

Navigating Cross-Cultural Communication: A Case Study of Jersey Islander's Douyin Channel

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Abstract: This research paper elucidates the intercultural communication practices employed by Jersey Islander, a Douyin influencer, on her channel. By studying the content, audience interaction and engagement strategies of the Jersey Islander's videos and combining them with previous studies, it analyzes in different aspects how the Jersey Islander disseminates different cultural contents and whether the Jersey Islander facilitates the dissemination and communication of different cultures through the posted video contents. In this study, four subjects were interviewed using semi-structured interviews. It aims to identify and analyze barriers to cross-cultural communication, provide valuable insights into effective cross-cultural communication employed by Jitterbug users, and explore the complexity of cross-cultural communication in the context of globalization. The findings provide useful insights into the complexities of cross-cultural communication in the digital age. The Jersey Islander's Douyin channel is a platform for cultural expression that facilitates cross-cultural communication and provides insight into the important role that Douyin content creators play in bridging cultural barriers and creating a more inclusive global community.

Keywords: Strategies, Douyin, Intercultural communication

1. Introduction

1.1. Background of Study

Globalization is increasing, leading to more frequent communication and interaction among people from other cultures, particularly due to the rise of the Internet era. The significance of intercultural communication resides in fostering reciprocal comprehension, esteem, and collaboration among diverse cultures. It is imperative that this research allocate greater focus towards discerning the disparities among other civilizations and demonstrate reverence and embrace for these distinctions.

1.2. Statement of Problem

As Internet technology advances, social media is gradually becoming an essential component of people's daily lives, education, and professional endeavors. Research conducted by Koepp et al. has demonstrated the occurrence of dopamine release during video games[1]. It is reasonable to infer that receiving a "like" on Facebook, receiving a new text message, or advancing to a higher level in a video game also stimulate these brain regions.

Similarly, engaging in "productive" activities like completing a homework assignment or achieving a good grade would elicit similar brain activation. Marshall McLuhan asserted that significant cultural transformations can occur as a result of the introduction of novel media technologies[2].

Furthermore, individuals from many cultural backgrounds have the ability to convene on a shared social media platform, facilitating cross-cultural conversation. Cross-cultural communication is often associated with a significant amount of work needed to minimize complexity[3]. According to Raymond Williams, this research has the power to determine how this research utilizes the medium and thereby bring about this transformation[2]. Nevertheless, the effectiveness of using social media to disseminate videos showcasing many cultures, fostering cross-cultural communication, overcoming cultural hurdles and impediments, and enhancing cultural exchange is a pressing issue that has to be addressed and verified in the present time.

Nevertheless, there is a scarcity of research regarding the impact of short videos on cultural communication and cross-cultural exchange in social media. This thesis aims to investigate the extent to which short videos facilitate cross-cultural exchange and explore the specific ways in which they influence the cultural acceptance of audiences on Douyin, a popular social media platform.

1.3. Research Question

1. How the "Jersey Islander" video spreads interculturalism?
2. Whether or not the "Jersey Islander" video promotes cross-cultural exchange?
3. In what ways does the "Jersey Islander" video promote cross-cultural exchange?

1.4. Research Objective

The objective of this study is to examine the intricacies of intercultural communication in the context of globalization, with a specific emphasis on the Douyin platform. The study aims to identify and analyze obstacles to cross-cultural communication, investigate the spread of Chinese and English cultures on Douyin, evaluate cultural acceptance and exchange from the viewpoint of the audience, comprehend the internet's role in intercultural communication, emphasize the significance of respect and acceptance, and offer practical insights for enhancing cross-cultural communication on digital platforms. The research endeavors to enhance global inclusivity and interconnectedness in the digital era by focusing on these objectives.

2. Literature Review

2.1. Intercultural Communication

The study of intercultural communication has become essential in an increasingly globalized society, where interactions between other cultures are prevalent[4]. A study introduces an innovative approach to uncover the aspects that contribute to the perception of intercultural communication competence (ICC), highlighting the significance of knowledge and motivation as crucial components. The authors aim to draw attention to intercultural conversation by providing a succinct definition and outlining a roadmap for future study in this domain[5].

Another study offers a thorough examination of the fundamental principles and challenges of intercultural communication, with a specific emphasis on sociolinguistic and discourse analysis methodologies. Canals examine online intercultural communication in Malaysia, using a comprehensive framework that includes communication between various genders and social groups[6]. Liu explores the past developments in communication technologies and suggests possible avenues for future research[7]. Zhuk explores intercultural communication between the linguistic

cultures of Ukraine and England, describing it as the effective understanding between individuals from different national cultures[8].

2.2. Era of Globalization

Toksonalieva et al. examined the impact of intercultural communication on international relations in today's globalized world[9]. They specifically focused on how Kyrgyz people build international intercultural communications by studying non-native languages. The research focuses on the quantitative aspect as a verbal category at various levels of the language hierarchy. Trynyak et al. highlight the importance of education and upbringing in fostering tolerance and stress the critical role of integrating these factors to improve individuals' readiness to face challenges in life[10]. The significance of instructing multicultural communication abilities remains crucial, notwithstanding the ongoing implementation of integration methods. Rončević et al. highlight the importance of acknowledging and adapting to intercultural diversity in order to achieve corporate success inside the European Union. Preliminary findings suggest that the study is hampered by a small sample size[11]. Therefore, further research is necessary to gain a more comprehensive and in-depth understanding of intercultural communication and its underlying principles.

2.3. The Intersection of Social Media and Cross-cultural Communication

In the midst of the constantly evolving digital environments, the analysis of cross-cultural communication on social media platforms has become highly significant. A research argues that social media is closely connected to a wide range of online and offline communication activities, using many cross-cultural examples[12]. The study conducted by Nwaorgu investigates the phenomenon of expatriate adjustment, with a particular focus on the influence of social media on individuals' actual experiences[13]. The study reveals various factors in a cross-cultural environment that contribute to the successful adjustment of expatriates. The research carried out by Cheeseman et al. examines intercultural communication in rural areas of the Midwestern United States[14]. The goal is to examine viewpoints and interactions with the notion that improved intercultural communication fosters more robust relationships and unity. Lei's investigation primarily investigates the influence of Facebook and Line on intercultural communication within Southeast Asian nations[15]. The study focuses on examining the impact of collective identity on social culture in the context of social media.

3. Methodology

3.1. The Research Methodology

The study employed a qualitative research methodology to examine the role of Jersey Islander's Douyin channel in facilitating intercultural interaction. The study is inherently interpretive and aims to understand social phenomena from the perspectives of several stakeholders, including content creators (Jersey Islander), viewers, and the wider Douyin community. The researcher employs this research equipment to address and analyze the inquiries. Qualitative analysis yields distinct knowledge compared to quantitative research due to the contrasting philosophical foundations of each paradigm. Qualitative research emphasizes in-depth interviews, while quantitative research combines numerical data with textual information, capitalizing on the benefits of both approaches[16]. Furthermore, qualitative analysis pertains to any study that can produce outcomes that are not derived or assessed using numerical methods or any other means of quantification [17].

3.2. The Research Designs

Firstly, a systematic analysis of the Douyin videos posted by persons from Jersey will be conducted. This analysis will cover an assessment of video themes, linguistic usage, cultural references, and measures of audience engagement (such as likes, shares, and comments). Qualitative research utilizes many forms of interviews, including in-depth, semi-structured, and open-ended interviews. Subsequently, semi-structured interviews will be conducted with individuals who are passionate about Jersey Folk in order to obtain vital perspectives on their comprehension of the objective and approach behind creating the material, as well as their reception of the information.

A semi-structured interview is a verbal interaction where an interviewer elicits specific information from a respondent by posing questions. While the interviewer may have a set of predetermined questions, semi-structured interviews are conducted in a conversational style that enables participants to freely explore subjects they consider to be significant[18]. Structured interviews involve asking each participant the same questions in a consistent structure and order[19].

This research shall employ a semi-structured interview methodology for the research, since it has been demonstrated to possess versatility and flexibility[18]. The level of rigidity in its structure may vary based on the objectives of the study and the research inquiries, which can be influenced by both individual and group interviews[20]. The primary advantage of the online video conference for excellent research is its accessibility for participants. Logistical considerations, such as distance, geographical location, and travel funds, may limit the ability to establish a relationship between the researcher and participants[21].

Moreover, this research also has flaws, as mentioned earlier, as it will be carried out using an online methodology. Given that this research will be conducted online, there is a potential risk of data loss. Data loss can be mitigated by utilizing the Zoom platform, which facilitates meeting recording and allows for the creation of backup files. By utilizing Zoom, this research may capture the interview and subsequently store the file on Google Drive, ensuring the secure preservation of the material.

3.3. General Background of Informant

Five respondents were meticulously chosen based on their familiarity with Jersey Gurus, age, and educational background. The chosen participants exhibited a wide array of viewpoints and backgrounds, thereby offering a thorough comprehension of the influence and reception of the content disseminated by Jersey Masters. The subsequent data presents the demographic characteristics of the chosen participants.

K1: The individual identifies as female, is 23 years old, with a Master's degree, and is a devoted follower of Jersey Guru, regularly watching their videos. K2: Female gender, 22 years old, possesses a Bachelor's degree, and occasionally follows. K3: Male gender, 48 years old, High School education, sporadic follower. K4: Male gender, 23 years old, possesses a Master's degree, and is a regular follower. K5: Female gender, 43 years old, High School education, sporadic follower.

The purpose of including a wide set of respondents was to gain insight into the various perspectives and interactions of persons with the cultural outputs shared by the Jersey Islander.

4. Results

4.1. Video Analysis

The Jersey Islander has uploaded a grand total of 720 videos, predominantly featuring her married life with her British spouse and her experiences with her children. The video footage depicting the clash of cultures between the British husband and the Jersey Islander can be dated back to November

20, 2020. It shows that after the Jersey Islander's child was mistakenly taken by another person, she expected to have her own child returned to her.

However, her British husband believed that love develops naturally and saw no need to intervene in retrieving her child. March 18, 2021 - Describes the contrasting cuisine cultures of the UK and China, highlighting the scarcity of soy sauce in Jersey. On 12 May 2021, it was said that the UK government provides numerous advantages to unmarried moms, including residences with gardens and financial support for daily living expenditures. Examining cultural variations in parenting styles, particularly in relation to parenting practices, is of utmost significance. The reoccurring theme of the clash between traditional Chinese educational principles and British culture provided valuable insight into the intricacies of raising children in a multicultural environment. Simultaneously, numerous movies exhibit instances of community involvement, showcasing ethnic disparities in social engagement, communal endeavors, and acts of volunteerism.

Among the 720 movies available, there are numerous videos that depict the clash of cultures between China and the UK. The Shake Shack video by Jersey Islander expertly captures and shows this clash. These movies provide a detailed examination of multicultural life by addressing linguistic variations, parenting approaches, culinary practices, social frameworks, and community engagement. Jersey Islander currently boasts a substantial following of 3,659,000 individuals and has accumulated an impressive total of 67,909,000 likes. These figures indicate that Jersey Islander has a significant online presence and garners considerable attention from internet users.

4.2. Semi-structured Interview Analysis

In order to address the three issues outlined in this study, a series of semi-structured interviews were conducted with a total of five respondents. The analysis offers valuable insights into the viewpoints and experiences of the informants.

4.2.1. Awareness and Discovery

All participants reported that they became cognizant of the "Jersey Folks" video via social media outlets, predominantly Douyin. The comical portrayals of cultural conflicts captured their interest, and they found the material applicable to their own encounters of residing in a diverse community, and subsequently to the inhabitants of Jersey.

4.2.2. Promoting Cross-cultural Communication

All participants unanimously expressed that the "Jersey Islander" videos facilitated their comprehension of the cultural disparities between the United Kingdom and China. The movies offered a distinctive and easily approachable perspective to examine cultural subtleties and foster inquisitiveness and intercultural understanding. K1 and K4 demonstrated that the videos' relevance led to enhanced viewer engagement, as viewers identified friends and family members who related to the shown cultural conflicts. Subsequently, they actively distribute the movie across their social networks, so facilitating the natural spread of cross-cultural material.

4.2.3. Lifting Mechanisms

The utilization of humor by the individual from Jersey Island in the film was perceived as a potent method for fostering cultural unity and dismantling preconceived notions. Kimie OSHIMA contends that comedy shares similarities with cross-cultural comprehension and communication proficiency, and further posits that it can aid in comprehending and dismantling societal and cultural norms[22]. The light-hearted approach creates a constructive and inclusive mindset, facilitating cross-cultural

talks. Four participants highlighted that the personal experiences offered by the residents of Jersey Island enhanced the relatability of the content. Simultaneously, personalization played a vital role in establishing a connection between the audience and the collision of cultures, promoting empathy and comprehension.

4.2.4. Impact on Cross-cultural Communication

All participants confirmed that their exposure to the "Jersey Islander" video expanded their perspective on multiculturalism beyond theoretical discourse. The information offered an authentic depiction of cultural dynamics and enhanced comprehension of diverse cultural behaviors with greater subtlety. The studies conducted by K1, K2, and K4 demonstrated that the videos played a significant role in fostering an online community with a shared interest in intercultural communication. Respondents with similar experiences felt a sense of belonging and actively engaged in the conversation and comment sections.

5. Discussion

5.1. The Importance of Douyin

The interviews recognized the significance of social media, namely Douyin, as a potent tool for uncovering videos related to 'Jerseyite' culture. The comical depiction of cultural conflicts was captivating, arousing viewers' awareness and curiosity to delve into these intercultural storylines. The concise and captivating quality of Douyin content is essential in attracting the attention of viewers in a fast-paced digital environment typified by rapid scrolling behaviors. Borges and Natalia Portilho assert that Douyin users curate tailored material and employ efficacious tactics to keep consumers comprehending their drive and contentment[23]. The platform's algorithms employ personalization techniques to tailor content according to user preferences, thereby prioritizing videos featuring inhabitants of Jersey and enhancing their visibility.

Moreover, the pertinence of the content to the viewer's encounters in a diverse community established an instant rapport. Individuals facing comparable circumstances found resonance in the universal themes of cultural conflict and the difficulties associated with acclimating to unfamiliar surroundings. The significance of this relevancy played a crucial role in attracting viewers to Jersey Folk's material, motivating them not just to watch, but also to actively engage and follow her journey.

The seamless dissemination of content on Douyin significantly facilitated its swift proliferation. According to Yao Juan, when social media users engage in activities such as forwarding, commenting, creating content, and interacting privately, they effectively overcome the limitations of being physically separated from others and lacking direct sensory perception[24]. Upon discovering these videos, viewers are inclined to share them throughout their social circles, naturally amplifying the content's reach. The viral nature of Douyin's content dissemination has been instrumental in catapulting Jersey Folk into the forefront of cross-cultural content development. Primarily, incorporating captivating comedy, pertinence, and the distinctive characteristics of Douyin as a platform significantly contributed to the rise of Jersey Sharks videos as a central point for users to delve into and negotiate the intricacies of multicultural experiences for cross-cultural communication. Additionally, it serves as a means for residents of Jersey to facilitate cross-cultural communication.

5.2. Facilitating Cross-cultural Communication

Videos that serve as cultural bridges successfully dismantle obstacles by showcasing cultural disparities in a comical and accessible manner. This not only captivates the viewer's attention, but also establishes a secure and pleasurable environment for intercultural dialogues.

Humor functions as a method to enhance the accessibility and attractiveness of cross-cultural content to a broader audience. The audience that possess a shared experience will experience a profound sense of belonging. Belonging is considered a fundamental human motivation driven by the universal and pressing desire to be part of a group, which this study consistently strives for and uphold[25].

This research will aggressively engage in conversations and comments on the Jersey Islander's video in order to get greater attention and viewership. The use of hashtags and the sharing of content across social circles demonstrate the active participation of viewers in the dissemination of cross-cultural content. This spontaneous dissemination facilitates the viral spread of videos, reaching individuals who may not have been previously exposed to such content. The ripple effect generates a collective viewing experience that promotes discourse on cultural diversity throughout all domains of society.

The "Jersey Folks" film serves as a catalyst for fostering dialogue around cross-cultural encounters. The inherent character and significance of the content, along with the enthusiastic involvement of viewers in sharing and tagging, are vital in promoting cross-cultural exchange and broadening the range of these cultural narratives.

However, the movie created by the Jersey Islander may elicit discomfort and even resentment among certain traditional Chinese individuals. The homepage of Jersey Islander presents the intriguing story of a couple whose paths in life did not cross, despite the husband graduating from Cambridge, UK, and the wife graduating from Hainan College.

Fate had other plans for them. While contemporary Chinese weddings endorse the concept of unrestricted affection and forbid parental-arranged unions, the traditional notion of aligning families remains pertinent[26]. Some remarks may have a negative tone. However, there are some individuals who possess a more receptive mindset and will express their dissent towards these individuals through their comments. In this scenario, scolding may also contribute to an adverse role in cross-cultural communication.

5.3. Ways to Promote Intercultural Communication

To captivate a wider global audience, the initial phase entails creating videos that showcase the exquisite landscapes, indigenous culture, historical significance, and traditional customs of Jersey. These videos can enhance viewers' comprehension of the island's lifestyle by showcasing indigenous traditions, as exemplified by the video uploaded on October 4, 2023 by the Islander of Jersey.

It aims to discuss the educational practices of British husbands, compare the educational philosophies of China and the UK, explore diverse educational concepts, and examine the contrasting aesthetics of China and the UK. The ultimate goal is to facilitate cross-cultural exchanges, exemplified by the video shared by the Jersey Islander on November 17, 2023, titled "Foreigners and our aesthetics are really different!".

Additionally, videos documenting the diverse traditional festivals and activities on the island are produced, allowing global audiences to engage from a distance. An example of this is the video published by the Islander of Jersey on December 27, 2022, featuring Christmas celebrations and highlighting the local culinary delights.

5.4. Significance

The study is significant for a more profound comprehension of how Jersey residents participate in cross-cultural communication on social media platforms. According to Guo-Ming Chen and Rebecca Sawyer, individuals often utilize social media as a means of facilitating their adjustment to the culture of the country they have migrated to, while also keeping connections with their place of origin[27].

Through the analysis of their Douyin activities, this research may examine how individuals utilize this developing form of media to spread local culture, establish their own identity, and facilitate global cultural exchange by employing cultural promotion tactics in the digital era.

This study aims to uncover the influence of social media on cultural communication and individual views within the framework of globalization, offering valuable insights into comprehending cross-cultural communication in the era of digitalization. Li Ke highlights the significant benefits of digital media in eradicating cultural boundaries and promoting cultural comprehension and reverence[28].

5.5. Limitations

This study has certain inherent limitations. The utilization of the Douyin platform may be influenced by geographical, age, and cultural disparities, so rendering the Douyin activities of island inhabitants not entirely indicative of the entire community.

The study's timeframe may pose challenges in obtaining timely data, given the dynamic and fast evolving nature of social media information. Furthermore, acquiring comprehensive data during the study may pose challenges, and doing a thorough analysis of audience feedback and interactions, specifically, may be constrained by inadequate information.

Furthermore, it is crucial to thoroughly evaluate the genuineness and precision of cultural manifestations by islanders on digital platforms, as the content might be altered or modified to align with prevailing social media patterns and anticipations. The proliferation of online social networks (OSNs) is expanding at a rapid pace, and although they provide significant benefits, a primary obstacle is the dissemination of false information. Identifying false news continues to be a challenging and unresolved issue[29].

It is important to exercise caution when applying the findings of this study to different cultural contexts due to the potential impact of individual differences and the diversity of the local population. It is important to acknowledge these limitations while analyzing the study's results in order to ensure a precise comprehension and suitable implementation of the findings.

5.6. Recommendations

Given the dynamic nature of social media, additional investigation is warranted. An illustrative instance is provided by, which demonstrates the methodology for identifying swift individual transformations that transpire in social media data over time, while also positing the underlying reasons for these transformations[30]. Regularly updating the study data is advised to accurately capture the latest actions and evolving trends of island people on the Douyin platform, thereby ensuring the currency of the findings. To enhance the scope and comprehensiveness of data collecting, it is advisable to incorporate a wider range of sources, such as diversified audience comments, interaction data, and the activities of Jersey islander on various social media platforms.

6. Conclusion

In essence, this study explores the realm of intercultural communication by examining the Douyin channel of the Jersey Islander. This study examines the role of a Douyin blogger, who represents the digital era, in facilitating international contact. The objective is to analyze how the Douyin content producer, specifically from Jersey Island, fosters cultural understanding and communication.

The background underscores the increasing significance of intercultural communication in a worldwide world, emphasizing the necessity for mutual respect and collaboration among civilizations. The problem statement pertained to the escalating sway of social media, specifically Douyin, and the potential ramifications of concise videos on cross-cultural communication. The research question aims to investigate the extent to which videos created by Jersey Islander promote intercultural

communication. These videos achieve this by showcasing various cultural exchanges to the wider audience, presenting concepts related to education, aesthetics, interpersonal relationships, landscapes, humanities, and more.

Through a thorough analysis and investigation of the dynamics of cross-cultural communication on Jersey Islander, this research aims to identify obstacles to effective communication, examine the process of cultural transmission, evaluate how audiences perceive the acceptance of cross-cultural content in videos, and emphasize the role of the Internet in enabling cross-cultural communication.

The study's findings offer useful insights into the complexities of intercultural communication in the digital era. The Jersey Islander's Jitterbug audio channel serves as a platform for cultural expression, promoting cross-cultural communication and fostering an understanding of the important role played by Douyin content creators in dismantling cultural barriers and creating a more inclusive global community.

When dealing with the challenges of intercultural communication on social media, it is vital to acknowledge the significant influence that digital platforms have in forming cultural perspectives. This paper emphasizes the beneficial impact that platforms like Shakeology can have in promoting intercultural communication.

In summary, this study offers a detailed comprehension of the various methods via which content creation by Jersey Islander on Douyin promotes intercultural communication. These findings offer practical insights for individuals who create material, researchers, and policymakers that aim to improve cultural interchange and understanding in the changing digital communication environment.

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Appendix

Semi-structured interview questions:

1. Have you been following the videos about Jersey Islander on Douyin?
2. Why did you choose to follow the channel about Jersey Islander on Douyin?
3. How does the content of this channel appeal to you?
4. How much did you know about different cultures before watching this channel?
5. How did you interact with this channel? For example, did you leave a comment, like or share?
6. Is there specific content on the channel that makes you more likely to engage in interaction?
7. Are there Jersey Islander videos that help you better understand British culture?
8. How has this channel influenced your perception of cross-cultural communication?
9. Do you think watching Jersey Islander's videos content via Douyin helps with intercultural communication?
10. What impact do you think social media platforms, such as Douyin, have had on promoting a wider understanding of different cultures?
11. Do you think this form of media has a positive effect on promoting cultural diversity and mutual understanding?