Practice of Rural Revitalization Planning Based on Baidu Index's Attention to Behavior Tendency: A Case Study of Jinyi House in Gutian County, Fujian Province

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Abstract. At present, the era of network information explosion, people use search engines to obtain more comprehensive and detailed information while leaving relevant records. In spite of these network drawbacks, this paper mainly focuses on the network search engine, which has brought a new database and platform for the theoretical and practical research of social sciences. Based on Baidu Index, a popular statistical analysis platform which can reflect the facts more comprehensively, this paper analyses the trend of people's attention and choice on rural revitalization. The most relevant key words of Baidu Index for Rural Revitalization are summarized and sorted out: culture and nostalgia. In response to the strategy of "cultural renaissance" put forward by our country, this paper constructs a cultural revitalization based on Baidu Index's research on behavior tendency. Taking Golden Wing House in Gutian County, Fujian Province as an example, this paper explores the practical ways of cultural revitalization, hoping that this research can provide relevant rural revitalization construction units and managers with information. Reference.

1. Introduction

1.1. Research Background

In the modern society of rapid urbanization, countryside has been redefined and given many new colors. More and more crowded urban space allows people to recall the unrestrained childhood, the local barnyard, golden wheat field sublimation for contemporary people's beautiful yearning. The tourism which takes the countryside as the object of development keeps on hot, which can not be separated from the yearner's pursuit of authenticity, nostalgia, ideals, childhood...

Traditionally, the countryside is not only a place of production, but also an ideal area of life. Crossroads, fertile land, houses, farms, rocking chairs and paddy fields... These beautiful scenes convey a quiet way of life and attitude. Therefore, the goal of Rural Revitalization is not only to improve the rural economy, but also to meet people's growing demand for a better life. The future countryside carries the life style of Taoyuan Dream [1]. It is a modern version of the return of farming civilization and the "idyllic Chinese dream". Of course, we can quickly find a landmark building through the map, and estimate the distance between cities. Facing the beautiful place of history, culture and local people, we can not find this beautiful map, just because it is waiting for us to approach.
1.2. Research methods and ideas
The huge network search data formed by search engine has been widely used in the field of network information mining. In 2009, Ginsberg et al. constructed a data monitoring model based on Google search. To some extent, the influenza history of hundreds of billions of independent searches in Google network was analyzed, and the close relationship between network data and actual data was verified and analyzed [2]. Since then, this method has been extended and expanded to every applied research field of social economy.

The main purpose of this paper is to collect the required data as widely as possible, and to mine and collate the data of Baidu Index Platform on Rural Revitalization and culture. On this basis, we can better form objective and real data indicators for research, and provide more powerful keyword source support for the research perspective of this paper. Second, we take theoretical research as the premise of practical research, analyze the current situation of theoretical research and future development trends, and carry out strategic research with examples. Further deepen the practical application effect of Rural Revitalization from the perspective of research [3].

2. Analysis of Behavior Tendency of Rural Revitalization Concern Based on Baidu Index
Nowadays, the development of Internet technology has penetrated into PC client and mobile terminal. At the same time, it also affects everyone's life at a very fast speed. This paper summarizes and collates the concerns of nostalgia and rural revitalization through Baidu Index, and then analyses from the perspective of people's concerns and choices, in order to explore the relationship between Baidu Index and the tendency of followers [4].

2.1. Behavior Choice of Rural Revitalization Concerned Based on Baidu Index
By using relevant keywords in Baidu Index Platform, we can objectively and truly reflect the user's attention to the countryside, mainly the keywords of "countryside", "nostalgia", "rural revitalization", "rural", "local culture" and "rural tourism". By typing key words in Baidu Index of Baidu Network Platform and setting the retrieval time from June 2017 to July 2018, we can get the specific search development trend of Baidu Index of rural areas in this period. According to Table 1, we can clearly see the number of keywords searched and the related keywords with high frequency in the past 30 days. The results show that the keywords with the highest searching index are "village", up to 4318. The related keywords with high frequency are "nostalgia" and "rural revitalization", while "rural" and "local culture". "Rural tourism" and "rural" and "rural revitalization" these two keywords have a certain relationship. Considering the overall search index and the frequency of occurrence in relevant search terms, the text keywords "revitalization of the countryside", "nostalgia" and "countryside" are determined.

| Nearly a month | Overall mean | Variable daily mean | Overall on-year | year-Integral ring ratio | Variable year on year | year Variable ring ratio |
|----------------|--------------|---------------------|----------------|-------------------------|-----------------------|-------------------------|
| Rural          | 4318         | 3893                | -46%↓          | -4%↓                   | -48%↓                 | -5%↓                    |
| Rural revitalization | 2271      | 1776                | -7%↓           | -12%↓                  | -10%↓                 | -14%↓                   |
| Homesickness   | 1946         | 977                 | —              | -8%↓                   | —                     | -9%↓                    |
| countryside   | 1476         | 970                 | 9%↓            | -1%↓                   | -1%↓                  | -1%↓                    |
| rural culture  | 133          | 68                  | 18%↑           | -1%↑                   | 17%↑                  | -2%↑                    |
| Rural Tourism  | 349          | 160                 | -2%↓           | -1%↓                   | 11%↑                  | -4%↓                    |

From June 1, 2018 to July 1, 2018, we can see that the Baidu search index of "rural" keywords is much higher than that of the other two keywords, no matter the overall search index (4318) or the mobile search index (3893), at the same time, the overall year-on-year, ring. Compared with mobile terminals, the proportion of mobile terminals shows a significant downward trend. Although the Baidu index of the key words "rural revitalization" and "nostalgia" is almost the same level, the "rural revitalization" shows a downward trend both in the whole and in the mobile end (Table 1). Through
the above intuitive data in the comparison of these three keywords, we can infer that the Rural Revitalization in terms of attention fluctuates more, has a certain timeliness, the overall nostalgia and mobile changes are relatively stable, is the direction of long-term concern [5].

2.2. Behavior Tendency of Concern in Rural Revitalization Based on Baidu Index

According to the above three key words related to rural revitalization, this paper mainly chooses the key word "nostalgia" and combines the specific data of Baidu Index to study the behavior tendency of concern to a certain extent. Set the search area as "all countries and regions" for the year "June 2017 to June 2018" and the half year "January 2018 to June 2018".

![Figure 1. Annual Search Trend of Baidu Index.](image)

According to Figure 1, we can clearly see that there is a peak in the annual search trend. At this stage, Baidu's overall search index of "nostalgia" keywords is much higher than that of other stages, and it also reaches a maximum point, because the famous nostalgic poet Yu Guangzhong died in this period, and his "nostalgia" is quoted again. The network hotspot has been developed, which has formed a strong degree of social concern. To a certain extent, this reflects people's attention to the hotspot, on the other hand, it also reflects that this special period has a certain impact on the tendency of nostalgic tourism behavior. According to the half-year search trend of Baidu Index in Figure 2, the amount of rural search is larger than that of nostalgia. The main reason may be that the concept range of rural is too large, so the amount of search is too large. In the same period, "nostalgia" and "rural revitalization" keyword search trend is basically the same after March 2018, and the search volume of "nostalgia" will be slightly higher, which indicates that people's attention to policy-oriented Rural Revitalization is gradually increasing, gradually maintaining the same concern about nostalgia, or at this stage. People who pay attention to Rural Revitalization also pay attention to the field of nostalgia, which needs to be further verified in the future [6].

![Figure 2. Search Trend of Baidu Index for Six-year Rural Revitalization.](image)

2.3. Comprehensive Analysis of Baidu Search Index

Using Baidu search platform to "rural revitalization" as the keyword, the overall search index in Baidu index in recent years is searched, mainly taking the hot trend index of Baidu search platform as the research object for analysis and research. Baidu index trend curve is divided into three trend curves: overall trend, PC trend and mobile trend. As the concept of Rural Revitalization has not been put forward before October 2017, the search is zero. According to the above three trend maps, we can intercept the overall changes in the past year, and then have a more objective and intuitive
understanding of the hot trend of "rural revitalization". Enter the above keywords in Baidu Index query, and query the change curve of Baidu search index from June 2017 to June 2018.

Through analysis, we can find that the change curve of several ports of Baidu Search Index peaked in February and April. This is due to the publication of the Central Committee No. 1 document on February 4, 2018 and the overall deployment of the Rural Revitalization strategy, and the social attention immediately increased.

From the overall trend curve of Baidu Index, it is basically consistent with the trend of mobile and PC terminals. The only difference is that the change trend curve of Baidu search index on PC side is similar to that of Baidu search index on the whole, and the number of searches is closer, while the change trend curve of Baidu search index on mobile side is quite different. Although the mobile terminal is faster, more convenient and flexible than the PC terminal, the sensitivity and attention of the mobile population to rural revitalization is not as stable and huge as that of the PC terminal. That's why there's such a reversal (figure 3, figure 4, figure 5).

In summary, through the research on the choice of behavioral tendencies of Rural Revitalization based on Baidu Index, we can not only see that rural revitalization is a hot spot since last year, but also that the search index keeps growing and attracts more people's attention. Through Baidu Index data, we can get a clearer understanding of rural and rural cultural ratio. The more prominent nostalgia is the continuous concern behavior, which is a continuous concern in the future.
3. Case Practice of Rural Revitalization Guided by Attention to Behavior Tendency

From the above, we focus on the cultural revival and nostalgia in the rural revitalization. Cultural revival mainly refers to the overall revival of the region through the development of regional culture and other related means, which can include the reconstruction of cultural buildings, the holding of major historical and cultural events, the planning and development of cultural and creative industries. Cultural Renaissance pays attention to the excavation, restoration and re-development of regional cultural elements. On the one hand, it pays attention to the tangible spatial form and culture, on the other hand, it pays attention to the intangible social culture. At the same time, cultural revival emphasizes the modernization of regional economy and the improvement of living environment and quality of residents [7]. Therefore, the cultural revival of the behavioral orientation of the followers should include two levels: recovery and development.

In a sense, the core of Rural Revitalization is the revival of rural culture and the rise of rural cultural self-confidence. Mo Yan's "Red Sorghum" creates a red sorghum world on the edge of ethics and morality with his own northeastern Gaomi Township. In Fengting Village, Gutian County, Fujian Province, sociologist Lin Yaohua also wrote the famous anthropological book "Golden Wing" on the basis of his growing village, Fengting Village, Gutian County, which successfully embodies the tradition and changes of clan and family life in the Han rural areas of southern China [8]. Today, the construction of "Golden Wing Home" in Gutian County is being practiced. It is a new way to explore the cultural revitalization. The goal is to make the local rural revitalization not only confined to the renovation of houses and the renovation of elevations, but also how to transform the cultural transmission of an anthropological masterpiece into the social practice of rural cultural revitalization and open up the rural culture. A new mode of revitalization.

3.1. Summary of Project Status in Case Site

The project is located in Fengting Village, Huangtian Town, Gutian County, Ningde City, Fujian Province. The planning area mainly concentrates on Fengting Village, the prototype of Golden Wing. It also involves surrounding villages from the perspective of global tourism pattern. The project is located in Fupuning Mountain and Sea Leisure and Cultural Tourism Zone, which is specially planned for Fujian's "13th Five-Year Plan" tourism development. It is close to the tourism core of Fuzhou's central city. Located in the center, two districts and three circles of Gutian County, at the intersection of the western eco-leisure circle and the southern humanistic experience circle, Gutian County has a good government policy, and forms a radiation line with the villages and towns of Gutian County, with a good location. In the past two years, the traffic environment in Gutian County has been greatly improved. The opening of Hefei-Fuzhou high-speed railway, Beijing-Taiwan expressway, national highway and provincial highway, especially the Beijing-Taiwan high-speed railway and Hefei-Fuzhou high-speed railway, has broken through the bottleneck of traffic in the project area, enabling Gutian County to enter the one-hour life circle of Fuzhou, which will become the real "five-ring road of Fuzhou" in the future and integrate into the common development of Fuzhou city.

3.2. Attention to the Practice of Rural Revitalization under Behavioral Tendency

3.2.1 An Analysis of Rural Revitalization Strategies with Attention to Behavior Tendency. Fengting Village is the prototype of the book Golden Wing. Through in-depth field research, this practical study is selected from the behavior tendency. From the height of cultural revitalization and sustainable development, it deeply analyses the geographical and cultural context of Fengting Village, combs the Oriental nostalgia culture and the development of Golden Wing culture, and focuses on the diaries of foreign people at home and abroad. The nostalgia in memory is characterized by nostalgia culture. It takes looking for nostalgia, finding nostalgia, retaining nostalgia and enjoying nostalgia as clues, and builds Fengting Village into a homeland of original ecological nostalgia culture, a research and education base of local culture, and a new benchmark of promoting rural culture in Fujian Province. Based on the inspiration of culture to the design of rural revitalization, the practical strategy of Rural
Revitalization should be controlled from two dimensions of protection and development. Among them, the protection level includes the revival of spatial pattern protection and ecological pattern protection; the development level includes the revival of spatial elements and the revival of living elements [9]. (figure 6)

3.2.2 Analysis of Rural Revitalization Projects with Behavior Tendency
Based on Baidu Index's concern about behavior tendency, the key project design of cultural revitalization of Golden Wing House is to strive for rich cultural content and distinct characteristics of the project. From the perspective of cultural visualization and experientialization, the plot of Golden Wing is reconstructed, so that the Golden Wing family culture, Oriental nostalgia culture and farming culture can be more reflected, and local residents and tourists can better understand the local culture. In the early stage, we should focus on creating Jinyi cultural experience area, publicizing Jinyi's family cultural experience, and in the middle and late stage, we should build historical classic nostalgia area and nostalgia cultural education area to inherit the Oriental nostalgia culture.

① Spatial Cultural Renaissance: Restoring Key Cultural Nodes
The plot of "rice trade" in Golden Wing fully demonstrates the role of agriculture in that era and the charm of farming civilization; relying on the existing terrain conditions, a small market is planned in the place where the dwellings are relatively concentrated for the local residents and tourists to trade in agricultural products; integrating resources and environmental characteristics to play a leading role. However, educational practice products, visitors in rural life experience park, picking paradise obtained agricultural products can be traded in the agricultural market, experience the sense of achievement of the benefits gained through hard farming. It can also receive natural education, cultivate the ability of innovation, independent thinking, motivation and problem solving, emphasizing interaction and experience.

② Renaissance of Spatial Elements: Renaissance of Historical Public Space
The old teahouse in Golden Wing is the place where the hero lives and talks and laughs. The scenes in the book show the characteristics of the times and cultural connotations. Therefore, cultural revival should deepen the Golden Wing culture, panoramic restore the plot of the book and the appearance of the teahouse, so that tourists can come to the scene and make the tour into the climax. Teahouses are decorated according to the style described in the book at the beginning of the 20th century. The building materials are retro-dated and the plots in the book are presented in a modern way. Teahouse management, product sales, service personnel clothing all according to the book mentioned in the retro style, unified atmosphere.

③ Renaissance of Ecological Culture: Improving the Ecological Pattern of Landscape
The book Golden Wing describes that green-skin train and water transport are the main means of transportation for the author to go home. Meanwhile, in order to develop the Great Golden Wing Cultural Circle in a better linkage, coordinate with the relevant transportation and railway departments, strive for thematic transformation of the fixed special train, transform the green-skin train into a train
seeking homesickness, and design the train home route. The concept and scope of Oriental nostalgia are sublimated and expanded to maximize the interpretation of the two major themes of "native land" and "sentiment".

①Renaissance of Life Elements: Creativity Implanted into Cultural Industry

A family book in Golden Wing is a homesickness. The old supply and marketing cooperatives are used to design the Zhonghua Family Library, displaying family letters, relics and stamps of different periods in various regions of China and even in the world. The Golden Wing Home Book Museum will build the first theme library of home books in domestic tourist attractions. The theme library will be divided into nine units according to the chronology of home writing, namely, the cultural overview of ancient home books, the family books of Ming and Qing Dynasties, the books of the People's Republic of China, the family books of the 1950s, and the books of keeping home books. The museum will display the real objects, letters and related old photographs of home books together. Visitors can write their own home letters and leave their addresses in the library. Rural administrators will send letters to the corresponding addresses.

4. Conclusion

Based on the data of Baidu Index, this paper makes a comparative analysis of the key words related to rural revitalization. From the perspective of cultural revitalization according to the specific trend of attention, starting from the perspective of cultural revitalization, the empirical Rural Revitalization is not limited to the renovation of houses and the renovation of elevations, but how to rely on Lin Yaohuaxian. The cultural communication of Sheng's anthropological masterpiece "Golden Wing" has been transformed into the social practice of rural cultural revitalization. The revitalization of rural culture has been implemented in rural economic development, and the overall development of rural cultural industry, cultural self-confidence of rural residents and rural cultural life has been realized, thus winning the long-term development of rural revitalization. It is embodied in the relationship between protection and development in the process of rural revitalization, including: ① protecting the overall pattern and style of the countryside, paying attention to the protection and restoration of buildings, and ensuring the coordination of the overall style. ② The revival of historical spatial pattern and key historical buildings should pay attention to historical research and create space with cultural connotations in combination with the needs of modern life. To revitalize the culture and strengthen the connotation of regional culture through the revival of historical buildings. ③ The revival of life and the implantation of modern industry should improve the living environment, enhance the cultural pride of local residents and realize the overall revival of the region through the improvement of infrastructure.

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