

# Research on temporal and spatial evolution and influencing factors of children's programming attention analysis in China: Empirical analysis based on Baidu search index

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## Abstract

Children's programming is widely aroused people's concern, is a hotspot of research on education, the children's programming attention to promoting the development of children's programming education has important significance. Using Baidu index, elastic coefficient, Gini index and geographic concentration coefficient, this paper analyzes the evolution of spatial and temporal distribution and influencing factors of children's programming attention in China, and establishes the model through panel data model and carries out empirical analysis. The results show that: the public's attention to children's programming continues to rise, and is in a gentle stage of development at the present stage. Spatial difference of children's programming attention is opposite bigger, the eastern region is the most popular children's programming in the three regions, followed by the, the western region, the internal unbalance in east and west region, the central region in balance, and the central region difference is small, to strengthen the development of the western region to close the gap and balanced development. Regional economic development level and education level have a significant impact on children's programming attention on the Internet, while educational funds and education level have a significant impact on children's programming attention in eastern and central China. To improve the development space of children's programming, we can start from two aspects: strengthening the creation of characteristic learning fields for primary school children's programming, and improving the wide application of online learning.

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