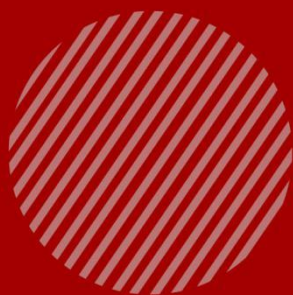
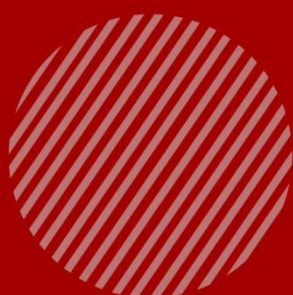


# International Theory and Practice in Humanities and Social Sciences

ISSN3079-4579 eISSN 3078-4387



Vol. 2 No. 3 (2025)



HONG KONG RESEARCH INSTITUTE OF  
HUMANITIES AND SOCIAL SCIENCES



WISVORA

ITPHSS  
JOURNAL

ISSN 3079-4579



9 773079 457259



01>



HONG KONG RESEARCH INSTITUTE OF  
HUMANITIES AND SOCIAL SCIENCES

## International Theory and Practice in Humanities and Social Sciences

Hosted by: Hong Kong Research Institute of Humanities and Social Sciences

Published by: WISVORA Publishing

### Co-Editor-in-Chief

Li Hanbing	Institute of Industrial Economics, Chinese Academy of Social Sciences XUCHANG Institute of Urban & Rural Integration and Common Prosperity, China
Pengrui Ou	Tsinghua University, China
Mengna Guo	University of Barcelona, Spain
Cui Jian	Beijing Normal University at Zhuhai, China
Nasrullah Dharejo	University of Malaya, Malaysia
Bi Congcong	Sichuan Normal University, China
Li Dengdeng	Macau University of Science and Technology
Ji-Na Lee	Seokyeong University, Graduate School of International Convergence, South Korea
Ju, Min-uk	The College of Liberal Arts Education at the Halla University, South Korea
Tang Dexin	Kyonggi University, South Korea
Cui Wei	Hebei Engineering University, China
Li Tingting	Jilin Jianzhu University, China
Myeong-cheol Choi	Gachon University, College of Business Administration, South Korea
Ji-Na Lee	Seokyeong University, Graduate School of International Convergence, South Korea
Sook-Yi Kim	Seokyeong University, Graduate School of International Convergence, South Korea
Se-Jin Park	Yongin University, South Korea
Ju-Youn Kim	Seokyeong University, South Korea
Ji-Yeoun Lee	Eulji University, South Korea
Runde Gu	Hebei Academy of Sciences, China Beijing-Tianjin-Hebei National Technology Innovation Center, China
Wu Dong	Guangzhou Xinhua University, China
Wang Rui	Guangzhou Huali College, China
Kecun Chen	Seokyeong University, South Korea
Jianhua Mei	Seokyeong University, South Korea
Wenjie Sun	Seokyeong University, South Korea
Yuan Guoxiang	SUSFUTURE&World Textile University Alliance, Hong Kong China
Li Zhaoqi	Gachon University, College of Business Administration, South Korea
Zhuang Dongdong	Tianjin Academy of Fine Arts

Due to space limitations, other editorial information can be found on the official website or by scanning the QR code below. [ac.wisvora.com/index.php/itphss](http://ac.wisvora.com/index.php/itphss)

International Theory and Practice in Humanities and Social Sciences (ITPHSS) © 2025 is licensed under CC BY 4.0

ADDRESS: RM D07,8/F KAI TAK FTY BLDG, NO. 99 KING FUK ST SAN POKONG, HONG KONG

Email: [itphss@wisvora.com](mailto:itphss@wisvora.com)



## TABLE OF CONTENTS

### Language, Literature, and Cultural Studies

**The Determination of Morphemes in Chinese Words and a Special Type of Affix Morphemes in Chinese**

*Mingyang Shen, Baijia Miao, 1–15*

**Brechtian Alienation in Chinese Drama: A Study of White Deer Plain**

*Ying Xu, 56–72*

**A Retrospective of Guangdong-Hong Kong-Macao Greater Bay Area Films in the Global Context: Evolution of Genre · Independent Representation · Documentary Shaping**

*Chuanjia Zhang; Ming Wang; Kuan Li, 73–87*

**A Study on The Application of Generative Digital Art in Song and Jin Dynasty Opera Brick Carvings in Shanxi**

*Huimin Zhang; Huiwen Xia; Xiaodan Liu, 101–113*

**Portray of Chinese Culture and TV Production Techniques in Chinese Reality TV Show: A Case Study of “New Year 2020” on CCTV**

*Xin Fan; Salas Supalakwatchana, 165–178*

**Unraveling Online Chinese Language Learning Anxiety Among South American Learners: Exploring the Influencing Factors**

*Dan Gou, 179–193*

**Analysis of “Virtual Family” Influencers Operational Strategies on Douyin in China: A Case Study of “Sharing Daily Life with Daughter”**

*Juan Xiang, 145–164*

### Education and Psychology

**Role and challenges of rural tourism in promoting sustainable rural development**

*Yi Hu, Siki Sun, Ye Chen, Zhike Yang, 16–30*

**Educational Empowerment and Reemployment of Younger Elderly in China**

*Xuehao Huang; Dan Gou, 31–43*

**A Study on the Current Situation, Challenges, and Countermeasures of Educational Cooperation and Exchange between China and Mongolia under the Background of the "Belt and Road" Initiative**

*Hongyang Jia; Batu Liu, 44–55*

**The Impact of Genre and Familiarity on Reading Choices in College English for Students with Learning Challenges**

*Huan Qi; Zhaoyan Meng; Yujing Dang; Yanni Xu; Meirong Yang, 114–126*

**The Influence of Mobile Phone Snubbing Behavior on Mobile Phone Addiction Among Adolescents in College Education: The Mediating Role of Peer and Parent Phone Snubbing and Self-Control**

*Rongjie Zhou; Jinhua Chen; Gangjie Zhou; Yuhao Su; Tipeng Zhang, 194–209*

**Innovative Measures for University Wushu Training Program: Stimulating Students' Knowledge, Interest, and Personal Values**

*Mingda Wang; Qiang Wang; Mohd Syafiq Bin Md Salleh, 250–262*

**Intervention for disease-based students improving perceived physical literacy in university required physical education: PBL model**

*Yuhuan Jiang; Yunlu Wu, 263–275*

## **Technology, AI, and Digital Transformation**

**What Ethical Issues do ChatGPT Face: A Bibliometrics Based Study**

*Bo Wang; Rozaini binti Rosli, 127–144*

**Exploring the MBTI and the Career Field: How HR Chooses the Best Talent Based on Personality**

*YuLe Cai; YuTing Pei, 210–227*

**The Impact of Artificial Intelligence Adoption on Firms' Innovation Performance in the Digital Era: Based on Dynamic Capabilities Theory**

*KaiFei Li; YuLe Cai; YuTing Pei; ChunHong Yuan, 228–237*

## **Society, Economy, and Policy Studies**

**Low-Carbon Power Technology Innovation: Addressing Environmental Protection, Land Use, and Community Rights**

*Dongwen Luo; Qisen Cheng; Jinming Xing; Chang Xue; Xiaoran Yang, 88–100*

**Analysis of the Impact of Stock Prices and House Price Fluctuations on Resident Consumption in China**

*Huichu Hu; Yifan Lei, 238–252*

**Research on the Collaborative Development of the "Belt and Road" Initiative with Educational Management Majors in the Philippines**

*Yuhao Su; Hua Liu, 238–249*