

# A Comment Study of Li Ziqi's Cultural Short Videos in Light of Attitude System

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**Abstract:** *In the digital age, short videos have emerged as a vital medium for cross-cultural communication, exemplified by Li Ziqi's cultural content, which bridges Chinese traditions with global audiences. While prior studies focused on video content analysis, this research addresses the gap in comparative sentiment analysis of viewer comments across domestic and international platforms. Grounded in J.R. Martin's Attitude System theory, this study examines 40 top-liked comments from Bilibili (domestic) and YouTube (foreign) to explore affective attitudes and value recognition. Through word frequency analysis and text classification, findings reveal overwhelmingly positive sentiments on both platforms. Domestic comments emphasize cultural identity and nostalgia through keywords like "traditional" and "family warmth," reflecting localized narratives. In contrast, foreign comments prioritize universal aesthetics and cross-cultural resonance, particularly highlighting admiration for Chinese philosophical values such as "quiet" "filial piety" and "self-sufficiency". The study demonstrates how Li Ziqi's micro-narratives transform abstract Chinese values into tangible cultural symbols, fostering emotional engagement. By expanding the application of the Attitude System framework to short video discourse, this research offers novel insights into enhancing the global dissemination of Chinese culture, underscoring the interplay between cultural specificity and universal appeal. Limitations include sample representativeness and multimodal analysis gaps, suggesting avenues for future inquiry.*

**Keywords:** Attitude system; Li Ziqi; Video comments; Affective analysis.

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## 1. Introduction

In today's digital age, short videos, as an emerging form of communication, have characters such as fast dissemination speed, a large audience base, and strong interactive participation, providing new channels and new ideas for the international dissemination of Chinese culture. Relevant data shows that mainstream video platforms both domestically and internationally, such as Bilibili, and YouTube, all feature numerous Chinese language and culture short videos with high view counts and likes, becoming important mediums for foreign learners to understand Chinese culture. Therefore, leveraging the agency of individual users of online short videos is a beneficial attempt and feasible path for the cross-cultural dissemination of Chinese culture.

Among them, "Li Ziqi" stands out as an exemplary representative. Since 2015, Li Ziqi has created a series of high-quality videos showcasing the unique characteristics of traditional Chinese culture, using her hometown in the rural areas of Sichuan as the backdrop, with a focus on Chinese food culture and traditional crafts. In July 2016, she released her first short video titled "Leaves You Can Eat" on the Bilibili platform. As of April 14, 2025, the number of fans of the "Li Ziqi" account on the Bilibili platform has reached 10.297 million, and the total number of videos played has reached 360 million. Liziqi not only has a strong cultural influence and guidance domestically, but has also received continuous attention and widespread acclaim abroad. According to an analysis by the Noxinfluencer data platform, as of April 14, 2024, the "Liziqi" account has 26.3 million subscribers, with a total of over 3.3 billion views across 131 videos, averaging over 24 million views per video, ranking first in the Chinese region on the YouTube platform. Guangming Online described Liziqi as a practitioner of "overseas communication," while The New York Times stated that Liziqi's lifestyle provided comfort to viewers who were quarantined at home during the pandemic.

Li Ziqi, with her approachable and gentle demeanor and micro-level humanistic narrative style, showcases the diligence, independence, beauty, and wisdom of Chinese women through cultural short videos. This has sparked a wave of interest among overseas netizens in Chinese traditional culture on social media, making her a classic case study in the field of cross-cultural communication of Chinese culture. However, previous research has mostly focused on the content of Li Ziqi's videos themselves, such as the symbolic meaning, emotional structure, aesthetic value, and the content, methods, and characteristics of the dissemination. There has been little specialized comparative study on the attitudes towards her videos' comments both domestically and internationally. Based on this, this paper selects Li Ziqi's videos on Bilibili and YouTube, which have both domestic and international influence, as the research subjects. Comments under Bilibili and YouTube videos were selected as the research subjects for an empirical study, aiming to examine the attitudes of domestic audiences and overseas users respectively, while also conducting a comparative study to uncover the Chinese values behind Li Ziqi's cultural short videos.

## 2. Previous Research on “Li Ziqi” Cultural Short Videos

Li Ziqi's cultural short videos, by reconstructing the narrative of traditional aesthetics and integrating modern media technology, have created a new paradigm for the dissemination of Chinese culture. Her works use pastoral life as a medium, transforming intangible cultural heritage, agricultural wisdom, and Eastern aesthetics into a globally shared visual language, showcasing unique vitality in cross-cultural communication.

As of April 14, 2025, there are 1,286 documents available on CNKI (China National Knowledge Infrastructure) with “Li Ziqi” as the search keyword. A total of 1,286 articles were published, with the majority released in 2020, amounting to 436 articles. This indicates that Li Ziqi's cultural short videos are currently a hot topic, and the academic community generally recognizes their research value and practical significance. Previous studies on Li Ziqi's cultural short videos have shown a multidimensional academic concern, but overall, there are still limitations such as scattered research perspectives, insufficient theoretical depth, and weak empirical methods.

The majority of studies focus on two interconnected dimensions. First, intercultural communication and cultural identity dominate discussions. Scholars like Pan Hao and Wang Yue highlight Li's success in transcending the “cultural discount” by embedding universal values (e.g., benevolence, diligence) into pastoral narratives, thereby bridging cross-cultural cognitive gaps. Overseas researchers, such as Cui and Kim (2020), emphasize her creation of a culturally recognizable brand through “Eastern cuisine” symbolism. Second, content production and symbolic construction are extensively analyzed. Song Yu (2019) interprets her visual language—low-saturation tones and slow-paced editing—as a modernization of traditional aesthetics, while Wei Qiuhua (2020) examines her use of micro-narratives (e.g., seasonal labor, familial bonds) to idealize rural life. Critical perspectives, like Shan Xiaoxi and Zhi Peng's (2021) media myth theory, frame her work as a consumerist appropriation of tradition under commercialized new media.

On the other hand, research on audience reception and effect evaluation. Such studies are primarily based on quantitative analysis, but the sample sizes are generally small. Zhang Kun and Zhang Jingjing (2020) found that overseas users' attention to Li Ziqi, through scraping comments from Twitter and YouTube, focused on “natural aesthetics” and “family warmth”, but the manual coding research method led to insufficient objectivity in the conclusions. Du Yanman et al. (2021) used Python sentiment analysis and found that positive emotions such as “healing” and “yearning” accounted for 78% of Weibo comments, but the limitation of focusing on a single platform is evident. At the same time, Xin Jing and Ye Qianqian (2022) combined word frequency measurement and text analysis to propose suggestions for optimizing cross-cultural communication pathways, such as enhancing the detailed presentation of “intangible cultural heritage skills” and the narrative strategy of “emotional resonance”.

However, existing research rarely examines the affective attitudes of comments, especially comparative studies on the affective responses to Li Ziqi's short videos using the attitude system theory. Based on this, this study conducts a comparative research on the affective attitudes of comments on Li Ziqi's cultural short videos from the perspective of the attitude system on the two platforms Bilibili and YouTube, aiming to answer three questions: Under this atmosphere, we seek to identify the comments we collected from the Bilibili and Youtube in order to examine and compare the attitudinal resources from domestic and foreign views, following the questions below: 1) What is distribution of attitudinal resources of domestic viewers' comments on Li Ziqi's cultural videos? 2) What is distribution of attitudinal resources of foreign viewers' comments on Li Ziqi's cultural videos? 3) What are the differences between domestic viewers' comments and foreign viewers' comments?

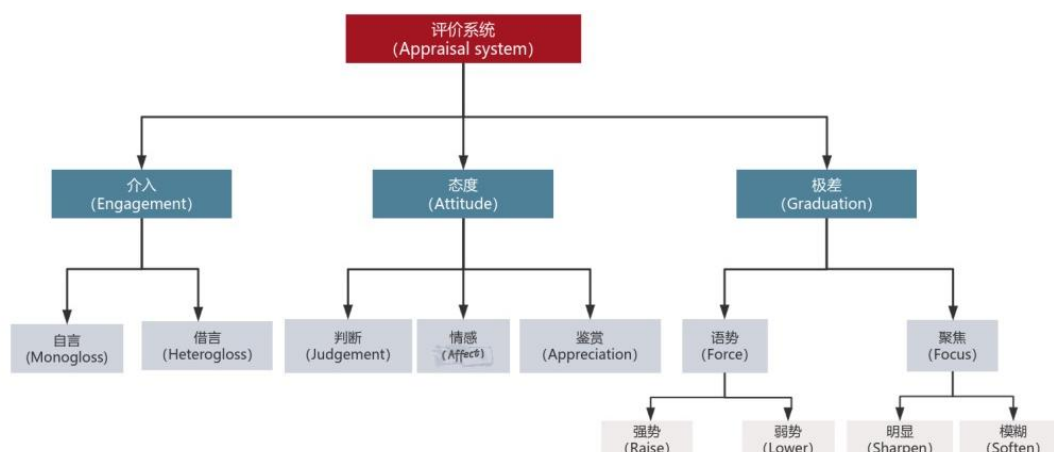
### 3. Research Methods

#### 3.1 Data Collection

In this study, the highly popular comments of we-media account “Li Ziqi” on short videos on Bilibili and YouTube were selected as the analysis unit. With April 14, 2025 as the deadline, we collected the top ten hot short videos released by “Li Ziqi” on Bilibili and YouTube, a total of 20 short video theme samples, and sorted out the playback, likes and pedals of these 20 short videos by ourselves (Appendix 1); Then, the first two valid comments with the highest popularity (closely related to the video content or Li Ziqi herself) were selected from those 20 videos, which forms the data including 40 comments we are going to discuss (all the comments on Bilibili platform were in Chinese, and all selections on YouTube are in English). Attention, the domestic comments are from Bilibili and foreign comments are from YouTube (See Appendix).

#### 3.2 Analytical Framework

The Attitude System Theory, as a core theoretical framework at the intersection of Systemic Functional Linguistics (SFL) and social psychology, provides refined analytical tools for discourse analysis and the construction of interpersonal meaning by deconstructing the emotional, judgmental, and evaluative resources implicit in language. This theory belongs to the core category of Appraisal Systems (Martin & White, 2005), with its focus on “appraisal” at the center of the “system”. The appraisal system includes three major subsystems: engagement, attitude, and graduation. Additionally, based on semantics, they are further sub-systematized. The subsystem of “engagement” is divided into monogloss and heterogloss, the subsystem of “attitude” is divided into affect, judgment, and appreciation, and the subsystem of “graduation” is divided into force and focus. Moreover, force and focus can be further systematized. The sub-systematization of force is divided into raise and lower, and the sub-systematization of focus is divided into sharpen and soften (Figure 1).



**Figure 1:** Evaluation system (according to Martin2000)

Unlike traditional attitude studies, the Attitude System Theory focuses on how language achieves the negotiation and transmission of attitudes through lexical and grammatical resources, emphasizing the dynamism, contextual dependence, and socio-cultural construction of attitude expression. Although the prototype of the attitude system theory was proposed by J.R. Martin in the 1990s, its application value has only been fully realized in recent years with the development of corpus linguistics and multimodal discourse analysis techniques (Wang, 2001). Relevant domestic research began in the early 21st century, and in the past decade, the enthusiasm for research in fields such as discourse analysis, literary criticism, and intercultural communication has continued to rise. Research topics cover various dimensions, including the classification system of attitude resources (Li, 2004), the mechanism of attitude negotiation in discourse (Hu, 2005), and strategies for attitude intervention in foreign language teaching (Chen, 2010). This study we use the Attitude System Theory to discuss the data we collected in order to illustrate the distributions of these attitudinal resources.

This study mainly adopts a combination of word frequency measurement and text analysis methods. First, identify and count the high-frequency words and their occurrences in the selected comments; second, using the attitude system theory, classify the high-frequency words by attitude type, and calculate the proportion of each type of attitude resource to study the usage of the three types of attitudes. Finally, based on word frequency statistics and

attitude analysis, combined with context, further explore the Chinese value concepts recognized by domestic and international users. First, after the collection of the data including 40 comments, we divided them into two parts (each 20 comments) regarding whether they are domestic or not. Second, after identifying and counting the high-frequency words in these two parts, we discuss the distributions of attitudinal resources of domestic and foreign viewers' comments on Li Ziqi's cultural videos. Last but not least, we compare the differences between domestic viewers' comments and foreign viewers' comments.

## 4. Results

This study is based on J.R.Martin's Appraisal System theory, especially in the terms of three subsystems of "Attitude System" — Appreciation, Affect and Judgment. This paper analyzes the domestic public comments on Li Ziqi's short cultural videos. Evaluation theory holds that language is not only a tool to describe the objective world, but also a means to express the subject's attitude and establish interpersonal relations (Martin & White, 2005). As a phenomenon of cultural communication in recent years, Li's videos focus on "pastoral life aesthetics" and resonate widely at home and abroad by showing traditional handicrafts, farming culture and family warmth.

### 4.1 High-frequency Words and Their Classifications in Domestic Comments

Overall, the viewers' attitude towards Li Ziqi's video content shows a significant positive tendency in domestic comments. As for the figures and words that we categorized as shown in Table 1, by means of Attitude System Theory, we discuss and find the results that appreciation words (62 times, accounting for 22%) and reaction appreciation words (96 times, accounting for 34%). The appreciation words include "beautiful" (28 times), "natural" (22 times), and "traditional" (15 times), reflecting the audience's deep recognition of the rural life scenes and traditional cultural skills presented in the videos. The reaction appreciation words, such as "good" (35 times), "great" (25 times), and "amazing" (20 times), lean towards direct emotional feedback on the content, highlighting the combination of micro details and macro artistic conception. In terms of affective attitudes, realistic emotional vocabulary (112 times, accounting for 39%) is mainly composed of "like" (50 times), "love" (35 times), and "miss" (18 times). The language style tends to be everyday and colloquial, conveying the audience's emotional resonance with the video content, especially a deep attachment to family ties and nostalgia. In terms of judgment attitudes, words related to social constraints (2 times, accounting for 1%) and words related to social evaluation of talent (6 times, accounting for 2%), although the proportion is low, words like "respect" and "strong" indicate the audience's recognition of Li Ziqi's personal qualities and the lifestyle attitude she conveys.

In conclusion, domestic comments included a total of 283 instances of attitude resources, all of which were positive. Among these, appreciation resources accounted for 158 instances, or 56%; emotional resources accounted for 112 instances, or 39%; and judgment resources accounted for 13 instances, or 5%.

**Table 1:** High-frequency words and their classification in domestic Bilibili platform reviews

<i>Attitude Type (Frequency / Rate)</i>	<i>High - Frequency Words (Frequency)</i>
Appreciation Attitude (158 times / 56%)	Constitutive Appreciation Words (62 times / 22%): Beautiful (28), Natural (22), Traditional (15), Fresh (12), Poetic (10), Warm (15), Elegant (8), Healthy (10), Simple (18) Reactive Appreciation Words (96 times / 34%): Good (35), Great (25), Amazing (20), Admirable (18), Moved (15), Proud (12), Warm (10), Healing (8), Serene (8), Stunning (10)
Affective Attitude (112 times / 39%)	Realistic Affective Words (112 times / 39%): Like (50), Love (35), Miss (18), Nostalgic (8), Distressed (10), Happy (12), Remember (10), Grateful (12)
Judgment Attitude (13 times / 5%)	Normative Social Judgment Words (2 times / 1%): Lucky (2) Ability Social Judgment Words (6 times / 2%): Versatile (3), Patient (3) Tenacious Social Judgment Words (3 times / 1%): Strong (3) Proper Social Constraint Words (2 times / 1%): Respect (2)
Total	283 times

### 4.2 High-frequency Words and Their Classifications in International Comments

Overall, the viewers' attitude towards Li Ziqi's video content also shows a significant positive tendency in

international comments. As the figures and words shown in Table 2, from the analysis of high-frequency words in comments on the foreign YouTube platform, we can find that value-appreciation words (29 times, accounting for 22%) account for a prominent proportion. Words such as “beautiful” (20 times), “peaceful” (10 times), and “relaxing” (8 times) affirm the aesthetic value and life philosophy conveyed by the video from a macroscopic perspective. Supplemented by the attention to detail in the appreciation words “natural” (12 times) and “traditional” (8 times), it reflects an overall appreciation of Chinese cultural symbols. Among affective attitudes, realistic affective words (58 times, accounting for 44%) are mainly “love” (46 times) and “like” (12 times), expressing direct and intense emotional tendencies, which are in line with the characteristics of emotional expression in informal communication scenarios. As for the judgment attitudes, the proportion of social judgment words such as “talented” (5 times, accounting for 4%) and “hardworking” (4 times, accounting for 3%) is higher, reflecting the emphasis that foreign audiences place on Li Ziqi’s personal ability and fighting spirit. The proper social constraint word “respect” (once) reflects the recognition of the value concept conveyed by the video.

In conclusion, the total number of attitude resources in foreign reviews is 134, all of which are positive: appreciation resources 64 times, accounting for 48%; emotional resources 58 times, accounting for 44%; judgment resources 12 times, accounting for 8%.

**Table 2: High-frequency words in foreign YouTube comments and their classification**

<i>Attitude Type (Frequency / Rate)</i>	<i>High - Frequency Words (Frequency)</i>
Appreciation Attitude (64 times / 48%)	Value Appreciation Words (29 times / 22%): beautiful (20), peaceful (10), relaxing (8), calming (6), culture (5), pure (4), adorable (3)
	Constitutive Appreciation Words (18 times / 14%): natural (12), traditional (8), simple (6), healthy (5), fresh (4), lovely (3)
	Reactive Appreciation Words (17 times / 12%): good (10), great (8), wonderful (5), amazing (4), incredible (3)
Affective Attitude (58 times / 44%)	Realistic Affective Words (58 times / 44%): love (46), like (12), miss (3), happy (4), enjoy (3), joy (2)
Judgment Attitude (12 times / 8%)	Normative Social Judgment Words (2 times / 1%): new (2)
	Ability Social Judgment Words (5 times / 4%): talented (5)
	Tenacious Social Judgment Words (4 times / 3%): hardworking (4)
	Proper Social Constraint Words (1 time / 1%): respect (1), inspiring (1)
Total	134 times

#### 4.3 Differences between Domestic Viewers’ Comments and Foreign Viewers’ Comments

After the discussion of the comments from both views, we are interested in analyzing differences between domestic and foreign viewers’ comments through dimensions of judgment, affect, and appreciation as the followings.

##### 4.3.1 Judgment

In terms of judgment attitude, domestic viewers have a relatively low frequency of judgment-related words, accounting for only 5% of the total comments, with a total of 13 times. The high-frequency judgment words include “lucky” (2 times), “versatile” (3 times), “patient” (3 times), “strong” (3 times), and “respect” (2 times). This shows that domestic viewers’ judgments are relatively scattered, and they tend to make judgments on aspects such as the talent, perseverance, and respect-related behaviors of the characters in the video.

In contrast, foreign viewers’ judgment attitude accounts for 8% of the total comments, with 12 times. The high-frequency judgment words are “new” (2 times), “talented” (5 times), “hardworking” (4 times), “respect” (1 time), and “inspiring” (1 time). Foreign viewers seem to focus more on the talent and hard-working nature of the video creator, and also show a certain degree of recognition in terms of innovation (“new”).

Overall, domestic reviews have portrayed Li Ziqi as a model of “cultural awareness” that breaks through gender boundaries through words like “versatile” and “strong”, endowing her with the mission of “telling good Chinese stories”, and responding to society’s expectations for the spirit of striving through “narrative of suffering”. Foreign audiences reconstruct the image of Eastern women through words such as “talented” and “respect”, recognizing their cross-cultural communication value as “envoys of folk culture”, and emphasizing the recognition of universal

abilities rather than the carrying of values. The two respectively take the sublimation of local values and global cultural diplomacy as the core logics, confirming the cultural contextual dependence of the judgment scale.

#### 4.3.2 Affect

For domestic viewers, the affect attitude accounts for 39% of the total comments, with 112 times. The high-frequency emotional words are rich, including “like” (50 times), “love” (35 times), “miss” (18 times), “nostalgic” (8 times), “distressed” (10 times), “happy” (12 times), “remember” (10 times), and “grateful” (12 times). This indicates that domestic viewers’ emotions are complex, with a strong sense of like and love, as well as some nostalgic and grateful emotions, which may be related to the evocation of traditional Chinese culture and rural life in the videos.

Foreign viewers’ affect attitude accounts for 44% of the total comments, with 58 times. The high-frequency emotional words are “love” (46 times), “like” (12 times), “miss” (3 times), “happy” (4 times), “enjoy” (3 times), and “joy” (2 times). Foreign viewers’ emotions are more concentrated on positive emotions such as love and like, showing a strong positive emotional response to the videos.

Overall, domestic comments trigger collective nostalgia with words like “childhood” and “family”, viewing the video as a compensatory utopia of the urban-rural divide and atomized society, and the emotional projection is deeply bound to local issues such as “996” and “involution”. Foreign audiences express their idealized expectations for “organic life” with words such as “life goals” and “dreams”, construct emotional communities through daily narratives, strip away cultural contexts, and highlight cross-cultural identity. The essence of the difference lies in the demarcation between the social publicness (local) of emotional compensation and the personal idealization (global).

#### 4.3.3 Appreciation

In the appreciation dimension, domestic viewers’ appreciation attitude accounts for 56% of the total comments, with 158 times. The high-frequency appreciation words are divided into constitutive appreciation words (such as “beautiful”, “natural”, “traditional”) and reactive appreciation words (such as “good”, “great”, “amazing”). The richness of these words shows that domestic viewers have a comprehensive appreciation of the video, including the content, form, and cultural connotations.

Foreign viewers’ appreciation attitude accounts for 48% of the total comments, with 64 times. The high-frequency appreciation words also include value appreciation words (such as “beautiful”, “peaceful”, “relaxing”), constitutive appreciation words (such as “natural”, “traditional”, “simple”), and reactive appreciation words (such as “good”, “great”, “wonderful”). However, compared with domestic viewers, foreign viewers seem to pay more attention to the value-related aspects of the video, such as the peaceful and relaxing atmosphere, while domestic viewers have a more balanced appreciation of various aspects.

Overall, domestic audiences have anchored Li Ziqi’s videos as symbols of Chinese culture through “constitutive appreciation” and “reactive appreciation”, and associate local philosophy and social criticism with high-frequency words such as “nature” and “intangible cultural heritage”, for instance, using the metaphor of “slow life” to resist the anxiety of modernity. Foreign audiences, on the other hand, focus on “value appreciation”, transforming traditional skills into globally shared cultural heritages with words like “beautiful” and “peaceful”, emphasizing visual aesthetics and universal living paradigms, weakening cultural particularities, and highlighting the “deindustrialization” aesthetic consensus of cross-context symbols. The two reflect the tension between the decoding of cultural connotations and the global aesthetic convention.

## 5. Discussion

According to the Appraisal System, the core criterion of evaluation is the value, and the audience’s comments are essentially the discourse projection of its value orientation. From the foreign comments of Li Ziqi’s video, it can be seen that the audience’s yearning for “quiet”, the recognition of “filial piety” and the admiration of “self-sufficient” lifestyle have formed a profound echo with the core concepts of “quiet adherence to the Tao”, “filial piety and brotherhood” and “coexistence between heaven and man” in ancient Chinese philosophy.

### 5.1 Recognition of the Meaning of “quiet” in Ancient Chinese Philosophy

The core of “quiet” in Chinese philosophy is “to keep quiet and return to the true” (Tao Te Ching), which emphasizes the insight into the essence and the balance of body and mind in precipitation. The recognition of “quiet” by foreign comments is mainly reflected in the yearning for “slow pace of life” in the video and the affirmation of its healing function.

Critics frequently use calming words such as “peaceful” (10 times), “calming” (6 times), and “relaxing” (8 times) to define the video world as a safe haven against the anxieties of modernity. For example, one viewer mentioned: “I live in a city consumed by noise and rush... watching Liziqi feels like stepping into a quiet sanctuary”. This kind of respect for “quiet” is in line with Lao Tzu’s philosophical view of “:manic victory over cold, quiet victory over heat, and quiet for the world.” Emotional words such as “love” (46 times) and “grateful” (12 times) are often bound to the scene of “quiet”, reflecting the audience’s emotional dependence on “quiet”. One viewer wrote: “After a stressful day at work, her videos bring me a peace that no other media can provide”, the video is regarded as a “spiritual medicine”, echoing Zhuangzi “empty static push in heaven and earth, The mind and body harmonized with all things. This emotional resonance shows that the philosophy of stillness has transcended cultural boundaries and become a common resource for global audiences to cope with existential anxiety.

### **5.2 Recognition of the Connotation of “filial piety” in Ancient Chinese Philosophy**

“Filial piety” is the core of Confucian ethics, emphasizing respect and care for elders, and its essence is the ethical expansion of “caring for the elderly and people’s aging”. The recognition of “filial piety” in foreign comments is mainly reflected in the emotional resonance of the details of Li’s interaction with her grandmother, as well as the cross-cultural identification of “intergenerational warmth”.

Reaction words such as “adorable” (15 times) and “heartwarming” (21 times) are frequent in comments about grandparent and grandchild interactions. For example, details such as grandma’s “being reminded of eating cold dishes” and praising father’s love of shredded potatoes “were described by viewers as “the sweetest moments of genuine care”. This focus on everyday matters is the practice of Confucian “filial piety in the present” - filial piety is not only material support, but also spiritual companionship like “color difficulty” (The Analects of Confucius). An audience member mentioned: “I admire how she always serves her grandma first, even with the smallest details like the softest piece of meat”, “Filial piety” is interpreted as the ethical practice of “seeing the big from the small”. The judgment words “respect” (27 times) and “inspiring” (72 times) are also often associated with “filial piety”, reflecting the audience’s recognition of the social value of “filial piety”. for example, “The way she cares for her grandma is a beautiful example of how families should support each other”, Sublimation of individual behavior into the universal model of “family ethics”. The audience also reflected on the problem of elderly loneliness in Western society: “In my country, many elders are isolated, but Liziqi shows that aging can be filled with love and dignity.” It shows that the Confucian idea of “respecting the old and respecting the old” provides a cultural reference for solving modern social problems.

### **5.3 Recognition of the Connotation of “self-sufficiency” in Ancient Chinese Philosophy**

“Self-sufficiency” is not only the practice form of small-scale peasant economy, but also the concentrated embodiment of “the unity of nature and man” and “the unity of knowledge and action” in Chinese philosophy - to achieve survival needs through cooperation with nature, highlighting the unity of respect for nature and own initiative. The recognition of “self-sufficiency” in foreign reviews is manifested in the appreciation of “labor aesthetics” and the yearning for “sustainable life”. “natural” (12 times), “organic” (3 times) and “sustainable” (5 times) constitute appreciation words, highlighting the audience’s ecological identification with the “self-sufficiency” model in the video. For example, Li’s whole process, from growing rice to making rice wine, from picking lacquer trees to making lacquer ware, has been described as “a perfect cycle of nature and human labor”. This complete presentation of “from the land to the table” and “from nature to the craft” is in line with the symbiotic concept of Taoism “human law, earth law, heaven law, heaven Law, and nature law”. One viewer pointed out: “She doesn’t just take from nature; she cares for it, which is why her life looks so harmonious “, and directly points out that the essence of “self-sufficiency” is “human-nature interaction” rather than “human-centered”. The terms “talented” (70 times) and “hardworking” (44 times) are frequently used to evaluate Li’s hardworking abilities, such as “she is an engineer, chef, and farmer all in one”. It is regarded as a model of “unity of knowledge and action”. This assessment goes beyond the division of professions and points to the tradition of “practice leads to true knowledge” in Chinese philosophy - from carpentry building houses to ancient papermaking, every skill embodies the unity of “knowing” and “doing”. Some audience members sighed: “In a world of instant gratification,

her patience to grow food and craft items by hand is a lesson in living deliberately”, It shows that the labor philosophy of “self-sufficiency” provides the survival enlightenment of “anti-alienation” for modern society.

## 6. Conclusion

Based on Martin’s evaluation system theory, this study reveals the difference of audience’s attitude, resource distribution and value recognition in different cultural backgrounds by comparing and analyzing the domestic and foreign comments on Li Ziqi’s videos on Bilibili and YouTube. The study found that both domestic and foreign comments were dominated by positive attitudes, among which appreciation and affective attitude accounted for the highest proportion, reflecting the audience’s deep recognition of the aesthetic value, emotional connotation and cultural concept of the video. Specifically, domestic reviews focus on cultural identity and homesickness narration, while foreign reviews focus on global aesthetic consensus and cross-cultural value resonance, especially the Chinese philosophy of “quiet”, “filial piety” and “self-sufficiency” shows a strong recognition. These findings not only expand the application of attitude system theory in the analysis of short video comments, but also provide a new perspective for understanding the emotional mechanism of overseas transmission of Chinese culture.

However, there are still some limitations in this study. First of all, the sample only selected hot comments, which may not fully reflect the attitude of the whole audience; Secondly, the audience's age, region and cultural background are not subdivided, so it is difficult to deeply explore the identity differences of different groups. Finally, the paper only focus on text analysis and do not discuss the influence of multi-modal resources (such as video images and music) on attitude expression. Future studies may further expand the sample range, introduce a mixed research method combining quantitative and qualitative methods, explore the differences in affective attitudes of different groups, and combine multi-modal discourse analysis to fully reveal the deep mechanism of cross-cultural communication of short videos.

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## Appendix 1

**Li Ziqi's Top ten videos on Bilibili (April 14, 2025)**

Rank	video title and upload time	Views	Total Comments	Likes
1	To all who know my name (2024/11/13)	31,005,000	526,000	3,197,000
2	Carved lacquer hidden flower, carved purple gas to the east! (2024/11/12)	10,529,000	333,000	1,445,000
3	I heard that friends who love to eat snail noodles are very cute! (2019/8/6)	10,211,000	51,000	298,000
4	Took the woodshed and built a forest cloakroom (2024/11/12)	7,949,000	71,000	919,000
5	[Salt] The salt well, which has not stopped for more than one hundred years, is still writing a story called "taste" (2021/7/14)	6,426,000	28,000	358,000
6	[Li Ziqi] What kind of experience is it to make clothes with grape skins? (2017/8/1)	5,469,000	20,000	167,000
7	[Ice cream] Cold, sweet berry custard ice cream, is the taste of summer (2019/6/29)	5,271,000	17,000	139,000
8	I'll ask you what you're gonna eat if you don't eat hot pot in the snow (2019/11/11)	5,129,000	26,000	171,000
9	The joy of farming, the beauty of work, the way of eating - the life of potatoes (2020/6/3)	5,101,000	38,000	310,000
10	[The life of watermelon and grapes] Pick watermelon, brew wine, and drink a cup together against the moonlight (2020/9/14)	4,896,000	31,000	290,000

## Appendix 2

**Li Ziqi's Top 10 popular videos on YouTube (April 14, 2025)**

Rank	video title and upload time	Views	Total Comments	Likes
1	Peanut and melon seeds, dried meat, dried fruit, snowflake cake ——Snacks for Spring Festival (2019/1/31)	1,300,000,000	54,945	1,600,000
2	A pot of wine among watermelon fields. So... The life of watermelons and grapes? (2020/9/14)	89,188,411	45,278	1,120,000
3	Liuzhou "Luosifen" (2019/8/11)	88,424,994	36,019	840,000
4	It's a red mountain, and in the fall, it's natural to make some sweet persimmons. (2018/10/9)	73,766,865	19,214	550,000
5	Bamboo Sofa (2018/9/25)	65,439,204	57347	1,290,000
6	The life of purple rice, pumpkins, and ... peanuts (2020/10/11)	65,169,749	36,847	800,000
7	The life of cucumbers (2020/7/20)	58,629,148	33,320	710,000
8	The Purpose of Cotton (2020/1/20)	58,049,801	36,880	850,000
9	The life of rapeseed oil (2020/6/19)	54,311,727	29,725	640,000
10	Red Sapphire Tomato Sauce (2019/7/30)	53,514,934	21,818	560,000

## Appendix 3

**The valid comments with the highest popularity on Bilibili (April 14, 2025)**

Source	Text	Word count
Bilibili	① 高产！天呐！能这么多素材，一定是这四年你也一直没放弃纪录，没忘记我们，是吧	37
	② 好喜欢这种岁月静好，专注生活的感觉	17
	③ 居然做的还是漆器，成都漆器是第一批国家级非遗，四川多漆树，百里千刀一斤漆，雕银丝光、雕漆隐花、雕花填彩、拉刀针刻合称“三雕一刻”是成都漆器最为突出的特色，视频里就用到了拉刀针刻和雕漆隐花，成都漆器不仅是成都的明珠，更是中国珍贵的文化遗产。感动	121
	④ 国家级别的视频，没有赘述，多样的镜头，丰富的情感价值，可以直接作为中国雕漆的宣传片	42
	⑤ 李子柒真是了不起的女孩子，奶奶有这样一个孙女肯定很骄傲。看她一个身子小小的女孩子，干起活那么利索和勤快，真的佩服。像田间地野长的小野花一样，倔强又清新。希望可以找到一个疼她的人，以后和子柒一起分担，分享生活。	105

	⑥ 每次看视频都有一种舌尖上的中国的感觉	18
	⑦ 我外婆是个不懂普通话且有点儿耳背的高龄老人。19年前后，我妈为了照顾行动不便的外婆，和我爸商量装修了家里的新房。自20年起，外婆每年大概有三分之一的住在我家里，由我妈照顾。有时候我放了假也会回老家和外婆住上一段时间。一开始，我妈就和我说，感觉外婆住在我家有点儿无聊，不能养鸡、不能种地也没有可以闲聊的朋友。农村老太太在城市生活的最大难题出现了——无聊。起初，我也在网上看了一些关于芦丁鸡饲养的视频，打算买几只芦丁鸡给外婆打发时间。后来经我妈提醒，才意识到一年中我们家也就外婆在的那一段时间有人，家里没人的时候芦丁鸡没人照料。芦丁鸡饲养计划胎死腹中。直到有一天，我在刷b站的时候，首页推荐了李子柒的视频，我点开看了两分钟就知道外婆无聊的问题可以稍微缓解了。果不其然，当外婆开始看李子柒的视频之后，话明显变多了。我也时不时地问她知不知道视频里出现的植物，食物是什么。她总是带着犹豫的眼神和口吻说出答案。在三四年间，我反复为她播放着李子柒的视频。她看视频的时候，我就坐在沙发后面的书桌上看文献，写论文。有时候洗点儿水果，坐在沙发上和她一起吃。让我印象深刻的是，有时李子柒对着镜头说话，外婆会悠悠地回复电视里的李子柒说，“我耳朵不好了，你说的话我听不见”。我笑得前仰后合，等不及要把这件事和我妈分享。23年年终，我的b站总结显示，我观看前几名的视频全是李子柒的。再后来，我舅舅把外婆接回了村里，为避免舟车劳顿，外婆就没再下来我们家住。我妈都是去村里舅舅家照顾她。今天下午在图书馆的时候，首页又给我推荐了这个视频。我点进来才意识到，原来外婆已经去世两个多月了。这期视频，我可能没办法看完。但是还是要对李子柒说声感谢，谢谢她在漫漫长夜里抚慰了一位孤独老人的思乡之情，也谢谢她在这个阴雨午后慰藉了一位青年对已逝家人的眷恋之情。谢谢。	757
	⑧ 一边看一边哭，真的很开心！你终于回来了！我是一个很普通的小粉丝，看李子柒是我刚毕业工作起养成的习惯。这个世界总在告诉我们快一点再快一点，就好像你比别人慢，或者节奏不同就是错误，但其实不是这样的对吗？虽然过去了三年多，但是看你的视频好像突然恢复了对时间的感知。这几年大家都在感慨自己好像这个世界的npc，日复一日的生活里，我们变得麻木，对一切都是淡淡的，无所谓的态度，生活就好像一部无聊的剧里水时长的部分，没有什么特别快乐的事也谈不上多深的痛苦，只是活着。可是你的回归，让我发现，面对日月星辰，四季更迭，在这么大的世界里，我们做不到面面俱到，但是每个人都可以按照自己的节奏好好生活。空气是流动的，花草树木都在自由呼吸，一点点，慢慢来，为仅此一次的人生好好加油！你的眼神亮晶晶的，藏着你的宇宙被温柔地安慰到了~	351
	⑨ 李子柒正常更新的时候，我也并不算看得多，属于时看时不看吧，也不排除是怕看进眼里拔不出来了。。也就是说怕看多了迷上这个人吧。但是这么久停更，现在再看，还是很想念的。也许这些作品其他人也能模仿，但可以说李子柒是创造了一种很美好的形式，这绝对是一种非凡的创造了。当我看这些视频的时候，最独特一点，我看到的不是“你们”，也不是“他们”，而是“我们”的感觉。她和我们是一样的。确实的心生一种自豪感。也会产生一些杞忧，因为这些作品应该是很明显的在指向一种普通人的平凡生活之美，然而，到处都能听说作者李子柒拍视频以来越来越繁忙，压力越来越大，我担心会不会身处中心的李子柒反而难以得到这种普通人的平凡的闲适的幸福了呢？祝愿您能得两全，也就是所谓的事业和个人生活双丰收吧！	329
	⑩ 感慨一下，三年前子柒姐消失在视野中，三年了，如今子柒姐归来，我看到她更新了三条，都看了，拍的很用心。于是来补三年前的视频，发现，子柒姐拍摄做饭为主题的题材中，最打动我的是她的耐心和真诚，比如说她切菊花牛肉丸，比如说做盐的过程，看到她的汗珠都出来了。能感觉出来她的毅力。	134
	11 当然知道农村生活没有这么美好，只是子柒让我看到了在任何地方都有诗意栖居的可能性而已，关键是人，不是地方。	52
	12 有一人，一相机，一电脑，一段一段摆相机，一段一段剪辑。很辛苦。	31
	13 最后那个男声提醒太暖了，不让婆婆多吃凉的，感觉大家好像一家人，很温馨。	35
	14 偷吃的婆婆也太可爱了吧！还有告状的摄像小哥，都好可爱！哈哈哈哈哈！！	36
	15 海外党，看子柒视频经常有想哭的冲动	17
	16 真是仙女样的人儿住在仙境样的地方，自然真实却又飘渺脱俗	27
	17 最后姐给奶奶夹土豆丝的时候，奶奶说你老汉也喜欢这个土豆丝，姐嗯了一声，这道菜字幕打的是“想念土豆丝”，她一定很想很想自己的家人	63
	18 看到最后弹幕里有刷岳父的，老粉解释一下，柒姐的父亲很早就去世了，美拍里有一期很早的视频是为父亲炒了盘土豆丝，听婆婆说父亲很爱吃。切土豆丝时她眼里有明显的泪光，结尾时写到，“没有你我走的很辛苦”。希望大家多了解一下不要再刷类似的弹幕了，这个视频最后一幕是子柒给一个盛满的酒杯干杯，应该是给父亲的，我估计应该近期是父亲忌日，奶奶最后提到她父亲很爱吃时柒姐好像心情不是很好。她是个苦命却又很坚强的姑娘，所以我们都不希望一些无聊的梗令她伤心	216
	19 从姐姐最开始玩美拍的时候就认识姐姐了，真的好喜欢好喜欢你，我的童年就是在农村度过的，我不觉得农村脏乱差，我眼中的农村就是子柒展现的这幅样子，生机清新悠闲安逸。可子柒被越来越多的人知道后却有了各种各样的非议。为什么你们自己知道一点点东西就能来指责一个这么心灵手巧的女孩子是在作秀，坚定的认为自己不知从哪知晓的一点点知识就是正确的。农村就非得只有泥巴尘土鸡毛和猪f吗？老家山上的小树林，流淌的小溪流，小石头涧里的水草和小蝌蚪，家门前的那一小片荷塘。。。。。。那绝对是我一生最怀恋的景色。没必要靠否定别人来证明自己吧	254
	20 姐是越来越忙了，一定要记得吃饭（虽然经常说你不听）但你也是千千万万人想要好好守护的人，你一定要好好照顾自己，好好吃饭，好好睡觉，不要那么累，有人想要你走得更更高更远，那我们只想心疼你一路走来的辛苦，要好好照顾自己！我们一直都在，会一直爱着你，陪你一起走下去	128

## Appendix 4

**The valid comments with the highest popularity on YouTube (April 14, 2025)**

Source	Text	Word count
YouTube	① This is heart warming, beautiful, genuinely good wholesome life - thanks for reminding us how wonderfully simple life is - and some good hard work puts everything into perspective. Love the edibles. Thanks for sharing	35
	② This video is so simple, yet so beautiful. So calming. Also, dogs.	12
	③ She is the strongest woman that i have ever seen with multi skills from the engineer, landscaper and chef. BIG love from me.	23
	④ I may have missed some words like "yes" "come" "Yummy" or some dialogues where Ziqi and her family spoke either too fast in dialect or in a relatively low voice, which I don't think were actually lines for the audience to follow. So I wish everyone feel as relaxed and pleased watching this as I did. And jut let me know if you have any doubts or I made mistakes, thank you!	72
	⑤ everytime she uploads im just glad i get to see that Grandma is well	14
	⑥ This channel beats anything they're showing on Food Network in the states.	12
	⑦ The most touching thing is the way she and grandma taking care of each other. Grandma is the reason she is living there and making videos and shared with world. Long lives Grandma!	33
	⑧ In fact, we all know the countryside life is poor and mostly miserable. That's why most countryside people moved to the fascinating city where life is, where life is more easier and more entertainment. But Ziqi's Videos showed us the countryside life can be elegant and beautiful. I was also born in the countryside and have a few years raised there. After knowing her childhood life, I found that the power of Ziqi's life is that She made a beautiful rainbow out of her miserable childhood. She never complains, she is the true artist and philosophy of the real life. She deserves Respect.	104
	⑨ I like how feminine and strong and disciplined she is.	10
	⑩ Wow. This is like life goals for me here. This girl's a gorgeous, intelligent, disciplined, and skilled engineer. THIS GIRLS ON FIRE!! Keep it up. You gotta new subscriber!	29
	11 This video took her 9 months to make. We don't see many people pull so much effort into making a single youtube video like her. And that's why we should cherish the wonderful moment of watching it as It's the bliss and containment that nothing in the world can top with it. May the peace be with everyone who is watching / has watched Liziqi's video.	66
	12 She is having everything that we only dream of - Best quality food, cloth, organic makeup, clean air, etc . She is making dream reality with extreme hard work. Truly respect her.	32
	13 I see many people comment that these videos make them feel bad for doing nothing/being on their phones, and it makes me a bit sad... Why not take them as inspiration instead? I can't do everything she does, but since I started watching her videos I've taken up knitting, crocheting, hand-sewing and embroidery. I've planted some aromatic plants in my apartment. I make handmade gifts for my family and friends, and I visit my grandparents more often. This summer, I want to try wood carving for the first time! My life isn't quite as cool as Li Ziqi's, but I'm working on making it better... Good luck to all of you!	111
	14 I love it when Liziqi makes a whole dinner using the same fruit or vegetable (like cucumber here). How can you take something and cook it with soup, rice, noodles, meat, fondue, maple syrup waffles, literally everything - and the whole meal is unique and tasty? It's amazing. Lots of love from Russia :)	54
	15 Anybody else get teary-eyed when she gave her dog a doggy bed? I love her so much. She doesn't know me but I love her and I wish many good fortunes to follow and bless her and her family.	39
	16 This woman has infinitely more patience, skill, and selflessness than everyone I have ever met combined. She did that all for her grandmother and her dog!!	26
	17 I love the way she works hard and takes care of her granma n spending quality time together, this did actually ring a bell in my heart! That I should treasure n cherish my mom more	36
	18 The reward of all her cooking is seeing her and grandmother enjoying their meal together. Very enchanting to see I liked the video.	23
	19 I think we just had a mini tour of her garden. Very industrious video. So many things that you have to watch this again. Keep up the good work and have a good day.	34
	20 Owning a farm like this is the best thing anyone can ask for. Everything comes natural and healthy! I love it!	21

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