

The Cause Of Trending Topics In Japan

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Abstract

The cause of the trending topic on twitter can be found. This paper aims to find this out, using qualitative descriptive methods, by connecting one text to another. On October 19, 2022, 10 topics had more than 20 thousand tweets. After being studied, was found 7 topics discussed entertainment such as the promotion of songs, dramas, or entertainment programs. There is one topic that deals with the sport of baseball. Next, a topic related to news on NHK was also found, and a topic related to a tweet about an article discussing *Doujinshi* or self-publishing culture in Japan. In addition, it is also found that one topic can refer to different texts. The context itself such as hashtags, images, embedded video or direct link, the bunch of retweets, and others. This paper shows one topic can be trending even though the tweets are not related with the topic itself.

Keyword: Japanese language; causality; trending topic; twitter

Introduction

Twitter is a social network that allows its users to communicate asynchronously through 140-character messages. Messages on Twitter are called tweets. These Tweets can be publicly opened or closed to followers only. When tweets are published openly, each user can comment on the tweets (Murthy, 2013).

Research on Twitter as data has been done in previous studies. Research by Malik et al (2019) looks at it from an educational perspective, Fownes et al (2018) discuss the issue of climate change, and Ćurlin et al (2019) discuss the use of Twitter in the tourism sector.

As a form of communication, these tweets can be analyzed as discourse, like Indrawati (2021), which discusses positive tweets from Adidas accounts against racism and solidarity with others. Then there are Pond and Lewis (2017) who question the relationship between social movements on social media and actual social movements in society. The study took the case of UK Riots in 2011 and cleaned up the mess using the hashtags #RiotCleanUp and #OperationCupOfTea. These two relationships between hashtags on Twitter and real action in the field are the focus of their research.

This paper also uses a discourse analysis approach, by looking at the hashtags, words, or phrases that became trending topics in Japan on October 19, 2022. The choice of October 19, 2022, as a problem delimiter is the presence of the word 'rose' which is a trending topic with as many tweets as 329.5 thousand tweets. The interesting thing is to see the causality of the word, referring to different texts. So, the same topic can refer to different texts and cause trending. Of course, it needs to be seen further, which is the main trigger of the topic, to be able to attract other texts that are not related to the main topic.

The trending topics can occur because had the relationship between one text and another. Bazerman (2004) says that we live in a sea of words that refer to one word with another. So that every phrase or word we use must have been heard or seen before.

Then, related topics on Twitter trending topics are of course related to the events behind all these words, and phrases (topics).

Furthermore, the problems to be discussed here are, a. the reason the topic is trending, b. main topics that trigger trending, and c. relationships between texts that occur.

So, the discussion is only limited, with a research scope that does not expand. The results to be presented can be discussed further.

Research Method

Text data collection on social media is always related to time because the data will change quickly (Zappavigna, 16: 2012). With this data, the recording must be done quickly.

Then, besides being limited by date, this research is also limited by the number of tweets. This study takes trending topics that have a total number of tweets equal to or more than 20 thousand tweets and are taken at 23.18 WITA. Even a slight time difference can change the number of tweets and the position of the trending topic, as explained by Zappavigna (2012). The site <https://globaltwittertrends.com/japan/> is used as a data source and recorded by downloading in excel form.

Text data is taken from the official news portal so the data can be accounted for validity. The news portals used are Mantan Web, Yutura, JPrime, Tosupo, News Post Seven, and NHK. Then, official websites are also used as text data, such as MBS1179 -the website of MBS radio-, Tower -the website of Tower Records-, J-Storm -the website of a music and film company owned by Johnny & Associates-, and others.

Mantan Web is a news portal about anime, manga, and games. This news portal is under the news of *Mainichi Shinbun* (MantanWeb, 2010).

Yutura is a news portal owned by Omoshiro, Inc. News is taken from YouTube, related to the world of entertainment, and artists on social media, especially YouTubers (Yutura, 2012).

JPrime or *shuukan josei* prime is a news site under the company Shufu to Seikatsusha., Co. Ltd. Specialty in entertainment news, social conditions, and trends (Shufu, 2015).

Tosupo Web is a sports news portal from the printed version of *Tokyo Supootsu Shinbun* or Tokyo Sport. Owned by Tokyo Press., Co. Ltd (Tokyo Sports, 2009).

News Post Seven is a news portal that provides sports, entertainment, political, economic, business, social, health, and international information. Owned by Shogakukan, Inc. (News Postseven, 2010).

NHK or *Nippon Housou Kyoukai* -the Japanese broadcasting corporation- is a broadcasting company that started on June 1, 1950. This company has television news broadcasts, radio, and websites. Both Japanese national and international (NHK, n.d.).

The discussion is carried out descriptively, by conducting a literature review and linking the text discussed with the other text or secondary data found. The subject in this study is trending topics. With a discussion of related tweets as the object.

The tweets used as data are believed to be material that can be used freely, complying with the principle of anonymity.

Results and Discussion

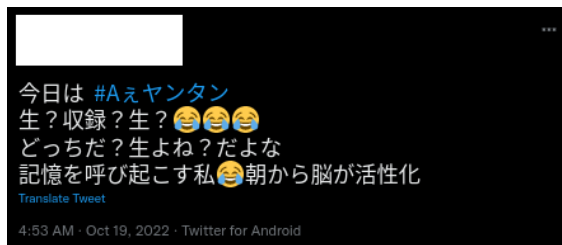
There are 10 data that will be discussed in the results and discussion section. The hashtags which use Japanese characters are not to be Romanized for authenticity reasons.

1. #A えヤンタン (#aeyantan)

The text related to hashtags is a news article from MANTAN WEB on August 20, 2022. The news talks about the celebration of the birthday of the MBS radio program, namely Young Town or Yantan's 55th in October. Then the focus of the text in this discourse is not only on Young Town's birthday but there is other information, namely A え or A え!Group (idol group name) which is scheduled to fill in on Wednesday and whose performance is considered good until trending topic 1 (MantanWeb, 2022a; MBS1179, n.d.-a).

From the news text, it is understood why the hashtag became trending with 20.4 thousand tweets. October 19, 2022, is a Wednesday and A え!Group's schedule is broadcasting Young Town or *Yantan* on MBS Radio, fans of the

idol A え!Group tweeted about their activities during the broadcast or left comments on the broadcast.



Picture 1. Young Town (Source: twitter)

Picture 1 is an example of a tweet using the hashtag #A えヤンタン. In the tweet, asking if A え!Group is broadcasting live or recording. This hashtag was formed by combining the name of the idol group and the name of the radio show. From A え!Group just takes the front part 'A え' and combines it with *Yantan* or Young Town. This is done to provide an identity meaning that the *Yantan* program is hosted by A え!Group. Because on different days, this program is hosted by different artists or idols (MBS1179, n.d.-b).

2. Tenbai no jiyuu

The next topic is *tenbai no jiyuu* (free resale), which is linked to an article discussing *doujinshi* on note.com entitled *doujinshi ni tenbai no jiyuu o 'watashi no kangae'* (free resale of *doujinshi* products 'my opinion'). Since this opinion was controversial, as of October 20, 2022, the article has disappeared. The original opinion link on <https://note.com/jdrn/n/ne2f2adfeba3e> cannot access anymore. This article appeared on March 27, 2022, and was written by *zenkoku doujinshi tenbai ryuutsu renrakukai* (*doujinshi* resale distribution association). This article became controversial because there were tweets from the following users.



Picture 2. The Trigger Tweet Of

‘Free Resale Doujinshi’ (Source: twitter)

In the tweet, wrote: *yabee no dekitana, kore* (can be dangerous, this) and continued by entering the article title, author, and link to the opinion article. This tweet was able to get the attention of other Twitter users, getting 22.3 thousand likes.

Then why is this a concern to a trending topic?

Starting from an understanding of doujinshi itself. The *doujinshi* refers to a product of self-published magazines or manga or other publications that cater to a specific group of people. There are two types: original products (*ichiji sousaku*) and parodies (*niji sousaku*). This product is usually sold at *Doujinshi Sokubaikai* (*doujinshi* sales events) (Richey & Scott, 2016).

Then, the problem in this article is the phrase ‘free resale of *doujinshi* products’ in the opinion. For fans of these products, this freedom from resale could eliminate the relationship between the fan and the artist of the doujinshi itself.

Apart from causing the intended article to disappear, this tweet also caused the twitter account that wrote the article to be blocked (@DoujinTenbaiNet) due to reports of twitter users who disagreed with the article's writing. There is even an article available at <https://nijimen.net/topics/346942> that explains that the article made by the reseller association is problematic. This topic got attention and had a total of 20.7 thousand tweets.

3. #親愛なる僕へ殺意をこめて (#*shinainarubokuesatsuikomete*)

This hashtag is the title of the *dorama*, *Shinainaru Boku e Satsui o Komete* (translated internationally as My Dearest Self with Malice Aforethought). The title is also known as *shinboku*, the abbreviation of phrase *shinainaru boku*. The *dorama* was adapted from a manga with the same title.

This hashtag is trending due to three factors. First, the main character in the *dorama* performs Instagram live streaming (insta-live). Second, on October 19, 2022, the third episode of this drama will air. Third, there is a news text that promotes the third episode. Such as news portals: Mantan Web, Oricon News, and others.

The news (MantanWeb, 2022c; OriconNews, 2022) is promoting the third episode of the drama which will air at 10:00 p.m. Furthermore, this news also

highlights idol Ryosuke Yamada who is a member of the group Hey! say! Jump as Eiji Urashima.

Because there is an insta-live, the *dorama* will air and there will be news text, so fans of Ryosuke Yamada, as well as fans of Hey! say! Jump also promotes or responds to this with a tweet. Until tweets with this hashtag reached 22.2 thousand tweets.



Picture 3. Tweet From Fan of Shinboku (Source: twitter)

Picture 3 shows the fan response. In the tweet, the fans said good morning and informed the other fans that episode three of the drama would air today. Then the next one revealed that JUMP-kun (referring to Ryosuke Yamada) will perform an insta-live at 09.30 P.M. This fan will be having fun at night, and excited to work -in the morning-. The tweeted not forget to embed the Instagram link from Hey! say! Jump.

4. Oshi kyuuka

This data discusses a leave program implemented in a preschool. In the NHK article dated October 19, 2022, explained the *oshi kyuuka* program, which literally means being forced to take a vacation (NHK, 2022).

The news article explained a preschool, Alice Nursery School in Sapporo providing a leave program called *oshi kyuuka*. This holiday program can be enjoyed by teachers there to attend concerts, live performances by artists, and others. This program was created so that teachers feel happy when teaching and accompanying children. Given the tight schedule of the school.

The text of this news received a good response, this can be seen on twitter, there are 28.9 thousand tweets discussing this program.



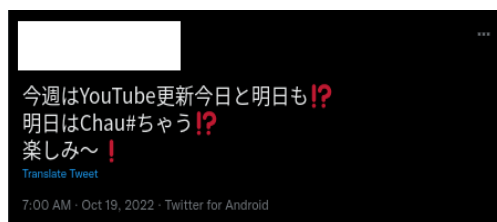
Picture 4. Opinion on *Oshi Kyuuka* (Source: twitter)

Picture 4 shows a tweet about an article on NHK. In the tweet it was written: “related to oshi kyuuka, if it's like that, it will be easy to get leave”. Using emoji as medium for expression is common as Mayor & Bietti (2021) explained.

5. Chau

These 31.9 thousand tweets are the title of the song from Hey! Say! Jump. This song was released on April 29, 2015 (PRTimes, 2015). This song was trending on October 19, 2022, to celebrate the 15th anniversary of Hey! Say! Jump a music video was released called special movie 15 and was followed by a live tour (JStorm, 2022; Tower Records, 2022). Apart from trending topics on Twitter, after the music video was released on YouTube until October 20, 2022, it was in the 18th position (Yutura, 2022).

It is for kind of reason that fans of Hey! Say! Jump is enthusiastic and fills it with tweets. One of them is as follows.



Picture 5. Hey! Say! Jump Fan
Tweeted About Chau (Source: twitter)

Written on the tweet, fans tweeted their enthusiasm because of the old song from Hey! Say! Jump will release the music video that day and the next day there will be a dance practice video from Chau's song. The fan wrote, “this

week on YouTube will be updated today and tomorrow as well. Tomorrow is Chau. I cannot wait. "

6. Kinkamu jishsha

This data has a total of 35 thousand tweets. The word *kinkamu* is a term referring to the *Gooruden Kamui* manga or internationally known as Golden Kamuy. The manga tells of Saichi Sugimoto (a Russian Japanese war veteran) who searches for Ainu gold in Hokkaido.

The topic of *kinkamu jishsha* (live action Golden Kamuy) revolves around rumors of the release date and cast of the adaptation series. This rumor has been spreading since April because there was a Shueisha news article discussing the live-action adaptation of Golden Kamuy (Shueisha, 2022).

Then on October 19, 2022, there was a news article (Tokyo Sport, 2022) that informed that actor Yamazaki Kento would be playing the role of Saichi Sugimoto. This is what causes the trending topic. Although the article also explains that there is no official information regarding this matter. Opinions on tweets vary, some fans agree, and some disagree. There are also comments by guessing the actor who will play the role of another character, as shown in picture 6.



Picture 6. Suggested a Cast from Fan (Source: twitter)

In picture 6, the tweet says: "there is a live-action Golden Kamuy, Usami is a Hannya Kanada". Usami is a character in Golden Kamuy, and Hannya Kanada or Satoshi Kanada is a comedian, actor, and YouTuber.

7. Teretabiizu

Teletubbies or teretabiizu (in Japanese loan word) is a children's program. This program is well-known internationally. Below is an example of a tweet containing this information.



Picture 7. Tweet about Teletubbies and Netflix (Source: twitter)

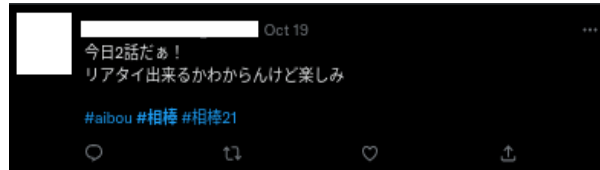
The news text that triggers this trending topic is the Teletubbies program which will be broadcast again on Netflix starting November 14, 2022 (Cinema Today, 2022b; J Cast, 2022). This is a reason there are tweets on this topic. This topic has a total of 36.2 thousand tweets.

8. #aibou

Aibou (partner) is a *dorama* series that talks about the activities of the Metropolitan Police. This *dorama* has been on the air for 22 years. Originally a pre-season, the focus was on Kameyama Kaouru, a detective in the public safety department. When entering season 1, the story focuses on the collaboration between Ukyo Sugishita (inspector) and Kaoru Kameyama (chief sergeant). Another important thing is that Kameyama Kaoru retired in season 7 in 2008. Ukyo Sugishita is played by Yutaka Mizutani, and Kameyama Kaoru is played by Yasufumi Terawaki (Cinema Today, 2022a; Douga, 2018; Douga, 2020; JPrime, 2022).

In 2022, this *dorama* enters its 21st season, which is trending because Kameyama Kaoru (Yasufumi Terawaki) is back (Mantan Web, 2022b; Cinema Today, 2022c). But this is not the main reason this *dorama* became a trending topic on October 19, 2022. The right reason is that on that date this *dorama* entered its 2nd episode and a special episode with a longer duration of 15

minutes (Mantan Web, 2022b). Tweets about this *dorama* reached a total of 37.9 thousand tweets. Here's an example given.



Picture 8. Excited about Aibou Season 21 (Source: twitter)

In picture 8, there is a tweet saying that "today's episode 2. Don't know if I'll be able to watch in time, but excited". The Aibou fans showed their excitement by expressing their joy through tweets and expressed positive sentiments. Sailunaz & Alhadj (2019) said that emotion can be expressed by positive or negative sentiment.

9. Dorafuto

Draft or *durafuto* (Japanese loan word) is a topic that represents the *durafuto kaigi* (selection conference) or *puro yakyuu dorafuto kaigi* (professional baseball selection conference). This conference is a meeting to seek and find new players for 12 Japanese professional baseball teams. It has been held since 1965, with the aim of balancing the team's strengths. This meeting will nominate promising players in the future and will gain negotiating rights to join one of the 12 professional baseball teams (Spojoba, n.d.; Weblio, 2004; Weblio, n.d.).

In 2022 this conference starts on the 20th of October. So that the enthusiasm for the selection of professional baseball players is very large. As there are articles discussing candidates in 2022 who have less ability, this is due to Corona or Covid (Post Seven, 2022).

There are also news articles providing information that Yomiuri Giant, Hiroshima Toyo Carp, Orix Buffaloes, Fukuoka Softbank Hawks, Saitama Seibu Lions, Tohoku Rakuten Golden Eagles, and Hokkaido Nippon Ham Fighter have announced their first round of nominations (Ronspo, 2022). Fans have been waiting for this announcement about the nominees and selected candidates. The news that discussed the selection of candidates for professional baseball players received 56.5 thousand tweets. One of them is as follows.



Picture 9. Professional Baseball Conference (Source: twitter)

There's a tweet, "finally tomorrow's draft. This year the candidate looks like a very good player. Please support players turning professional" include the hashtag #puroyakyuudurafutokaigi.

9. Rose

Idol Group JO1 on October 12, 2022, released their 6th EP album, Midnight Sun. On Billboard Japan, the album sold up to 602,958 copies in its first week (as of October 16). There is a song Rose which became a hot topic because it was first performed at KCon 2022 Japan on October 15. Then on October 19, Rose's performance video was officially released on YouTube (Barks, 2022; Billboard Japan, 2022; Natalie, 2022; The First Time, 2022). JO1 fans made trending this topic, reaching 325.9 thousand tweets.

But the data shows that the Rose on October 19 is not only related to JO1, it is also related to roses (the true meaning of the word rose). Even so, the trending topic is still caused by JO1's single Rose. This is proven by the following data which shows the Rose trend starting at 18:40 with a total of 93,726 tweets.

18:10	18:40
1) #渡辺翔太	1) #有吉の壁
2) #すの日常	2) 推し休暇 10,232 tweet
3) #あなたをRPG女子化	3) #渡辺翔太
4) 推し休暇	4) #すの日常
5) テレタビーズ 22,274 tweet	5) #あなたをRPG女子化
6) 愛のヘリ	6) #Rose 93,726 tweet
7) #INI_Awakening 37,243 tweet	7) PERFORMANCE VIDEO 78,059 tweet
8) ドラフト 44,597 tweet	8) テレタビーズ 24,364 tweet
9) THE POLICY 131,337 tweet	9) 愛のヘリ
10) サラスト	10) ドラフト 47,120 tweet

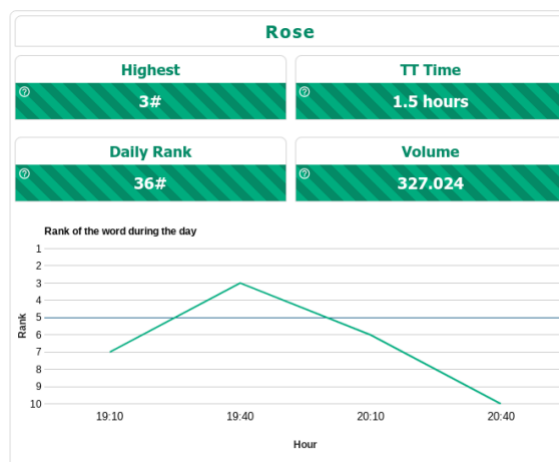
Picture 10. The Real Count of Rose Topic
(Source: Archive Trending, 2022)

This is because the performance video will be released at 19.00. In addition, tweets about roses occur only in the morning, while tweets related to JO1 from morning to night (around 20.00's). Figure 11 shows a tweet posted at 5.15 am related to roses.



Picture 11. The Real Meaning
of Rose (Source: twitter)

Then picture 12 shows the trending topic of 'rose' which peaked at 19.40, lasted 1.5 hours and ended at 20.40.



Picture 12. The Peak of Topic 'Rose'
(Source: Archive Trending, 2022)

In picture 13, tweets of information about video performance are repeated up to 3 times out of enthusiasm. The Fan didn't forget to be tagging @official_jo1 and provide the hashtags #JO1 #SuperCali #僕らの季節 (bokura no kisetsu -song title) and add other song titles from JO1: With Us and *Mugendai*.



Picture 13. Enthusiasm Fan
About Rose PV (source twitter)

In this last data, in the main source of the same topic [rose] there are different textual references [flower] and [JO1]. Looking at the data, there is no ambiguity, as the surrounding context is clear (images, hashtags, and associated text included).

Conclusion

On October 19, 2022, at 23.18, there were 10 trending topics that had a total of 20,000 tweets and above. Found 7 entertainment topics (data number 1, 3, 5, 6, 7, 8, and 10.) to be trending due to promotional activities for events, songs, or dramas, supported by fans' enthusiasm for the events, songs, or dramas. Then, there is one sports topic (data number 9) and it becomes trending because fans are eagerly waiting for the announcement of the candidate who enters to become a professional baseball player.

The difference is there had one topic related to reporting on NHK (data number 4). Trending occurs because the newsreader provides opinions and comments via tweets. One last topic (data number 2) is a response from an article published on note.com. In contrast to data number 4 and data number

2 at this point, readers provide opinions and comments on articles because there are users who have tweeted their opinions about the article first. The main topics that trigger trends are news and tweets about one article. Then the causality relationship occurs a reference between the topic of the tweet and the outside text (news, articles, programs, music, and sports conferences). With context in the form of images, videos, hashtags, and retweets as the boundaries.

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