

# ***Cross-cultural Communication: International Communication Issues in Social Media***

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**Abstract:** The Russian-Ukrainian conflict is one of the critical topics of current research. The previous works start from the impact of conflict on the economy and politics. However, analyzing user comments on conflict under cross-cultural communication still needs a unified explanation and cognition. Therefore, the research topic of this paper is Intercultural Communication: International Communication Issues in Social Media—Taking the Russia-Ukraine Conflict as an Example. Firstly, data preprocessing is carried out, collecting relevant comments on the Russia-Ukraine conflict from Zhihu (a high-quality question-and-answer community on the Chinese Internet and an original content platform where creators gather) and Twitter, removing worthless remarks, and then classifying the data according to gender, time, and domestic and foreign keywords, and then conducting data analysis and analyzing the time of comments Line and data characteristics, and finally modeled using SWOT (Business strategy analysis method) analysis. This paper finds a huge difference between the two by comparing user comments about the conflict between Russia and Ukraine on Zhihu and Twitter. Most of the comments on Zhihu are about emotional vocabulary, while those on Twitter focus more on conflict's economic, political, and social impacts and highlight cross-cultural themes. Besides comparing the overall trend of keywords on the two platforms, the research also conducts a detailed analysis of gender in user comments. It is found that the proportion of female users on the Zhihu platform is relatively large, and they occupy a dominant position, while on Twitter, males are still dominant. In order to analyze the reasons for this phenomenon, the research explored the differences between the two and the influencing factors.

**Keywords:** cross-cultural communication, Russia-Ukrainian conflict, social media, text analysis

## **1. Introduction**

Intercultural communication refers to interpersonal communication and information dissemination activities among social members with different cultural backgrounds. Researchers must carry out a detailed micro level, reflecting the differences in cross-cultural communication of each “gene” research. With the accumulation of numerous micro cross-cultural communication research results, the differences between Chinese and foreign countries may be more complex but rational understanding based on scientific research [1]. Human communication activities and media technology development have always been closely related in the history of human communication

development. Every advancement in media technology gives birth to and reconstructs a new human communication ecology. Social media is a rapidly rising new media rooted in the Internet environment. It triggered an unprecedented media change and communication revolution in the history of human communication but also subtly affected the entire society's relationship, structure, decision-making, and ethics. Social media has become an essential media with huge influence in today's media field by its unique communication advantages and media environment [2].

In the context of globalization, intercultural communication is a problem that scholars are more concerned about. Communication spreads what one sees, hears, and thinks to the outside world to generate resonance and collide with different ideas. Intercultural communication is sharing opinions on the same thing in the context of cultural differences. After determining the quantification, change other variables to obtain the most objective research conclusions. Social media has become a hot topic nowadays [3]. To this end, social media and major financial media platforms are undoubtedly the best choices.

Expressing one's views on a certain event on the platform is already a daily thing. The Russia-Uzbekistan conflict that broke out in February 2022 is the most significant geopolitical event in the 21st century [4]. The impact of the Russia-Ukraine conflict extends far beyond the bilateral relationship. As the U.S. and Western countries impose unprecedented comprehensive sanctions on Russia, the Russia-Uzbekistan conflict and the chain reaction triggered by the sanctions will further spread to the world and have a far-reaching and long-term impact on global security. International order and global governance. In the context of the COVID-19 epidemic and major changes unseen in a century since the outbreak of the Russia-Ukraine conflict, the geopolitical and economic situation in the Asia-Pacific and Northeast Asia has undergone earth-shaking changes [5]. It is essential to know the relevant information for every war, and it is essential to explore people's attitudes toward the war. An in-depth understanding of war can help people better understand war and deal with the political, economic, and social impacts of war more rationally. Moreover, the survey of people's attitudes towards the war affects the direction of the war and some important decisions to a certain extent.

The number of relevant papers on the Russia-Ukraine conflict is relatively small. Most papers emphasize how the global economy developed under the Russia-Ukraine conflict, how the significant changes unseen in a century have changed, new changes in the political and economic situation, and the impact of the death of breath on a country—and other related topics.

In the experiment, the author first collects and counts the data, then classifies the data, analyzes it from various aspects and angles, and then displays it intuitively in the form of keyword cloud diagrams and tables, and finally uses the swot analysis model to find out the advantages—weaknesses, opportunities, and threats, and address them one by one. Through the investigation and comparison of relevant data, compared with the previous significant wars in history, the Russia-Ukraine conflict has been handled properly in many aspects, but there are still problems in progress. In terms of the progress of this conflict, in the face of the conflict, the two sides took a way not to harm civilians, which strongly reflected the humanitarian concern, and at the same time, adopted the method of combining attack and negotiation, which to some extent stabilized the situation of world peace and effectively prevented the occurrence of the third World war.

However, there are obvious related problems, such as the prolonged war, which has become a protracted war, and the phenomenon of local hot wars, which involves many interests and countries and has a wide impact.

During the investigation, it was found that users on social media platforms had different views and concepts on this conflict. The variables come from regional, gender, time, and other factors. With the constant update and development of the situation, people's attitudes have also shown a substantial change. This paper used the Zhihu research to collect relevant comments from Twitter users and

compare them with keywords. Differences were found through comparison graphs, correlation analysis graphs of gender ratio and comment content, correlation analysis graphs of time development, and content change.

With the deepening of the research, it is found that not only is the region the influencing factor, but also the change of different variables such as gender and time. During the research, the author found that cross-cultural influence is huge, and for the Russia-Ukraine conflict, there are significant differences at home and abroad. As for men and women, the number of female speeches on Zhihu has increased significantly, and the themes of communication are gradually becoming more balanced. On Twitter, the main body of communication is still inclined toward men. The analysis may be due to the large base on Twitter. Over time, user comments have also been recorded due to the immediacy of the Internet, thus forming a certain trend.

## 2. Methods

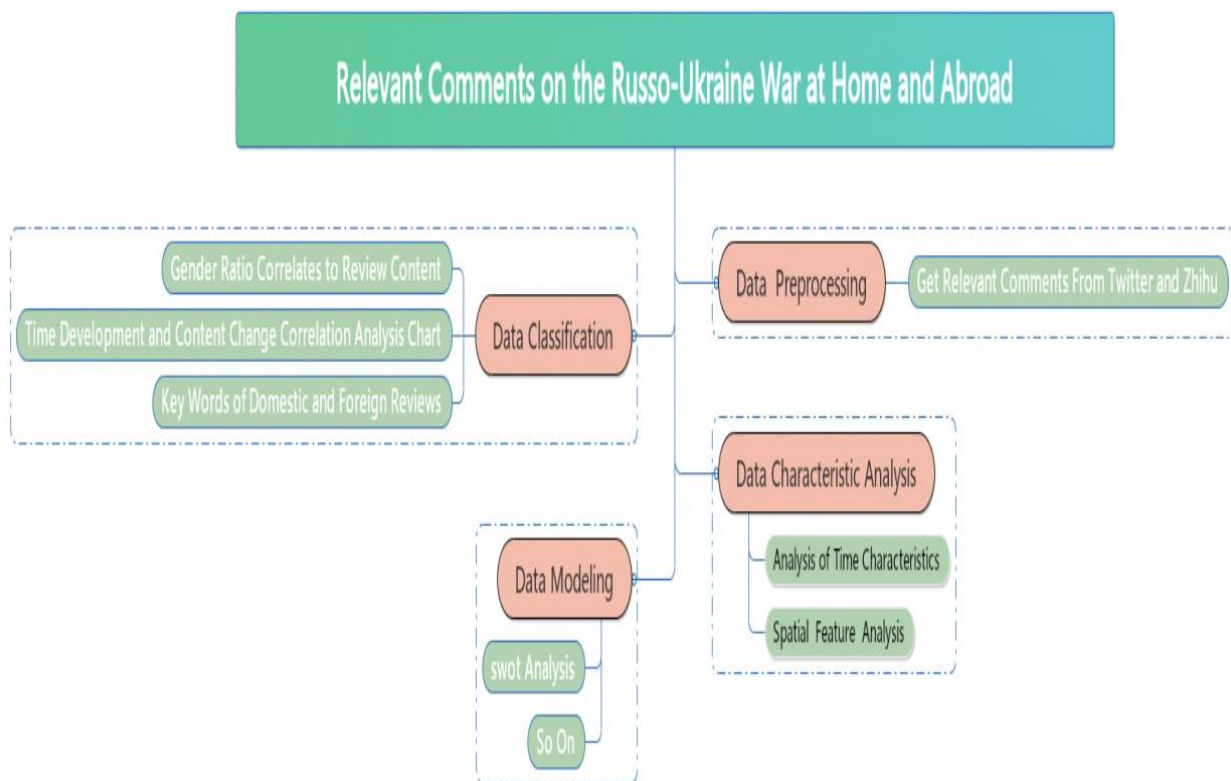


Figure 1: Survey procedure.

The research procedure is shown in Figure 1. In this study, Zhihu samples were adults (18 years old and above). It is divided into male, female, and unknown users according to the gender of the survey. The sample size of the questionnaire is 2,055 people, and the final valid sample data is 1,661 people, excluding worthless comments. The Twitter sample was adults (age 18 and older). It was divided into male, female, and unknown users according to the gender of the survey. The sample size of the questionnaire was 1098 people, and the last valid sample data was 1079 people, excluding the worthless comments. For example, if unfounded accusations against both parties or comments create panic and anxiety for no reason, this paper manually removes them. The data sample is shown in Table 1.

Table 1: Data sample.

User_id	Content
@J Kerner	This spells disaster for US economy.
@iDrSunny	The correct things to control inflation:Russia-Ukraine conflict-find quicker resolutions...
@Narasimhan1827	In the Russia - Ukraine conflict in the past one year a few million bombs and shells were detonated. A few million gunpowders were exploded. Glaciers are intact. No great increase in temperature.
.....	.....

### 3. Experimental Results and Analysis

#### 3.1. Difference Between Domestic and Foreign Keywords

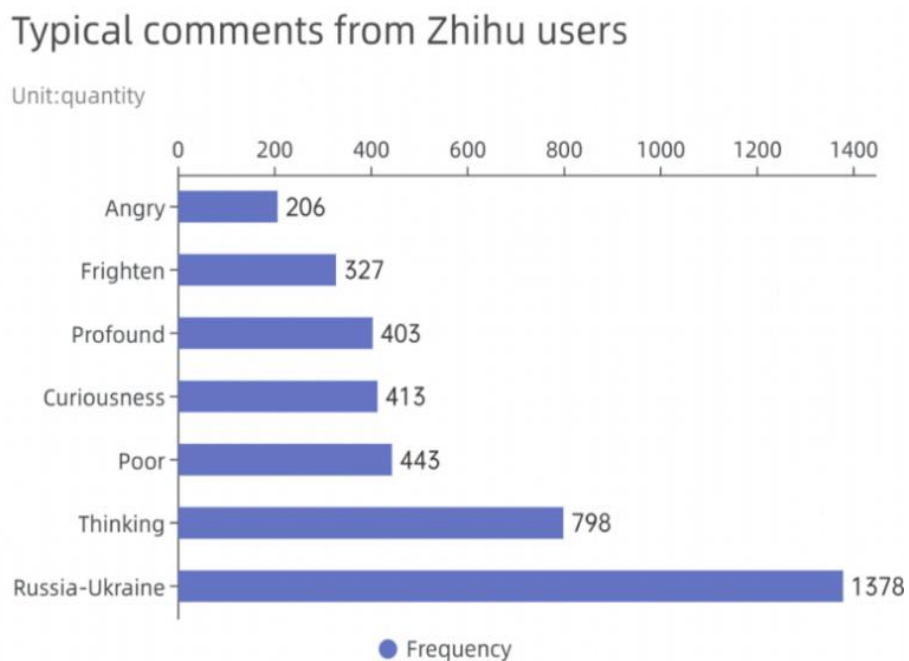


Figure 2: Key words of Zhihu users' attitude towards the Russia-Ukraine conflict.

As shown in Figure 2, in the domestic comments on the Russia-Ukraine conflict, it can be found that the most frequently appearing words in user comments are emotional, that is, people's emotional expressions about the conflict. This reflects the Chinese people's ability to empathize with war. Of the nearly 2,000 comments on Zhihu, most people have a negative attitude toward the existence of the war. "Longing for world peace" is the original intention of most users, but when they have to face the current conflict between Russia and Ukraine, most are surprised by the emergence of war. Since there have been few wars in China in recent years, Chinese people are more sensitive to wars, so inspirational words account for the vast majority.

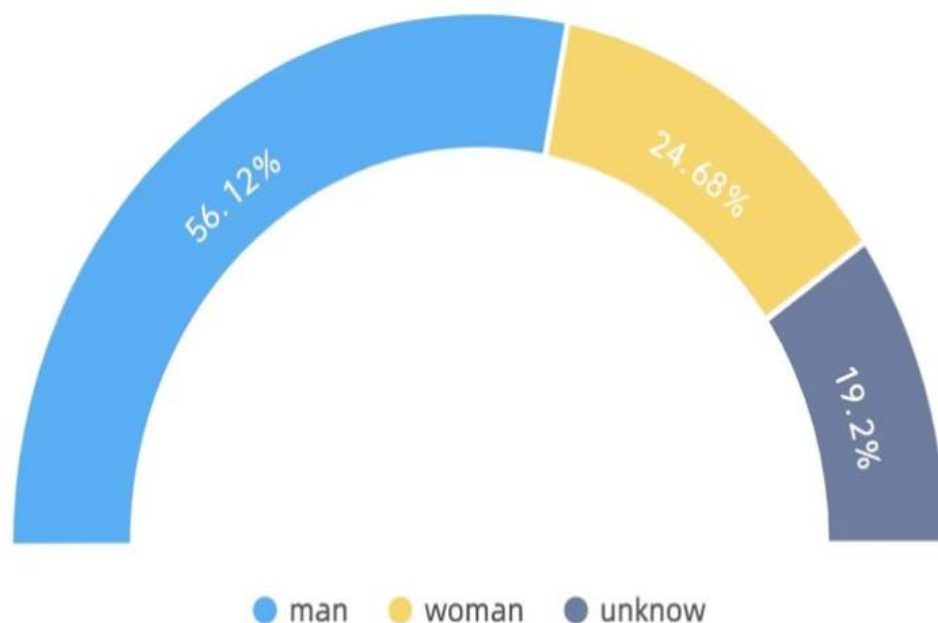
In some comments, some users think that the media news contains elements of false propaganda and that cross-cultural communication lacks a certain degree of authenticity. Cross-cultural communication is supposed to use media to obtain the truth. However, communicators sometimes prefer to serve interests, resulting in distorted results and causing users to hold a skeptical attitude



As shown in Figure 4, according to Zhihu user statistics, the proportion of female speakers is much higher than that of males. This phenomenon is in great contrast to the traditional concept. During the investigation and classification by gender, there are many users of unknown gender, and there is also the possibility that potential users may not complete information according to their real gender, women's rights have changed in economy, politics, education level, marriage and family status [8]. However, besides the above uncontrollable factors, the proportion of women discussing political topics is still rising. More than half of the data can prove that women are gradually participating in politics. Facing the world situation, they also have their own unique opinions. This phenomenon shows that the traditional concept of male participation in politics has been changed to a certain extent and gradually broken and disintegrated. However, for now, it is complicated to understand the gender behind unknown users. The research will investigate more credible data to support the point of view and make a point of view clearer.

## Ratio of men and women in Twitter comments about the Russia-Ukraine war

Unit: %



Data source: excerpts from some comments in Twitter

Figure 5: Male to female ratio in Twitter comments.

As shown in Figure 5, it can be seen from the Twitter platform or the data obtained that the proportion of male users still presents an advantage, and the proportion of female users is not low, but less than that of male users. After research and analysis, it is believed that there are two reasons for the emergence of this trend: firstly, the Twitter data base is larger, and the possibility of diversification is greater, so men are still active in political topics; secondly, traditional concepts have not been gained True elimination, so there's a big variance in the data. At the same time, it also



includes differences in culture and customs, which are more closely related to cross-cultural communication.

### 3.3. Gender Share in User Comments the Trend of User Reviews

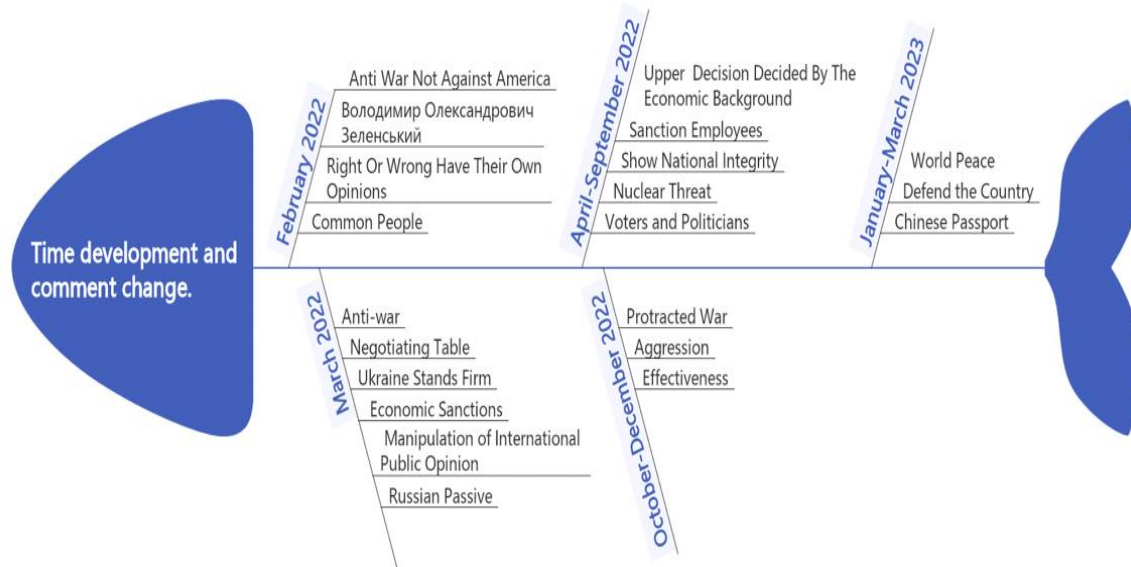


Figure 6: Review keywords over time.

As shown in Figure 6, the message of this timeline is that the perception of the Russia-Ukraine conflict has changed over time. Hence, this paper explored the influence of user comment behavior on comment time [9]. It is a process from pure black and white at the beginning to a rational view of the essence of things later. For example, from the beginning, when the public was opposed to civilians going to the battlefield, they gradually believed that it was a symbol of national unity; from the beginning, they supported one of the two sides in the war, and then after observing the measures taken by both sides to solve the problem, they only supported feasible solutions. Social media has certain timeliness, Internet media spreads quickly, sources of information are extensive, and it is easy to produce and release information. Therefore, Internet media can publish news at any time, especially when reporting unexpected events and news events that continue to develop. Internet media's "refresh" replacement function is better than the "rolling broadcast" of communication media. Network information dissemination speed is breakneck, with strong timeliness. It is precise because of its unique advantages that it can capture user comments very well, thus showing a certain trend more intuitively. The message of this timeline is that the perception of the Russia-Ukraine conflict has changed over time. It is a process from pure black and white at the beginning to a rational view of the essence of things later. For example, from the beginning, when the public was opposed to civilians going to the battlefield, they gradually believed that it was a symbol of national unity; from the beginning, they supported one of the two sides in the war, and then after observing the measures taken by both sides to solve the problem, they only supported feasible solutions. Social media has certain timeliness, Internet media spreads quickly, sources of information are extensive, and it is easy to produce and release information. Therefore, Internet media can publish news at any time, especially when reporting unexpected events and news events that continue to develop. Internet media's "refresh" replacement function is better than the "rolling broadcast" of communication media. Network information dissemination speed is breakneck, with strong timeliness. It is precise because of its

unique advantages that it can capture user comments very well, thus showing a certain trend. More intuitively, its instant communication function changes communication mode [10].

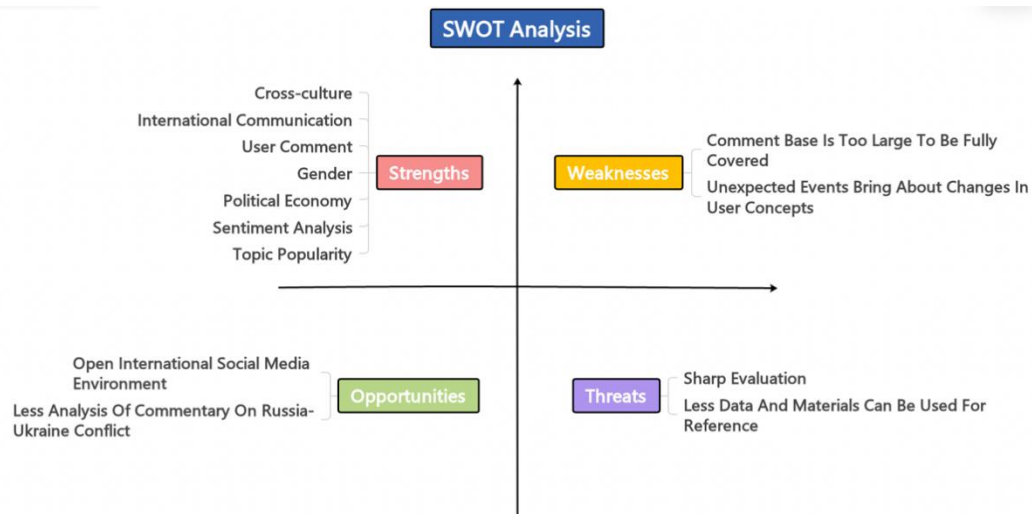


Figure 7: SWOT analysis.

As shown in Figure 7, it can be seen from the SWOT analysis model that the main entry points and innovation points of the research are cross-cultural communication, social media, gender, emotion, time, region and other aspects. After investigation, the research found that there are very few relevant reference materials in this area, which is not only a great challenge, but also an advantage. The challenge is that the information available is limited and not fully applicable to all situations. On the other hand, among the users surveyed, there are unknown users besides males and females. This affects the accuracy of the survey results to a certain extent.

#### 4. Conclusions

This study found that cultural differences such as gender and customs between regions have a diversified impact on user reviews, and this impact continues to change over time. Cross-cultural communication makes international communication issues a simple two-sided conclusion and various concepts and attitudes. This study first scientifically evaluates different users' perceptions and influences on the Russia-Ukraine conflict, which will help make subsequent investigations more intuitive. However, the research found different regions, genders, cultures, and times trends. Attitudes are shifting, which contributes to quantifying social media issues of international communication. Through the above multi-faceted analysis, the research can see the practical application of cross-cultural communication and people's different views on the Russia-Ukraine conflict. According to the principle of the specific analysis of specific situations, different regions adopt different methods of coping with the conflict between Russia and Ukraine, which is also one of the sources of differences. The difference in gender ratio is still worthy of efforts in the follow-up and strives to allow more women to participate in politics. In the future, the operationalization of relevant variables can be further refined to facilitate in-depth research on this topic.

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