

# Analysis of the Research Status of Qingyang Sachet Embroidery based on Grounded Theory

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**Abstract:** The academic research on Qingyang sachet embroidery forms an important part of its development. The imbalance in the research also highlights the problems in the development of Qingyang sachet embroidery. Based on the idea of grounded theory, this article constructs a model of the core categories of Qingyang sachet research. It believes that the four categories of culture, art, industry, and inheritance and development are organically unified in the inheritance and development of Qingyang sachet embroidery, and further reveals that the industry research status quo dominated by inheritance and development research has caused the development of Qingyang sachets to ignore the study of artistic ontology.

**Keywords:** Core Categories; Inheritance; Industrialization; Art Ontology.

## 1. Introduction

In 2002, the first Qingyang Xiangbao Folk Custom Festival was held, which had a great impact at home and abroad. Qingyang Xiangbao embroidery quickly entered the field of vision of more people, and gradually formed a link between production, market acceptance and exchange. Interact frequently. Research in the academic community forms an important part of cultural exchanges. By condensing the characteristics of Qingyang sachets, interpreting the connotation of symbols, exploring the functions of Qingyang sachets, exploring the rules of interaction between folk culture and society, and looking for the influence of folk literature and art on Chinese national culture Inheritance methods and strategies enhance the effects of production, acceptance, and communication interaction. By sorting out the literature, we found that these studies have a certain trend, which is closely related to the current development difficulties of sachet embroidery. This article attempts to find the rules of academic research and find new directions that are conducive to the sustainable development of sachet embroidery.

## 2. Research Literature

### 2.1. Review of Foreign Research Status

Embroidery can date back to the Han Dynasty, and later it was widely used in Europe, Asia and North Africa. Embroidery is rare in sachets abroad, only in Thailand, Japan and Russia. However, the research materials on embroidery technology are very rich, mainly including five aspects of the research perspectives.

First, from the perspective of digital focus on the level of embroidery technology and the inheritance of technology. If think computer embroidery can enhance the delicate degree and artistry of craft. For example, Taylor introduces the background of computer embroidery, showing that the interdisciplinary collaboration between science, technology, medicine, art and design is shaping the future of digital embroidery. (Taylor ,2009,pp.279-299)

Second, to reflect on the women's manual art from the perspective of artistic philosophy. If embroidery is a way of women to relax, women are born with artistic temperament,

when there is a needle and thread, the temperament of this art is fully played out, women all over the world are so " art of embroidery in all ages has been a favorite pastime for women of leisure. The Indian squaw delights to arrange her dyed quills and gaudy beads upon skins and blankets, just as the Egyptian maiden thousands of years ago, with implements of sharpened bone, wove in and out her tracteries upon hand-made fabrics. Oriental nations, passionately loving color, and naturally artistic in it combining rich, sinuous, harmonizing, and contrasting tints and shades, have, from time immemorial, proved themselves adepts in this specie of art." (Hester M. Poole ,1895, pp.90)

Third, the influence study of Chinese embroidery. For example, in 700 AD, the embroidery style above the curtain of the French luxurious bed reflected the layout of Chinese changes, such as the colorful colors, balanced and symmetrical layout, and the background of blooming herbs. (Edith Appleton Standen,1954,pp.44-147) Some studies not only show the types of ancient Chinese embroidery techniques, but also show the use of these techniques, which is also the factor that makes ancient Chinese embroidery become a world-famous art, and makes embroidery bear the spread of Chinese images.

Fourth, study the content of embroidery from the perspective of cultural interpretation and the study of the essence of artistic creation. For example, Mongolian embroidery stitch has also derived other various forms, such as qi stitch, parametric stitch, stepped stitch, scattered stitch and so on. The most important thing about Mongolian embroidery is the symbolic meaning of embroidery patterns. Similarly, by emphasizing the importance of materials and technology, the understanding of the essence of art is strengthened on the basis of considering the material and technological properties of each object, and the circulation of trade.

### 2.2. Current Status of Local Research in China

There is a certain mismatch between the expression of "Qingyang Sachet Embroidery" in the national intangible cultural heritage list and the research community's expression of the essential craftsmanship of Qingyang Sachet Embroidery. The inconsistent expressions in the academic community also cause the search results to not cover all

Questions about the research literature were searched in the CNKI database engine using "Qingyang sachet embroidery" or "sachet embroidery" as the subject or keyword, and very limited relevant literature was obtained. However, when conducting a literature search using the keywords "Xiang Bao" or "Qingyang Xiang Bao", the main research objects are basically concentrated on the embroidery of Qingyang Xiang Bao, which further illustrates that Qingyang Xiang Bao plays an more representative role in the field of "Xiang Bao embroidery".

Around all the references of CNKI Chinese database between 2002 and 2022, Citespace visual analysis results were used, and the core categories related to the research on Qingyang sachets were refined by induction. The paper will combine the four core categories of art, culture, industry and inheritance and development.

**Table 1.** Qingyang sachets research status quo keyword category table

Concepts in the key words	Concept class	Core category
sachets art / traditional / production process / maker / design / modeling / form / form / function / aesthetic / folk art metaphor / symbol / social value / social function / social construction / rural revitalization / project organization management / city brand / marketing strategy / wen gen products / industry development / transformation / value / intangible / intellectual property / national culture QiHuang culture / traditional culture / folk culture / farming culture / cultural festival / cultural value / meaning / implication / Problem Research / Course / Inheritance / Dragon Boat Festival / Theoretical Thinking / Status Analysis Inquiry / Comparative Research / Education / Team / Development Strategy / Biennial / Innovation / Background / Strategy / Methods / Principles / Internet + Digital	Bags / items Art / society Cultural / totem innovation / traditional folk / industrial development of the Internet + / intangible cultural heritage	art / culture / estate / Inheritance and development

All the papers on Qingyang sachets in the CNKI were introduced into the software Citespace, and through the cluster analysis of the software, the existing research papers on Qingyang sachets embroidery were quantified, summarized and refined to form the concepts in the key words in the table. By further summarizing and refining, the core categories are formed, which means that the local research on Qingyang sachets in China is mainly concentrated in the four categories of art, culture, industry and inheritance and development.

### 3. Research Method

#### 3.1. Clustering Method

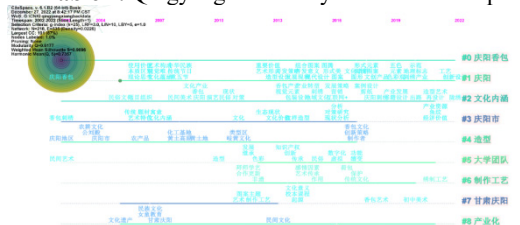
Cluster analysis was conducted on the current status of

research on Qingyang sachets through the software Citespace, with the year as the horizontal coordinate, starting from 2002 and ending in 2022; using the research content as the vertical coordinate, 7 related cluster keywords were formed, including Qingyang Sachet, Qingyang, cultural connotation, Qingyang City, shape, production technology, industrialization. It can be seen that the research of each clustered keyword is distributed in different time periods.

#### 3.2. Cluster Keyword Results Description

From the Citespace timeline and keyword cluster tags, it is very clear that the research clusters are mainly distributed in the research of art, culture, industrialization, inheritance and development. Clusters #0, #1, #3, and #4 belong to art research, #2 belongs to cultural research, clusters #5-#7 belong to inheritance and development research, and cluster #8 belongs to industrial research. Compared with Generally speaking, the clustering connections of industrialization are more concentrated and diffuse, running through all kinds of research.

**Table 2.** Qingyang sachet keyword cluster map



### 4. Research Results

#### 4.1. Literature Review

The study of art includes the overall study of sachet art and folk art, as well as the study of sachet making, pattern, shape, form, color, aesthetic, metaphor, symbol related connotation, characteristics and function. Cultural research discusses the value and inheritance of Qingyang sachet embroidery culture from the perspectives of intangible cultural heritage, national culture, folk culture, regional culture, traditional culture and farming culture. The research of industry mainly includes the research on the social value, function and construction of Qingyang sachet embroidery, and the industrial development through project organization and management, intellectual property rights, rural revitalization, branding, commercialization and other marketing strategies, so as to continuously improve the cultural value of Qingyang sachet industry. Inheritance development research including Qingyang sachets embroidery as cultural resources, through the "Internet +", digital, teamwork development, innovation, promotion and dissemination, for the present situation of the development of Qingyang sachets embroidery, and mining innovation strategy, methods and principles, expand the development path of Qingyang sachets embroidery inheritance. The four core categories of the research situation are indispensable in the process of Qingyang sachets research, and have a relatively stable dependent relationship. However, the proportion of research on the four core categories is not balanced, making the research on industry and inheritance development the main factor of research.

#### 4.2. Review of Visual Software Analysis

Qingyang sachet keyword cluster diagram vertical view,

industrialization and inheritance development have become the dominant aspects of research on Qingyang sachets. That is to say, relevant national policies and government leadership have had a relatively large impact on Qingyang sachet research, which has caused industrial research and inheritance development to become the mainstream. The attention index analysis diagram shows the clear academic development of Qingyang sachet embroidery. The context curve has obvious ups and downs, and the research attention in 2002, 2006, 2008, 2013, 2015, 2016, 2017, and 2018 has shown an obvious upward trend.

### 4.3. Root Cause Exploration

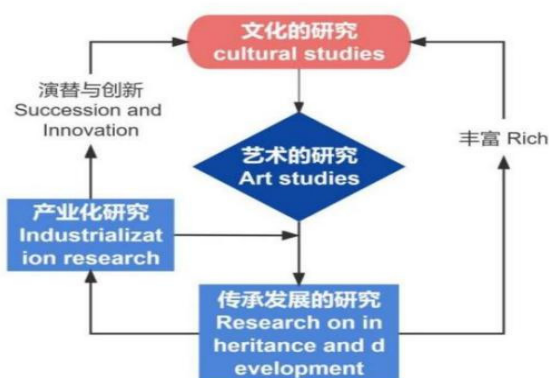
The reason is that there will be policies or special activities at the national or government level in these years. For example, on June 6, 2002, the first "China. Qingyang Sachet Folk Culture Festival" was held in Xifeng Sports Plaza. Qingyang Sachet embroidery, represented by Qingyang Sachet, entered the research field of academic circles. In 2006, the "Interim Measures for the Protection and Management of National Intangible Cultural Heritage" was promulgated, and Qingyang sachet was approved by the State Council to be included in the first batch of national intangible cultural heritage list in 2006. Qingyang sachet embroidery ushered in reached its first peak; in 2008, the second batch of national intangible cultural heritage lists were established, and Qingyang Xiangbao Folk Culture Industry Group was rated as a "National Cultural Industry Demonstration Base" by the Ministry of Culture.

Academic research can focus on interpreting policies, conveying spirit and guiding practice. It is also the inevitable result of the interaction between the country, society, market and art. However, the author believes that excessive influence from factors other than art will inevitably result from the lack of systematic academic research. The research has caused problems such as too scattered research forces, insufficient accumulation of research results, and difficulty in forming systematic research and the construction of relevant theories.

## 5. Discussion

### 5.1. The Core Categories of Research are Organically Unified

Table 3. Qingyang sachets research core category relationship diagram



In response to the results and problems of the above analysis, the author believes that there is inherent unity, organicity and integrity between the research categories. The study of culture is the study of the source, which serves as the prerequisite and basic condition for the research, inheritance, development and industrialization of art. Culture gives art

research richer connotations, inheritance and development reflect the social mission of art research, and industrialization reflects the mechanism of local economic operation.

### 5.2. Changing the Imbalance in the Four Categories into a New Research Direction

These four core categories constitute different dimensions of art sachet research. Industrial research, inheritance and development research reflect the realistic basis for the development of Qingyang sachets, such as national policies, government guidance and the needs of the times. The study of cultural inheritance and development has opened up the space for the meaning construction of Qingyang sachets and demonstrated the achievements of spiritual civilization construction. Art and cultural research focuses on enriching the connotation of Qingyang sachets, and constantly explores the inherent richness of Qingyang sachets from various theories, perspectives and levels, as the basis for the extension of Qingyang sachets, in art research Open up new application areas through interaction with industrial research. In other words, the lack of systematicity and theoretical construction in the current research situation dominated by industry and inheritance development also reflects the dynamics of unity that are constantly being broken through and tending to a new balance. Returning to the ontology of art, the development of disciplines is the best way to change this research imbalance. The trend of disciplines will also bring opportunities for systematic research and theoretical construction for the study of traditional handicrafts such as Qingyang sachets.

## 6. Conclusion

Regarding this issue, foreign research on the embroidery of Qingyang sachets has formed an interaction and complementarity with local research in China. How to enhance the depth of internal research on sachet art? Foreign research on art philosophy and artistic creation has the potential to increase the inspirational significance, and there is still a big gap in the research on the influence of Qingyang sachet embroidery in China. To a certain extent, it is precisely because of the insufficient research on the art ontology and the spread of artistic influence that the Qingyang sachet embroidery has not been fully explored. Research on bag embroidery cannot fundamentally find the root cause of problems in the industrialization process. Therefore, enhancing the stickiness of Qingyang sachets in people's lives, that is, exploring the cultural genes and laws derived from the embroidery of sachets themselves, is an important direction for inheritance and development.

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