

Research on the Influence of Interaction Factors of mobile Phone Dance Live Broadcast on User's Intention of Use –Centered on Perceived Usefulness and Perceived Accessibility

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Abstract

In this paper, we propose to characteristics of mobile phone dance live broadcast platform and the second-generation technology acceptance model TAM2, this paper established the user acceptance model of mobile phone dance live broadcast platform, aiming to study the influencing factors of users' acceptance on mobile phone dance live broadcast platform. Based on the empirical analysis of user survey, the model is validated, and the relationship between variables in the model is clarified. It is also confirmed that human-computer interaction, scene interaction, relationship interaction and other factors will affect the user's acceptance on mobile phone dance live broadcast platform.

At the same time, based on the relationship among variables obtained in the research, this paper tries to analyze how the variables affect each other based on the actual practice of mobile phone dance live broadcast platform. In addition, the video design strategy and marketing strategy for further development of mobile phone dance live broadcast platform are given to help the platform and dance creators to carry out better promotion on the mobile side. In the end, this paper summarizes the shortcomings of this study and points out further research directions in the future, providing a reference for researchers in the field of mobile phone dance live broadcast platform acceptance.

▶ Keyword: Mobile phone dance live broadcast, scene interaction; human-computer interaction, relationship interaction, perceived accessibility, perceived usefulness; intention of use

I. Introduction

The beauty of the human body is nothing more than dance, and also the highest point of art is nothing more than dance. Dance can not only convey feelings, but also express beauty. While mixing time and space, it shows harmonious rhythm. It not only beautifies the art of human movement, but also transcends the beauty appreciation of body and soul. Dance was born and developed with the development of human beings. Because dance itself is diversified, only by appreciating it from various angles can we truly grasp its melody. Dance appreciation is a

creative psychological activity which combines human understanding with feelings, cognition with emotion. Due to the limitation of space, dance appreciation has been a luxury of nobility for a long time. The popularity of 3G/4G and the development of mobile terminals provide technical guarantee for mobile live broadcasting. The computer image processing ability and network communication technology are maturing. Video live broadcasting has entered a period of rapid development, providing a new way for dance appreciation. The majority of dance lovers

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can enjoy dance through video live broadcast regardless of time and space restrictions.

With the rapid development of mobile communication technology and the popularity of smart phone terminals, mobile phone live broadcasting ushered in a period of rapid development. In 2015, the number of mobile Internet users in China reached 594 million, among which the proportion of users using mobile terminal devices to surf the Internet increased from 85.8% in 2014 to 88.9% in 2015, indicating that mobile phones have become the main Internet tools for users. The development of mobile communication technology is an important driving force for the increase of mobile phone users and mobile Internet users. Currently, 85.7% of mobile phone users in China use 3G/4G networks to enjoy mobile network services. In addition, Wifi wireless network also provides great convenience to mobile phone users, and has become an important way for users to access the Internet on their mobile phones. In 2015, 83.2% of Internet users used Wifi to access the Internet in the last six months. With the popularization and upgrading of smart phones, more and more users regard mobile terminals as the main access to network services. At present, the number of mobile Internet users continues to grow, and the growth rate has already surpassed that of PC.

In China, 85.7 percent of mobile phone users will enjoy mobile networks using 3 G / 4 G networks. Moreover, WIFI Wireless Network provides a large convenience for mobile phone users and becomes an important way for users to access the Internet. In 2015, 83.2 % of Internet users use WIFI to access the Internet. The proliferation and upgrading of smart phones, which enable more and more users to use their mobile phone terminals as the main gateway to use the Internet service.

At the same time, the mobile Internet industry is also booming. According to iResearch's data in 2015, mobile dance video, mobile e-commerce and mobile entertainment have become the three major revenue sources of the mobile Internet industry, of which the revenue of mobile entertainment will reach 61 billion yuan. According to the current market environment and the development trend of mobile entertainment, mobile entertainment will continue to grow at a high speed, and its growth rate will surpass that of Internet dance video in 2017. From these phenomena and data, it can be seen that the mobile entertainment market has a huge potential. As an important type of mobile entertainment, mobile

phone dance live broadcast platform will also bring huge benefits to all parties in its industrial chain.

In addition, mobile phone dance live broadcast platform has a lot of usage scenarios. Various activities and services in the mobile phone network are closely related to dance live broadcast. According to the survey data of CNNIC, platform reputation and online reputation of dance video are important influencing factors for dance lovers to use the platform. Therefore, through mobile phone dance live broadcast platform, dance fans can know, understand and love dance to be promoted, which is an urgent problem need to be solved by dance creators in the era of mobile Internet. At the same time, mobile phone dance live broadcast platform can accurately locate users and timely transmit dance information to them. Due to its interactive characteristics of user participation, it can attract users' attention in interesting interactions and transfer dance information, which will often achieve better promotion effect.

In this context, platform and dance creators urgently need theoretical guidance on how to better conduct interaction based on mobile phone dance live broadcast. Therefore, this paper explores the interactive factors of users' acceptance on mobile phone dance live broadcast, explores how the interactive factors of mobile phone dance live broadcast can affect the usefulness and accessibility perceived by users, and how perceived usefulness and accessibility can affect users' usage intention and usage scenarios, and accordingly provide specific design strategy and marketing strategy. It can really help platforms and dance creators to better adapt to the changes and challenges brought by the mobile Internet wave.

II. Theoretical literature

1. Human-computer interaction and perceived usefulness, accessibility

Machine interaction philosophy first appeared in the research of computer operating system, mainly produced in the process of researching computer operations and communication between the computer and the communication process. With the development of hardware equipment, PC and the 21 st century mobile terminals, interactive theories are gradually developing.

The mobile phone age is required to display more information on information hierarchy, mobile devices such as mobile phones, mobile devices, etc.

At the same time, the user can perform the functions of voice recognition, image recognition, press recognition, and sliding and sliding, and can perform speech recognition, image recognition, fingerprint recognition, etc. Studies have shown that the relationship between human interaction and perceptual ease and perception, but it has already indicated that the interaction between human and computer is helpful. In the mobile phone terminal, the interaction between the user and the user is the most interactive interaction between the user and the page, and the clarity and clarity of the page. Whether the operating process is concise and operational, whether the user uses common sense and experience, or whether the user is able to use the product and the user to maintain the effects of the product and users. In the mobile network dance, the interactive fluency of interaction will directly affect users' ability to communicate smoothly and communicate. Therefore, we propose the following hypothesis :

H1 Human-computer interaction of mobile phone dance live broadcast will affect on perceived usefulness.

H4 Human-computer interaction of mobile phone dance live broadcast will affect on perceived accessibility.

2. Scene interaction and perceived usefulness, accessibility

The most important factor in mobile Internet is the interaction between the Internet and the online network, and the Internet is the driving force of the Internet. The mobile phone live online is a new form of dance live broadcast of information, interpersonal networking and interactive behavior. A mobile phone broadcast and interactive mobile phone, which can transmit useful information via social connections, can be transmitted through social connections, which can also enhance target users' positive evaluation of dance values. Thus, we propose that the relationship between interaction and perception be as follows :

H2 Scene interaction of mobile phone dance live broadcast will affect on perceived usefulness.

H5 Scene interaction of mobile phone dance live broadcast will affect on perceived accessibility.

3. Relationship interaction and perceived usefulness, accessibility

In a mobile phone broadcast, the theme of dance, whether in terms of dance material, reveals a certain scene, subject to a certain theme, and users. Only in the right place can the dancing videos give users permission to recognize the value of dancing, and the interaction between the dance videos shows that the dancing video can bring meaning to the user. In 2007, Jee and Lee were based on scenarios to evaluate the behavior of the user, and to conclude that the interactive perception would be useful to influence perceptual ease and perception and to influence users' attitudes toward platforms. Based on the above points, the following hypothesis :

H3 Relationship interaction of mobile phone dance live broadcast will affect on perceived usefulness.

H6 Relationship interaction of mobile phone dance live broadcast will affects on perceived accessibility.

4. Perceived usefulness, accessibility and intention of use.

In TAM 2, Davis believed that the sensitivity and sensitivity of information systems or technologies would affect users' wishes, while users' knowledge of information systems and technical technology would affect users' wishes, while users' knowledge of information and technology might influence the user's use of information on information and technology. In 2008, Kaljaluoto, such as Kaljaluoto and others, was the biggest influence on mobile video attitudes. Zhang and Mao Research stressed the relationship between mobile video availability and usage intent. ChoI, who studies Korean and U.S. users, further strengthened the attitude and willingness of users to move on to mobile videos. In 2014, Chauhan studies found that the comfort of using mobile network services will affect the attitude and willingness of users to use mobile network services. This paper puts forward the following assumption that the above assumption is based on the relationship between perceptual ease, cognitive usefulness and the use of will.

H7: Perceived usefulness will affect on intention of use.

H8: Perceived accessibility will affect on intention of use.

III. research method

1. Research Model

Based on the assumption and hypotheses presented in this chapter, data collection, data analysis and hypothesis are begun.

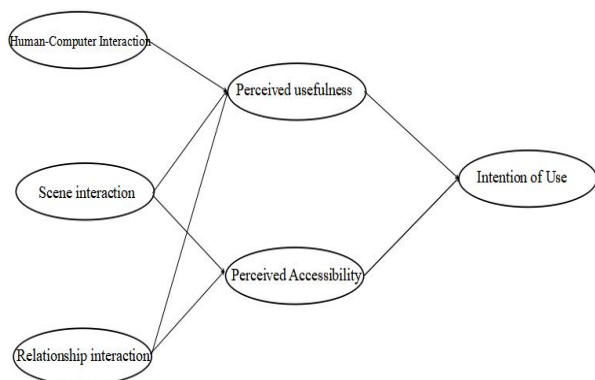


Fig. 1. Research model

2. Data Sources

Based on the experience of user acceptance, this paper introduces the assumption of influence factors on mobile phone dance users. Through studying interaction, interactive interaction, interaction, interactive interaction, perceptual ease and usage, etc. This paper collects the data needed by the questionnaire. This questionnaire examines users' preferences for mobile phones in Beijing, Shanghai, Guangzhou and Chengdu. This questionnaire contains 400 questionnaire questions, because the questionnaire is higher than that of the questionnaire. The questionnaire is 383.

Table 1. Demographic Characteristics of the Specimens

Sortation		frequency number	%
Gender	Male	214	55.9
	Daughter	169	44.1
Conclusion status	Single	92	24.0
	a married marriage	291	76.0
occupation	Guitar	62	16.2
	a professional job	46	12.0
	a company office	40	1.4
	a public officer	30	7.8
	a production line	38	9.9
	self-employment	61	15.9
	housewife	33	8.6
	Free Lancer	73	19.1
academic background	Guitar	61	15.9
	A person who has a high school diploma	76	19.8
	a college graduate	246	64.2
Sum		383	100

3. Operable Instructions of Variables

Table 2. Operable Instructions of Variables

Variable	Topic form	The researchers
Human-Computer Interaction	Human interaction is an interactive exchange between human beings and computer equipment.	Mohd (2014)
Scene interaction	In the dance live, the interaction can be divided into two lines, one by one, the interaction between the dancers and the user, and the other is interaction between the user and the user.	
Relationship interaction	In the context of the scene interaction can be divided into two categories : 1. Video scene.2. Multiscreen interaction in the scene	
Perceived usefulness	User awareness that using mobile Phone Dance Live Broadcast will increase training and learning outcomes	Park et al (2010)
perceived accessibility	Degree of awareness that mobile Phone Dance Live Broadcast does not require much effort and will be easily performed	
Intention of use	Degree of intent to actively embrace mobile phone Dance Live Broadcast	Gefen (2003)

IV. Analysis Result

1. Data Quality Inspection

1.1 Exploratory Factor Analysis and Reliability Analysis

First, an exploratory factor analysis was conducted to see if each measurement tool used in this study is tied to the intent of this study.

Results As shown in <Table 3>, all factors with less than 0.5 factor match 12.95%, Scene interaction 12.77%, Relationship interaction 12.29%, Perceived access rate 11.90%, Perceived access of 11.07%, and Intention of 11.07%. In addition, reliability analysis, which indicates the intrinsic relevance and accuracy of the measurement questions, showed that the Cronbach's Alpha coefficient was higher than the normal permissible value of 0.8 or higher as shown in <Table 3>, ensuring reliability of the variables.

Table 3. Exploratory Factor Analysis and Reliability Analysis of Exogenous Variants

Variable		Estimate	α	Percent variance explained	Cumulative percent variance explained
Human-Computer Interaction	Human-Computer Interaction1	.77	.86	12.95	12.95
	Human-Computer Interaction2	.72			
	Human-Computer Interaction3	.63			
Scene interaction	Scene interaction1	.73	.86	12.77	25.72
	Scene interaction2	.77			
	Scene interaction3	.62			
Relationship interaction	Relationship interaction1	.76	.92	12.29	38.01
	Relationship interaction2	.72			
	Relationship interaction3	.75			
Perceived usefulness	Perceived usefulness1	.72	.92	11.90	49.91
	Perceived usefulness2	.73			
	Perceived usefulness3	.60			
perceived accessibility	perceived accessibility1	.71	.88	11.18	61.09
	perceived accessibility2	.76			
	perceived accessibility3	.70			
Intention of use	Intention of use1	.72	.90	11.07	72.16
	Intention of use2	.74			
	Intention of use3	.65			

1.2 Confirmatory Factor Analysis

Table 4. Exploratory Factor Analysis of Measured Variable

Variable	Estimate	t	CR	AVE
Human-Computer Interaction	.81		.95	.82
	.84	18.82		
	.82	18.20		
Scene interaction	.84		.91	.75
	.82	18.61		
	.81	18.41		
Relationship interaction	.90		.93	.74
	.90	26.51		
	.85	23.69		
Perceived usefulness	.91		.93	.73
	.89	26.65		
	.89	26.64		
perceived accessibility	.82		.94	.77
	.86	19.84		
	.86	19.71		
intention of use	.86		.94	.76
	.89	23.29		
	.84	21.01		
$X^2=247.595, P=.000, df=168, CMIN/df =1.474, GFI=.943$ $AGFI=.922 NFI=.966 IFI=.989, CFI=.989, RMR=.026$				

Verification factor analysis was performed to verify convergence and discriminative validity of the measurement variables. As can be observed in Table 4,

the fittedness of the measurement model is $GFI=.943$ $AGFI=.922$ $NFI=.966$ $IFI=.989$ $CFI=.989$ $RMR=.026$. It appears as 026. The suitability of a measurement model can be evaluated to be a relatively satisfactory fit. Meanwhile, $X^2(df)=247.595$ (168) of the measurement model to be used in this study and $X^2/d.f.$ was found to be below the recommended level, confirming that the measurement model to be used in this study is excellent.

In addition, it has been shown that the factorial titration of the positive factor analysis all has statistically significant t-values and that convergence adequacy has been identified. At the same time, combined reliability was also evaluated through Amos. It has been shown that the result is reliable above the usual acceptance criterion of 0.9. On the other hand, the AVE value can be taken as another measure of convergence, which is known to be convergent only when the index is at least 0.5 as the magnitude of the variance that can be explained about the potential concept. The present study determined that the AVE values for all factors were 0.7 or higher, thus ensuring convergence.

2. Research hypothesis verification

Structural models were used to verify the hypothesis. Path coefficients for structural models to verify hypotheses can be found in Table 5. The conformity index for the structural model used in this study is $X^2=417.013, P=.000, df=177, CMIN/df =2.356, GFI=.91$ $AGFI=.882$ $NFI=.944$ $IFI=.967$ $CFI=.967$ $RMR=.065$. Conformity of the structural model in this study can be assessed to an acceptable level without major problems.

Table 5. Structural model analysis result

Provisional	Estimate	C.R.	P
H1	.64	4.09	***
H2	.15	1.13	.26
H3	.23	2.25	.02
H4	.42	3.40	***
H5	.22	2.09	.04
H6	.07	.84	.40
H7	.30	8.63	***
H8	.63	11.36	***
$X^2=417.013, P=.000, df=177, CMIN/df =2.356, GFI=.91$ $AGFI=.882 NFI=.944 IFI=.967 CFI=.967 RMR=.065$			

* $P<.05$

Hypothesis 1 was shown to have a 0.64 effect on the Perceived use function, as observed in Table 5. These findings are statistically significant results at 0.05 significance level ($C.R=4.09; p<0.05$). Thus hypothesis 1

was adopted. Hypothesis 2 is about the effect of Scene interaction on Perceived usage and, as observed in Table 5, Scene interaction was found to have an effect of 0.15 on Perceived utilization. These findings are statistically significant results at a non-significant level of 0.05 (C.R=1.13, $p>0.05$). Thus, hypothesis 2 was rejected. Hypothesis 3 shows that the Relationship interaction is about the effect on the Perceived usage and, as observed in Table 5, the Relationship interaction has an effect of 0.23 on the Perceived use function. These findings are statistically significant results at a significant level of 0.05 (C.R=2.25, $p<0.05$). Thus, hypothesis 3 has been verified as expected. Hypothesis 4 was shown to have an effect of 0.42 on human-Computer Interaction on Perceived Accessibility, as observed in Table 5. These findings are statistically non-significant results at 0.05 significance level (C.R=3.40, $p<0.05$). Thus, hypothesis 4 has been verified as expected. Hypothesis 5 shows that Scene interaction is about the effect on received accessibility and, as observed in Table 5, Scene interaction has a 0.22 effect on received accessibility. These findings are statistically non-significant results at 0.05 significance level (C.R=2.09; $p<0.05$). Thus, hypothesis 5 has been verified as expected. Hypothesis 6 shows that the Relationship interaction is about the effect on the received accessibility, as observed in Table 5. These findings are statistically important results at a non-significant level of 0.05 (C.R=0.84, $p>0.05$). Thus, hypothesis 6 was rejected. Hypothesis 7 is about the effect of Perceived use on use, and as observed in Table 5, Perceived usefulness is found to have an effect of 0.30 on Intention of use. These findings are statistically significant results at a significant level of 0.05 (C.R=8.63 and $p<0.05$). Thus, hypothesis 7 has been validated as expected. Hypothesis 8 shows that the effect of received accessibility on the Intention of use, as observed in Table 5, has a 0.63 effect on the Intention of use. These findings are statistically significant results at a significant level of 0.05 (C.R=11.36; $p<0.05$). Thus, hypothesis 8 has been verified as expected.

V. Conclusions

Based on the study theory, the three main factors of interactive mobile phone dance are interactive interaction,

interactive interaction and interaction. Based on the second generation technology acceptance model TAM 2, it establishes the theory model and hypotheses, and analyzes the hypotheses of the theoretical model and the hypotheses. Here comes the following conclusions :

In the mobile phone dance, interactive factors such as interaction, interaction, interaction and interaction between the user and the mobile phone show are being presented to the user's perception of the efficacy of mobile phones. In the mobile phone mobile phones, perception is sensitive to the use of perception, feeling useful and interesting and interesting and interesting to the user's mobile phone. The user's willingness to use the user's will to influence the user is on the phone. The act of using a mobile phone to live on.

Based on the theoretical review of the theory of interactive theory, we summed up the interaction between interaction theory and interaction. Through structural equation model, interactive interaction, interactive interaction, interactive interaction and interactive interaction characteristics have positive effects on cognitive efficacy and perception.

A mobile phone live on the mobile phone is a kind of mobile phone mobile phone, whether it is easy to discover its entrance, or whether it is easy to participate in it, whether it is easy to participate in an interactive operation or to participate in an interactive operation. The mobile phone mobile phones, mobile phones, interactive characteristics of mobile phones, and positive effects on mobile phones, the better, the user's interactive features, the better, the user. The assessment of the mobile phones ' mobile phones will be better equipped to assess the availability of mobile phones. The user enters the mobile phone to live on a mobile phone, and doesn't have to think too much about participating in the interactive logic, and the interaction between the user and the user needs to be motivated by the inspiration and attraction of the dance video. Users can easily discover and participate in mobile phone dancing programs, and users can easily find and participate in the mobile phone show.

Similarly, the use of scenes in mobile phones will also influence the use of mobile phone mobile phones. The live scenes of mobile phone dance include the use of dance videos, multiple screens, users ' personal positioning information, dancing video clips, etc. The theme of mobile phone dancing is to allow users to learn about dancing videos, and to capture the target of dancing

videos, and to reduce users' understanding of mobile phones. In the dance video page, almost all users dance video clips, which are more friendly to users in dancing videos. As a result, it is easy to understand that the mobile phone is more susceptible to the use of dancing videos and the interactive videos of dance videos that allow users to understand dancing videos and participate in dancing videos. The interactive characteristics of mobile phones will also influence users' perceptions of the mobile phone. The relationship between mobile phones in mobile phones is mainly contained in the following aspects: When a user participates in a mobile phone dance, it is designed to share the dancing videos of a user with a shared interactive operation.

The relationship between user perception and interaction is the third, the interaction between users and businesses, such as interactive dancing videos and interactive dancing videos. Users can understand how interactive videos can be interpreted by users (or dance videos) to understand how interactive videos can affect the interactive video interactive video clips. The use of mobile phones is the purpose of mobile phone dancing. Mobile, concise, friendly interaction between mobile phones, mobile phones, mobile phones can increase user participation in mobile phone dance, enhance user awareness of mobile phones, enhance user awareness of mobile phones, enhance users' ability to respond to mobile phones, and enhance access to the user's mobile phone.

Perceptual availability, sensitivity and willingness to use will be influenced by users' actions, according to models, and the use of the user's mobile phone to influence the user's use of mobile phone dancing videos, while users will influence the user's ultimate acceptance of mobile phone calls. The user's mobile phone shows that mobile phone users participate in mobile phone dancing videos and broadcasting live videos of mobile phones.

Previous analyses have been understood in mobile phones, interactive interactions, and interaction and interaction between mobile phones, and how users experience the benefits of mobile phones. Based on these understandings, it is now more important to analyze sensory efficacy, perceived relevance, and use of the will. To move across one's predecessors. The online dance videos of online dance videos have repeatedly confirmed that the user's preference for a mobile internet dancing

video and perceptions is more likely to be used as a user's awareness of the availability of a mobile Internet dance video. In this study, it is proved that this relationship applies equally. While mobile phones are easily detected by users, the user thinks that the user's willingness to interact with the music is more likely to be a user's willingness to participate. When users have strong participation, the possibility of participating in the dance videos increases.

The results show that the interactive characteristics of mobile phone dance live interactive characteristics (interactive interaction, interactive interaction, interaction) perception of utility, cognitive ease and use will exert positive influence on the actual acceptance behavior of mobile phone. Therefore, in actual mobile phones, the effects of these factors should be considered to promote users' participation and improve the effectiveness of mobile dancing videos.

2 Research and Prospection

Based on the sample survey, the sampling method is used to solve the problem of the user, and the user is subject to the survey, and the user is satisfied with this survey. However, in actual data processing, the sample of the snowball sampling method is higher than that of the user. An inquiry into the sample is included in the survey, and the area is smaller than that of the snowball walk. According to a description of the user's data, the degree of education in the study of user data is mainly focused on undergraduate and MS degree, whereas the number of Chinese internet users is mostly high in high school and junior high school. Therefore, it is hoped that more samples of mobile phone users will be able to collect more samples of mobile phone users, which are more representative of mobile phone users.

The user's involvement in mobile phones is analyzed in this study, which assumes that the user is already engaged in mobile phone dancing, and the study of the user's involvement in mobile phones is a study of the subsequent stages of the user's involvement. It is a series of operating processes consisting of a series of operating processes, which users may not complete without finishing the entire operation. Therefore, users may be partially accepted by mobile phones, which are part of the mobile phone show, but because of some reason why users are involved in mobile phones, they are on the way. Discharge the dance videos and participate in the process. Such cases require both user and pupil to study

the influence factors of user default. Hopefully, subsequent research will explore user parts of the user's behavior.

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