

The Communication Situation of Japanese Anime “Anohana: The Flower We Saw That Day” on Xiaohongshu Platform

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Abstract:

The promotion of anime works is increasingly widespread globally. However, the communication mode and influence have not been thoroughly investigated. The existing literature mainly focuses on content analysis, audience research and communication effect evaluation, but the in-depth discussion on platform characteristics is insufficient. This research analyzes the communication situation of “Anohana: The Flower We Saw That Day” on Xiaohongshu platform through questionnaire surveys and interviews. The study reveals that the communication of this work on Xiaohongshu has the characteristics of globalization, localization, indigenization and regionalization, and the proportion of female users is relatively high. Users mainly encounter related content through short videos and graphic and text notes and show a strong interest in high-quality emotional resonance content. However, there is also the problem of uneven content quality. It is suggested that the platform enhance the communication effect and user experience by encouraging the creation of high-quality content, strengthening community management and cross-platform promotion.

Keywords: Xiaohongshu; Anime Communication; User Demands; Content Quality.

1. Introduction

Currently, the communication of anime works is increasingly widespread worldwide. However, the communication mode and influence of “Anohana: The Flower We Saw That Day” on Chinese social platforms, such as Xiaohongshu, have not been fully studied. Understanding its communication situation on emerging platforms like Xiaohongshu is of great value for producers, platform operators, and market

analysts. Existing studies mostly focus on the analysis of anime communication on traditional media and early social media, while research on emerging platforms like Xiaohongshu is relatively scarce. The existing literature mainly focuses on content analysis, audience research and communication effect evaluation, but the in-depth discussion on platform characteristics is insufficient. Past studies often fail to fully consider the influence of the characteristics of user groups on different social platforms on the commu-

nication effect. In addition, for works like “Anohana: The Flower We Saw That Day” with specific cultural backgrounds, the communication mechanism and influencing factors in different cultural environments are not clear [1]. This research aims to explore the communication effect of “Anohana: The Flower We Saw That Day” on Xiaohongshu platform and analyze the reasons for its success or shortcomings. The research will adopt a combination of quantitative data analysis and qualitative content analysis. Through conducting questionnaire surveys on some Xiaohongshu users and interviewing individual users, a comprehensive evaluation of the communication effect will be carried out.

This research can fill the gap in the existing literature regarding the communication of “Anohana: The Flower We Saw That Day” on emerging social platforms, provide targeted market strategy suggestions for producers, content promotion references for platform operators, and a new perspective for market analysts to evaluate the communication effect of anime works. The research results are expected to enrich the theory of anime communication and provide useful inspirations for cross-cultural communication practices.

2. Literature Review

The globalization theory emphasizes the flow and influence of cultural products across borders. As a Japanese animation, the successful communication of “Anohana: The Flower We Saw That Day” reflects the wide acceptance of cultural products in the context of globalization. On Xiaohongshu platform, users promote the globalization communication of “Anohana: The Flower We Saw That Day” through sharing, commenting and forwarding. The localization theory focuses on the adaptation and transformation of cultural products in specific regions or cultural backgrounds. On Xiaohongshu platform, the communication of “Anohana: The Flower We Saw That Day” not only retains the core emotions and themes of the original work but also integrates the personal experiences and emotional resonances of local users, forming communication content with local characteristics.

The indigenization theory emphasizes the deep influence of cultural products on specific communities or cultural groups. The communication of “Anohana: The Flower We Saw That Day” on Xiaohongshu has attracted a group of loyal fans. They deepen their understanding and identification of the work by creating fan works and sharing after-view feelings, forming a unique community culture.

The regionalization theory focuses on the communication characteristics of cultural products within specific geographical regions. The communication of “Anohana: The Flower We Saw That Day” on Xiaohongshu platform is mainly concentrated in the Chinese market, reflecting the

characteristics of regional communication. Through regional analysis, we can better understand the communication effect and acceptance of the work in different market environments.

Although the globalization, localization, indigenization and regionalization theories provide valuable perspectives for understanding the communication of “Anohana: The Flower We Saw That Day” on Xiaohongshu platform, the existing literature also has certain limitations. For example, some studies overly emphasize the positivity of the communication effect and ignore the possible negative problems in the communication process, such as uneven content quality and excessive consumption of emotions. Therefore, this research will conduct necessary literature criticism and supplementation based on empirical analysis [2].

At present, research on “Anohana: The Flower We Saw Yesterday” on social media mainly focuses on the following aspects: First, analyzing the discussion content of “Anohana: The Flower We Saw That Day” on social media to explore the emotional expressions and viewpoints of the audience towards this work; second, studying the communication path and influence of “Anohana: The Flower We Saw That Day” on social media, and analyzing its communication mechanism and influence range among users; third, exploring the marketing strategy and effect evaluation of “Anohana: The Flower We Saw That Day” on social media, and analyzing its performance in brand promotion and market expansion. However, research on the specific communication situation of “Anohana: The Flower We Saw That Day” on Xiaohongshu platform is relatively rare. Therefore, this research will fill this gap and provide a new perspective and idea for the research in related fields [3].

3. Research Methods

This research adopts a combination of qualitative and quantitative methods. Firstly, the questionnaire survey method is used to collect the communication situation of “Anohana: The Flower We Saw That Day” on Xiaohongshu, and then the content analysis method is used to deeply explore and interpret the collected data to discuss the characteristics and rules of the audience’s emotional expressions, viewpoints and communication paths regarding “Anohana: The Flower We Saw That Day”. Finally, individual Xiaohongshu users are interviewed and investigated to further verify and supplement the results of the content analysis to ensure the comprehensiveness and accuracy of the research results.

3.1 Questionnaire Survey Method and Data Analysis

In this research, the number of valid respondents was 51,

among which the proportion of male was 39.22% and the proportion of female was 60.78%. In terms of the age of the respondents, the age group of 21-25 years old had the largest number, accounting for 42.05%. The number of people in the age groups of 31-40 years old and 15-20 years old was also relatively high, accounting for 17.05% and 20.45% respectively. The proportions of people in the age groups of 26-30 years old, 41-50 years old, 51-60 years old and over 60 years old were relatively low, accounting for 2.27%, 10.23%, 6.82% and 1.14% respectively (Figure 1).

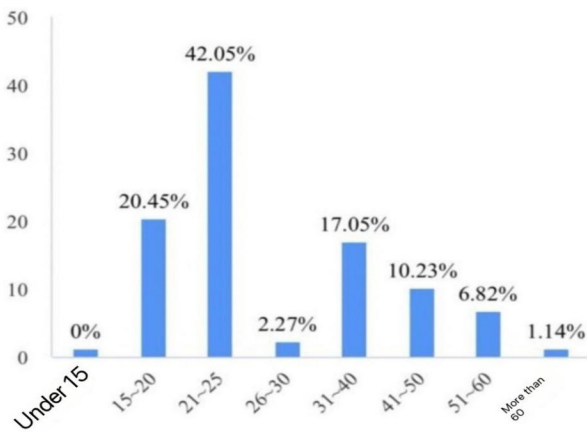


Fig. 1 Age composition of the respondents

According to Figure 2, the usage frequency of Xiaohongshu is mainly concentrated on the options of daily use, several times a week and occasional use, accounting for 31.37%, 23.53% and 25.49% respectively. The proportions of rarely use and never use are relatively low, accounting for 9.8% and 9.8% respectively.

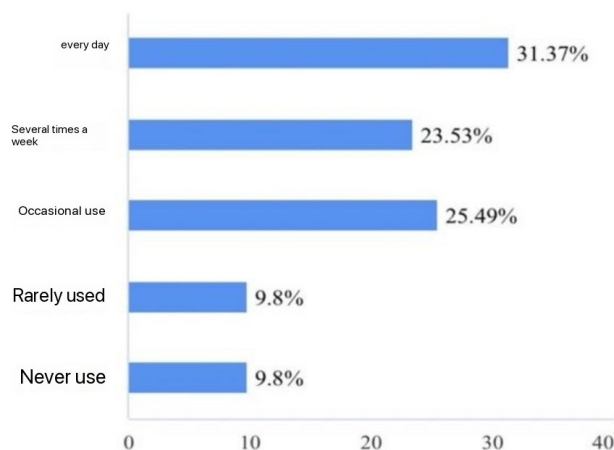


Fig. 2 Usage frequency statistics of Xiaohongshu by the respondents

In the survey results, 39.13% of the people have seen the related content of “Anohana: The Flower We Saw That Day” on Xiaohongshu, while 60.87% of the people have not.

Among them, the types of content related to “Anohana: The Flower We Saw That Day” that users are exposed to on Xiaohongshu are mainly concentrated on animation fragment sharing and plot discussion, accounting for 44.44% respectively, indicating that users are more interested in the fragments and plots of the animation. Secondly, the proportions of character analysis and emotional expression are 33.33% and 27.78% respectively. Although the proportions are relatively low, there are still a certain number of users paying attention to these two types of content. In addition, the proportions of fan creation and other types of content are relatively low, and even some options are 0%. It is suggested that relevant creators can increase the release of fan creation and other types of content to attract more users’ attention and participation in the discussion.

Most people are relatively satisfied with the content quality related to “Anohana: The Flower We Saw That Day” on Xiaohongshu (61.11%), a small number of people are very satisfied (33.33%), and only a very few people are moderately satisfied (5.56%) (Figure 3). No one chose moderately dissatisfied and very dissatisfied. In addition, more than 88% of the people believe that the communication effect of “Anohana: The Flower We Saw That Day” on Xiaohongshu is good or very good, indicating that most people hold a positive attitude towards the communication effect of this drama on Xiaohongshu (Figure 4).

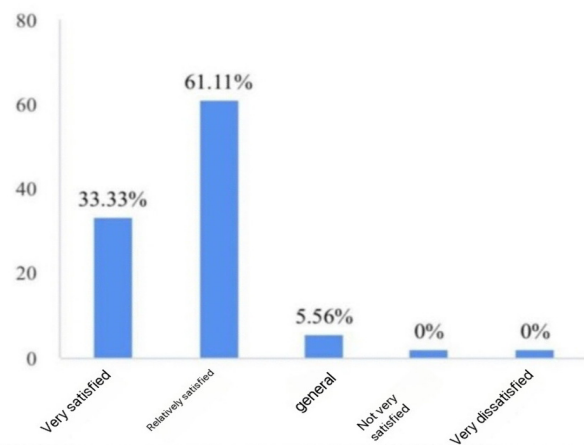


Fig. 3 Satisfaction degree of the respondents with the content quality

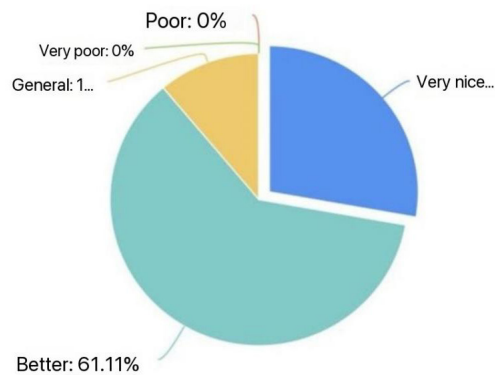


Fig. 4 Evaluation of the respondents on the communication effect of the content

3.2 Interviews

To have a deeper understanding of the communication situation of “Anohana: The Flower We Saw That Day” on Xiaohongshu platform, the author selected a female college student from our school (Shanghai Lixin University of Accounting and Finance) who has watched this Japanese anime for an interview. Through one-on-one in-depth interviews, the author obtained her views and feelings on the communication situation of “Anohana: The Flower We Saw That Day” on Xiaohongshu platform. The study seeks to explore the communication effect and influence of this work on social media through her personal experience and feelings.

The interview revealed several important pieces of information about the communication of the anime “Anohana: The Flower We Saw That Day” among the audience. Firstly, the initial contact and understanding channels have a significant impact on the acceptance of the anime. The interviewee, Cheng Longyun, was first introduced to “Anohana: The Flower We Saw That Day” through a recommendation from a friend and was deeply attracted to it during her high school years. In addition, Xiaohongshu, as a social platform, further enhanced the respondent’s understanding and love for the anime through user-generated content (UGC). On the platform, Cheng Longyun not only saw a large number of discussions and shares about “Anohana: The Flower We Saw That Day”, but these contents also enriched her anime knowledge and stimulated her deeper emotional resonance with the anime.

The core attraction of the anime lies in its storyline and the themes of friendship and growth. In “Anohana: The Flower We Saw That Day”, these elements are perfectly combined to form a touching story. Cheng Longyun was moved by the deep friendship among the main characters and the challenges and confusions they faced during their growth process, indicating that the content quality and

emotional resonance of the anime are the keys to its success.

On Xiaohongshu, short videos and graphic and text notes are the main ways for the interviewee to access anime content. Cheng Longyun gained a deeper understanding of the plot, characters and themes of “Anohana: The Flower We Saw That Day” by watching short videos and reading graphic and text notes. In-depth contents such as plot analysis and character analysis are more popular, showing a high demand from users for in-depth interpretation of the anime. High-quality content can meet the needs of users and enhance the user experience, while low-quality content may reduce users’ interest. Cheng Longyun found that although most of the content about “Anohana: The Flower We Saw That Day” is of good quality, some content is relatively shallow and lacks novelty.

The comments and shares on Xiaohongshu are personalized, which helps users have a deeper understanding of the anime plot and characters. Cheng Longyun will carefully read the comments and shares of other users. These personalized contents allow her to have a deeper understanding of certain plots and characters in the anime. This indicates that user interaction and content sharing on social platforms have a positive impact on the user’s viewing experience.

“Anohana: The Flower We Saw That Day” is widely popular due to its touching storyline and beautiful pictures. On Xiaohongshu, many users shared their after-view feelings and fan creations of the anime, which further promoted the communication of the anime on the platform. These communication characteristics close to life are likely to resonate with users, thereby facilitating the communication and promotion of the anime on the platform.

The sharing and discussion of anime content on social platforms also help attract like-minded friends and broaden the user’s social circle. Cheng Longyun shared her love and after-view feelings for “Anohana: The Flower We Saw That Day” on Xiaohongshu, attracting many friends who also like this anime. Through mutual communication and sharing, they not only deepened their understanding of the anime but also broadened their social circle.

Overall, the communication effect of “Anohana: The Flower We Saw That Day” on Xiaohongshu is good, increasing the popularity of the work. To further enhance the communication effect, it is recommended to encourage the creation of high-quality content, strengthen community management, and hold online and offline activities to enhance interaction and communication among users, thereby improving the user experience and enhancing the influence of the anime on the social platform [4].

4. Research Findings and Discussions

Combining the interview content and the discussions and

conclusions of the questionnaire survey, we can conduct a comprehensive analysis of the communication situation, user demands and optimization strategies of “Aohana: The Flower We Saw That Day” on Xiaohongshu platform, and draw the following key insights and suggestions:

Firstly, from the perspective of gender distribution and audience base, the proportion of female users is significantly higher than that of male users, indicating that the current content may be more attractive to female audiences. In order to balance the gender ratio and expand the audience base, it is recommended to adopt targeted promotion and content diversification strategies, such as inviting male KOLs to participate and increasing content such as technical analysis and in-depth analysis of male characters.

Secondly, regarding the age group distribution and precision marketing, the user group of Xiaohongshu is mainly young people, especially those aged 15-25 have the highest proportion. In view of this feature, the publicity efforts in campuses and young communities should be continued. At the same time, people aged 31 and above should not be ignored, and their interest and participation can be enhanced through key publicity.

In terms of communication paths and user understanding channels, users have various channels to learn about Aohana: “The Flower We Saw That Day”, among which friend recommendations and social media play an important role. This reminds us to pay attention to word-of-mouth communication and the utilization of social media platforms, especially for younger platforms like Xiaohongshu. At the same time, other channels such as search engines should also be paid attention to to ensure that the content can reach users through multiple channels.

From the perspective of enhancing user interaction and participation, most users indicated that they would actively like or comment on the content related to “Aohana: The Flower We Saw That Day” and are willing to participate in related discussions. To further enhance user participation, it is recommended to set up columns such as “Weekly Topics” and “Daily Questions” to trigger user discussions. At the same time, optimize the collection function and enhance users’ willingness to save and share. In addition, users should also be encouraged to participate in content creation. Through measures such as reward mechanisms, creation guidance and support, the quantity and quality of user-generated content can be improved.

Finally, in terms of content quality and satisfaction maintenance, users have different evaluations of the content quality related to “Aohana: The Flower We Saw That Day” on Xiaohongshu platform. To improve the content quality and meet the user demands, it is recommended to establish a content review team, actively collect user feedback and adjust the content strategy in a timely manner.

At the same time, increase cooperation with well-known bloggers or KOLs, and use the algorithm recommendation mechanism to accurately push content to increase exposure and awareness. Looking forward to the future, the communication effect of “Aohana: The Flower We Saw That Day” on Xiaohongshu is good, but the publicity efforts still need to be strengthened. Consider carrying out joint promotion activities in cooperation with the official Xiaohongshu and utilize other social media platforms for cross-platform promotion to deepen cooperation with copyright holders and creators [5].

5. Conclusion

Through in-depth analysis of the communication situation of “Aohana: The Flower We Saw That Day” on Xiaohongshu platform, this research has drawn the following conclusions:

Firstly, the globalization, localization, indigenization and regionalization theories provide valuable perspectives for understanding cross-cultural communication. Secondly, the communication effect of “Aohana: The Flower We Saw That Day” on the Xiaohongshu platform is significant, not only enhancing the popularity of the work but also promoting emotional resonance and social interaction among users. Finally, there are some problems in the current communication process, such as uneven content quality and excessive consumption of emotions, which need to be paid attention to and improved.

To sum up, the communication situation of “Aohana: The Flower We Saw That Day” on Xiaohongshu platform shows high activity and wide range, but it also faces challenges in content quality and communication effect.

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