

Documents

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Abstract

The proceedings contain 25 papers. The topics discussed include: an investigation on a feasible strategy for the promotion of Chinese contemporary popular culture to foreign countries in the age of new media; blended learning design of marketing course at applied technology university; research and design of ACM-oriented C language experimental teaching; evaluation of the usability of a serious game: through emotions and satisfaction; research on the construction and application of multi-modal curriculum knowledge graph for blended teaching; multi-scale mobile phone playing behavior recognition based on temporal enhancement and interaction; an empirical study on the motivations of individuals' retweeting intention on Sina Weibo; application of big data marketing in customer relationship management; and exploring the factors influencing the viewers' intention to subscribe to video game live streaming: using social support and subjective welling-being perspectives.

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