

For some in China, the aim of travel is to create 15-second videos

**Perched** on **cliffs** above a river, Hongyadong is a stilt-house complex in **mock**-traditional style in the city of Chongqing. Its bars, restaurants and golden neon lights have been a popular draw since it was built in 2006. Last year the number of visitors surged.

perch 栖息; 坐落于

cliff 悬崖

mock 嘲笑; 虚假的; 模拟的

photogenic 适于摄影的

The main reason, it seemed, was Hongyadong's sudden popularity on a social-media app, Douyin, which is used for sharing photographs and 15-second videos.

Uploading a picture or video from a **photogenic** spot to sites such as Douyin and Kuaishou is known in China as daka, meaning "punching the card". The word is also used to refer to the practice of registering your presence at a location that has already become hot, such as Hongyadong. The aim is not to produce a well-crafted video or beautiful photograph, but simply to show that you have also been to the places that are popular.

A subculture has developed of young people who embrace daka as a lifestyle. So-called daka zu — "daka tribes" — can be found **roaming** Chongqing and other cities, checking in at as many hot locations as possible within a single day.

roam 漫步; 漫游

The daka **craze** may have practical origins. China's young urban professionals have little vacation time. So workers need to make the most of their limited leisure time. Douyin captures the mood with its slogan: "Make every second count."

craze 狂热