

The Influence of Modern Science and Technology on the Taste of the Year

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Abstract: *The Spring Festival is the most solemn traditional festival of the Chinese nation, and the Spring Festival culture is also an important representative of Chinese excellent traditions. In recent years, with the development of national economy and the arrival of the era of science and technology, people's life style and values have changed obviously. People have lost their freshness and interest in the traditional Chinese New Year culture and customs, and many scientific and technological elements have continuously penetrated into people's lives, and the taste of China's new year is fading. Modern science and technology pose many new challenges to China's annual culture, and a series of social hot issues caused by the change of annual flavor caused by science and technology also need to be solved urgently. The purpose of this research is to solve the problems caused by the change of annual flavor under the influence of modern science and technology, and to provide feasible suggestions for better inheriting Chinese excellent traditional culture in the era of rapid development of science and technology.*

Keywords: *Annual flavor; Technology; Simpson paradox; Boston-like matrix*

1. Introduction

The Spring Festival has a long history, which originated from the primitive belief and nature worship of early human beings, and evolved from praying for the new year at the beginning of the year in ancient times. The ancients said: "The sound of firecrackers is one year old, and the spring breeze sends warmth into Tu Su." The Spring Festival has always been the most solemn traditional festival of the Chinese nation, and at the same time, it is entrusted with the ardent expectations of the children of all ethnic groups in China for a better life.

Nowadays, people who meet the demand for food and clothing increasingly feel that traditional festivals have lost their unique charm. Especially in recent years, all kinds of ridicule in the new media have greatly reduced many people's interest in the Spring Festival. At the same time, with the development of society and the progress of science and technology, traditional festivals are also facing the crisis of inheritance and development in some aspects. Social pressure is too great, holidays are too short, people can't go home for the New Year, and the preparation process for the New Year is complicated, so people gradually don't like the New Year. Although the continuous development of modern science and technology makes daily life convenient, it reduces the fun of Chinese New Year to some extent. In the long run, the taste of the year naturally faded. Therefore, it is one of the important problems to be solved urgently to enrich the flavor of the year and carry forward the excellent traditional Chinese culture.

The new Chinese New Year activities brought by modern science and technology affect the taste of the year everywhere. Take the Spring Festival movies as an example. The quality of the films is poor, the viewing effect is poor, and the taste of the year naturally fades. Guo Hongchao^[1] also pointed out in his article that the quality of Spring Festival movies is not only related to the future of the film industry, but also related to the future of the Spring Festival. A good Spring Festival movie can quickly render a strong Chinese New Year atmosphere and enrich the flavor of the year.

Hu Xinlu^[2] pointed out that the cultural video of Spring Festival in bilibili constructs people's cognition and experience of the traditional Spring Festival through symbols, which not only provides a representation that points to reality, but also creates a metaphorical symbol that provides representation, and enriches the cultural color of the Spring Festival under the joint action of image aesthetic symbols. These new cultural colors have promoted the development of Chinese New Year customs in a new era, and promoted the enrichment of the annual flavor.

Guo Deen^[3] also mentioned that the new cultural color has innovated the Chinese New Year custom.

He pointed out that the appearance of electronic red-envelope made everyone pay attention to spiritual pursuit and downplay the desire for money. The randomness of electronic red-envelope no longer makes people pay attention to the "thickness" and "weight" of red envelopes. On the contrary, people enjoy the excitement and happiness of grabbing red envelopes when giving them. New ways of playing, such as "Red Packet Rain" and "Best Relay with Luck", are also making everyone happy, making everyone feel the strong flavor of the year.

The appearance of a series of new ways to celebrate the New Year, such as watching Chinese New Year movies, watching fireworks shows, and traveling abroad, has also enriched the flavor of the New Year from another angle. "This generation of young people has made a lot of" flowers "for the sense of ceremony and atmosphere of the Spring Festival, and Huang Jingwen^[4] has also described in detail the new ways of celebrating the New Year for young people in the present society. These new ways are also a good medicine to change the current situation of the taste of the year.

The Spring Festival Gala is an early Chinese New Year activity in the form of modern science and technology in China, but with the development of the times, the annual flavor of the Spring Festival Gala seems to have faded. However, Wang Yuantao^[5] gave another angle: "Criticizing the Spring Festival Gala is also a new folk custom". He pointed out in his article that after every Spring Festival, after the people have had enough to eat and drink, it is very beneficial for digestion to criticize the Spring Festival Gala, show off the poisonous snake skills, and match it with some gossip. However, the essential way to enrich the flavor of the year should be to innovate the cultural form of the Spring Festival Evening, enrich the cultural content and cultural heritage of the program, and develop popular culture that people like.

2. The Application of Simpson Paradox in the Exploration of Annual Taste

In order to analyze the influence of modern science and technology on the Chinese New Year and explore whether it only has a positive or negative impact on the Chinese New Year, Simpson paradox is analyzed.

Simpson paradox is that when people try to explore whether two variables (such as the influence of modern science and technology and the influence of traditional Chinese New Year activities on the taste of the year) are related, they will study them separately. However, the one who is dominant in the group comparison is sometimes the one who loses power in the overall evaluation.

The following table1 can be obtained by sorting out the questionnaire survey data:

Table 1: Concurrency Table of "Is Chinese New Year Boring" and "Modern Science and Technology/Traditional Chinese New Year Activities".

affect	Does the Chinese New Year become boring?		The proportion of Chinese New Year becoming boring.
	be	no	
Chinese New Year activities under the influence of modern science and technology	651	175	78.81%
Traditional Chinese New Year activities	189	637	22.8%

This table 1 is a four-cell table, and its independence test is carried out. Its original assumptions and alternative assumptions are as follows:

H_0 :The influence of modern science and technology and traditional culture has nothing to do with the weakening of annual flavor.

H_1 :The influence of modern science and technology and traditional culture is related to the weakening of the taste of the year.

The test statistics are as follows

$$\chi^2 = \frac{n(n_{11}n_{22} - n_{12}n_{21})^2}{n_1 + n_{+1}n_2 + n_{+2}} \quad (1)$$

Among them, the traditional Chinese New Year activities with modern technology make the taste of the year fade, those who think that the traditional Chinese New Year activities with modern technology have not made the taste of the year fade, those who think that the traditional activities have not made the taste of the year fade, those who investigate the traditional Chinese New Year activities with modern

technology, those who investigate the traditional activities, those who think that it has made the taste of the year fade, and those who think that it has not. n_{11} are people think that the traditional Chinese New Year activities that combine modern technology make the taste of the year fade, n_{12} are people who think that the traditional Chinese New Year activities that integrate modern technology have not made the taste of the year fade., n_{21} are people who think that traditional activities make the taste of the year fade, n_{22} are people who think that traditional activities have not made the taste of the year fade, n_{1+} are traditional Chinese New Year activists who have investigated and integrated modern technology, n_{2+} are people who are investigating traditional activities, n_{+1} are people that the survey thinks makes the taste of the year fade, n_{+2} are the people that the survey thinks keeps the taste of the year from fading.

Calculated

$$\chi^2 = 258.48. \quad (2)$$

Therefore, it can be considered that modern scientific and technological activities are related to whether the Chinese New Year becomes boring or not. From the above table1, it is preliminarily concluded that the proportion of New Year's Eve becoming boring under the influence of modern science and technology is relatively large, with 78.81% people thinking that the taste of New Year's Eve becomes boring under the influence of modern science and technology, and 22.8% people thinking that the traditional Chinese New Year activities make the taste of New Year's Eve boring. Simply put, compared with traditional activities, the integration of modern science and technology makes the taste of the year more boring.

In order to explore whether science and technology really make the taste of the New Year boring, the Chinese New Year activities and traditional Chinese New Year activities integrated with modern science and technology are simply divided into two parts. The Chinese New Year activities integrated with modern science and technology are divided into the use of electronic products represented by mobile phones and Chinese New Year films. However, the traditional Chinese New Year activities are divided into setting off fireworks and offering sacrifices to ancestors in the New Year, and whether it has an impact on the fading of the taste of the year is studied respectively.

Table 2: Simpson paradox summary table.

affect	Chinese new year activities	Has the taste of the year become boring?		Bile whose taste has become boring.
		be	no	
Modern science and technology	mobile phone	553	273	66.94%
	Chinese New Year film	231	595	27.97%
Traditional activities	Fireworks and firecrackers	91	735	11.01%
	Chinese new year ancestor worship	463	363	56.05%

From the above table 2, it can be concluded that the proportion of mobile phones making the taste of the year boring is 66.94%, and the proportion of New Year movies making the taste of the year interesting is 72.03%, which can reflect the positive influence of New Year movies on the taste of the year. As for the traditional activities of setting off fireworks and firecrackers, 88.99% people think that it can make the taste of the year interesting, and only nearly 11% people think that the traditional activities of setting off fireworks and firecrackers make the taste of the year boring; In addition, as many as 56% people think that Chinese New Year's ancestor worship is making the taste of the year boring.

Therefore, it is unreasonable to think that modern science and technology have a negative impact on the taste of the year. We can't simply say that modern science and technology has a positive or negative impact on the taste of the year, but we should treat and analyze its impact on the taste of the year dialectically. One of the purposes of the study is to keep up with the development trend of the times, integrate emerging modern science and technology with the excellent traditional culture represented by the taste of the year, and enrich the taste of the year.

3. Explore the Influence of the Integration of Tradition and Technology on Chinese New Year Activities Based on Boston-like Matrix.

3.1 Model Introduction

According to Simpson paradox, the influence of science and technology on Spring Festival culture has two sides. In order to further explore how tradition and technology can be organically integrated to increase the flavor of the year, Boston-like matrix model is used to analyze.

BCG Matrix is to analyze and determine the market position of all the products operated by an enterprise as a whole. The abscissa indicates that the relative market share is generally expressed in logarithm; The ordinate represents the growth rate of sales. Divide the matrix into four quadrants, and the products located in these four quadrants are called declining products, problem products, lucrative products and star products respectively. This matrix is used to judge the reasonable product mix of enterprises, and then help enterprises determine the overall strategy.

3.2 Model Analysis

From the analysis of Simpson's paradox, it is concluded that the influence of science and technology on the taste of the year is two-sided, and because the main research object of Boston matrix is market economy, this paper mainly studies people's satisfaction with the traditional forms of Chinese New Year activities and modern scientific and technological forms, which has the same analytical principle as Boston matrix model, so I quote Boston-like matrix for further research.

The results of data processing of the questionnaire are as follows:

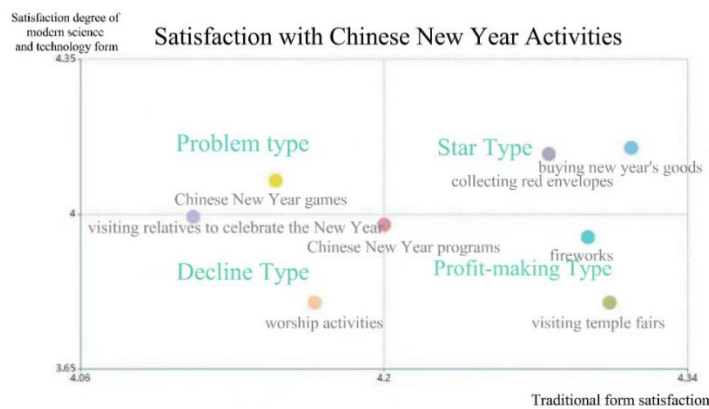
Table 3: Boston-like matrix data processing result table.

Chinese new year activities	Traditional form satisfaction	Satisfaction degree of modern science and technology form
Fireworks display activity	4.294	3.948
Visit relatives to celebrate the New Year.	4.112	3.994
do Spring Festival shopping	4.314	4.15
Worship activities	4.168	3.8
Spring festival gala program	4.2	3.976
Send a new year red envelope	4.276	4.136
Chinese new year games	4.15	4.076
stroll around the temple fair	4.304	3.8

Note: (Satisfaction index is 0-5, 0 is very dissatisfied and 5 is very satisfied)

By using Boston matrix, the satisfaction of traditional forms and modern scientific and technological forms of Chinese New Year activities is achieved.

Two dimensions are used to analyze the taste of the year. The specific matrix form is as follows:



Note: In order to present the graphic effect more intuitively, the horizontal and vertical scale values in the above figure are set according to the specific data results.

Figure 1: Boston matrix diagram.

The abscissa represents the satisfaction degree of traditional forms, indicating the degree of people's satisfaction with the traditional forms (a certain Chinese New Year activity). The degree of love is expressed in the range of 0-5, where 0 means that people are very dissatisfied with the traditional forms of the activity, and 5 means that the traditional forms of the activity are the most popular among the public.

The ordinate indicates the satisfaction degree of scientific and technological forms, indicating the degree of people's satisfaction with joining scientific and technological forms (a certain Chinese New Year activity). The value is between 0 and 5, and the closer it is to 5, the more people like the scientific and technological activities of Chinese New Year.

The dots in the picture represent different Chinese New Year customs, and the positions of the dots represent that these customs fall into different types.

According to Boston matrix, these customs can be divided into four types.

3.2.1 Decline Type

The lower left corner of the matrix represents the declining type, and the custom activities in this type represent that the traditional form and modern science and technology of such activities are not popular with the public, so if we want to improve the taste of the year, we can minimize such activities. According to the above picture, we can see that worship activities and Spring Festival Gala programs are in this area, which shows that people don't like this kind of Chinese New Year activities very much, whether in the traditional form or in the modern scientific and technological form. If we want to increase the flavor of the year, we can selectively reduce or improve this kind of activities. Because such activities represent people's inner reverence for their ancestors and expectations for a better life, we cannot directly abandon such activities, but can relatively reduce the number of activities and change the form of activities.

3.2.2 Profit-making Type

The lower right corner of the matrix represents the profit-making type. According to the above figure, fireworks and temple fair activities belong to this type, indicating that people are more satisfied with the traditional forms of these activities, and relatively speaking, the scientific and technological forms of such activities are not popular with the public. So if we want to increase the flavor of the Year, we should increase the traditional elements of such activities, reduce the scientific and technological elements of such activities, and further increase the charm of the Year.

3.2.3 Problem Type

The upper left corner of the matrix represents the problem type. According to the above figure, activities such as visiting relatives to celebrate the New Year and Chinese New Year games (mahjong, poker, etc.) belong to this area, which means that the traditional forms of these activities are not loved by the public, and the scientific and technological forms of these activities are more admired and loved by the public. Therefore, more scientific and technological forms should be added to such activities to innovate the traditional Chinese New Year activities.

3.2.4 Star Type

The upper right corner of the matrix represents the star type, which is the optimal type. According to the above picture, the activities of giving out new year's red envelopes and buying new year's goods represent that the traditional cultural forms and scientific and technological innovation forms of these activities are loved by people, so it is necessary to organically combine science and technology with tradition for such Chinese New Year activities, so as to improve people's love for Chinese New Year.

4. Model application

According to the above-mentioned Boston-like model, we can know that people like different presentation forms for different Chinese New Year activities, but the traditional and technological forms of each activity are accepted by people (the satisfaction scores of both activities are above 3.5), but people have different tendencies towards the two methods based on different activities, so we get enlightenment: to better increase the flavor of the New Year, we must realize the organic integration of the traditional and modern technological forms of Chinese New Year activities. Examples are as follows:

4.1 Artificial Intelligence Spring Festival Couplets Celebrate the New Year.

In recent years, mobile phone scanning "Fu" has become a custom. According to the data released by Alibaba, as of New Year's Eve this year, 251 million users around the world have gathered in Alipay Five Blessingg.

Near the end of the year, Baidu and CCTV launched an "intelligent Spring Festival couplets", which combined artificial intelligence (AI) with traditional culture and ignited the enthusiasm of the public to create Spring Festival couplets. Users only need to input 2 to 4 keywords, and a pair of neat and jubilant Spring Festival couplets will be presented immediately. They can also generate exclusive Spring Festival couplets cards with their own names to send customized New Year greetings to relatives and friends.

Tencent also launched the "Smart Spring Festival couplets". Users enter their names, and Tencent's interactive page will "write" a pair of Tibetan Spring Festival couplets of "personal tailor". By "learning" a large number of ancient poems and couplets, Tencent Spring Festival couplets AI began with the most basic rules and gradually learned the rules of couplets such as antithesis and leveling.

In this way, the combination of traditional Chinese characters, Spring Festival couplets and modern science and technology increases the interest and deepens people's impression and love for traditional customs, making the Spring Festival more interesting.

4.2 "Technology+Old Photos" Evokes Memories

During the Spring Festival, CCTV Financial Channel's large-scale theme series activities of "Amazing My Country for 40 Years of Reform and Opening-up" and Tencent Tiantian P Picture jointly launched a Spring Festival family photo game-"My Family Photo in Happy Photo Studio". Once launched on February 13, it quickly exploded the network. This game can customize a unique family portrait by uploading a personal photo online. As of February 20th, about 15 million people "walked into" Happiness Photo Studio, leaving a precious mark of the Spring Festival.

A wave of AI interactive activities related to photos is also popular with users. According to the relevant person in charge of Tencent, "AI will repair the old photos with you" uses AI technology to segment the images of the old photos, distinguish the iconic objects, and then color the photos and further process them to produce as reasonable and natural an image color as possible. In the end, the black-and-white photos turned into colors, and the past years were fresh and full of vitality.

Returning love is the theme of the Spring Festival. The combination of technology and old photos evokes people's memories of the good old days. Photos full of warmth and love make people feel happy, which is the charm of the Spring Festival.

In a word, there are many kinds of activities for the New Year, and modern technology is becoming more and more developed. In order to improve people's love and attention to the New Year, it is necessary to perfectly integrate the traditional forms of Chinese New Year activities with modern technology forms, so as to make the Spring Festival culture bloom with greater charm.

5. Conclusion

The influence of modern science and technology on the taste of the year is a double-edged sword. From the analysis of Simpson's paradox, we can know that the activities (for example, watching New Year's films) that combine modern science and technology can make the taste of the New Year interesting, and to some extent, it can better inherit the traditional culture. However, the mobile phone makes the taste of the year boring to some extent, which reduces the communication between people. Therefore, we should deal with the integration of modern science and technology and traditional activities.

Each short video platform encourages creators to integrate traditional Chinese New Year cultural elements into short video creation. As a new product under the development of modern science and technology, short video platforms should encourage short video creators to incorporate more cultural elements in their creation, so that more cultural elements can enter the public's field of vision, which will not only promote the development of traditional cultural elements, but also facilitate cultural communication and make cultural elements go global.

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