

Social Media Communication Strategy and User Behavior Analysis of Film IP from a Cross-cultural Perspective

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Abstract: This paper uses the live-action film "Barbie" as an example to explore the strategies and analysis of user behavior in the social media communication of film intellectual property (IP) from a cross-cultural perspective. First, it introduces the concept and characteristics of social media marketing, including establishing marketing points and trust, sharing content with readers, and building interactive relationships with customers. Next, it analyzes the current situation and characteristics of film marketing and summarizes the development stages of film marketing. Then, it proposes social media marketing strategies based on the film's content, the audience, and the business model, including topic marketing, event marketing, word-of-mouth marketing, and emotional marketing. In addition, it explores the problems faced by film social media marketing. It puts forward corresponding countermeasures, such as innovation in marketing models, integration of online resources, and rational planning of market schedules. Finally, it summarizes this research's primary results, innovations, and prospects for future research directions. This study is significant for film IP's social media communication strategies and user behavior analysis, providing valuable references for the film industry.

Keywords: Film IP, Social Media Dissemination Strategy, User Behavior Analysis, Feminist Movie, Barbie

1. Introduction

The social media communication strategy and user behavior analysis of movie IP from the cross-cultural perspective is a hot topic in movie marketing. With the rapid development of the Internet and social media, the marketing methods of film IP have also been innovated and expanded. Worldwide, the spread of movie IP on social media has become essential to attract audiences and improve word-of-mouth and box office. However, due to different cultural backgrounds, film IP may face various challenges and problems in cross-cultural communication.

First, this paper aims to explore the social media marketing strategy of the movie IP from a cross-cultural perspective and propose relevant countermeasures by analyzing the social media communication strategy and user behavior of the live-action movie *Barbie*. By analyzing *Barbie*'s social media communication effect and user behavior in different cultural backgrounds, this paper provides a reference for the cross-cultural marketing of other movie IPs.

Secondly, by combining literature review and case analysis, this study first summarizes the concept, principle, and current situation of social media marketing and then analyzes the social media

marketing strategy and user behavior of the live-action movie *Barbie* through a case study to explore the social media communication effect and user behavior characteristics of the movie in different cultural backgrounds.

This paper is divided into five sections to thoroughly explore the social media communication strategy and movie IP user behavior analysis from a cross-cultural perspective. The first section is the introduction, which introduces the background, purpose, and method of the research and arranges the structure of the paper. The second section is an overview of social media marketing, aiming to introduce the basic concepts, principles, and status quo of social media marketing. The third section elaborates on the film's social media marketing strategy, including content creation, interactive marketing, communication channels, and other aspects. The fourth section focuses on the results of film social media marketing and marketing problems, analyzes countermeasures, and suggests corresponding suggestions. Finally, the fifth section is the conclusion, which summarizes the paper's main points and presents the prospect of future research.

2. Social Media Marketing Overview

2.1. External Attributes -- Media Attributes

The social media communication strategy and user behavior analysis of movie IP need to be deeply discussed and analyzed from the external attributes of social media. As a new type of communication media, social media has diversified characteristics and functions, which play an essential role in transmitting film IP.

First, social media is highly interactive. Before the 1990s, the leading film and television promotion channels were posters, magazines, radio, and word of mouth. Most of these communication methods are dominated by the propaganda subject and accepted by the audience. Compared with traditional media such as newspapers, periodicals, radio, and television, audience users can receive information through social media and actively participate and interact. Social media gives users more opportunities for active participation and interaction. Users can actively participate in movie IP through interactive means such as forwarding, commenting, and liking, thus increasing its exposure and spread scope.

Second, social media has a wide range of participants. Before the 1990s, the evaluation of a film was more spread by word of mouth, which was less efficient. The popularity and convenience of social media enable more users with different cultural backgrounds and nationalities to participate in the transmission of movie IP, expanding the influence of movies and related topics through fission. For a cross-cultural film IP like *Barbie*, a broad social media audience can help promote the film's spread across regions. Producers can pass the film's information to more potential audiences through targeted promotion, specific content creation for different cultural groups, etc., to achieve the effect of cross-cultural communication.

In addition, social media also has the characteristics of real-time communication. Traditional media, such as newspapers, publications, and radio stations, have specific time and space restrictions in communication, and the content of communication media needs to be screened and modified before it is finally released, with a specific time difference. The real-time nature of social media enables the information about movie IP to be transmitted to users promptly, thus triggering users' attention and discussion more quickly. The producer can combine the film's release time node and the audience's discussion hot spots and accurately push relevant content on social media to attract users' attention and participation. As a communication medium, social media has diversified characteristics and functions.

2.2. Essential Attribute -- Social Attribute

As an important part of the Internet era, social media's essential attributes are reflected in its social attributes. Social attributes refer to the characteristics of social media as a tool and platform that enables users to communicate, exchange, and interact with each other.

The social nature of social media is expressed in its ability to promote social interaction and social networking. Social media lets people connect with friends, family, and other users to share information, opinions, and experiences. Users can communicate with others by Posting text, pictures, videos, and other content, commenting and replying to other people's posted content, and realizing the dissemination and sharing of information. This nature of social interaction and social networking makes social media an essential platform for user communication and interaction.

Secondly, the social nature of social media is also manifested in its ability to promote social participation and collective action. Through social media, users can participate in various social activities, initiating or participating in community discussions, actions, and campaigns, such as signing petitions and participating in charity events. The virtual community of social media allows users to express their opinions and participate in decision-making and collective action so that users can participate in social construction and development through social media. Users can access this information through social media platforms and give feedback promptly while achieving online and offline interaction.

Moreover, social media can promote the spread of social cognition and ideology, which is also one of its social attributes. Users can obtain various information and views through social media as an essential channel for information dissemination. Social media users can share and disseminate their views and opinions on various political, cultural, social, and other issues, thus promoting the expansion of social cognition and ideological exchange. Therefore, the social attributes of social media are not only reflected in the level of social activities but also its impact on social trends and values.

In general, the essential attributes of social media make it a platform to promote people's social interaction and participation and an essential tool for information dissemination, social cognition, and ideological dissemination. Giving full play to the social attributes of social media is of great significance to the social media communication strategy and user behavior analysis of movie IP.

2.3. Technical Attribute

In social media marketing, technical attributes play a crucial role. Technical attributes refer to the technical functions and characteristics of social media platforms. The rapid development and continuous innovation of modern social media platforms provide convenient and diversified tools for disseminating and promoting film IP.

First, the technical attributes make the transmission of movie IP more extensive and rapid. Social media platforms provide powerful communication capabilities to quickly spread the message of movie IP across the globe by reaching millions of users. Not only that, the sharing and forwarding function of social media platforms also enables users to share their favorite movie IP content with other users, further expanding the scope of transmission.

Second, technology attributes improve user experience and engagement. The multimedia capabilities of social media platforms, such as pictures, video, and audio, present users with more vivid and diverse movie IP content. Users can learn more about movie IP's content and production process by watching trailers, behind-the-scenes, and promotional videos. At the same time, users can interact with official accounts or other users related to movie IP through social media platforms and participate in exciting discussions and activities, enhancing user engagement and loyalty.

In addition, the technical attributes also provide a more personalized and precise way for the promotion of movie IP. Social media platforms' user portrait analysis function can push movie IP content related to users according to their interests and behavioral habits, increasing the publicity effect and conversion rate [1]. The designer of the social media platform adopts a more suitable operation form and architecture through multiple launch and trial tests, closely integrates the Internet with the collected data, and carries out systematic programming development by using Java, Python, and other programming languages to design and build the social interaction platform. Designers collect and reserve big data through different algorithms to build databases and conduct statistics, calculations, and analysis. At the same time, the advertising function of social media platforms can, through statistical information sampling and sample regression analysis, select the appropriate advertising form and delivery time according to the positioning and target audience of the movie IP to improve the marketing effect and ROI (return on investment) [2,3].

The technical attributes of social media platforms provide strong support for the social media dissemination of film IP. Through technical attributes, the spread of movie IP is more comprehensive, the user participation is higher, and the publicity and promotion are more accurate.

3. Social Media Marketing Strategy for the Movie *Barbie*

First, the marketing method used in the movie "*Barbie*" is emotional marketing. Emotion and feelings are one of the common strategies in movie marketing. By creating and delivering emotional resonance, movie IP can better engage the audience and inspire their emotional resonance, thereby enhancing the awareness and brand value of the movie. In emotional sentiment marketing, movie IP often uses the audience's emotional memories and love of classic plots, characters, or themes to promote. For example, the live-action movie "*Barbie*" can use the classic image of Barbie in the hearts of the audience and the meaning of representing fashion and beauty by presenting classic styles and beautiful scenes to create the audience's resonance for the Barbie brand emotion. At the same time, emotion sentiment marketing will also focus on creating an emotional bond between the audience and the movie characters. By creating characters with a touching story and charm, a movie IP can trigger an emotional connection with the audience and make them want to know the story and development of the character. In the live-action movie "*Barbie*", the scriptwriters devised the following storyline: Barbie's feet, which had always been on tiptoe, became "flat feet". Barbie, who never cries or grows old, has to deal with bad moods and getting fat and old. In the process of saving Barbie's world, the protagonist Barbie has to face the chase and blackmail of the senior executives of the Barbie doll production company. In Barbie's world, Ken, the male character, has brainwashed the other Barbies, leaving the main character alone. These storylines reflect the real problems women face in the real world, such as appearance anxiety, being objectified and enslaved, being poisoned by bad thoughts, and suffering injustice. The writers of the movie *Barbie* use the design of these storylines to inspire the audience, especially the female audience, to pay attention to and emotional investment in the characters. Online ticket marketing also plays an essential role in the social media distribution of the *Barbie* IP. Through Internet technology, the online ticketing platform provides the audience with convenient and fast movie ticket purchase channels. It improves the box office revenue of the movie through various promotional means. Online ticket marketing also plays a vital role in the cross-cultural perspective, which considers the local audience's demand for tickets and the international audience's participation. The online ticketing platform utilizes social media to publicize and promote movie ticketing.

Topic marketing, as a commonly used social media communication strategy, aims to expand its influence and enhance the IP exposure of movies by arousing users' attention and participation in specific topics. "*Barbie*" is a film about feminism. The film producers developed a topic strategy related to these topics. The film's leading actress is Margot Robbie, who plays the well-known

rebellious female image of "Harley Quinn", and the film's editor is Greta Gerwig. Their cooperation has aroused the audience's expectations. The fan effect and colossal traffic generated by the lead actor himself first contributed to the success of the film's hype. Moreover, the transformation of actress Margot Robbie from playing the product of the male gaze, the image of "the crazy clown girl", to the image of Barbie has also caused discussion about the evaluation of the actress herself. In the publicity process of the movie, through the publicity of giant pink billboards and the use of the public's stereotype of "pink" in the costume design of the movie characters, the label topic marketing is carried out. The visual bombardment of the audience and the forced input of memory by a bright and eye-catching "dopamine" color, such as pink, is intensely used. At the same time, in the design of the plot of the film, starting from the issues of equality between men and women, the presentation of female beauty, the realization of female dreams, and the progress of women, the slices or previews of various film plots are released through social media platforms, and different hashtags are designed to stimulate users' interest and participation. As a social media communication strategy, topic marketing plays a vital role in marketing the live-action movie *Barbie*. The practical promotion and dissemination of movie IP can be achieved by formulating a clear topic strategy, actively participating in user interaction, and encouraging users to generate content. Applying these strategies has played a positive role in expanding the exposure of videos, enhancing user engagement, and strengthening brand communication.

In promoting the movie "*Barbie*," the publicity team also paid great attention to event marketing. Event marketing is a strategy to promote a movie's IP through specific events. Through the creation of eye-catching activities, publicity, release of news and other ways, selection of appropriate events related to the movie content, and combination with other social hot spots or online interaction forms to attract the attention of the audience, improve the visibility of the movie and social media communication effect, to bring more significant influence and effect to the promotion and marketing of the movie IP. The movie "*Barbie*" premiere was very successful, and many celebrities were invited to attend. After the release of *Barbie*, the producer held a fan meeting, inviting the main actors in the film to interact, and live-streamed it on social media to engage fans to discuss and share. At the same time, we can also find on the YouTube website "*Barbie*" female and male lead actors, including the writer of the interview, participate in the talk show video. Such events will attract more attention and attention, and generate a word-of-mouth effect, which in turn drives social media spread. *Barbie* was released on July 21, 2023. July 31 is African Women's Day, and August 6 is the International Film Festival. The movie "*Barbie*" can use these two-holiday activities to expand its publicity and influence further.

At the same time, in the social media communication of the movie "*Barbie*" IP, cross-border marketing, that is, online and offline carpet multi-channel joint marketing, and further expanding the influence is also one of the essential reasons for the success of "*Barbie*". Cross-border marketing cooperation objects diversified through cooperation with fashion magazines, entities, and network bloggers to promote film IP communication jointly. The film promotion team leverages the influence and resources of its partners further to increase the visibility and awareness of the *Barbie* IP. In the promotion process of the movie *Barbie*, the producers worked with several clothing brands, such as Versace, Chanel, and Zara, to hold several Barbie fashion parties, catwalks, and salons. *Barbie* has also partnered with restaurant brand Burger King to release limited-edition Barbie meals. This co-branded product goes deep into the needs of people's lives and becomes an irreplaceable part of people's lives, further expanding the film's audience. The success stories of cross-border marketing are numerous. For example, the movie "*Barbie*" cooperated with the travel housing brand Airbnb to build a house exactly like the "Barbie House". When it comes to online, offline, and integrated marketing, *Barbie*'s publicity team can be described as omnipresent.

4. Social Media Marketing for the Movie *Barbie*

4.1. Reputation of the Film *Barbie*

After statistics, this paper found that the audience of the movie "*Barbie*" is mainly young people under 40 years old. From the perspective of gender, the audience of the film is mainly female (Figures 1 and 2).

Age Percentage of the Audience for Barbie

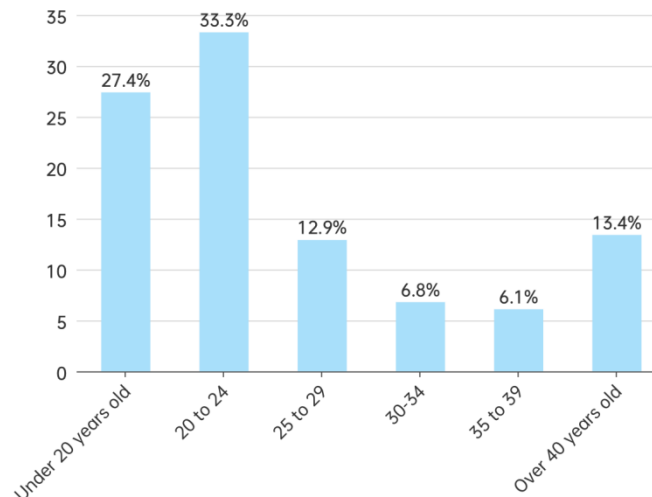


Figure 1: Cumulative box office worldwide

Gender Ratio of the Audience for the movie Barbie

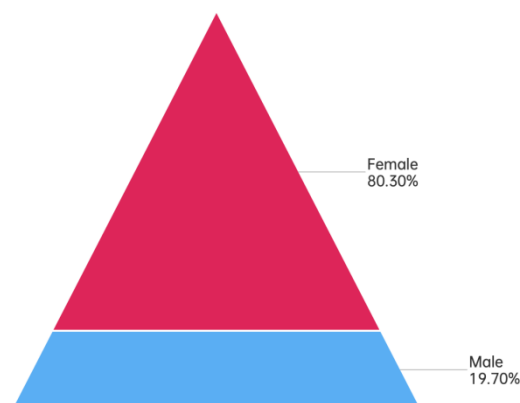


Figure 2: Cumulative box office worldwide

This paper collected and sorted out the comments on the movie "*Barbie*" on Maoyan and Douban through Python and analyzed the public's comments, opinions, and emotions expressed by entries on the movie. This paper found that the movie "*Barbie*" was polarized on social media platforms. On Douban, the movie *Barbie* has a rating of 8.1 points. In the comments section, 51.35 percent of respondents said the movie is a good and positive promotion of feminism, while 48.65 percent disagreed. This paper collected comments about the movie on Douban and Maoyan and organized them to form a lexicon cloud (Figure 3). The evaluation of the film is polarized. The degree of praise

and criticism is nearly 1:1, and the voice of applause and criticism are almost equal. Some said the film "does not discuss the nature of feminism at all."; Some people think that "with the sugar coating of feminism, the contradiction is simplified, which is the forced wisdom of the audience"; Some people think that "this is a good beginning, the commercialization of the film has indeed shown feminism in front of the audience on a large scale"; Some people think the movie is so good that "anyone can be Barbie"; Some people are "misogynistic," "anti-feminist," and hate pink. Others said the movie "*Barbie*" was "too commercialized and lost its educational significance." Some voices about the unilateralist conspiracy theory frequently appeared, which caused a heated discussion after the film was released. *Barbie* has gained significant influence and much controversy. Based on the above situation, this paper believes that movie IP marketing on social media should pay attention to the creativity and quality of the content, providing valuable information and viewing experience, rather than simply promoting. Especially after *Barbie* IP has gained such massive traffic, its production team needs to think more about the social responsibility behind creating such an influential film product.



Figure 3: Word Clouds of the reviews of the movie *Barbie*

4.2. User Behavior Analysis

In the social media marketing of the movie "*Barbie*," the effect of the movie promotion is different due to the different international market environments. From a cross-cultural perspective, film social media marketing presents some characteristics.

First, audiences from different cultural backgrounds have different attitudes and preferences towards movies on social media. For example, a diversified cultural background will lead to different audiences' understanding of the theme and plot of a film, thus affecting its communication behavior on social media. The development and status quo of feminism in Western and Asian countries differ. In Western developed countries, we can see feminist books and films many years earlier than in Asian countries, based on the national conditions and regional economic development of the Western world and Asian countries. Therefore, each country and region is different in shaping and understanding women's status, social role, and image. In some developed countries, the female image can be powerful; it can be a boxing coach, a president, a strong person, or a person of color. However, in Asian countries, what women should look like is often stereotyped by local customs or stereotypes -

- women are generally portrayed as gentle wives or mothers wearing aprons and smiling. So, in the film and television works, such a difference can be shown [4].

Secondly, due to the particularity of the international market, the impact of cultural differences and changes in consumption habits in different countries or regions on films is often quite different. Therefore, when conducting social media campaigns, producers must formulate promotional strategies according to the characteristics and needs of the target market. According to China's film market environment, for example, the popularity and influence of local Chinese films in the international market could be higher, which also brings specific challenges to social media publicity. At the same time, compared with the European and American markets, the output and publicity of feminist films in China are inferior to films with other themes [5]. Films such as "Balloon," "Carnival," and "Send Me to the Clouds" have not had stunning results at the box office [6]. While watching these films and television works, the audience's self-consciousness is dissolved in the plot, and there is a deviation or even misunderstanding in the understanding of the film. Coupled with the aggravation of the invisible social discipline, many female audiences will unconsciously embark on the road of self-understanding deviation because of the conscious expression in the film texts and even begin to mold themselves [7].

For the live-action movie "*Barbie*" to share behind-the-scenes scenes of the movie, star interviews, including interviews on topics related to "feminism" extended by the movie, and other exclusive content attracted more netizens' attention after the film aired. On YouTube, it can find a video of "*Barbie*" star Margot Robbie and writer Greta Gerwig talking about the movie and surprising feminism in an interview posted by ABC News depth on July 12, which has been viewed 560,000 times and liked more than 10,000 times. There are also the same interview videos on YouTube, where we can find more than five videos with more than 100,000 views. When the movie "*Barbie*" was broadcast in China, different netizens posted videos related to the movie's introduction, science popularization, discussion, and evaluation on different social platforms. On the Bilibili website, a blogger named "female engineer OnWay" posted an interview video titled "English interview | from the movie *Barbie* on feminism | Accepting my imperfect self | balance life" on August 18, 2023, with 2038 views. In the video, she and one of her female friends appeared. They discussed six topics based on "Is this beautiful," "Children and themselves," "Should women be all-powerful," "Who is a woman beautiful for," "Should a woman please everyone?" and "feminism," combined with the content of the film. In the video "Dai Jinhua: Talking Again about Feminism and Danmei - Starting from the movie *Barbie*," the host invited Dai Jinhua, professor of the Chinese Language and Literature Department of Peking University, to discuss the movie *Barbie* and the sharing of knowledge and insights about feminism. The video output on social media platforms extended by the film is enough to show the feedback of audiences at home and abroad on the film. This paper also found that there are more and more credible and authoritative voices guiding Internet users on how to correctly and comprehensively view the *Barbie* movie and the feminism behind it.

4.2.1. Social Background

Due to the role of the Internet in amplifying problems and intensifying contradictions, the polarization of the evaluation of the movie "*Barbie*," coupled with the characteristics of social media platforms to accurately launch topics, affects the information content people see and the judgment of the situation [8-10]. This paper asks: How much does the public know about feminism? Can everyone see feminism correctly?

According to the above questions, this paper made a questionnaire survey and spread it by uploading it to WeChat Moments and the Zhihu website. This paper collected 1,237 responses to questions about women's current issues, what people know about feminism, and what they think about the movie *Barbie*. The questionnaire audience accounted for 36.36% of males and 63.64% of females,

and the age group was mainly young people under 35 years old. Among them, 69.7 percent are students, 21.21 percent are working, and 3.03 percent are retired. Regarding education level, the number of people with bachelor's degrees accounted for 57.58%, the number of people with master's degrees accounted for 15.15%, and the number of people with junior college or below accounted for 27.27%.

Through the results of the questionnaire, this paper can summarize the social problems and current situation faced by contemporary women:

First, men and women are equal but not equal. In different societies, women's status and rights vary. Some relatively economically developed societies have progressed toward gender equality, such as education, employment, political participation, and legal protection. However, in other places, especially in economically disadvantaged regions where information flows slowly, gender inequalities persist, including in marriage and family relations, economic opportunities and career advancement, violence, and gender discrimination.

Secondly, women still face various challenges in employment and career development. Gender discrimination, workplace bias, and unequal treatment continue to limit women's advancement opportunities and wage growth. Family responsibilities and work-life balance are also issues that some women face in their careers.

Third, in some societies, especially in Asian countries, women are expected to take on traditional marriage and family roles, including childcare, domestic work, and caring for older family members. This can impact women's career development and self-actualization and make them more vulnerable to conflicts between family and career.

Fourthly, women's health issues and rights are also important social issues. This includes reproductive health, gender-based violence, personal safety, and unequal treatment of women, such as the beating in Tangshan. The protection of women's physical rights and the provision of appropriate health services are essential to the overall well-being of women.

Finally, women must still be more represented in political decision-making and leadership. Although several countries have implemented positive measures to increase women's political participation, women are still not evenly represented in government, parliament, and decision-making bodies.

4.2.2. The Promotion of Relevant Topics on Social Platforms is Crucial

In the age of social media, the integration of network resources has become one of the essential strategies of film marketing. Through effective integration and utilization of network resources, film producers can better apply the right medicine to improve films' communication power and influence on social media platforms. Through the questionnaire survey results, this paper found that 57.58% of the people have discussed feminism-related topics on the Internet platform, and 42.42% have not discussed them. At the same time, only 57.36% of people know and understand feminism, indicating that people's understanding of feminism is not complete. The topic of feminism on the Internet platform is not as hot as we see, and nearly half of the people have not published feminist topics on the Internet. At the same time, this paper sorted out people's views on the development of feminism through questionnaires and organized their data into a word cloud (Figure 4). Based on the information gathered above and different people's views on the movie *Barbie* and feminism on social platforms, this paper can conclude that although feminism has made some progress in the past decades, not everyone can see feminism correctly.



Figure 4: Word Clouds of the reviews of feminism.

4.2.3. Summary and reflection

Feminism has had a certain degree of influence on society:

It promoted legislative and policy changes to protect women's rights legally, such as women's suffrage, workplace equality, and anti-domestic violence bills. Feminism revealed the existence of gender inequality, prompting people to begin to reflect on and question gender role stereotypes and work to break these shackles. Feminism promotes women's participation and leadership in various fields, including politics, economy, science and technology, and culture. Feminism has fought for equality for transgender people and promoted the discussion of gender identity. In general, feminism is an ideology that advocates social justice and is conducive to social development. It needs to be popularized and treated correctly. At the same time, the development and influence of feminism are complex and diverse, and it has become an essential force in modern society, promoting gender equality and social change.

Combined with the explosion of the movie "*Barbie*" and the different voices and discussions in society, in the era of social media, the integration of network resources and offline resources has become one of the essential strategies of film marketing and the communication influence of such marketing is enormous. Through the effective integration and utilization of multiple resources, film producers can better apply the right medicine to improve the transmission and influence of films on social media platforms. A movie IP with a very skilled business operation can bring tremendous benefits. Since film is a product that expresses emotions and disseminates ideology and core values, film producers must use more subtle ways and methods to promote a correct ideology conducive to social development and committed to solving social problems when producing a film.

5. Conclusion

In this paper, the social media communication strategy and user behavior analysis of movie IP from a cross-cultural perspective are discussed by taking the live-action movie *Barbie* as an example. Firstly, the research shows that social media marketing has broad development prospects in the film industry. On social media platforms, audiences can interact with the movie IP, share their experience, and rate and comment on the movie. This provides film marketers with valuable user feedback and word-of-mouth opportunities. However, social media marketing faces many challenges, including information overload, viral fission marketing, and user fatigue. Therefore, when developing a social media marketing strategy, it is necessary to consider how to break through these limitations and

improve the quality and effectiveness of user engagement and interaction. This paper also analyzes the key factors in implementing a film social media marketing strategy. For example, the selection and positioning of movie IP, the selection of social media platforms, and the innovation and diversification of content. At the same time, when developing marketing strategies, it is also necessary to consider the needs and habits of audiences from different cultural backgrounds to ensure that marketing strategies resonate with the target audience. For the international market, it is essential to understand the differences and common points between different cultures, which will help improve the influence and attractiveness of film IP in cross-cultural communication. Movie marketers using social media and the Internet to promote a movie can make a movie have an awe-inspiring impact, and the revenue it brings is also quite considerable. Therefore, film producers must produce films beneficial to social development and ideology.

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