

Research on the Relieving Effect of ASMR Chewing Sounds on Anxiety in Food Video

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Abstract: Short food videos combine elements such as lens, ingredients and soundtrack, so that people can be immersive when watching short videos. The creation and watching of short food videos meet people's spiritual needs of learning, entertainment and social interaction. Nowadays, great changes have taken place in the social environment, and people are faced with thousands of fragmented information every day. Due to the infectious and creative characteristics of short food videos, they can quickly attract the attention of the public in a fragmented information environment. Autonomous sensor meridian response (ASMR) mukbang, as a form of mukbang, has also continuously expanded its fan circle and become a popular form of mukbang. The uniqueness of ASMR phenomenon is mainly reflected in two aspects: in the sense, individuals will have a specific tingling sensation; Emotionally, it is often accompanied by extremely pleasant and relaxing experiences. This article expounds the development characteristics of short food videos in the new media environment, and studies the relieving effect of ASMR chewing sound on anxiety in food videos.

Keywords: Short video of food, ASMR, Anxiety.

1. Introduction

At present, the Internet entertainment content in China has a relatively free development environment as a whole, so some new specific types have been born in its internal integration and competition [1]. In recent years, the mature growth of network technology and mobile phones has provided technical support for the emergence of short videos. As a part of the vertical field of short video, short food video stands out in the field of short video and is deeply loved by the public with its advantages of low creative threshold, many ideas, wide users and strong applicability [2]. Short food videos convey not only physical satisfaction, but also the expression of living conditions and emotions [3]. Short food videos do not appear out of thin air. The demand of the public, the progress of technology and the change of social environment all provide powerful conditions for the emergence of short food videos [4]. The reason why food has become a popular and concerned topic is that nowadays food is not only food, but also represents a kind of food culture, a kind of cultural feelings and a kind of spiritual satisfaction.

The fragmented background of the times has pushed the growth of short food videos to a climax. Nowadays, great changes have taken place in the social environment, and people are faced with thousands of fragmented information every day. The short food videos are short and break the time and space constraints, which meet the needs of users for leisure, relaxation, entertainment and learning by using fragmented time [5]. Anxiety is an emotion characterized by an unpleasant and chaotic psychological state, which includes the subjective unhappiness and fear of the expected time, accompanied by psychological and physical symptoms such as muscle tension, anxiety, fatigue and difficulty in concentration [6]. Being in anxiety for a long time will lead to psychological disorders mainly anxiety, and further cause adverse effects on body and mind.

ASMR is a new word used to describe the perceptual phenomenon, which can be defined as a unique and pleasant electric shock-like tingling sensation in the neck, scalp, back

or other areas of the body caused by visual, auditory, tactile and olfactory stimuli [7]. This kind of audio program, which is mainly composed of human whispers and some noises in daily life, is mostly made by netizens, and some are accompanied by simple videos. It is said that it can trigger a sense of nerve stimulation that makes some audiences feel comfortable and decompress, but it may not have this effect, and it is only used as an audio-visual leisure way. ASMR mukbang, as a form of mukbang, has continuously expanded its fan circle and become a popular mukbang form [8]. This article expounds the development characteristics of short food videos in the new media environment, and studies the relieving effect of ASMR chewing sound on anxiety in food videos.

2. Types and Characteristics of Short Food Videos

In the Internet environment, short video is an important social media, and more and more people begin to communicate and share it on the short video platform. Most people can make short videos for food because of its low production threshold. As one of the important contents in the vertical field of short video, food has a distinctive flavor of life and strong appeal, which can not only meet the fragmented needs of the audience, but also meet the basic life skills and sensory needs of the audience at a lower cost, and also meet the taste of life of the audience to a greater extent [9]. Nowadays, in the era of "content is king", no matter how the form changes, content is still king, and high-quality content is the basis for the spread of short videos of food. The public has a special feeling for food. Although a good short video of food is not really eaten, the sense of picture is enough to satisfy people psychologically. Under the background of fragmentation, good content always takes the first place in the communication process, and short food videos can be loved by the public, the fundamental reason is the high quality of content. Figure 1 shows the food eating and broadcasting screen of Tik Tok short video platform.



Figure 1. Food eating and broadcasting screen of Tik Tok short video platform

Many disseminators of short food videos do not create for the sake of creation, but for social interaction, entertainment, curiosity and so on. Therefore, they have not studied how to shoot and make short food videos specifically and systematically. In addition, the shooting equipment is simple and only has a smart phone, and the pixels are not high, and the aesthetic ability is uneven. Therefore, it is finally reflected in the short video as the phenomenon of poor quality, different aesthetics or deformity. At present, the convergence of food short videos has seriously affected the public's acceptance of this innovative thing, and improving the convergence of food short videos is of great significance to the spread of food short videos in the future.

3. ASMR Mukbang

In the virtual environment of the Internet, people can protect themselves and have normal communication in the virtual space. An obvious feature of network socialization is fragmented weak links, which will gradually replace people's social relations in the real environment and bring people a new kind of loneliness, that is, network group loneliness [10]. "mukbang" means that bloggers use the online platform to broadcast live or record the daily eating process, so that the audience can watch it and get the form of clicks. ASMR mukbang is a form of mukbang. ASMR mukbang mainly makes people's scalp, back and other parts feel numb through the visual presentation of pictures and the auditory presentation of sounds. Bloggers often listen through microphones, speak softly, use breath sounds, and spread their hearing by chewing and swallowing food. However, this kind of mukbang does not put the visual presentation of food in the dominant position of communication, but infinitely magnifies the auditory elements, thus stimulating people's cognitive response. The strong feelings and emotions of ASMR-sensitive individuals after receiving some audio-visual stimuli may indicate that they are easily hinted by some contents in audio-visual stimuli. Figure 2 shows the live broadcast of ASMR mukbang.

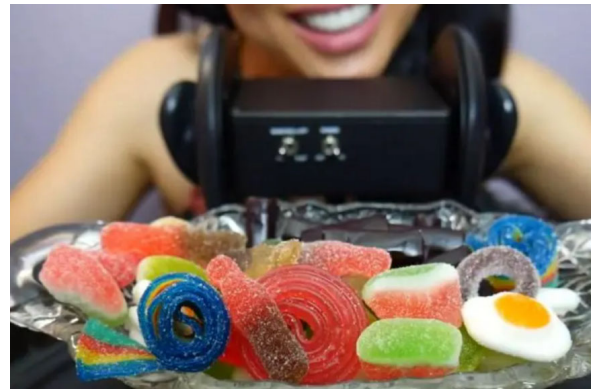


Figure 2. Live streaming screen of ASMR mukbang

ASMR mukbang is different from traditional food programs. Its pictures are single, the lens lacks moving mirrors, and it is mainly static pictures. These lens languages make ASMR mukbang not focus on the appearance and style of food, but emphasize the position of sound in mukbang. When producing ASMR, individuals may always keep focused on and monitor their internal and external feelings. This may enable ASMR sensitive individuals to be more fully aware of their own feelings and emotional changes, thus producing a stronger experience. There are many kinds of trigger audio sources that trigger this spontaneous perceptual climax reaction. These audio sources are usually produced, collected and released by some people who are engaged in the production of such audio sources using high-definition recording equipment. In the video websites such as Youtube and Bilibili in the ASMR video collection, the most popular trigger video contents are repeating a single task, whispering and personal attention, all kinds of crisp sounds, slow movements and so on. The masticatory sound of ASMR is one of the trigger sound sources of ASMR, that is, recording the sound of chewing with your mouth with a recording device, and most of the chewing things are food. People's senses are interrelated, so in many ASMR mukbang videos, bloggers stimulate people's hearing and vision through some tempting chewing sounds and relatively exaggerated eating, thus causing people's taste senses and psychological reactions. When exposed to ASMR stimulation, ASMR sensitive individuals are more sensitive to sensory, muscle movement and emotional related brain regions than ordinary individuals. This is consistent with the skin tingling sensation and strong emotional arousal of ASMR sensitive individuals when they produce ASMR.

4. The Relieving Effect of ASMR Chewing Sound on Anxiety

The values of today's young people are often influenced by the values of entertainment first and money above, and their mental health is often ignored. In this case, some entertainment topics and contents have become people's helpers to solve negative emotions, which can temporarily release their pressure and anxiety in the virtual space. With the continuous updating and growth of Internet technology, the mukbang forms of short videos are gradually diversified, and the spread scope of mukbang is also gradually expanding, which simplifies the way of communication with each other. In the field of ASMR mukbang, a large number of viewers can enter the viewing feast of mukbang anytime and anywhere, and also subtly join the online carnival that

releases themselves. ASMR mukbang helps some people to sleep. When watching ASMR mukbang, the spread of this sound can relax the brain to some extent, make people fall asleep more easily, and relieve people's stress and anxiety in real life to some extent. Immersed in the mukbang atmosphere created by food and sound communication, people can temporarily get rid of real life and get emotional satisfaction.

ASMR mukbang maximizes people's sense of virtual companionship through the presentation of images and the spread of sound, and makes up for people's anxiety caused by "physical absence" in the stage of communication. ASMR mukbang can alleviate the anxiety and loneliness of young people to some extent and satisfy their sense of belonging through the visual presentation of food and the 3D transmission of sound. Under the background of the new era, everyone has the right to speak. Although the mode of participation of the whole people in production meets the entertainment needs of the public to a great extent, due to the low professional ability of some anchors, the growth of short food videos and the inheritance of food culture in the future are very limited. In the stage of the spread of short food videos in the future, it is necessary to formulate corresponding supervision standards for the producers of short food videos, gradually improve the level of short food video producers and promote the long-term growth of the short food video industry.

5. Conclusions

The internet has promoted the emergence and growth of mukbang, and various network platforms have also made mukbang popular, and the needs of the audience have become the focus of bloggers. ASMR mukbang pays attention to the 3D transmission of sound, mainly focusing on vocal sound effects and object sound effects, but does not pay too much attention to the presentation of pictures, nor to the symbolic expression of food styles and colors. Instead, it stimulates the audience's vision and hearing by chewing and swallowing sound and pictures. Short food videos do not appear out of thin air. The demand of the public, the progress of technology and the change of social environment all provide powerful conditions for the emergence of short food videos. ASMR mukbang makes the audience immersed in the virtual carnival

brought by ASMR mukbang by highlighting the sound and using the visual expression of the picture. Under the background of new media, although the mode of participation of the whole people in production meets the entertainment needs of the public to a great extent, some anchors have low professional ability. In the stage of the spread of short food videos in the future, it is necessary to formulate corresponding regulatory standards for the producers of short food videos, and gradually improve their level.

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