The Dissemination and Development of He Jiguang's Vocal Performance Art: An Investigation from the Perspective of Amateur Enthusiast Groups

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Abstract

This paper takes the amateur enthusiast group as the research object to explore the dissemination and development of He Jiguang's vocal performance art within this specific group. Through the analysis of relevant data, it dissects the role of factors such as artistic experience, the background of the times, singing repertoire, singing techniques, and the audience group in the dissemination and development of He Jiguang's vocal performance art from the perspective of amateur enthusiasts. The research results indicate that the amateur enthusiast group believes that these factors have a unique influence mechanism in He Jiguang's vocal performance art, providing valuable references for further promoting the dissemination of He Jiguang's vocal performance art.

Keywords: HeJiguang'sVocal Performance Art Amateurenthusiasts Dissemnationand Development

Introduction

He Jiguang is an outstanding modern vocal performance artist in China. His unique singing style and artistic charm have had a profound influence in the field of vocal music.（Yin Xiaoxing，2003：27-29）The amateur enthusiast group, as an important force in art dissemination, their cognition and feelings towards He Jiguang's vocal performance art are crucial to the dissemination and development of this art. This research starts from the perspective of the amateur enthusiast group, deeply explores the actual dissemination situation of He Jiguang's vocal performance art within this group, analyzes the factors influencing its dissemination and development, and provides beneficial suggestions for promoting the dissemination and development of He Jiguang's vocal performance art.

He Jiguang is an excellent vocal artist in China. His vocal performance art has prominent characteristics such as bright high pitches, rich flavor, sincere emotions, and strong ethnic characteristics.（Luo Fuchang，2016：211-217）However, for the dissemination and development of He Jiguang's vocal performance art, especially the in-depth exploration from the perspective of the vast amateur enthusiast group, research is still needed. The amateur enthusiast group is indispensable in the dissemination of He Jiguang's vocal performance art. Although they are not professional art practitioners, with their love for art, they actively participate in and promote the dissemination and development of art. Studying the dissemination of He Jiguang's vocal performance art from this perspective has unique value and significance.

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further Through the investigation of the amateur enthusiast group, we can understand the acceptance degree and influence of He Jiguang's vocal performance art among the general public. Their preferences for, cognitive channels of, and dissemination methods of He Jiguang's vocal performance art can reflect the dissemination effect of this art at the public level. In addition, the feedback and evaluation of the amateur enthusiast group can provide valuable inspirations for the future development of He Jiguang's vocal performance art. Their demands, expectations, and views on artistic innovation are conducive to thinking about how to better inherit and carry forward this excellent art form and fully display its artistic charm.

This research aims to deeply understand the role and influence of the amateur enthusiast group in the dissemination and development of He Jiguang's vocal performance art. Through methods such as questionnaires and interviews, rich first-hand materials are collected, striving to comprehensively and objectively present the dissemination status of this art form among amateurs, and based on this, put forward strategies and suggestions to promote its further dissemination and development. It is expected that this research can provide new ideas and directions for the inheritance and development of He Jiguang's vocal performance art.

Research Objectives

1. To deeply understand the cognition and influence of the amateur enthusiast group on the dissemination and development of He Jiguang's vocal performance.

2. To investigate the role of factors such as artistic experience, the background of the times, singing repertoire, singing techniques, and the audience group in the dissemination and development of He Jiguang's vocal performance art, and verify the positive promoting effect of these factors on the dissemination and development of the performance art from the perspective of the amateur enthusiast group.

Research Methodology

1. Participants and Settings

This research adopts the form of questionnaire survey to grasp the dissemination situation of He Jiguang's vocal singing art among the group of vocal music enthusiasts. The research subjects include vocal music enthusiasts from some communities, senior universities, and social art training institutions in Hunan, Hubei, and Henan provinces. 350 questionnaires were randomly distributed. After careful screening and sorting, 321 valid questionnaires were finally recovered. These valid questionnaires will provide a solid data basis for the subsequent research and analysis, enabling us to understand the relevant situation more accurately and provide strong support for decision-making and problem-solving.

2. Research Tools

In this research, a five-point scale questionnaire was employed as the main data collection tool. The questionnaire covered multiple aspects such as artistic experience, the background of the times, singing repertoire, singing techniques, and the audience group. Through the setting of five-level options, a comprehensive understanding of the cognition and feelings of the amateur enthusiast group towards He Jiguang's vocal performance art was achieved. Meanwhile, stratified sampling was conducted considering factors such as different ages, job identities, and educational qualifications to enhance the representativeness of the data.

Statistical analysis software was utilized to conduct in-depth analysis of the collected data. Descriptive statistical analysis was used to understand the basic characteristics of the data. Difference analysis was used to explore the significant differences in factors such as age and job identity in different aspects. Correlation analysis was used to clarify the relationship between the dissemination and development of singing art and other factors. Regression analysis was used to determine the specific degree of influence of each factor on the dissemination and development of singing art. These scientific analysis tools provide strong support for the in-depth study of the dissemination and development of He Jiguang's vocal performance art.

3.Data collection procedure

The data of this research originated from the questionnaire survey of the amateur enthusiast group. Firstly, the survey purpose was clarified and the questionnaire was designed and optimized after the pre-test. Then, the sample was determined, and the data were collected by distributing questionnaires through a combination of online and offline methods. Finally, the data were entered and cleaned, and statistical methods were used to analyze the data to reveal the performance and influencing factors of He Jiguang's vocal performance art among the amateur enthusiast group. The questionnaire content included key contents such as the personal information of the respondents, artistic experience, the background of the times, singing repertoire, singing techniques, and the audience group, covering aspects such as the respondents' cognitive level and preference factors for He Jiguang's vocal performance art.

4.Data analysis

(1) First of all, the researcher calculated the reliability and validity of the questionnaire. Cronbach's α coefficient was used for reliability analysis, and it was concluded that the reliability coefficient of the scale items was relatively high, indicating that the survey data was stable and reliable, as shown in Table 1.

Table 1 Reliability Statistics

Scale	Cronbach's Alpha	Number of Items
Artistic experience	0.901	3
Era background	0.901	3
Singing techniques	0.835	3
Singing repertoire	0.882	3
Audience group	0.889	3
Vocal performance art dissemination and development	0.855	3
General questionnaire	0.895	21

The Bartlett's sphericity test was applied, and the significance level was $0.000 < 0.01$, and the KMO value was 0.856, which was suitable for factor analysis, as shown in Table 2.

Table 2 KMO and Bartlett testsa

KMO Sample appropriateness measure。		0.856
Bartlett sphericity test	Approximate chi-square	4281.106
	Degree of freedom	210
	significance	0.000

The common factor variance table is used for the extraction of information for forced classification. The initial value is 100%, and the commonality of each variable is more than half, indicating that the extracted principal components reflect more information of the original data, and the amount of information loss is not large, as shown in Table 3.

Table 3 Common factor variance

variable	Initial variance value	Extract variance values
Artistic Experience1	1.000	0.839
Artistic Experience2	1.000	0.844
Artistic Experience3	1.000	0.838
Era Background1	1.000	0.796
Era Background2	1.000	0.864
Era Background3	1.000	0.869
Singing Techniques1	1.000	0.769
Singing Techniques2	1.000	0.776
Singing Techniques3	1.000	0.726
Singing Repertoire1	1.000	0.795
Singing Repertoire2	1.000	0.841
Singing Repertoire3	1.000	0.806
Audience Group1	1.000	0.813
Audience Group2	1.000	0.824
Audience Group3	1.000	0.836
Vocal performance art dissemination and development 1	1.000	0.794
Vocal performance art dissemination and development 2	1.000	0.799
Vocal performance art dissemination and development 3	1.000	0.760

Further exploratory factor analysis was conducted to test the construct validity. According to the extraction principle of the principal component method in factor extraction where the eigenvalue is greater than 1 by default. As can be seen in Table 4, factor extraction was performed on the data collected by the questionnaire. The criterion was that the default characteristic root was greater than 1. A total of 6 common factors were extracted, and the cumulative variance contribution rate was greater than 60%. The extracted explanatory degree was good, indicating that the extracted factors had a good effect, as shown in Table 4.

Table 4 Total variance interpretation

Ingred-ient	Initial eigenvalue			Extract the sum of squared loads			Rotating load sum of squares		
	Total	Percent variance	Accumu-late %	Total	Percent variance	Accumu-late %	Total	Percent variance	Accumu-late %
1	7.174	34.161	34.161	7.174	34.161	34.161	2.567	12.225	12.225
2	2.530	12.048	46.209	2.530	12.048	46.209	2.566	12.221	24.446
3	1.958	9.323	55.533	1.958	9.323	55.533	2.475	11.787	36.233
4	1.712	8.150	63.683	1.712	8.150	63.683	2.448	11.659	47.892
5	1.465	6.977	70.659	1.465	6.977	70.659	2.387	11.366	59.257
6	1.167	5.555	76.215	1.167	5.555	76.215	2.284	10.878	81.162
7	1.039	4.947	81.162						
8	0.449	2.137	83.299						
9	0.415	1.979	85.278						
10	0.394	1.877	87.155						
11	0.336	1.600	88.754						
12	0.325	1.549	90.303						
13	0.319	1.517	91.821						
14	0.267	1.271	93.092						
15	0.255	1.213	94.304						
16	0.204	0.971	98.438						
17	0.180	0.855	99.292						
18	0.149	0.708	100.000						

Frequency analysis

In the sample, the gender distribution is relatively balanced, with males accounting for 50.78% and females accounting for 49.22%. In terms of age, samples aged 36 - 50 account for a relatively high proportion, reaching 47.98%, and samples aged 50 - 65 account for 34.27%. In terms of educational background, junior college and undergraduate are the main ones, accounting for 39.25% and 30.53% respectively. In terms of job identities, managers, students, teachers, retirees and other categories are relatively dispersed. Most of the working years are more than 21 years, accounting for 45.17%.

Descriptive statistical analysis

The average value and standard deviation are used to measure the index levels of each variable. The average value reflects the average level of the sample for each index, and the standard deviation reflects the degree of difference of different samples on the same index. As can be seen from the data in the table, the scores in most aspects are relatively high, indicating that the subjects are relatively 认可度变量认可，as shown in Table 5.

Table 5 Descriptive statistical analysis

Ingred-ient	Initial eigenvalue			Extract the sum of squared loads			Rotating load sum of squares		
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3	1.958	9.323	55.533	1.958	9.323	55.533	2.475	11.787	36.233
4	1.712	8.150	63.683	1.712	8.150	63.683	2.448	11.659	47.892
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Table 5 Descriptive statistical analysis

Variable	Average value	Standard deviation	Number of cases
Vocal performance art dissemination and development	3.3728	1.06873	321
Artistic Experience	3.4704	1.13157	321
Era Background	2.9304	1.18160	321
Singing Techniques	3.6926	0.94005	321
Singing Repertoire	3.7580	0.96319	321
Audience Group	3.6023	1.05673	321

Difference analysis

Gender Difference: Samples of different genders show no significant differences in artistic experience, era background, singing techniques, singing repertoire, audience groups, singing art style, and the dissemination and development of singing art.

Age Difference: Samples of different ages show no significant differences in six aspects including artistic experience, era background, singing techniques, audience groups, singing art style, and the dissemination and development of singing art. Only in singing repertoire is there a significant difference. The age group of "3.36 - 50 years old" has a higher score in singing repertoire than the age group of "4.50 - 65 years old".

Educational Background Difference: Samples of different educational backgrounds show no significant differences in artistic experience, era background, singing techniques, singing repertoire, audience groups, singing art style, and the dissemination and development of singing art.

Work Identity Difference: Samples with different work identities show no significant differences in four aspects including era background, singing repertoire, singing art style, and the dissemination and development of singing art. There are significant differences in three aspects including artistic experience, singing techniques, and audience groups. Specifically, teachers score higher than managers, retirees, and some other identity groups in these three aspects. Students score higher than retirees in artistic experience, and other identities score higher than managers in audience groups.

Length of Service Difference: Samples of different lengths of service show no significant differences in artistic experience, era background, singing techniques, singing repertoire, audience groups, singing art style, and the dissemination and development of singing art.

Correlation Analysis

An asterisk is marked in the upper right corner of the correlation coefficient. In this case, it indicates the presence of a relationship; otherwise, there is no relationship. When the correlation coefficient is greater than 0, it means there is a positive correlation between the two variables. When it is less than 0, it indicates a negative correlation. The dissemination and development of singing art shows a significant positive correlation with singing art style, artistic experience, era background, singing techniques, and audience groups. However, the dissemination and development of singing art does not show a significant correlation with singing repertoire, as shown in Table 6.

Table 6 Correlation Analysis

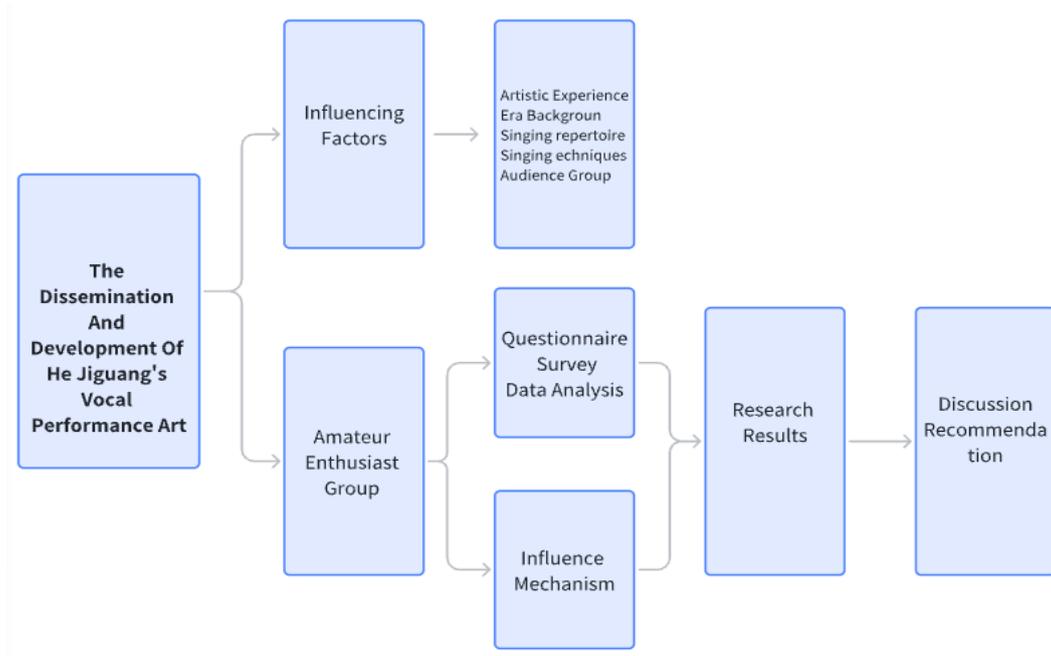| variable	Vocal performance art dissemination and development	Artistic experience	Era background	Singing techniques	Singing repertoire	Audience group
Vocal performance art dissemination and development	1					
Artistic experience	0.497***	1				
Era background	0.349***	0.221***	1			
Singing techniques	0.466***	0.321***	0.257***	1		
Singing repertoire	0.060	0.111*	-0.020	-0.002	1	
Audience group	0.412***	0.390***	0.325***	0.413***	0.046	1

Regression analysis

Through the constructed linear regression model, the influences of artistic experience, era background, singing techniques, and audience groups on the dissemination and development of singing art are clarified. The R-squared value of the model indicates that the selected independent variables can explain approximately 39.6% of the variation in the dependent variable, which has a certain explanatory power. The F-test is passed, confirming that at least one independent variable has an impact on the dependent variable. Among the independent variables, the regression coefficients of artistic experience, era background, singing techniques, and audience groups are significant and positive, indicating that they have a significant positive effect on the dissemination and development of singing art. However, the regression coefficient of singing repertoire is not significant, indicating that it has no obvious relationship with the dissemination and development of singing art. The multicollinearity test also ensures the stability and reliability of the model. As shown in Table 7.

Table7 Regression analysis

Model Summary[a]				
Model	R	R square	Adjusted R-squared	Error in standard estimation
1	0.629[b]	0.396	0.386	0.83719
a. Group=Amateur enthusiast group				
b. Predictive variables: artistic experience, Era background, singing techniques, singing repertoire, audience group.				

ANOVAa,b						
Model		Sum of squares	Degree of freedom	Mean square	F	Significance
1	regression	144.721	5	28.944	41.296	0.000[c]
	residual	220.780	315	0.701		
	total	365.500	320			
a. Group=Amateur enthusiast group						
b. Dependent variable: Development of singing art communication						
c. Predictive variables: artistic experience, Era background, singing techniques, singing repertoire, audience group.						

coefficientsa,b							
Model		Unstandardized coefficient		Standar-dization coefficient	t	Signi-ficance	Collinearity statistics	
		B	Standard error	Beta			Tolerance	VIF
1	(常量)	0.207	0.285		0.726	0.468		
	Artistic experience	0.307	0.046	0.325	6.644	0.000	0.802	1.247
	Era background	0.154	0.043	0.170	3.614	0.000	0.868	1.152
	Singing techniques	0.306	0.056	0.270	5.455	0.000	0.785	1.273
	Singing repertoire	0.024	0.049	0.022	0.497	0.619	0.984	1.016
	Audience group	0.119	0.052	0.117	2.274	0.024	0.720	1.390
a. Group=Amateur enthusiast group							
b.Dependent variable: Vocal performance art dissemination and development							

Research Conceptual Framework

Results

Section 1: Data analysis results of research objective 1

The cognition and influence of the amateur enthusiast group on the dissemination and development of He Jiguang's vocal performance present multiple aspects. The data shows that enthusiasts of different ages, job identities, and educational backgrounds have certain differences in their cognition of He Jiguang's vocal performance art. For example, older enthusiasts may have a deeper cognition and emotional resonance with his early works and artistic experiences under specific historical backgrounds, thereby affecting their enthusiasm and methods for art dissemination. Enthusiasts with different job identities, such as teachers, may attach more importance to the inspiration of art on education and tend to integrate He Jiguang's artistic achievements into teaching when disseminating, thus having an impact on surrounding students and the field of education. Although there is no significant difference in educational background, enthusiasts of different educational levels may contact and disseminate art through different channels. In short, the cognitive differences of the amateur enthusiast group will bring complex influences on the dissemination and development of He Jiguang's vocal performance art. It may not only create diverse dissemination channels and methods but also may, to a certain extent, restrict the breadth and depth of the dissemination range due to cognitive limitations.

Section 2:Data analysis results of research objective 2

Artistic experience: The data shows that the mean value of artistic experience reaches 3.4704, indicating that amateur enthusiasts have a certain cognition of He Jiguang's artistic experience. Regression analysis shows that artistic experience has a significant positive impact on the dissemination and development of singing art, with a regression coefficient value of 0.307 (t = 6.644, p = 0.000 < 0.01). He Jiguang's rich artistic experience attracts amateur

enthusiasts, and his growth process and artistic achievements stimulate their enthusiasm for learning and dissemination. Enthusiasts of different ages and job identities have differences in their cognition of artistic experience. For example, teachers and students may pay more attention to the educational value therein, and older enthusiasts may have a deeper feeling about the changes in his artistic career.

Era background: The mean value of the era background is 2.9304, and the overall cognitive degree is relatively not high. However, regression analysis shows that the era background has a significant positive impact on the dissemination and development of singing art, with a regression coefficient value of 0.154 (t = 3.614, p = 0.000 < 0.01). The specific era background endows He Jiguang's vocal performance art with unique charm. The memories and emotional resonances of amateur enthusiasts for that era promote art dissemination. Enthusiasts of different ages have significant differences in their feelings about the era background. The older generation has a deeper emotional connection to the works due to personal experience, and this resonance is conducive to the dissemination of art among them.

Singing repertoire: The mean value of singing repertoire is 3.7580, indicating that amateur enthusiasts are familiar with and fond of the singing repertoire. However, regression analysis shows that singing repertoire has no impact on the dissemination and development of singing art (t = 0.497, p = 0.619 > 0.05). Although enthusiasts of different ages have differences in their preferences for singing repertoire, it seems that it does not directly affect the dissemination and development of art. This may be because although the singing repertoire can attract enthusiasts, promoting dissemination and development requires the joint action of other factors.

Singing techniques: The mean value of singing techniques is 3.6926, indicating that amateur enthusiasts recognize his singing techniques. Regression analysis confirms that singing techniques have a significant positive impact on the dissemination and development of singing art, with a regression coefficient value of 0.306(t=5.455, p=0.000<0.01).Exquisite singing techniques are the core competitiveness of He Jiguang's vocal performance art. The recognition and appreciation of amateur enthusiasts promote the dissemination of art. Enthusiasts of different job identities have differences in their evaluations of singing techniques. Professional groups such as teachers may better appreciate its subtleties and emphasize artistic value more in dissemination.

Audience group: The mean value of the audience group is 3.6023, indicating that the role of amateur enthusiast groups in their own dissemination and promotion cannot be ignored. Regression analysis shows that the audience group will have a significant positive impact on the dissemination and development of singing art, with a regression coefficient value of 0.119 (t=2.274, p=0.024 < 0.05). Amateur enthusiast groups have expanded the influence of He Jiguang's vocal performance art through word-of-mouth dissemination and social networks. Enthusiasts of different job identities have differences in their cognition of the audience group, indicating that different groups have different roles and methods in disseminating art. Groups such as teachers and managers may influence more people through specific channels and methods and promote the dissemination and development of art.

Discussion

Section 1: Analysis of Influencing Mechanisms

1.Impact of age differencesThe cognition and feelings of amateur enthusiasts of different age groups towards He Jiguang's vocal performance art are influenced by their growth backgrounds and historical experiences. The younger generation may come into contact with his works through modern media channels and attach more importance to artistic innovation and fashion; the older generation, having personally experienced that era, has deeper emotional resonance and nostalgia for his works. This age difference leads to differences in the selection of singing repertoire and preferences for artistic styles, thereby affecting the way and scope of art dissemination.

2.Impact of job identity differencesAmateur enthusiasts with different job identities each have their own advantages and roles when disseminating He Jiguang's vocal performance art. Teachers can integrate He Jiguang's artistic achievements into teaching through educational channels and cultivate students' artistic literacy; managers can introduce his artistic spirit into team building and corporate culture to enhance team cohesion; retirees can spread art through community activities and cultural exchanges and enrich community cultural life.

Section 2: Discussion on Targeted Strategies

1.Strategies for different age groupsFor young amateur enthusiasts, modern social media platforms and popular cultural elements can be used to launch innovative interpretations and interactive activities of He Jiguang's vocal performance art to attract their attention and participation. For older amateur enthusiasts, retrospective exhibitions and symposiums can be held to evoke their memories and emotional resonances and encourage them to pass on their artistic feelings to the next generation.

2.Strategies for different job identitiesFor teachers, educational seminars and teaching demonstration activities on He Jiguang's vocal performance art can be carried out to provide teaching resources and support and promote the development of art education. For managers, corporate culture activities can be organized and He Jiguang's artistic teams can be invited for performances and exchanges to enhance corporate cultural connotations and brand images. For retirees, community art clubs can be established and appreciation and exchange activities of He Jiguang's vocal performance art can be organized to enrich their later years.

Section 3:Research Limitations and Future Directions

1.Research limitations

The samples of this research mainly come from the amateur enthusiast group, which has certain limitations and may not be able to fully represent the views and feelings of all audiences. In addition, research methods may also have errors and limitations and need to be further improved and perfected.

2.Future directions

In future research, the sample range can be expanded to cover professional artists, music scholars, media personnel, etc. to obtain a more comprehensive perspective. At the same time, more research methods such as case analysis and field observation can be adopted to deeply understand the dissemination and development of He Jiguang's vocal performance art in different scenarios. In addition, pay attention to the influence of emerging technologies and media platforms on art dissemination and explore how to better promote He Jiguang's vocal performance art by taking advantage of these.

Recommendation

Part I: Suggestions for artists and art institutions

Artists may, in accordance with the specific needs and feedback of the amateur enthusiast group, continuously innovate and improve their own singing styles and artistic expression forms to create more works that meet the preferences of amateur enthusiasts of different ages and job identities.Art institutions can hold various activities of He Jiguang's vocal performance art, such as concerts, lectures, exhibitions, etc., to meet the diverse needs of different amateur enthusiast groups. At the same time, they should also strengthen interaction and cooperation with the amateur enthusiast group and encourage them to participate in art creation and dissemination.

Part II: Suggestions for cultural departments and social organizations

Cultural departments should increase the publicity and promotion of He Jiguang's vocal performance art and enhance its popularity and influence through media reports and cultural activities. Moreover, relevant policies can be formulated to support and encourage the amateur enthusiast group to participate in art dissemination and cultural construction.

Social organizations should give play to their own advantages, organize amateur enthusiasts to carry out training and exchange activities of He Jiguang's vocal performance art, and improve their artistic literacy and dissemination ability. At the same time, an art volunteer team can be formed to participate in public welfare performances and cultural service activities of He Jiguang's vocal performance art.

Part III: Continuously pay attention to the changes and needs of the amateur enthusiast group

Art dissemination is a dynamic process that requires continuous attention to the changes and needs of the amateur enthusiast group. Artists, art institutions, cultural departments and social organizations should establish an effective communication mechanism, timely understand the feedback and suggestions of amateur enthusiasts, continuously adjust art dissemination strategies, and promote the continuous dissemination and development of He Jiguang's vocal performance art among amateur enthusiasts.

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