Framing Analysis of Chinese Official Media Posting Short Videos Responsive to "Japan

Nuclear Wastewater Discharge" via Douyin under Nationalistic Perspective

CHEN Guantian, Tina, 2030031005

CHEN Zijun, Celine, 2030031027

GENG Anqi, Angel, 2030031046

YANG Yang, Yoko, 2030024322

Communication Research Methods (1003)

Dr. Yi Ding

December 27th, 2023

Abstract

This paper conducts a framing analysis of short videos posted by Chinese official media on Douyin in response to the "Japan Nuclear Wastewater Discharge." The research explores the use of nationalism in shaping public opinion on this environmental issue. Employing framing theory, content analysis, and quantitative analysis, the study categorizes 240 sample videos into high, middle, and low-level frames. The results reveal a predominant focus on antagonistic and conflict frames, conveying negative sentiments and targeting the Japanese government. The study underscores the role of Douyin as a platform for disseminating nationalistic narratives and highlights the complexities within the Chinese public's responses.

1. Introduction

A. Background

In 2011, an earthquake and tsunami hit the Fukushima area and triggered reactor meltdowns at the plant. To stop the meltdown, plant workers flooded the reactors with water, thus becoming nuclear wastewater, which was stored in over 1000 tanks. The Japanese government started pumping out that water into the Pacific Ocean on August 24, 2023. Chinese official accounts reported this incident in various ways, using short videos is one of them. To collect data, we will study the short video posted on Douyin (Chinese TikTok) by official media accounts in China, which is related to the incident of the Japanese government's decision to release nuclear wastewater into the ocean. By doing quantitative research, we would abstract different dimensions like vocabulary, music, editing, etc. of the videos and conclude.

B. Research Topic

Because nuclear pollution has been a significant threat to the global environment, and many countries including China, have shown their attitudes in different media. Recently, a hot discussion about the Japanese government releasing nuclear wastewater happened on Chinese social media, and lots of related short videos were widely shared. We discovered that a huge number of short videos were posted by official accounts in China on the matter of the Japanese government releasing nuclear wastewater. We found this phenomenon so common that it is viewed as normal to citizens in China, thus we believe that it is a subject worth studying because there have always been certain kinds of hatred from Chinese people towards the figure of Japan, and we wonder whether the official media in China would use a nationalist approach to describe the release of nuclear wastewater by Japan. Therefore, we proposed a study using quantitative method with the hope of having practical significance in finding how nationalism is spread and further infects people, thus let Chinese citizens rethink if it is right to do so and reflect on the hatred. In our study, we applied quantitative method of conducting systematic research on short videos meet with our description of posted by official accounts and report or discuss about the matter of Japan releasing nuclear water. We established catalogs based on detailed and hierarchal standards, created coding schemes for data collection. Then we analyzed the data and drew our conclusion with the help of our Literature review, methodology, and references. By studying this, we would like to think that it will contribute to social theories of nationalism and propaganda theory. We don't count on how significant our research can be in the future, but we do believe that it will help the research field become more abundant in the area of media propaganda and the study of nationalism.

2. Literature Review

A. Discussion of Japan nuclear wastewater

Great research about the Japanese government releasing nuclear wastewater into the Pacific Ocean has emerged in terms of environmental, public health, and financial challenges. For instance, it would stimulate investors to make new and different decisions accordingly, which affects stock performance (Hong et al, 2023, p9306). One question we need to consider is why this event caused a greater outbreak of public opinion than ever before. The first Chinese group studying Japanese domestic reaction to the issue suggests that Japanese media share the objection with surrounding countries like China, especially local media, which shows high concern for this issue. Moreover, they would objectively report opinions from other countries, emphasizing their opposing attitudes. Related terms like "treated water" and "contaminated water" are also employed in the reports. As long as the news presented, international community pay close attention intensively, and bitter against came from surrounding countries including China and South Korea (Li and Li, 2022, p2). It causes our attention to the change of used expressions, especially words and phrases.

B. Chinses official media, Media convergence, and Short Videos

In the era of new media convergence, short video presenting technology has become an indispensable part of video (Qiang, 2021, p1). The development of short videos has thrived in recent years in China. The platforms of short videos bring freshness to voicing opinions because the audience can interact with a short video correspondingly. They can navigate through the barrage, publish their views or feelings, and communicate with the author of the video (Guo and Feng, 2021, p4). Guo and Feng also mention that the innovation of the expression of traditional culture greatly promotes the public's recognition and love for traditional culture through short videos, which are related to content analysis. Apart from individual expression, the voice of official media plays a significant role as well. Wang's study about Chinese official media, People's Daily,

sharing information on Wechat official accounts shows the great ability and influence they have on public opinion (Wang, 2023, p42). Since Wechat official accounts maintain a relationship with their readers through common cognition and emotions about certain topics, People's Daily makes its voice heard widely by conducting high-quality content, expanding the social media networks, and providing various activities (Wang, 2023, p42). It is similar when this kind of promoting pattern is employed in short videos. The attitudes that Chinese official media shows in short videos are explicit, and it has strong ideological leading. The relationship between media use and political identity shows a significant correlation in the study. It is believed that media realizes its political function with the function of spreading ideology (Qin et al.2023, p2). The key factor is trust, trust from the author, and the media. In 2016, the field of public opinion on short videos became popular in China. It leads the trend of the official and mainstream media creating their accounts on short video platforms (Qin et al.2023, p3). Therefore, the voice of Chinese official media is unavoidable in Japan releasing nuclear wastewater into the ocean. Besides, the construction of the political identity influenced by the expression of these videos deserves attention.

C. Nationalism

When discussing issus related to political conflict, nationalism has always been mentioned and it servers significant effect in both condtructing and analysing delivered content. Nationalism takes this material issue and imbues it with values rooted in group identity – this land is the homeland of our people (Canetti et al. 2019, p739). The use of media can be considered as some kind of propaganda and the short videos provide a wider platform for nationalism content being conveyed simountanioulsy. Through Douyin, multiple perspectives, cultures and identity can be observed, so contents from one official account would be different due to the narratives of the

video. How the language of short video and the nationalism combine are what we want to figure out. Moreover, the frames we set are closely related to nationalism.

D. Framing Analysis

The modules used to analyze similar content are SOR, LDA, and AISAS (Wang, 2023., Wang and Liu, 2020). Since this is media-based research, framing analysis is also widely applied. The strength of framing research is its ability to build connections between several research fields and the effects of media (Matthes, 2009, p351). Although it is normally employed in qualitative studies, it provides a well-designed structure for the focus of texts. Looking back to the last event that aroused global discussion, the pandemic. People would pay close attention to various kinds of media to get as much information as possible (Wang and Liu, 2020, p79). Ethnic differences or the presence of nationalism are generally not alone enough to engender violent conflict (Canetti et al. 2019, p738). An example of the Israeli–Palestinian conflict shows the importance for evaluating the impact of these conflict frames on political attitudes. Thus, conflict frame is a powerful tool for our own studies to analyze how Chinese official media convey public opinion under nationalism perspective. Additionally, an in-depth review of similar historical events would be mentioned to build more emotional connections between the audience and the government. Nationalism ideas are being silently constructed. Combined with the short videos, the expressions including words, phrases, and emotional language can be analyzed under the framing analysis. When it comes to the side of receivers, the elaboration likelihood model can be applied in research because the information provided by the official media can be seen as persuasive messages.

The following frames are what we review and create for our own research.

Table 1: Antagonism Frame Analysis

Aspect	High Intensity =3 Keywords	Moderate Intensity=2 Keywords	Low Intensity =1 Keywords	None=0
Environmental Aggression	"Threat to the Asian ecosystem," "Endangerment of marine life." "Ecological disaster," "Irreversible damage"	"Environmental degradation," "Pollution concerns"	"Ecosystem disruptions," "Regulatory challenges"	
Threat Level	"National betrayal," "Environmental terrorism" "Immediate danger," "Unforgivable offense" "Violation of international law," "Potential cancer rise," "Risk of genetic defects." "National crisis," "Severe contamination"	"Reckless behavior," "Safety violation"，"Concerning actions," "Rising tensions", "Unjust actions", "Disregard for safety" "National crisis," "Severe contamination"	"Unfortunate decision," "Concerning actions", "Potential risks," "Questionable decisions", "Lack of transparency", "Irresponsible behavior," "International norms violation," "Disregarding regional harmony" "Concerning developments," "Potential impacts"	
Emotional Appeal	"Outrage," "Fury," "Contempt" "Outrage," "Betrayal"	"Disappointment," "Worry," "Distrust"	"Concern," "Caution," "Doubt" "Unease," "Disappointment"	
Responsibility	"Willful harm," "Premeditated act" "Bear historical responsibility"	"Negligent oversight," "Lack of accountability"	"Inadequate measures," "Insufficient control"	
Urgency	"Immediate threat," "Impending crisis"	"Growing problem," "Evolving situation"	"Long-term issue," "Persistent challenge"	
Call to Action	"Rise up," "Defend the motherland"	"Stay vigilant," "Demand justice"	"Seek clarity," "Monitor developments"	
Enemy Portrayal	"Aggressor actions," "Hostile intent"	"Questionable motives," "Unfriendly acts"	"Opposing party," "Different stance"	

Table 2: Conflict/Nationalism Frame Analysis

Intensity Level	High Intensity =3 Keywords	Moderate Intensity=2 Keywords	Low Intensity=1 Keywords	None=0
Sovereignty & National Pride	Homeland defense, National betrayal, Territorial infringement, Territorial violation, Unforgivable action	Patriotic duty, Historical sovereignty, Sovereign rights, Historical disputes, National dignity	National unity, Pride in heritage, International norms, Sovereign interests, National pride	
Public Health & Safety	Grave threat, Public health crisis, Irresponsible actions	Health risk, Safety concerns	Wellness of citizens, Long-term health	
Environmental Protection	Ecological disaster, Irreversible damage, Biohazard, Ecological invasion, Environmental emergency	Environmental risk, Marine pollution, Sustainable development, Environmental impact, Public health	Ecological balance, Sustainability, Ecological balance, Resource management, Environmental cooperation	
Historical Grievances & Geopolitical Stance	War atrocities, Historical injustices, Imperialistic aggression, Historical humiliations, Aggressive past	Memories of conflict, Residual tensions, Colonial history, Past conflicts, Shared history	Mutual respect, International law, Cultural memory, Historical ties, Past resolutions	
Economic Implications	Economic warfare, Livelihood destruction, Trade manipulation, Exploitation of resources, Threat to livelihood	Economic impact, Fishing industry threat, Trade relations, Economic interdependence, Regional economy	Resource management, Economic resilience, Market dynamics, Economic resilience, Mutual benefits	
Social and Cultural Impact	Cultural erosion, Identity crisis, Social unrest	Community concern, Cultural preservation	Social responsibility, Cultural dialogue	
Political Response	Diplomatic confrontation, Political indignation, Unilateral decision	International law, Diplomatic negotiation, State responsibility	Policy response, Government stance, Political discourse	
Legal & Ethical Standards	Legal defiance, Ethical misconduct, International violation	Accountability, Compliance with standards	Ethical considerations, Legal framework	
Social Mobilization	National outrage, Grassroots protest, Social justice	Public opinion, Community action, Civic responsibility	Public awareness, Social commentary, National sentiment	
Media Representation	Media warfare, Propaganda, Biased reporting	Media scrutiny, Public discourse, Reporting standards	Information sharing, Media narratives, Journalistic integrity	

Our research question is how Chinese official media influence public opinion on the Japanese government's nuclear wastewater discharge by posting short videos on Douyin, Chinese TikTok, from a nationalistic perspective. Based on current experience and research, frame analysis is set to study the emotional and nationalistic language used in the short videos on Douyin. Therefore, a hypothesis that suggests short videos on Douyin made by Chinese official media on Japanese government nuclear wastewater discharge are framed in nationalism structure.

3. Research method

This section provides a comprehensive overview of the research methodology employed in the study. The investigation aimed to delve into the nuances of reporting and attitudes among various Chinese official media outlets concerning Japan's discharge of nuclear wastewater. Our study will draw on framing theory, which suggests that media plays a crucial role in shaping public perception by highlighting certain aspects of an issue while downplaying others. Employing content analysis, framing analysis, and quantitative analysis, the study utilized a coding scheme to systematically categorize and analyze the collected data.

In contrast to employing surveys or personal interviews, the research opted for qualitative analysis methods to comprehensively explore the multifaceted dimensions of media discourse.

As for the sampling part, A robust sample size ranging from 300 to 400 was randomly selected from Douyin, a Chinese short video platform known for its diverse user base.

Sampling standard：

Central Level:	People's Daily, Xinhua News Agency, Qiushi, People's Liberation Army Daily, Guangming Daily, Economic Daily, China Daily, China National Radio, CCTV, China International Radio, China Youth Daily, China News Service. Xinhuanet, People's Daily Online, CCTV Network, CCTV News, Guangming Network, Xinhua Daily, CCTV News Network, Global Network
Provincial level:	China News Service, Xiaohui on the Road, Henan Radio and Television Minsheng Channel, Dragon TV, People's Observation.
Prefecture, District and County Level:	The first scene, Guangzhou Daily, Jiangnan Evening News, Tianyanjun.

The sample selection process adhered to two crucial criteria. The first is categorization of official media accounts into central-level (e.g., People's Daily, Xinhua News, CCTV), provincial-level (e.g., Sichuan Observer, China News Service), and city/county-level (e.g., First Scene, Guangzhou Daily, Tongchuan Broadcasting and Television). The second is incorporation of relevant keywords such as "Japan Fukushima nuclear wastewater discharge into the sea," "Japan nuclear wastewater discharge," "nuclear wastewater," "Fukushima Daiichi nuclear power plant," "Fukushima," "discharge into the sea," and "August 24, 2023" to ensure a comprehensive scope of data collection.

By incorporating official media accounts at different administrative levels, the study sought to capture the difference of reports among all kinds of official media on this issue.

The inclusion of keywords in the sample selection process aimed to ensure relevance and specificity, allowing for a targeted examination of media coverage related to the Japan Fukushima nuclear wastewater discharge event.

Video selection criteria keywords:

Or (You need to have one of these):	Japan started the discharge of nuclear sewage from the Fukushima Daiichi Nuclear Power Plant into the sea
	Fukushima Daiichi Nuclear Power Plant in Japan
	Japan's Fukushima nuclear-contaminated water is discharged into the sea
	Japan's nuclear sewage is discharged into the sea
	Japan discharges nuclear wastewater
	Japan's nuclear sewage
	Government of Japan
	The Japanese side drained the sea
	Japan drains the sea
	Japanese side
	Fukushima Marine Products of Japan
	Seafood products from Japan
	TEPCO Corporation of Japan
	What the Japanese side did
	Nuclear-contaminated water is discharged into the sea
	Nuclear sewage is discharged into the sea
	Nuclear-contaminated water
	Nuclear sewage
	Fukushima Daiichi Nuclear Power Plant
	Fukushima nuclear power plant

	Fukushima
	Drain the sea
	August 24, 2023
	August 24th
	20230824
Dispensable:	Tokyo Electric Power Company
	Seafood originating from Japan
	International Atomic Energy Agency
	Seawater sample collection
	Clean sea
	Total suspension of imports
	Customs
	Import ban
	Strongly opposed
	Marine environment
	Foreign ministry
	UN
	Disaster
	Fisherman
	Standpoint
	Effect
	Ocean
	Reprimand

For research design, a fundamental component of the research design was the development of a coding scheme, commonly referred to as a category table. This structured approach facilitated the systematic organization of data for subsequent quantitative analysis.

We mainly use Divominer, a software tool, to streamline the data collection process, aligning it with the pre-established coding scheme.

The coding scheme was carefully crafted, featuring high-level, mid-level, and low-level categories. Each coding entry was equipped with first-level, second-level, and third-level indicators, creating a hierarchical frame for analysis.

For instance, under the high-level coding category of "Issue Types," the third-level indicators were delineated as follows: 1=Introduction to Japan's nuclear wastewater discharge, 2=Evidence of Japan's nuclear wastewater discharge, 3=Impacts of Japan's nuclear wastewater discharge, 4=Comments on Japan's nuclear wastewater discharge, 5=Other. A comprehensive understanding of the coding scheme will be provided in the document.

For theoretical underpinning of coding scheme, the coding scheme is designed to capture both the breadth and depth of media coverage on the Japan Fukushima nuclear wastewater discharge, allowing for nuanced analysis of framing and discourse. Its hierarchical structure ensures a comprehensive categorization of data, facilitating the identification of patterns, trends, and variations in media narratives.

The integration of content analysis, framing analysis, and quantitative analysis reflects the commitment to a multi-faceted and thorough examination of media portrayals.

This methodological triangulation enhances the robustness of findings, providing a more complete understanding of the diverse ways in which the Japan Fukushima nuclear wastewater discharge event is presented and perceived by Chinese official media outlets.

In summary, the research methodology outlined above underscores the meticulous approach taken in the study to unravel the intricacies of media reporting on a significant environmental issue.

By employing a diverse array of official media sources and employing a comprehensive coding scheme, the study aims to contribute valuable insights into the framing and discourse surrounding the Japan Fukushima nuclear wastewater discharge event in the context of Chinese official media.

The subsequent sections will delve into the findings derived from this robust methodology, shedding light on the divergent attitudes and narratives prevalent in the Chinese media landscape in response to this critical environmental concern.

Coding Scheme:

First-level indicators	Second-level indicators	Third-level indicators
High-Level (A).	Issue type (a).	1 = Introduction to Japan's Nuclear Sewage Discharge, 2 = Evidence of Japan's Nuclear Sewage Discharge, 3 = Impact of Japan's Nuclear Sewage Discharge into the Sea, 4 = Japan's Nuclear Sewage Discharge Commentary, 5 = Others
	Frame type (b).	1=Antagonism, 2=Conflict, 3=Other
	Content tone (c).	1=Neutral, 2=Affirmative, 3=Negative, 4=Unknown
	Degree of seriousness (d).	1 = None, 2 = a small amount, 3 = a lot
	Degree of emotional condemnation (e)	1 = None, 2 = a small amount, 3 = a lot
	Degree of grief and anger (f).	1 = None, 2 = a small amount, 3 = a lot
	Degree of antagonistic affectivity (g).	1 = None, 2 = a small amount, 3 = a lot
	Directed group (h)	0=None, 1=Japanese testing agency, 2=Japanese nuclear power Japanese government, 3=Japanese government, 4=Japanese masses, 5=others
	Whether there is a comparison between countries (e.g., China and Japan, China and the United States, the United States and Japan, etc.) (i).	1 = None, 2 = a small amount, 3 = a lot
	Presence or absence of geopolitical references (e.g., emphasis on geopolitical factors, use of geographical concepts) (j).	1 = None, 2 = a small amount, 3 = a lot
	Whether there is a strengthening of national identity (e.g. Greater China) (k).	1 = None, 2 = a small amount, 3 = a lot
	Whether there is a position on the identity of another country (e.g., Japan Jr.) (l).	1 = None, 2 = a small amount, 3 = a lot
Mid-level (B).	Whether more than one person appears in the video (a).	1 = None, 2 = a small amount, 3 = a lot
	Whether there are multiple scenes in the video (insert other videos/images) (b)	1 = None, 2 = a small amount, 3 = a lot
	Whether the video contains discriminatory remarks about Japan (c)	1 = None, 2 = a small amount, 3 = a lot
	List of events (d).	1 = None, 2 = a small amount, 3 = a lot
	Availability of viewpoint output (e)	1 = None, 2 = a small amount, 3 = a lot
	Language style (f).	1=Moderate, 2=Aggressive, 3=Worried, 4=Other
	References to historical events (g).	1 = None, 2 = a small amount, 3 = a lot
	Presence or absence of references to cultural/cultural symbols (e.g.	1 = None, 2 = a small amount, 3 = a lot

	national flag, national emblem, etc.) (h).	
Low-level (C).	Video duration (a).	1=Within 30 seconds, 2=30 to 60 seconds, 3=61 to 90 seconds, 4=91 to 120 seconds, 5=120 seconds or more
	Release time (b).	It is divided into 12 time periods, 1=January, 2=February......
	Video title (c).	Title sentence: 1=Exclamation, 2=Interrogative, 3=Declarative, 4=N/A
		With topics: 1 = None, 2 = a small amount, 3 = a lot
	Visual effects(d)	1 = None, 2 = a small amount, 3 = a lot
	Type of character that appears (e)	1=Foreign Leaders, 2=Chinese Leaders, 3=Foreign Experts and Scholars, 4=Chinese Experts and Scholars, 5=Foreign Government Officials, 6=Chinese Government Officials, 7=Journalists, 8=Special Occupational Groups (e.g. Military Personnel, Doctors, Teachers, etc.), 9=General Public, 10=Multiple identities, 11 = animal, 12 = other, 13 = none
	Narrator (f).	1=Expert Scholar, 2=Government Official, 3=Journalist, 4=General Public, 5=Multiple Identity, 6=Non-Human Commentary (AI Dubbing), 7=Other, 8=None
	Video style (g).	1 = Presentation, 2 = Interview, 3 = Documentary, 4 = Graphic, 5 = Hybrid, 6 = Animation, 7 = Other
	Main manifestation (h).	1=Live recording, 2=News report, 3=Data integration, 4=Creative video (animation, etc.), 5=Others
	Key material source (i)	1=Foreign experts, 2=domestic experts, 3=journalists/correspondents and other professional editors, 4=parties/witnesses and other relevant persons (real-time on-site shooting), 5=existing media resources, 6=online materials, 7=surveillance, 8=other institutions, 9=reprint, 10=unknown
	News Type (J).	1=News, 2=Feature, 3=Commentary, 4=General Information, 5=Other
	Number of Likes (k).	1=0-500, 2=501-10000, 3=10001 or more
	Number of comments (l).	1=0-100, 2=101-1000, 3=1001 or more
	Number of Shares (m).	1=0-100, 2=101-1000, 3=1001 or more
	Background character voice (n).	1 = Commentary, 2 = Dialogue, 3 = Simultaneous Voice, 4 = Other, 5 = None
	Background music (o).	1 = Pure Music, 2 = Vocal Music, 3 = Natural Sound, 4 = Foley Audio, 5 = Other, 6 = None
Presence or absence of emotional output (E)	1 = None, 2 = a small amount, 3 = a lot	
	Emotional color (a).	1=Positive emotion, 2=Negative emotion, 3=Critical emotion (positive and negative), 4=Neutral emotion, 5=Other

4. Results

Through the selection of samples from short videos officially released by Douyin on the topic of Japan's nuclear wastewater discharge, a total of 240 valid sample videos were collected in this study. Based on the construction of categories, further organization and analysis were conducted on high, medium, and low-level categories. The following is an analysis and explanation of the category data in this study.

1.1 Descriptive Statistical Analysis of Short Videos on Japan's Nuclear Wastewater Discharge Released by Douyin Official Media

1.1.1 High-Level Analysis

1.1.1.1 Video Topic: Inclination towards comments and impact on Japan nuclear wastewater discharge into the sea

Category	Frequency	Percentage
Comments on Japan's Nuclear Wastewater Discharge	103	42.9%
Impact of Japan's Nuclear Wastewater Discharge	102	42.5%
Evidence of Japan's Nuclear Wastewater Discharge	15	6.3%

Introduction of Japan's Nuclear Wastewater Discharge	11	4.6%
Others	9	3.8%

Table 1.1 Distribution of Topic Types in Short Videos on Japan's Nuclear Wastewater Discharge Released by Douyin Official Media

As shown in Table 1.1, from the data, it can be observed that the short videos on Japan nuclear wastewater discharge released by Douyin official media cover all five topics. However, the video topics are primarily concentrated in "Comments on Japan's Nuclear Wastewater Discharge into the Sea" and "Impact of Japan's Nuclear Wastewater Discharge." Specifically, "Comments on Japan's Nuclear Wastewater Discharge into the Sea" accounts for the largest proportion, approximately 42.9%, while "Impact of Japan's Nuclear Wastewater Discharge" is about 42.5%. On the other hand, topics such as "Evidence of Japan's Nuclear Wastewater Discharge into the Sea," "Introduction to Japan's Nuclear Wastewater Discharge into the Sea," and "Others" receive relatively less attention, with a combined percentage of 14.7%, indicating a significant difference compared to the first two topics.

1.1.1.2 Frame Presentation: More prevalent opposing frames, fewer conflicting frames.

Category	Frequency	Percentage
Some	103	42.9%
Many	77	32.1%

Category	Frequency	Percentage
A few	42	17.5%
None	18	7．5%

Table 1.2 Presentation of Antagonism Frames in Short Videos on Japan's Nuclear Wastewater Discharge Released by Douyin Official Media

Category	Frequency	Percentage
Some	91	37.9%
A few	60	25%
Many	52	21.7%
None	37	15.4%

Table 1.3 Presentation of Conflict Frames in Short Videos on Japan's Nuclear Wastewater Discharge Released by Douyin Official Media

Comparing Table 1.2 and Table 1.3, Antagonism frames are predominantly presented with a distribution of 42.9% and 32.1% in the categories of "Some" and "Many," respectively. Conflict frames, on the other hand, are distributed with percentages of 37.9% and 25% in the categories of "Some" and "A few." It is evident that in the short videos on Japan's nuclear wastewater discharge released by Douyin official media, there is a higher prevalence of Antagonism frames and a lower occurrence of conflict frames.

1.1.1.3 Content Tone: High prevalence of negative emotions.

Category	Frequency	Percentage
Negative	162	67.5%
Unknown	44	18.3%

Neutral	26	10.8%
Positive	8	3.3%

Table 1.4 Distribution of Content Tone in Short Videos on Japan's Nuclear Wastewater Discharge Released by Douyin Official Media

Overall, the short videos on Japan's nuclear wastewater discharge released by Douyin official media tend to express a negative sentiment, with fewer videos taking a neutral or positive stance. In the research sample, approximately 67.5% of the videos exhibit a "Negative" emotional tone. Videos with a "Neutral" or "Positive" tone are comparatively scarce, accounting for a combined percentage of about 14.1%. Additionally, videos with an "Unknown" tone constitute 18.3%, surpassing the combined percentage of "Neutral" and "Positive" tone videos. From the sample videos, it is evident that the short videos on Japan's nuclear wastewater discharge released by Douyin official media have a pronounced tendency towards negative emotions, mainly criticizing and disapproving of Japan's nuclear wastewater discharge incident.

1.1.1.4 Emotional Intensity: Seriousness and condemnation emotions are more prevalent, while emotions of sorrow and indignation, and conflicting are less intense.

Category	Frequency	Percentage
Many	126	52.5%
A few	103	42.9%
None	11	4.6%

Table 1.5 Severity of Seriousness Emotion in Short Videos on Japan's Nuclear Wastewater Discharge Released by Douyin Official Media

Category	Frequency	Percentage
Many	96	40%
A few	92	38.3%
None	52	21.7%

Table 1.6 Severity of Condemnation Emotion in Short Videos on Japan's Nuclear Wastewater Discharge Released by Douyin Official Media

Category	Frequency	Percentage
A few	102	42.5%
None	101	42.1%
Many	37	15.4%

Table 1.7 Severity of Sorrow and Indignation Emotion in Short Videos on Japan's Nuclear Wastewater Discharge Released by Douyin Official Media

Category	Frequency	Percentage
A few	114	47.5%
Many	90	37.5%
None	36	15%

Table 1.8 Severity of Conflicting Emotion in Short Videos on Japan's Nuclear Wastewater Discharge Released by Douyin Official Media

Looking across Table 1.5 to Table 1.8, the severity of Seriousness emotion with "Many" accounts for 52.5%, and the severity of Condemnation emotion with "Many" accounts for 40%.

The severity of Sorrow and Indignation emotion with "A few" is 42.5%, while the severity of conflicting emotion with "A few" is 47.5%. It can be observed that in the short videos on Japan's nuclear wastewater discharge released by Douyin official media, the severity of seriousness and sondemnation emotions is higher compared to the severity of sorrow and indignation and conflicting emotions.·

1.1.1.4 Targeted group: mainly directed towards the Japanese government.

Category	Frequency	Percentage
Japanese Government	154	64.2%
Others	35	14.6%
Japan's Nuclear Power	34	14.2%
None	8	3.3%
Japanese Citizens	6	2.5%
Japanese Testing Institutions	3	1.3%

Table 1.9 Distribution of Targeted Groups in Short Videos on Japan's Nuclear Wastewater Discharge Released by Douyin Official Media

Overall, the short videos on Japan's nuclear wastewater discharge released by Douyin official media are primarily directed towards the Japanese government. Among the six categories, the targeted group "Japanese Government" accounts for 64.2%, while "Others," "Japan's Nuclear Power," "None," "Japanese Citizens," and "Japanese Testing Institutions" collectively account for 35.8%. The high percentage directed towards the "Japanese Government" reflects a certain degree of nationalist tendency in official media reporting.

1.1.1.5 Few international comparisons and reinforcement of national identity

Category	Frequency	Percentage
None	166	69.2%
A few	64	26.7%
Many	10	4.2%

Table 1.10 Presence of International Comparisons in Short Videos on Japan's Nuclear Wastewater Discharge Released by Douyin Official Media

Category	Frequency	Percentage
None	145	60.4%
A few	75	31.3%
Many	20	8.3%

Table 1.11 Presence of Reinforcement of National Identity in Short Videos on Japan's Nuclear Wastewater Discharge Released by Douyin Official Media

As shown in Table 1.10 and Table 1.11, in terms of international comparisons and the reinforcement of national identity in short videos on Japan's nuclear wastewater discharge released

by Douyin official media, the category "None" has the highest percentage, accounting for 69.2% and 60.4%, respectively. Additionally, the second-highest category is consistently "A few." This reflects a relatively cautious attitude in official media reporting on Douyin.

1.1.2 Middle-Level Analysis

1.1.2.1 Video plot: overall changes are relatively few, and the diversity of characters is less than that of scenes.

Category	Frequency	Percentage
None	160	66.7%
A few	55	22.9%
Many	25	10.4%

Table 1.12: Presence of Multiple Characters in Short Videos on Japan's Nuclear Wastewater Discharge Released by Douyin Official Media

Category	Frequency	Percentage
None	107	44.6%
A few	101	42.1%
Many	32	13.3%

Table 1.13: Presence of Multiple Scenes in Short Videos on Japan's Nuclear Wastewater Discharge Released by Douyin Official Media

As shown in Table 1.12, for the indicator of the presence of multiple characters, "None" accounts for 66.7%, and "A few" accounts for 22.9%. In Table 1.13, for the indicator of the

presence of multiple scenes, "None" accounts for 44.6%, and "A few" accounts for 42.1%. Considering these four data points, it can be concluded that in the Douyin short videos released by official media about Japan's nuclear wastewater discharge, overall changes are relatively few, with the diversity of characters being less than the diversity of scene changes.

1.1.2.2 Discriminatory remarks: extremely rare

Category	Frequency	Percentage
None	227	94.6%
A few	13	5.4%
Many	0	0%

Table 1.14: Presence of Discriminatory Remarks towards Japan in Short Videos on Japan's Nuclear Wastewater Discharge Released by Douyin Official Media

As shown in Table 1.14, the presence of discriminatory remarks towards Japan in Douyin short videos released by official media is extremely rare. The category "A few" accounts for only 5.4%, and the category "Many" is even 0%. This indicates that the inclusion of discriminatory remarks towards Japan in the videos is extremely rare.

1.1.2.3 Few listings of events and outputs of opinions

Category	Frequency	Percentage
A few	167	69.6%
None	56	23.3%
Many	17	7.1%

Table 1.15: Presence of Event Listings in Short Videos on Japan's Nuclear Wastewater Discharge Released by Douyin Official Media

Category	Frequency	Percentage
None	111	46.3%
A few	105	43.8%
Many	24	10%

Table 1.16: Presence of Opinion Outputs in Short Videos on Japan's Nuclear Wastewater Discharge Released by Douyin Official Media

Combining Table 1.15 and Table 1.16, it is evident that the combined percentage of the categories "None" and "A few" for the presence of event listings and opinion outputs is 92.6% and 90%, respectively. Therefore, in short videos on Japan's nuclear wastewater discharge released by Douyin official media, there is relatively few listings of events and output of opinions.

1.1.2.4 Language style: diverse types, balanced distribution

Category	Frequency	Percentage
Mild	80	33.3%
Radical	67	27.9%
Concerned	61	25.4%
Others	32	13.3%

Table 1.17: Language Styles in Short Videos on Japan's Nuclear Wastewater Discharge Released by Douyin Official Media

Analyzing Table 1.17, it can be observed that in the language styles of short videos on Japan's nuclear wastewater discharge released by Douyin official media, "Mild" accounts for 33.3%, "Radical" accounts for 27.9%, and "Concerned" accounts for 25.4%. The percentages are relatively close, and the category "Others" also reaches 13.3%, indicating a diverse range of language styles with a balanced distribution.

1.1.2.6 Use of cultural symbols: very few

Category	Frequency	Percentage
None	203	85.6%
A few	34	14.2%
Many	3	1.3%

Table 1.18: Presence of Cultural Symbol References in Short Videos on Japan's Nuclear Wastewater Discharge Released by Douyin Official Media

As shown in Table 1.18, for the indicator of cultural symbol references, the category "None" accounts for 85.6%, and the category "A few" accounts for 14.2%, totaling 98.7%. It is evident that there are very few references to cultural symbols in the short videos on Japan's nuclear wastewater discharge released by Douyin official media, and there is no significant tendency to symbolize the event by official media.

1.1.3 Low-Level Analysis

1.1.3.1 Video duration: mostly within 30 seconds

Category	Frequency	Percentage
Within 30 Seconds	195	81.3%
30 to 6o Seconds	31	12.9%
61 to 90 Seconds	7	2.9%
91 to 120 Seconds	4	1.7%
Over 120 Seconds	3	1.3%

Table 1.19: Duration of Short Videos on Japan's Nuclear Wastewater Discharge Released by Douyin Official Media

Through the statistical analysis of the sample video durations, as shown in Table 1.19, the majority of videos have a duration within 30 seconds, accounting for approximately 81.3%. The next most common duration range is between 39 and 60 seconds, making up 12.9%. The least common duration range is videos lasting 120 seconds or more, constituting only 1.3%. Overall, the short videos on Japan's nuclear wastewater discharge released by Douyin official media predominantly have durations within 30 seconds, exceeding 80%. The remaining duration ranges collectively make up less than 20%. This suggests that official Douyin accounts tend to present information related to Japan's nuclear wastewater discharge in concise videos lasting around half a minute, aligning with the platform's predominant culture of short-form video content and catering to the audience's habit of consuming fragmented content during short breaks.

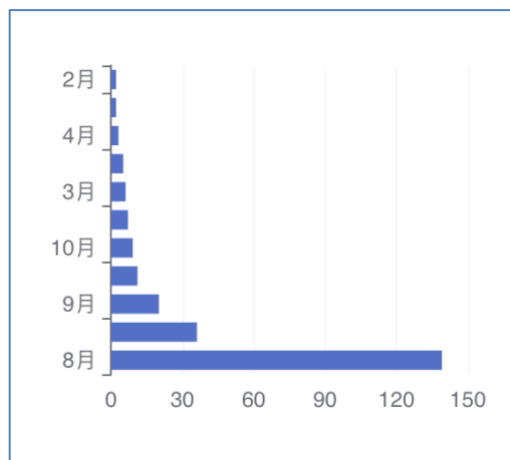1.1.3.2 Video release time: mostly in august

Table 1.20: Release Time of Short Videos on Japan's Nuclear Wastewater Discharge by Douyin Official Media

Combining Table 1.20 with the data, the majority of video releases occurred in "August," accounting for 57.9%. The next most common months are "July" and "September," around the timeframe before and after August, with percentages of 15% and 8.3%, respectively. The remaining months collectively make up only 18.8%. This phenomenon is mainly attributed to the fact that Japan's nuclear wastewater discharge was officially commenced on August 24, 2023.

1.1.3.3 Video title structure and topics: mainly declarative, few hashtags

Category	Frequency	Percentage
Declarative	177	73.8%
Exclamatory	40	16.7%
Interrogative	17	7.1%
N/A	6	2.5%

Table 1.21: Types of Titles in Short Videos on Japan's Nuclear Wastewater Discharge Released by Douyin Official Media

Category	Frequency	Percentage
None	172	71.7%
Several Hashtags	35	14.6%
Single Hashtag	33	13．8%

Table 1.22: Presence of Hashtags in Short Videos on Japan's Nuclear Wastewater Discharge Released by Douyin Official Media

Combining Table 1.21 and 1.22, in the types of titles for short videos on Japan's nuclear wastewater discharge released by Douyin official media, "Declarative Sentences" are the most common, accounting for 73.8%, while "Exclamatory Sentences" and "Interrogative Sentences" together make up only 23.8%. Regarding the hashtag indicator, "None" is the most prevalent, with a percentage of 71.7%, and "Several Hashtags" collectively account for 14.6%. This result is somewhat unexpected and suggests that official media titles are more formal and objective.

1.1.3.4 No appearance of figures or commentary is most common. If present, it is often government officials.
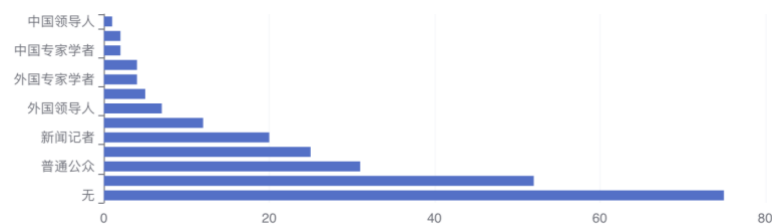
Table 1.23: Types of Figures Appearing in Short Videos on Japan's Nuclear Wastewater Discharge Released by Douyin Official Media
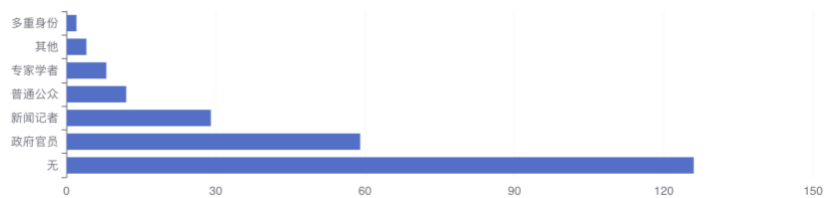

Table 1.24: Commentary in Short Videos on Japan's Nuclear Wastewater Discharge Released by Douyin Official Media

Combining Table 1.23 and Table 1.24 with the data, the types of figures appearing in videos and those providing commentary are mostly "None," accounting for 31.3% and 52.5%, respectively. The next most common types are "Chinese Government Official" and "Government Official," each accounting for 21.7% and 52.5%, respectively. It can be inferred that this phenomenon is primarily due to the increasing trend of artificial intelligence in short videos and news reporting, and the presence of government officials also reflects a certain degree of nationalism.

1.1.3.5 Diverse video styles, mainly four types, distributed relatively evenly

Category	Frequency	Percentage
Hybrid Style	66	27.1%
Speech Style	62	25.8%
Graphic Style	52	21.7%
Documentary Style	44	18.3%

Interview Style	11	4.6%
Animation Style	4	1.7%
Others	2	0.8%

Table 1.25: Styles of Short Videos on Japan's Nuclear Wastewater Discharge Released by Douyin Official Media

From Table 1.25, it is evident that video styles are distributed across all seven categories, indicating a diverse range of styles. The four main types, namely "Hybrid Style," "Speech Style," "Graphic Style," and "Documentary Style," account for 27.1%, 25.8%, 21.7%, and 18.3%, respectively, totaling 92.9%. These four styles are the predominant ones, and their distribution is relatively balanced.

1.1.3.6 There is distribution in the number of likes, comments, and shares, with the number of likes being larger in magnitude.
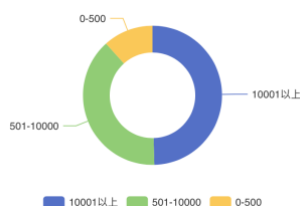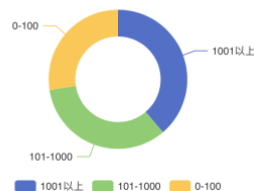

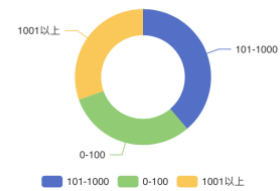Table 1.26: Numbers of Likes   Table 1.27: Numbers of Comments   Table 1.28: Numbers of Shares

Combining Table 1.26 to Table 1.28, it is evident that Table 1.27 and Table 1.28 are highly similar. In the likes category represented by Table 1.26, the "0-500" category is less common, accounting for only 11.7%, while the "10001 and above" category makes up 49.6%. In contrast, for comments and shares, the distribution is more balanced across the "0-100," "101-1000," and "10001 and above" categories. Comparing the category settings and distributions of likes,

comments, and shares, it can be observed that the magnitude of likes is larger compared to comments and shares.

1.1.3.7 Rather few emotional output, if present, tends to be negative

Category	Frequency	Percentage
A few	127	52.9%
None	64	26.7%
Many	49	20.4%

Table 1.29: Presence of Emotional Output in Short Videos on Japan's Nuclear Wastewater Discharge Released by Douyin Official Media

Category	Frequency	Percentage
Negative Tone	84	47.7%
Critical Tone	56	31.8%
Neutral Tone	36	20.5%

Table 1.30: Emotional Tone Output in Short Videos on Japan's Nuclear Wastewater Discharge Released by Douyin Official Media

From Table 1.29, it can be observed that emotional output in the short videos on Japan's nuclear wastewater discharge released by Douyin official media is limited. The category "Few" accounts for 52.9%, "None" for 26.7%, totaling 79.6%, while "Many" only makes up 20.4%. Therefore, it can be concluded that official media exercises restraint in expressing emotions when reporting on the Japan's nuclear wastewater discharge event. In the subset of samples with emotional output (as indicated in Table 1.30), "Negative Emotion" has the highest percentage at

47.4%. Additionally, there is "Critical Tone" at 31.8% and "Neutral Tone" at 20.5%. This suggests that among videos with emotional output, negative emotional tones are more prevalent, followed by critical tones.

5. Discussion and conclusion

A. Meaning and Significance

The above results and analysis make our hypothesis correct and extend three significant points in three aspects following the three levels analyzed above. First, nationalism is reflected through varying the different political identities embedded in different nations in high level questions. The focus of the comments and effects of Japanese nuclear wastewater discharge is a behavior of excluding Japan from the global world, influencing the nation identity of Japan. Government is considered as the representatives of the whole nation and the carrier of the nation's will. Moreover, in the low-level category, the governors are shown the most frequently. Their presence enhances the political image of the nation. The aiming on Japanese government makes it easy for audience to build negative cognitions towards Japan. Apart from this, the attitudes of other nations like Korea, Russia and America are included among the videos. Besides, by blending more seriousness and condemnation emotions, the contrast of the attitude has made itself clear, and thus fit the antagonism and conflict frames. The expressions fitting the frames are conveyed mostly by words, phrases and background music. Second, the result of the medium category shows that the visual content are more effective in conveying nationalism than spoken words. The visual language in the collected data are the pictures, clips, characters and presentation of words. The change of images not only provides relevant information, but also a technique to emphasize the importance of the content. Although the discriminative language and cultural references are less than expected,

the describing words for the events are powerful enough to reflect the conflict. Third, great significance should be attached to the timely effect for short videos. We can see the outbreak of videos about Japan nuclear wastewater discharge is in August, and most of the videos gain huge attention and support. The immediate response and reaction in nationalism perspectives shows the attitude towards both the local nation and international world. Therefore, the antagonism and conflict frames are being built more than once to affect the attitudes of the receivers of the short videos.

B. Suggestions

After analyzing the results from the questionnaire and the example, suggestions can be concluded in several parts, concerning the accuracy, limitations, and use of methods. As for the accuracy, the collected data has several delays and mistakes when organizing them. It is because of the immature use of the platform Divominer. Therefore, more practice and preparation beforehand should be done, and make sure important information has been downloaded immediately. When doing the reliability test, the number of the used samples is too small to cover all kinds of videos collected. Thus, there are some problems and confusions occurring during the coding. The samples for reliability test should be at least 30% of the total samples of this research since there are lots of similar videos. Talking about limitation, this study is not able to complete various calculations to do further cross explanation and discussing the research from a more diverse aspect. One factor can be improved are the discussion and independence of the team, and another one is the schedule that needs flexible adjustment. When it comes the use of method, it is a bit confusing elaborating it in each part, and not all members of the team get an insight if the framing analysis. Suggestion provided is each of the members need more preparation and learning for every aspect in our research.

C. Scope of Validity

This research presents the nationalism structure in of the Douyin short videos concerning Japan nuclear wastewater posted by Chinese official accounts. The research itself can be categorized in studying the relationship between China and Japan among history and the development of how nationalism presents into certain event in this era. Research concerning nationalism, short videos or Chinese official media can produce similar hypothesis and focus on presentation of nationalism. Therefore, as long as the subject for delivering political attitudes shares the similarity, this research can offer certain references. Besides, the framing analysis this research applies can also be used for other research studying the different detailed aspects under the effects of media.

D. Conclusion

In conclusion, the examination of Chinese official media's deployment of short videos on Douyin in response to the "Japan Nuclear Wastewater Discharge" issue reveals a multifaceted framing strategy that is deeply rooted in a nationalistic perspective. Through the lens of framing analysis, we have delved into the various ways in which the Chinese authorities craft and present narratives, aiming to influence public opinion, shape perceptions, and advance their geopolitical agenda.

The framing strategies employed by Chinese official media in the wake of the Japan nuclear wastewater controversy are, at their core, manifestations of a nationalistic discourse. The videos disseminated through Douyin serve as powerful tools in constructing a narrative that not only addresses the specific issue at hand but also reinforces a broader sense of national pride, unity, and resilience. It can be seen from the data results that among the 240 videos analyzed, more than 90% contain conflict frame, more than 85% contain antagonism frame, and 95% of the short videos

express negative emotions. On the basis of these sentiments and framing settings, Chinese state media naturally do not have a positive view of Japan's discharge of nuclear wastewater.

One prominent framing strategy observed is the portrayal of Japan as a potential hazard to regional and global environmental safety. By highlighting the potential risks associated with the discharge of nuclear wastewater into the ocean, Chinese official media strategically positions China as a responsible global actor, and highlighting the dangers of nuclear wastewater to Pacific Rim countries, standing against actions that may compromise ecological integrity. This framing aligns with the broader nationalistic agenda of projecting China as a responsible and environmentally conscious nation on the global stage.

Furthermore, the framing analysis underscores the importance of technological platforms, such as Douyin, in the dissemination of these nationalistic narratives. Short videos, with their visually engaging and easily shareable format, prove to be effective tools in reaching a wide audience and shaping public discourse. The choice of Douyin, a popular social media platform, reflects the adaptability of the Chinese government in utilizing contemporary communication channels to disseminate its messages swiftly and effectively.

Despite the seemingly unified nationalistic framing, it is essential to recognize the diversity of perspectives within the Chinese public. While official media aims to foster a collective response, the responses from the public on platforms like Douyin may vary, providing glimpses into the complexity of public sentiment. Some may wholeheartedly embrace the nationalistic framing, and speak of nationalism and patriotism, while others may express concerns or alternative viewpoints like scientific evidence and get to know perspectives from other countries, contributing to a dynamic and evolving discourse.

In conclusion, the framing analysis of Chinese official media's short videos on Douyin in response to the "Japan Nuclear Wastewater Discharge" illustrates the interplay between media, nationalism, and public sentiment. It highlights the strategic use of framing to consolidate national identity, promote a particular worldview, and leverage emerging technologies for effective communication. As geopolitical tensions continue to shape international relations, understanding the dynamics of media framing becomes increasingly crucial in deciphering the complexities of contemporary global discourse.

6. Division of labor:

Division of labour	CHEN Guantian, Tina	CHEN Zijun, Celine	GENG Anqi, Angel	YANG Yang, Yoko
Presentation	Background and research questions	Literature review	Sampling, Expected outcome	Research method
Framing and Coding Scheme	Coding scheme	Coding scheme	Sampling standard and keywords; Antoganism and conflict frames	Coding scheme
Work in Divominer	Reliability test, coding 60 videos	Reliability test, coding 60 videos	Reliability test, coding 60 videos	Coding scheme uploading, reliability test, coding 60 videos

Final essay	Abstract, keywords, introduction, and results analysis	Literature review, and discussion	Sampling method, Antoganism and conflict frames	Research method and conclusion

Appendix

Table 1: Antagonism Framing Analysis

Aspect	High Intensity =3 Keywords	Moderate Intensity=2 Keywords	Low Intensity =1 Keywords	None=0
Environmental Aggression	"Threat to the Asian ecosystem," "Endangerment of marine life." "Ecological disaster," "Irreversible damage"	"Environmental degradation," "Pollution concerns"	"Ecosystem disruptions," "Regulatory challenges"	
Threat Level	"National betrayal," "Environmental terrorism" "Immediate danger," "Unforgivable offense" "Violation of international law," "Potential cancer rise," "Risk of genetic defects." "National crisis," "Severe contamination"	"Reckless behavior," "Safety violation" , "Concerning actions," "Rising tensions", "Unjust actions", "Disregard for safety" "National crisis," "Severe contamination"	"Unfortunate decision," "Concerning actions", "Potential risks," "Questionable decisions", "Lack of transparency", "Irresponsible behavior," "International norms violation," "Disregarding regional harmony" "Concerning developments," "Potential impacts"	
Emotional Appeal	"Outrage," "Fury," "Contempt" "Outrage," "Betrayal"	"Disappointment," "Worry," "Distrust"	"Concern," "Caution," "Doubt" "Unease," "Disappointment"	
Responsibility	"Willful harm," "Premeditated act" "Bear historical responsibility"	"Negligent oversight," "Lack of accountability"	"Inadequate measures," "Insufficient control"	
Urgency	"Immediate threat," "Impending crisis"	"Growing problem," "Evolving situation"	"Long-term issue," "Persistent challenge"	
Call to Action	"Rise up," "Defend the motherland"	"Stay vigilant," "Demand justice"	"Seek clarity," "Monitor developments"	
Enemy Portrayal	"Aggressor actions," "Hostile intent"	"Questionable motives," "Unfriendly acts"	"Opposing party," "Different stance"	

Table 2: Conflict/Nationalism Framing Analysis

Intensity Level	High Intensity =3 Keywords	Moderate Intensity=2 Keywords	Low Intensity=1 Keywords	None=0
Sovereignty & National Pride	Homeland defense, National betrayal, Territorial infringement, Territorial violation, Unforgivable action	Patriotic duty, Historical sovereignty, Sovereign rights, Historical disputes, National dignity	National unity, Pride in heritage, International norms, Sovereign interests, National pride	
Public Health & Safety	Grave threat, Public health crisis, Irresponsible actions	Health risk, Safety concerns	Wellness of citizens, Long-term health	
Environmental Protection	Ecological disaster, Irreversible damage, Biohazard, Ecological invasion, Environmental emergency	Environmental risk, Marine pollution, Sustainable development, Environmental impact, Public health	Ecological balance, Sustainability, Ecological balance, Resource management, Environmental cooperation	
Historical Grievances & Geopolitical Stance	War atrocities, Historical injustices, Imperialistic aggression, Historical humiliations, Aggressive past	Memories of conflict, Residual tensions, Colonial history, Past conflicts, Shared history	Mutual respect, International law, Cultural memory, Historical ties, Past resolutions	
Economic Implications	Economic warfare, Livelihood destruction, Trade manipulation, Exploitation of resources, Threat to livelihood	Economic impact, Fishing industry threat, Trade relations, Economic interdependence, Regional economy	Resource management, Economic resilience, Market dynamics, Economic resilience, Mutual benefits	
Social and Cultural Impact	Cultural erosion, Identity crisis, Social unrest	Community concern, Cultural preservation	Social responsibility, Cultural dialogue	
Political Response	Diplomatic confrontation, Political indignation, Unilateral decision	International law, Diplomatic negotiation, State responsibility	Policy response, Government stance, Political discourse	
Legal & Ethical Standards	Legal defiance, Ethical misconduct, International violation	Accountability, Compliance with standards	Ethical considerations, Legal frame	
Social Mobilization	National outrage, Grassroots protest, Social justice	Public opinion, Community action, Civic responsibility	Public awareness, Social commentary, National sentiment	
Media Representation	Media warfare, Propaganda, Biased reporting	Media scrutiny, Public discourse, Reporting standards	Information sharing, Media narratives, Journalistic integrity	

Table 3:Sampling standard：

Central Level:	People's Daily, Xinhua News Agency, Qiushi, People's Liberation Army Daily, Guangming Daily, Economic Daily, China Daily, China National Radio, CCTV, China International Radio, China Youth Daily, China News Service. Xinhuanet, People's Daily Online, CCTV Network, CCTV News, Guangming Network, Xinhua Daily, CCTV News Network, Global Network
Provincial level:	China News Service, Xiaohui on the Road, Henan Radio and Television Minsheng Channel, Dragon TV, People's Observation.
Prefecture, District and County Level:	The first scene, Guangzhou Daily, Jiangnan Evening News, Tianyanjun.

Table 4:Video selection criteria keywords:

Or (You need to have one of these):	Japan started the discharge of nuclear sewage from the Fukushima Daiichi Nuclear Power Plant into the sea Fukushima Daiichi Nuclear Power Plant in Japan Japan's Fukushima nuclear-contaminated water is discharged into the sea Japan's nuclear sewage is discharged into the sea

	Japan discharges nuclear wastewater
	Japan's nuclear sewage
	Government of Japan
	The Japanese side drained the sea
	Japan drains the sea
	Japanese side
	Fukushima Marine Products of Japan
	Seafood products from Japan
	TEPCO Corporation of Japan
	What the Japanese side did
	Nuclear-contaminated water is discharged into the sea
	Nuclear sewage is discharged into the sea
	Nuclear-contaminated water
	Nuclear sewage
	Fukushima Daiichi Nuclear Power Plant
	Fukushima nuclear power plant
	Fukushima
	Drain the sea
	August 24, 2023
	August 24th
	20230824
Dispensable:	Tokyo Electric Power Company
	Seafood originating from Japan

	International Atomic Energy Agency
	Seawater sample collection
	Clean sea
	Total suspension of imports
	Customs
	Import ban
	Strongly opposed
	Marine environment
	The sea is wailing
	Foreign ministry
	UN
	Disaster
	Fisherman
	Standpoint
	Effect
	Ocean
	Reprimand
	Boycott

Table 5:Coding Scheme:

First-level indicators	Second-level indicators	Third-level indicators
High-Level (A).	Issue type (a).	1 = Introduction to Japan's Nuclear Sewage Discharge, 2 = Evidence of Japan's Nuclear Sewage Discharge, 3 = Impact of Japan's Nuclear Sewage

		Discharge into the Sea, 4 = Japan's Nuclear Sewage Discharge Commentary, 5 = Others
	Frame type (b).	1=Antagonism, 2=Conflict, 3=Other
	Content tone (c).	1=Neutral, 2=Affirmative, 3=Negative, 4=Unknown
	Degree of seriousness (d).	1 = None, 2 = a small amount, 3 = a lot
	Degree of emotional condemnation (e)	1 = None, 2 = a small amount, 3 = a lot
	Degree of grief and anger (f).	1 = None, 2 = a small amount, 3 = a lot
	Degree of antagonistic affectivity (g).	1 = None, 2 = a small amount, 3 = a lot
	Directed group (h)	0=None, 1=Japanese testing agency, 2=Japanese nuclear power Japanese government, 3=Japanese government, 4=Japanese masses, 5=others
	Whether there is a comparison between countries (e.g., China and Japan, China and the United States, the United States and Japan, etc.) (i).	1 = None, 2 = a small amount, 3 = a lot
	Presence or absence of geopolitical references (e.g., emphasis on geopolitical factors, use of geographical concepts) (j).	1 = None, 2 = a small amount, 3 = a lot
	Whether there is a strengthening of national identity (e.g. Greater China) (k).	1 = None, 2 = a small amount, 3 = a lot
	Whether there is a position on the identity of another country (e.g., Japan Jr.) (l).	1 = None, 2 = a small amount, 3 = a lot
Mid-level (B).	Whether more than one person appears in the video (a).	1 = None, 2 = a small amount, 3 = a lot
	Whether there are multiple scenes in the video (insert other videos/images) (b)	1 = None, 2 = a small amount, 3 = a lot
	Whether the video contains discriminatory remarks about Japan (c)	1 = None, 2 = a small amount, 3 = a lot
	List of events (d).	1 = None, 2 = a small amount, 3 = a lot
	Availability of viewpoint output (e)	1 = None, 2 = a small amount, 3 = a lot
	Language style (f).	1=Moderate, 2=Aggressive, 3=Worried, 4=Other

	References to historical events (g).	1 = None, 2 = a small amount, 3 = a lot	
	Presence or absence of references to cultural/cultural symbols (e.g. national flag, national emblem, etc.) (h).	1 = None, 2 = a small amount, 3 = a lot	
Low-level (C).	Video duration (a).	1=Within 30 seconds, 2=30 to 60 seconds, 3=61 to 90 seconds, 4=91 to 120 seconds, 5=120 seconds or more	
	Release time (b).	It is divided into 12 time periods, 1=January, 2=February......	
	Video title (c).	Title sentence	1=Exclamation, 2=Interrogative, 3=Declarative, 4=N/A
		With topics	1 = None, 2 = a small amount, 3 = a lot
	Visual effects(d)	1 = None, 2 = a small amount, 3 = a lot	
	Type of character that appears (e)	1=Foreign Leaders, 2=Chinese Leaders, 3=Foreign Experts and Scholars, 4=Chinese Experts and Scholars, 5=Foreign Government Officials, 6=Chinese Government Officials, 7=Journalists, 8=Special Occupational Groups (e.g. Military Personnel, Doctors, Teachers, etc.), 9=General Public, 10=Multiple identities, 11 = animal, 12 = other, 13 = none	
	Narrator (f).	1=Expert Scholar, 2=Government Official, 3=Journalist, 4=General Public, 5=Multiple Identity, 6=Non-Human Commentary (AI Dubbing), 7=Other, 8=None	
	Video style (g).	1 = Presentation, 2 = Interview, 3 = Documentary, 4 = Graphic, 5 = Hybrid, 6 = Animation, 7 = Other	
	Main manifestation (h).	1=Live recording, 2=News report, 3=Data integration, 4=Creative video (animation, etc.), 5=Others	
	Key material source (i)	1=Foreign experts, 2=domestic experts, 3=journalists/correspondents and other professional editors, 4=parties/witnesses and other relevant persons (real-time on-site shooting), 5=existing media resources, 6=online materials, 7=surveillance, 8=other institutions, 9=reprint, 10=unknown	

	News Type (J).	1=News, 2=Feature, 3=Commentary, 4=General Information, 5=Other
	Number of Likes (k).	1=0-500, 2=501-10000, 3=10001 or more
	Number of comments (l).	1=0-100, 2=101-1000, 3=1001 or more
	Number of Shares (m).	1=0-100, 2=101-1000, 3=1001 or more
	Background character voice (n).	1 = Commentary, 2 = Dialogue, 3 = Simultaneous Voice, 4 = Other, 5 = None
	Background music (o).	1 = Pure Music, 2 = Vocal Music, 3 = Natural Sound, 4 = Foley Audio, 5 = Other, 6 = None
Presence or absence of emotional output (E)	1 = None, 2 = a small amount, 3 = a lot	
	Emotional color (a).	1=Positive emotion, 2=Negative emotion, 3=Critical emotion (positive and negative), 4=Neutral emotion, 5=Other

References

Canetti, D. et al. (2019). Framing and fighting: The impact of conflict frames on political attitudes. *Journal of Peace Research*, Vol. 56(6) 737–752. DOI: 10.1177/0022343319826324.

Guo, X., & Jing-Jing, F. (2021). Traditional cultural short video publicity system based on data mining and digital image technology. *Advances in Multimedia*, *2021*, 1–8. https://doi.org/10.1155/2021/6335966

Hong, W., Gu, Y, T., Wu, L, H., Pu, X, J. (2023). Impact of online public opinion regarding the Japanese nuclear wastewater incident on the stock market based on the SOR model. *Mathematical Biosciences and Engineering 2023, 20*(5), 9305-9326. http://www.aimspress.com/article/doi/10.3934/mbe.2023408

Li, G., Z., & Li, Z., L. (2022). The reaction of Japanese media to discharging Fukushima nuclear wastewater into the ocean and the analysis----taking relevant reports of Japanese media as examples. *IOP Conf. Ser.: Earth Environ. Sci.* 1087 012004, https://iopscience.iop.org/article/10.1088/1755-1315/1087/1/012004

Luo, Y. C., & Chen, G. (2008). On the news media's framing of controversial events: A study of the 'South China Tiger photos' incident. *Contemporary Communication,* (04), 12-15. https://kns.cnki.net/kcms2/article/abstract?v=QGW0A_jem_nHtTUWoF0MTjL838Q4f7NFIHQ9nCbUUk5iabJqh_SUWZ2HIVnRMxnRZHXi4roNnvVLxBuW4ON4mmmp3Hjyjqls68VkAt4w3E8Er4_v74R0TxM9yhfnnoF3&uniplatform=NZKPT&language=CHS

Matthes, J. (2009). What's in a Frame? A Content Analysis of Media Framing Studies in the

World's Leading Communication Journals, 1990-2005. *Journalism & Mass*

Communication Quarterly, *86*(2), 349–

367. https://doi.org/10.1177/107769900908600206

Qiang, F. (2021). Research on short video photography technology under the integration of

computer editing in the new media era. *Journal of Physics: Conference Series*, 1865(4)

doi: https://doi.org/10.1088/1742-6596/1865/4/042031

Qin, J., Du, Q., Deng, Y., Zhang, B., & Sun, X. (2023). How does short video use generate

political identity? Intermediate mechanisms with evidence from China's small-town

youth. *Frontiers in Psychology*, *14*. https://doi.org/10.3389/fpsyg.2023.1107273

Skey, M. (2022). Nationalism and Media. *Nationalities Papers, 50*(5), 839-849.

doi:10.1017/nps.2021.102

Wang, Y., X., & Liu, D., H. (2020). LDA Topic Modeling Analysis for COVID-19 News of

Western Mainstream Media from the Perspective of Framing Analysis: An Analysis of

New York Times and Guardian Publications. *The Macroscopic View of Advertisements*

(Theories) (03), 76-89.

https://kns.cnki.net/kcms2/article/abstract?v=QGW0A_jem_lkkDeJNUbbS3iPKP4EfiGd

kQ1zXJUwTbF36iT7KGS8PV9mGmGFLJOdT56hx_VEplkpvezi44NuKcUmkxdmgkw

NbTwHycwWZINfonNncwvNeitlkZRzB2q7cHc0o30F9cg=&uniplatform=NZKPT&lan

guage=CHS

Wang, Z., H. (2023). User interest discovery method of the official account of media based on

the AISAS framework. *Master's thesis, South China University of Technology*.

https://kns.cnki.net/kcms2/article/abstract?v=QGW0A_jem_lmaoa_ooU5SuaeFi460_bys

v0TK-

yjpVR_JEhuhyEMNFe3U6KkiiRdHJmcJaMG2wxD6cVATXoUCuF_cBKOKkUb3jov4

4Feg4s5iUELrOBM1CVGmh6x9MH8Z-

cpr16qYBQ=&uniplatform=NZKPT&language=CHS

Zhang, Y. H., & Yin, Y. Q. (2006). Foreign mainstream media's China-related reporting under

the lens of framing construction theory: Analysis of the British Guardian's 2005 reports

on China. *Journalist,* (08), 15-18.

https://kns.cnki.net/kcms2/article/abstract?v=QGW0A_jem_nfgFPFFv0V8R--

e1pEaxaYXoDZe5ShYnATGuc8vrw5dCa-

dd61YjXhympF7ytLzzhV9SjtNgKlc7ky9NcWDCHbKY7Ly-

OSfJ8raO6ubpPxCSIg9bgwdXa0&uniplatform=NZKPT&language=CHS