audience psychology, deepening people’s understanding of the concept of “media localization.”

2. Literature review

In the era of new media, internet-famous check-in locations have emerged as hotspots on social media platforms, attracting people's attention. Among them, TV dramas, as an important form of media, play a key role in driving the development of internet-famous check-in locations. This article conducts a literature review on the mediatization of local spaces, research on internet-famous check-in locations, and research on media geography. It summarizes the current academic research on the construction and dissemination mechanisms of a sense of place in internet-famous check-in locations in TV dramas, aiming to explore the key factors and interactive mechanisms involved.

2.1. Reimagining local space in short videos: research trends and concerns

Short videos, as a new form of media, have had a profound impact on the expression of local spaces. Through review, this article finds that scholars' attention to the mediatization of local spaces exhibits two main trends: firstly, scholars focus on how short videos alter the perception of place, particularly the reconfiguration of urban areas, landmarks, and scenic spots; secondly, scholars delve into the mechanisms by which local images are disseminated in short videos, affecting the reshaping of local spaces.

In terms of altering the perception of place, relevant studies emphasize the uniqueness of visual communication in short videos. For example, Yang Yunke's (2018) research points out that short videos create a more intuitive and intense sense of place for the audience within a limited time frame through unique cinematographic language, editing techniques, and precise use of colors.^[3] Yuan Mengqian's (2021) study found that user-generated content on short video platforms not only serves as a simple record of a place but also expresses emotions and subjective experiences related to the place, thereby deepening the audience's understanding of specific locations.^[4]

Regarding the dissemination mechanism of local images in short videos, in terms of content creation, the research by Li Xin and Huang Bin (2019) indicates that user-generated local content on short video platforms often exhibits characteristics of everyday life and personalization, making it easier to evoke emotional resonance among audiences.^[5] In terms of user interaction, the study by Zhong Zhihao, Xiao Jinghua, et al. (2021) points out that interactions such as comments and likes on short video platforms have become important means for audience participation in local perception, forming an interactive mode of local cognition.^[6] Additionally, media platforms reshape local images through means such as algorithmic recommendations, presenting audiences with more accurate and personalized local information (Moe and Schweidel, 2017).^[7]

These studies not only provide theoretical support for understanding the mediatization of local spaces in short videos but also offer research directions for this article to better grasp how "Where the Wind Blows" reconstructs the image of iconic places such as cities and landmarks. They also provide insights into the specific mechanisms of television drama media in content creation, user interaction, and shaping local spaces on media platforms.

2.2. A study of Netflix hit spots: tourism promotion and cultural influence

In the era of internet celebrity culture, scholars have focused on researching popular check-in spots in places like Yunnan. The content mainly involves two aspects: first, exploring their role in promoting local tourism, including their effectiveness in shaping urban images and attracting tourists; second, conducting in-depth analysis on how the phenomenon of popular check-in spots influences the specific cultural and historical geographical environments of places like Yunnan.

On the one hand, the rise of popular check-in spots has to some extent promoted the prosperity of tourism in Yunnan. By attracting a large number of tourists, these locations have successfully become representatives of Yunnan's urban image, providing effective means for the city's branding and promotion. Research by Zhou Chuqing (2023) points out that Yunnan's popular check-in spots have played a positive role in enhancing tourist satisfaction, stimulating consumption, and bringing new opportunities for the sustainable development of the local tourism industry.^[8]

On the other hand, when analyzing the impact of internet-famous check-in spots, relevant studies have raised a series of key issues. Meng Weidong (2021), through an analysis of the flow of people to Yunnan's internet-famous check-in spots, found that the influx of tourists has a potential impact on local cultural heritage, raising concerns about cultural preservation and sustainable development.^[9] Long Minfei (2023) conducted a critical analysis of the trend of film and television tourism, believing that film and television serve as a means of cultural expression, and culture and tourism are interconnected through film and television. He stated, "Film and television serve as the surface, tourism as the content, and culture as the soul." "Going to a Place with Wind" has ignited tourism in Dali, definitely not relying solely on natural attractions to attract visitors. While appreciating natural landscapes is one of the purposes of tourism, whether it's visiting cultural relics or experiencing ethnic customs, cultural elements always take the lead. Even natural scenery is often imbued with more poetic interpretations and imaginations by people, as it is appreciated and experienced through human emotions.^[10]

In summary, the emergence of internet-famous destinations in Yunnan and other areas, with the assistance of TV dramas and other media, has played a crucial role not only in driving the vigorous development of local tourism but also profoundly influencing local culture, history, and geographical environment. Research has focused on two aspects, revealing the complexity of the phenomenon of internet-famous destinations in urban image construction and cultural influence. This provides an important reference for a comprehensive understanding of this phenomenon in this study.

2.3. Media geography research: local identity and digital media influence

Mediated Geography combines geography and communication studies to explore the impact of media on local identity, spatial perception, and social interaction, including shaping place images, local perceptions, and identity. In the field of journalism and communication, the application of Mediated Geography primarily focuses on how media shape community identity and social networks, as well as their impact on local politics, culture, and social structures. Additionally, Mediated Geography investigates how information flow in the digital media era alters people's perception and communication of places, and the role of news reporting in constructing places, enriching our understanding of the relationship between geographical space and media in journalism and communication studies.

Upon review, three major theoretical perspectives of Mediated Geography emerge: Firstly, it emphasizes the critical role of media in constructing places, highlighting the interactive relationship between media and places. Secondly, Mediated Geography influences local perception and identity, contributing to shaping emotional connections to places. Thirdly, it elucidates the relationship between media space and physical space, revealing how media alter people's perception of places.

In emphasizing the interactive relationship between media and places, theorists argue that with the advent of the information age, both nations and societies inevitably face the transformation of "mediatization"^[11], where even minor events can quickly become hot topics of public attention. Media serves not only as a tool for showcasing places but also as the subject of place construction, exerting a crucial influence on urban development and reproduction. Regarding the impact of Mediated Geography on local perception and identity, the research by Chen Subai et al. (2022) emphasizes the involvement of media in shaping the audience's emotional connection to places, deepening their cognitive understanding of places through media content related to specific locations.^[12] Lastly, concerning the relationship between media space and physical space in Mediated Geography, Gan Xifen's "News Triangle" theory underscores that media are not merely representations of physical space but also involve a creative construction process. This aids in understanding how short-video media alter the audience's perception of popular tourist destinations.^[13]

Integrating research in the Yunnan region, through theoretical review, summarized three main theoretical perspectives of media geography. Despite some progress in current research, there is still room for in-depth analysis of the impact mechanism of short video media on local cognition,

expansion of research on internet-famous check-in sites, deepening theoretical exploration in media geography, in order to fill the research gap in the academic field.

3. Research design

This study aims to delve into the phenomenon of mediatization of local spaces in short videos, using the TV drama "Where the Wind Blows" as an example and employing various methods such as content analysis, questionnaire surveys, and in-depth interviews to conduct research.

3.1. Content analysis method

Considering that multiple TV dramas on social media platforms have contributed to the virtual network popularity of Dali, Yunnan, to avoid research limitations, this study selected two of the most representative TV drama platforms, Mango TV and iQiyi, as sampling sources. To ensure comprehensive and complete samples, this article selected the period from January 3, 2023, when "Where the Wind Blows" premiered, to October 1, 2023, as the research period. Based on the number of likes and comments in the #YunnanDali hashtag, 400 research samples were ultimately determined. Referring to previous research frameworks and the characteristics of the drama's content, this article will analyze its content in the following six categories:

1. Plot and storyline: character relationships, storylines and developments, plot twists, thematic expressions
2. Characterization and performance: character traits, actor performance skills, visual imagery
3. Locale presentation and environmental description: scenery, architecture, culture
4. Visual elements and cinematography style: shooting techniques, composition, color usage
5. Music and sound effects analysis: scoring, background music, music themes, theme song
6. Social media interaction: fan interaction, series promotion, hot topics, user-generated content (UGC)

3.2. Questionnaire method

The questionnaire survey was mainly conducted online using Wenjuanxing. A total of 234 questionnaires were distributed, with 198 valid responses received, resulting in an effective response rate of 84.6%. The questionnaire was primarily used to gather information on the respondents' basic demographics, usage of short video platforms, and familiarity with short videos featuring internet-famous check-in locations and "Internet Celebrity Yunnan Dali". Relevant data was then derived from the survey. (See Appendix 1 for the questionnaire).

3.3. In-depth interview method

In this study, preliminary screening of interviewees was conducted in advance. Interviewees were selected from consumers and creators of short video media, as well as managers and tourists of internet-famous check-in locations, ensuring coverage of various key groups in the research. From June 2023 to August 2023, interviewees were randomly selected in City D^[14], with each interviewee's time controlled between 45 minutes to 1 hour. Ten interviewees were selected for detailed analysis based on the saturation principle of in-depth interviews.^[15]

Table 1 Basic information of respondents

Number	Category	Interviewee	Gender	Age	Occupation	TV Series Watching Frequency	Frequency of Visiting Influencer Spots
F1	Tourist	Ms. Yuan	Female	25	State-owned enterprise employee	Daily	3-4 times a month
M2	Tourist	Mr. Li	Male	21	Student	Daily	2-3 times a month
F3	Tourist	Ms. Qiang	Female	26	State-owned enterprise employee	Daily	3-4 times every six months
M4	Tourist	Mr. Huang	Male	16	Student	4-6 times a week	Once every six months
M5	Tourist	Mr. Qu	Male	25	State-owned enterprise employee	Daily	2-3 times every six months
F6	Resident	Ms. He	Female	30	Private company employee	Daily	3-4 times a month
F7	Resident	Ms. Yang	Female	23	Student	Daily	3-4 times a month
M8	Temporary Resident	Mr. Gong	Male	26	Private company employee	Daily	1-2 times a month
F9	Temporary Resident	Ms. Xu	Female	27	Freelancer	Daily	3-4 times a month
F10	Temporary Resident	Ms. Huang	Female	28	Company employee	Daily	2-3 times a month

This paper comprehensively employs both quantitative and qualitative research methods to understand the impact mechanisms of short videos on place perception from multiple dimensions. By collecting and analyzing data from various perspectives and levels, the study aims to uncover the media mechanisms behind "Where the Wind Blows" and gain a deeper understanding of how short videos change people's cognition and emotional connections to places in the age of social media.

4. Going Deeper into the Scene: Multiple Explorations and Resonances of Local Perceptions in the Age of Digital Media

Digging deep into the audience's unique understanding and perception of internet-famous check-in scenes is not merely a superficial depiction of the scenes but rather an exploration of the interweaving of emotions, culture, history, and other aspects in the perception of place in the digital media era.^[16] Through meticulous analysis of scenes like the "Wind Courtyard," this paper aims to reveal how digital media shape and guide audiences' deep understanding of places and how this understanding resonates in individual life experiences.

4.1. The role of scene comprehension and perception

Through in-depth study of "Where the Wind Blows," this paper deeply reveals the audience's profound understanding of the concept of "media localization" in the era of new media. In the digital media age, the audience's understanding of place has transcended traditional concepts of geographical location and physical space, evolving into a perception of virtual space and media expression.^[17] By experiencing the internet celebrity spaces presented in "Where the Wind Blows," the audience strongly senses the sense of place constructed by the media, transcending the limitations of physical space and encompassing multiple dimensions such as emotions, culture, and values. Through interaction with digital media, the audience is redefining place and continuously expanding their cognition in virtual space.

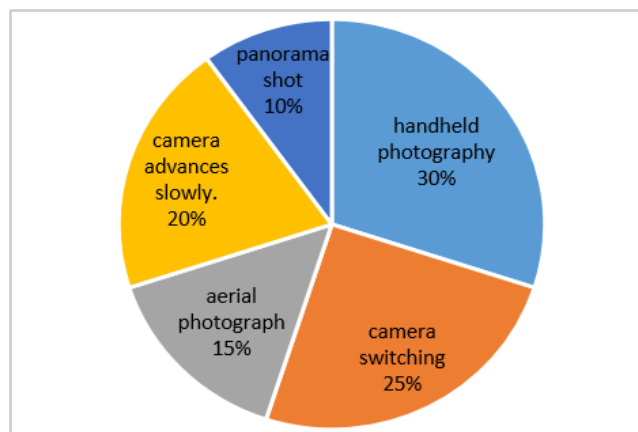


Figure 1. Application Analysis of Photographic Techniques

In the drama, the frequency of handheld camera application reaches as high as 30%, followed by a 25% proportion of scene switches. This is mainly used to showcase character close-ups and dynamic scenes, emphasizing scene changes and plot development. As the protagonist enters the Wind Courtyard, the camera slowly zooms in from a distance, gradually focusing on the camera in the protagonist's hand. The camera, unsteadily following the protagonist's movements, captures his figure moving back and forth in the courtyard. As the wind blows through the treetops, gently swaying the leaves, it drives the movement of the camera, as if narrating the beginning of a story. This aims to convey a sense of closeness and realism, helping the audience to better immerse themselves in the virtual world.

Through these photography techniques, the audience can deeply understand and perceive the creator's unique expression of place, thus forming a sense of media localization. This also confirms that in the digital media age, TV dramas successfully create a sense of media localization through the creation of virtual internet-famous spaces, further strengthening the audience's understanding and perception of the scenes in the place.

4.2. Linkage of place perception to culture and values

The connection between sense of place and culture, values reflects the audience's deep identification and emotional resonance with specific locations. This connection goes beyond mere perception of geographical location; it also triggers resonance with cultural traditions and values. Through the perception of specific scenes, the study found that the frequency of setting different scene elements is closely related to respondents' sense of place and their cultural and value associations. This method of conveying sense of place through scene elements further encourages the audience to establish emotional and cognitive connections with the rich culture and unique values of Dali, Yunnan.

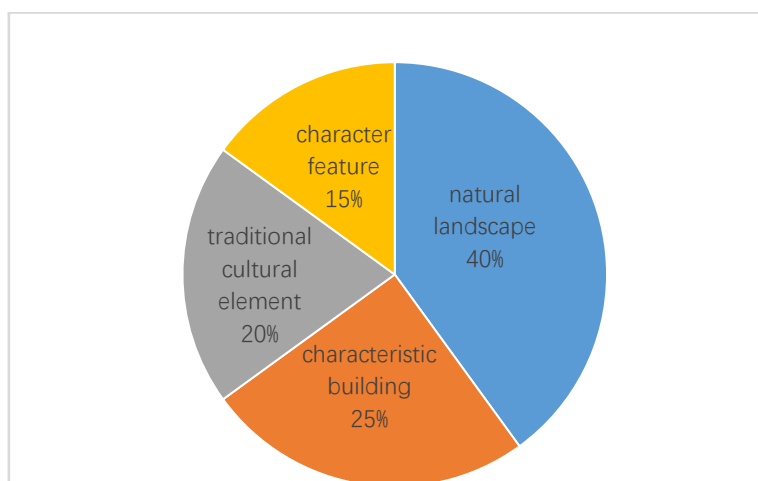


Figure 2. Scene Setting Frequency Analysis

Through an analysis of the frequency of scene settings in "Where the Wind Blows," it was found that outdoor landscapes account for as much as 40% of the TV series, directly reflecting the audience's longing for and love of nature. The natural beauty and tranquil gardens depicted in the TV drama are continued through the frequent portrayal of outdoor landscapes in short videos, forming an interesting and close connection.



Figure 3. Stills from "Where the Wind Blows"

This intertextual^[18] design not only provides empirical evidence for the transformation of sense of place in the digital media age but also strengthens the audience's positive impression of natural elements in virtual internet-famous spaces. In the setting of the "Wind Courtyard," the audience can deeply feel the tranquility and relaxation, and this sense of place perception and the positive impression of the natural environment may form a cultural emotion, leading the audience into a unique cultural experience of nature. It also echoes the emotional identification of the audience with the positive image of the "Wind Courtyard" in the virtual scene.

Furthermore, the frequent presentation of distinctive buildings aligns with the way ancient buildings and cultural sites may be showcased in the TV drama. Among them, distinctive buildings account for 25% of the scene design frequency, while traditional cultural elements account for 20%. This design not only evokes longing for history and tradition through specific architectural elements but also provides the audience with a cultural experience. This connection between sense of place and traditional culture may evoke a sense of cultural identity among the audience, leading to a greater appreciation for traditional values. Interviewee F6, who has just entered the workforce for three years and holds a creative position in the company, found that watching "Where the Wind Blows" gave her a deeper understanding of the local natural and cultural environment, leading to a different perception of the local culture of Dali, Yunnan, compared to before.

"I felt as if I were actually at the 'Wind Courtyard' in Dali, Yunnan, deeply experiencing the local natural and cultural atmosphere. In this TV drama, I discovered the beauty of places that I had never noticed before, and I gained a deeper understanding of the local culture of Dali, Yunnan. This new perception has filled me with curiosity and longing for this place, and it has also made me cherish the importance of the natural environment and traditional culture more in my daily work." (F6)

4.3. Influence of place perception and individual life experience

The intertwining influence of sense of place and individual life experiences deeply resonates in the audience's understanding and perception of the scenes in the TV drama "Where the Wind Blows." This connection goes beyond simple emotional resonance and instead triggers profound transformations in the individualized journeys of the audience members.

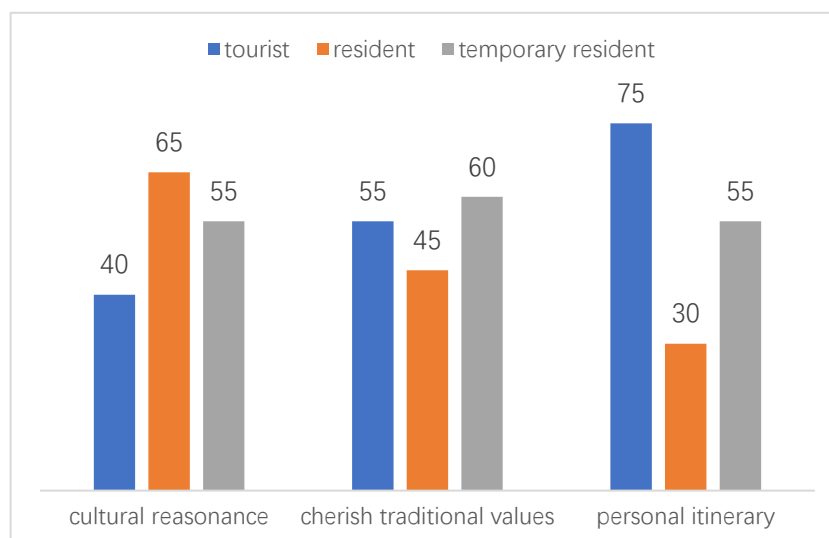


Figure 4. Association with Individual Life Experience

This set of data focuses on the close connection between local scenes and the individual life experiences of the respondents, revealing how the audience interacts with local elements when perceiving short videos. Tourists' resonance with local culture and the importance they attach to personal itineraries reached high proportions of 40% and 75% respectively, indicating a preference for exploring new cultures and personalized experiences. On the other hand, local residents showed a higher level of cultural resonance and appreciation for traditional values, with proportions reaching as high as 65% and 55%, suggesting a stronger rootedness in local traditions and a deeper familiarity with local culture. However, they also tended to focus more on daily life and responsibilities, resulting in relatively lower emphasis on personal itineraries. Temporary residents in the area placed relatively high importance on all three aspects, as they come from different cultural backgrounds and are more likely to integrate with local culture, possibly sharing a similar emotional attachment to traditional values.

Respondent M2, a student, developed a strong interest in Dali, Yunnan, after watching "Where the Wind Blows," and expressed that he has already included Dali, Yunnan, as one of the destinations for his graduation trip.

"The beautiful scenery, rich culture, and captivating storyline depicted in the drama have sparked my great interest in Dali, Yunnan. Without hesitation, I have already placed Dali, Yunnan, as my top choice for my graduation trip. I hope to personally experience the natural beauty and deep historical heritage there, feel the unique charm of the place, and look forward to creating wonderful memories during future travels." (M2)

This not only deepens the understanding of the mechanism of sense of place in this paper but also provides important clues for future research on the intertwining of local space and individual experiences.

By delving deeper into the individual life experiences of the audience, we can not only understand how sense of place triggers emotions but also reveal its potential impact on individual behaviors and decisions. This correlation transforms sense of place from an isolated subjective experience into a reciprocal relationship with the audience's actual lives, constructing a more comprehensive, multidimensional cognitive system of place.^[19] This also provides a more holistic perspective on understanding the mechanism of sense of place in the digital media age, highlighting its significance in individual life experiences.

Through in-depth analysis of the role of scene comprehension and perception in the TV drama "Where the Wind Blows," the connection between sense of place and culture, values, and the impact of sense of place on individual life experiences, this paper provides a profound analysis of the formation of internet-famous spaces and media-induced sense of place. Firstly, in terms of scene comprehension and perception, the TV drama adeptly utilizes cinematography to successfully guide the audience's understanding of the virtual world, emphasizing emotional expression and plot

development, thus providing empirical evidence for the formation of media-induced sense of place. Secondly, the frequent portrayal of outdoor landscapes in short videos is closely linked to the audience's love for natural scenery and serene gardens, facilitating the audience's connection of scenes with their own culture and values. Thirdly, the correlation between sense of place and individual life experiences is manifested in the audience's association of virtual place scenes with their personal background and cultural resonance, echoing the audience's appreciation for traditional cultural elements and desire for travel. These findings not only offer new insights into the understanding of sense of place in the digital media age but also provide new directions for future research on placed-based communication.

5. Insights and discussion

Through the study of the TV drama "Where the Wind Blows," the paper thoroughly explores the formation and evolution of sense of place in the digital media age. The advent of digital media has made sense of place more diverse and complex, with television dramas playing a crucial role as they uniquely narrate stories and construct virtual internet-famous spaces, which are key factors in guiding audiences to construct unique perceptions of place.

Under the careful construction of virtual internet-famous spaces, scenes not only symbolize geographical locations but also embody culture, emotions, and values. Through the virtual scenes in the drama, audiences can explore the cultural characteristics of different regions in their imagination, thereby forming unique perceptions and emotional connections to the place. This study provides new insights for future research on placed-based communication, recognizing the importance and media role of sense of place in the digital media age. By deeply studying the characteristics and evolution of sense of place, a better understanding and application of place communication theory can be achieved, promoting the inheritance and innovation of local culture. Future research will continue to explore the mechanisms and influencing factors of sense of place in the digital media age, providing important support for a better understanding and application of place communication theory. Although this study has made valuable findings in revealing sense of place in the new media age, there are also limitations and deficiencies that need to be further explored in future research.

Firstly, this study focuses on the "Wind Courtyard" in the TV drama "Where the Wind Blows" as a case study, and the limitation of this location lies in its confinement to a specific area, which may not fully represent the diversity and characteristics of other places. The formation of sense of place is constrained by regional factors, and future research needs to investigate a broader range of regions to comprehensively understand the universality and diversity of sense of place.

Secondly, this study focuses on the short-term responses of audiences to specific media content, without tracking their long-term impact. Considering that sense of place is a dynamic process, future research can reveal its evolution and changes over time more comprehensively through long-term tracking or longitudinal design, in order to better capture its deeper impacts.

6. Appendix I

Survey on Audience Viewing of "Where the Wind Blows"

Part One: Motivation for Choosing a Tourist Destination

1. Rate your impression of Yunnan? (Out of 100 points)
2. Have you watched "Where the Wind Blows" (starring Liu Yifei and Li Xian)?
 - A. Yes
 - B. No
3. What are your reasons for watching this TV drama? (Select all that apply)
 - A. Attracted by online discussions
 - B. Passing time
 - C. Like the theme of travel

D. Like the actors

E. Recommended by friends

F. Recommended by influencers

G. Other

4. Rate your evaluation of "Where the Wind Blows"? (Out of 100 points)

5. After watching "Where the Wind Blows," do you have a desire to visit the filming location?

A. Yes

B. No

6. Your perception of the popular drama "Where the Wind Blows"

A. Awareness of the filming location in Dali, Yunnan (Completely unaware, Not aware, Neutral, Aware, Completely aware)

B. Starring Liu Yifei, Li Xian (Completely unaware, Not aware, Neutral, Aware, Completely aware)

C. Theme song by Yu Kewei - "Where the Wind Blows" (Completely unaware, Not aware, Neutral, Aware, Completely aware)

D. Type of film and television works (Healing series, Rural drama) (Completely unaware, Not aware, Neutral, Aware, Completely aware)

E. Sponsors of the film and television works (Completely unaware, Not aware, Neutral, Aware, Completely aware)

F. Natural scenery and cultural landscape of the filming location (Completely unaware, Not aware, Neutral, Aware, Completely aware)

Part Two: Tourist Satisfaction

1. The following is a comprehensive survey about "Where the Wind Blows." Please fill in according to your actual feelings.

A. The drama has aroused my desire to travel (Strongly disagree, Disagree, Neutral, Agree, Strongly agree)

B. The drama has increased my fondness for Yunnan (Strongly disagree, Disagree, Neutral, Agree, Strongly agree)

C. After watching the drama, I am eager to travel to Yunnan (Strongly disagree, Disagree, Neutral, Agree, Strongly agree)

D. I want to visit the filming locations for photo ops (Strongly disagree, Disagree, Neutral, Agree, Strongly agree)

E. The drama has made Yunnan a must-visit destination for me (Strongly disagree, Disagree, Neutral, Agree, Strongly agree)

F. I am willing to spend more time and money to experience similar experiences (Strongly disagree, Disagree, Neutral, Agree, Strongly agree)

G. After watching the drama, I think Yunnan's tourist attractions are excellent (Strongly disagree, Disagree, Neutral, Agree, Strongly agree)

H. After watching the drama, I think Yunnan's tourism services are excellent (Strongly disagree, Disagree, Neutral, Agree, Strongly agree)

I. Please select Neutral for this question (Strongly disagree, Disagree, Neutral, Agree, Strongly agree)

J. After watching the drama, I think Yunnan's tourism products are excellent (Strongly disagree, Disagree, Neutral, Agree, Strongly agree)

2. The following questions are about your satisfaction after visiting the filming locations of "Where the Wind Blows." We provide 5 choices for each question. Please select your level of satisfaction on the right based on your personal experience.

A. Convenience of transportation (Very dissatisfied, Dissatisfied, Neutral, Satisfied, Very satisfied)

B. Local cultural characteristics (Very dissatisfied, Dissatisfied, Neutral, Satisfied, Very satisfied)

C. Arrangement of tour routes (Very dissatisfied, Dissatisfied, Neutral, Satisfied, Very satisfied)

D. Experience at the filming locations (Very dissatisfied, Dissatisfied, Neutral, Satisfied, Very satisfied)

E. Cultural experiences within the scenic area (Very dissatisfied, Dissatisfied, Neutral, Satisfied, Very satisfied)

F. Friendliness of local residents (Very dissatisfied, Dissatisfied, Neutral, Satisfied, Very satisfied)

G. Compatibility of the scenic landscapes with the filming scenes (Very dissatisfied, Dissatisfied, Neutral, Satisfied, Very satisfied)

H. Dining and shopping conditions (Very dissatisfied, Dissatisfied, Neutral, Satisfied, Very satisfied)

I. Comparison between expectations and actual experiences (Very dissatisfied, Dissatisfied, Neutral, Satisfied, Very satisfied)

J. Overall experience (Very dissatisfied, Dissatisfied, Neutral, Satisfied, Very satisfied)

3. Would you be willing to choose the filming locations of this drama again?

A. Yes

B. No

Part Three: Personal Information

Age: Below 18 years old, 18-29 years old, 30-49 years old, 50 years old and above

Education: Junior high school, Senior high school, Bachelor's degree, Master's degree, Doctorate
Occupation: Student, Civil servant, Employee, Freelancer...

Gender: Male/Female

Monthly Disposable Income: Below 2000 yuan, 2000-4000 yuan, 4000-7000 yuan, 7000-10000 yuan, Above 10000 yuan

7. Appendix II

Population Information

1. Your basic information: age (date of birth), gender, occupation (student/civil servant/self-employed...), residential area (rural/urban).

2. Recent mental health status: tense (under great pressure)/normal (moderate pressure)/comfortable (relaxed and comfortable).

3. Other characteristics: Depending on specific needs, it may also be necessary to record other characteristics, such as religious beliefs, language preferences, physical conditions, etc., to provide a more detailed description and analysis of the surveyed population.

I. Introduction and Background

1. Please introduce your level of understanding of the TV series "Where the Wind Blows" and your perception and understanding of the "place" in it.

II. Views on the Internet Celebrity Spaces in "Where the Wind Blows"

1. What are your feelings and impressions about the internet celebrity spaces in the TV series, such as the Windy Courtyard?

2. What do you think are the characteristics of internet celebrity spaces in contemporary TV dramas? What are the connections and differences between them and traditional sense of place?

3. Did you develop a unique understanding of the place because of the internet celebrity spaces presented in the TV series? Can you share some specific examples?

III. Views on the Mediated Sense of Place in "Where the Wind Blows"

1. What do you think about the mediated sense of place phenomenon in "Where the Wind Blows"? How does it affect your life?

2. Did you develop a unique emotional connection to the place because of the sense of place presented in the TV series? Can you share some specific examples?

IV. Traditional Cultural Elements and Personal Life Experience in "Where the Wind Blows"

1. Did you resonate with the traditional cultural elements presented in "Where the Wind Blows"? Can you share some specific examples?

2. Did you develop a unique understanding of the Yunnan Dali region because of the traditional cultural elements in the TV series? How did this understanding form?

3. How do you think the traditional cultural elements in the TV series relate to your personal life experience? What similarities do they share?

V. Cultural Identity in "Where the Wind Blows"

1. Did you develop a cultural identity with the Yunnan Dali region while watching "Where the Wind Blows"? Can you share some of your feelings and experiences?

2. What are some of the Yunnan Dali cultural features shown in the TV series that left a deep impression on you? Why?

3. Do you have similar experiences or emotions related to the cultural identity of the Yunnan Dali region in your daily life? How does this experience affect your viewing experience?

4. Regarding the cultural identity of the Yunnan Dali region presented in the TV series, do you have any related travel intentions?

VI. Other Questions

1. What other place-related elements or plots did you observe in the TV series? What are your thoughts and feelings about these elements or plots?

2. Do you know anyone else who watches this TV series? What is their attitude towards it?

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