

日本ACGN亚文化（又名：二次元文化）对于中国当代Z世代关于自我认知的影响

How does Japanese Subculture (aka. ACGN culture / *Erciyuan*) affect Gen-Zs self identity in China?

by Lucas Li

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Motivation

Why did I choose to do this project?

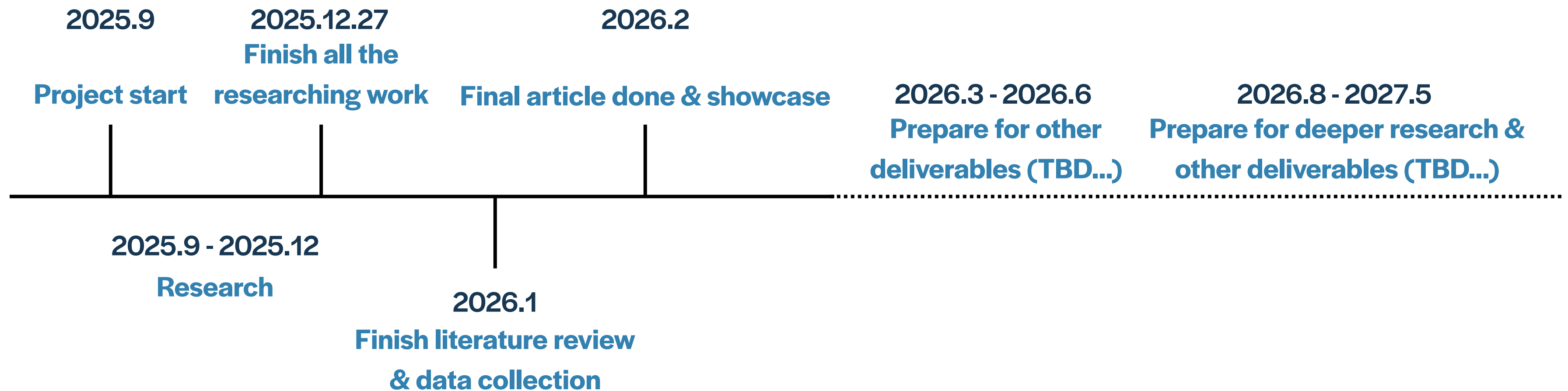
As a Japan Anime lover, I really know that how Japanese Anime is popular in China, and I observed that many lovers have different self-identifications around this circle.

Just like our real names, most of the anime lovers in China give their own “names”, as another self-identification, different from their real name.

Therefore, in this project, I want to deep dive about how those new self-identifications affect to their life, their lifestyle, and to the whole country.

What I'm going to achieve?

Project Goal



Stage Updates

September - December 2025

Theme	Title	URL
Erciyuan/Identity	As the 2D Goods Economy Explodes in China, Can Fantasy Worlds Solve Real-life Woes	As the 2D Goods Economy Explodes in China, Can Fantasy Worlds Solve Real-life Woes
Erciyuan/Identity	How Chinese Youth Are Finding Depth in the Two-Dimensional World	How Chinese Youth Are Finding Depth in the Two-Dimensional World
Erciyuan/Identity	The Influence of Anime on Gen Z's Behavior and Social Interactions	The Influence of Anime on Gen Z's Behavior and Social Interactions
Erciyuan/Identity	Fandom, youth and consumption in China	(PDF) Fandom, youth and consumption in China
Bilibili/Digital	New research sheds light on online fandom in China	New research sheds light on online fandom in China - Xi'an Jiaotong-Liverpool University
Bilibili/Digital	Exploring Symbolic Effect of New Media: The Impact of Bilibili on Gen Z's Cohort Identity and Aesthetic Choices in Fashion	Exploring Symbolic Effect of New Media: The Impact of Bilibili on Gen Z's Cohort Identity and Aesthetic Choices in Fashion
Bilibili/Digital	Poetic prosumption of animation, comic, game and novel in a post-socialist China: A case of a popular video-sharing social med	1 Poetic prosumption of animation, comic, game and novel in a post-socialist China: A case of a popular video-sharing social med
Bilibili/Digital	Censorship on Japanese anime imported into mainland China	Censorship on Japanese anime imported into mainland China Transformative Works and Cultures
Cosplay/Social	Influence of Japanese Anime on the Social Behaviour of University Students in Nanjing ---- Taking Cosplay Culture as an Example	Influence of Japanese Anime on the Social Behaviour of University Students in Nanjing ---- Taking Cosplay Culture as an Example
Cosplay/Social	Playing with identity: The impact of social media on cosplay in China	Playing with identity: The impact of social media on cosplay in China
Cosplay/Social	From homes to parks, shopping malls, and theaters—trajectory of spatial shift in Chinese Erciyuan Cosplay practices	From homes to parks, shopping malls, and theaters—trajectory of spatial shift in Chinese Erciyuan Cosplay practices
Cosplay/Social	cosplay in china: popular culture and youth community	
	Annotated Bibliography Finished	
	Readed, working on Annotated Bibliography	
	Readed, article does not fit in my project	
	Currently Reading	
	Waiting to read	

In this period of time, I’ve done a series of researchs, and I did found some articles online, whether it’s an academic article or a news article. However, I didn’t get a great chance to read all of these articles because lack of self-control.

Stage Updates

Research & Article Reading Stage

Fung, Anthony. "Fandom, Youth and Consumption in China." ResearchGate, July 2009, www.researchgate.net/publication/249630955_Fandom_youth_and_consumption_in_China.

Jan. 17th update:

According to the author, **Chinese youth fandom is more than just about music or entertainment and represents a new way of consuming, identity formation, and subtle resistance in the context of China's socialist market economy.** Based on research about Jay Chou fan clubs, this article demonstrates **young people's engagement in both material and immaterial labor** in terms of fan clubs, content creation, and community building. While fan behavior is aligned with state economic policy, fan activity in terms of community formation, emotions, and individualism may **oppose traditional communist ideologies such as collectivism, political rigor, and moral governance.** The Chinese state is thus ambivalent about fandom as long as it remains commercial and non-political but turns cautious if fan groups are organized and visible in society and if it takes the shape of mass mobilization. **The article offers fandom as an intersectional space in contemporary China in which globalization, capitalism, youth, and state governance come into play.**

Stage Updates

Research & Article Reading Stage

Fung, Anthony. "Fandom, Youth and Consumption in China." ResearchGate, July 2009, www.researchgate.net/publication/249630955_Fandom_youth_and_consumption_in_China.

Jan. 29th update:

In the article, Fung discusses the emergence of youth fandom culture in China, particularly in the context of globalization and the socialist market economy, using the fan culture of Jay Chou as an empirical case. Based on the ethnographic study conducted in China between 2003 and 2005, the article examines the ways in which youth culture in China is involved in the construction of fan culture, not only in terms of material labor but also immaterial labor. According to the article, the material labor of the fans is compatible with the economic policies of the Chinese government, but the immaterial labor of the fans has the potential to subvert the ideology of the Chinese government. This article is significant to the topic of the project, particularly in the context of the ways in which popular culture is used to negotiate the relationship between youth culture and the government. It is particularly useful to the project in terms of the ways in which it can be used to understand the relationship between popular culture, youth culture, and the government.

Stage Updates

Goals for 2026

1. Literacy analysis (**important!** ASAP!)
- ~~2. Survey & interview (around middle or later March or early April)~~
3. Finished paper (around May)

Stage Updates

Questionnaire Design

Mar. 10th Update

Due I have no tension of reading articles, with the suggestion from Dr. Tatsuhisa, I am going to do questionnaire first.

In the next few weeks, I'll shift my priority from articles to questionnaire design, surveys and interviews.

Data Analysis

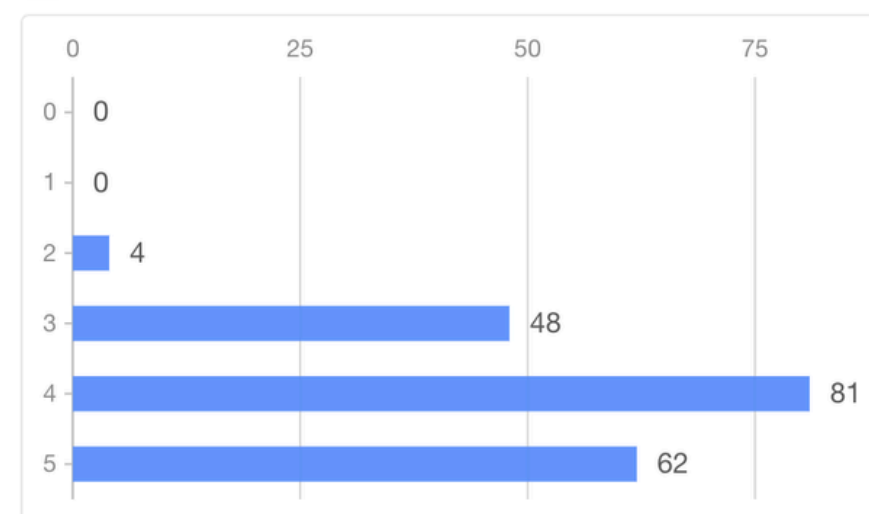
Stage Updates

Apr. 7 & 14th Update

Survey collection finished on Apr. 6th, and we can see some trend upon the answers. From the scale responses, we can see that most participants agree that ACGN culture provides a sense of belonging and enables more authentic self-expression. Mid-to-high scores (4–8) on impact indicate a moderate to strong influence on real-life identity. Overall, ACGN functions as a meaningful space for identity expression rather than mere entertainment.

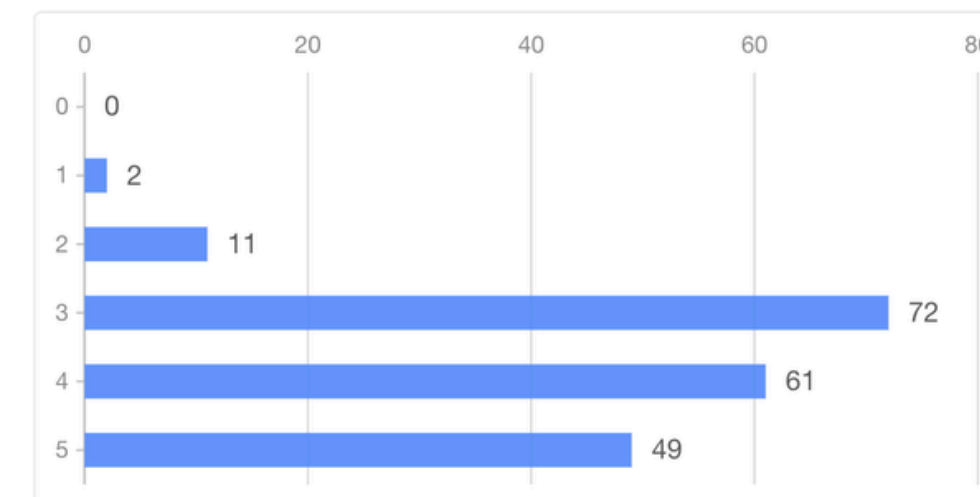
08 您认为二次文化给您提供了一个不同于现实社会的“归属感”吗？

条形图



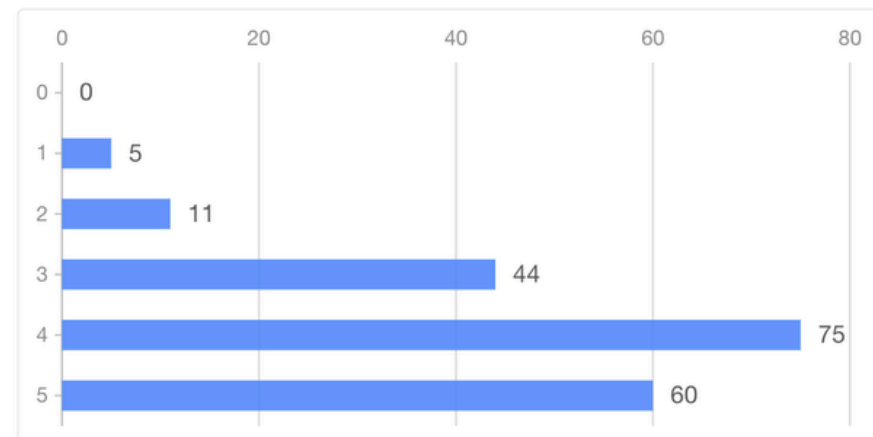
09 您觉得您在二次元中的表现更接近“真实的我”吗？

条形图



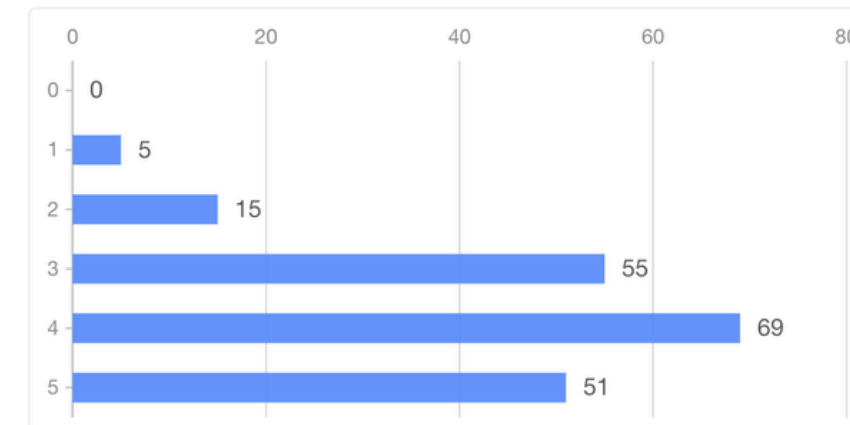
10 在现实生活中，您会隐藏或压抑一部分真实的自己吗？

条形图



11 您是否在二次社区中更容易表达真实的自己？

条形图

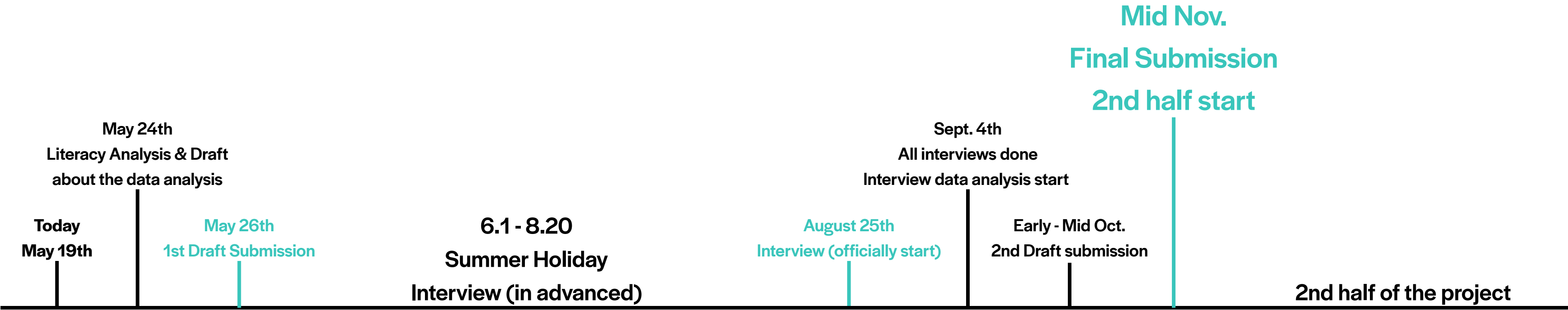


Stage Updates

Essay Writing

May 19th

Since I have all my things I need for the 1st essay, I can start writing it :)
But writing an essay is hard. So I break it into parts and here's the timeline:



25-26 School year reflection

For this school year, I am not fully satisfied with my work due to a series of reasons.

APs, exams, assignments... A lot of things delayed my schedule, but the most important thing is: I didn't make myself fully concentrated on my Mastery project, especially during Mastery class time.

For the next school year, I'll try to improve the time that I can be concentrated during class, and I'll make more progress at home and during vacations.

Thank you for your reading!