

Construction of Animation Character IP and Fan Interaction Mechanism in the Context of Social Media

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ABSTRACT The full penetration of social media has profoundly transformed the communication ecology and value logic of animation character intellectual property (IP). Original animation IPs represented by NAILONG have developed a new growth path through the synergy of platform algorithms, user-generated content, official operations, and fan emotional communities. Taking the communication event of NAILONG's sixth anniversary celebration as a research sample, this study explores the construction logic and fan interaction mechanism of animation character IP in the social media environment. The results show that cross-platform unified visual symbols form the basis of IP identification; official operations and UGC jointly shape character personality; fans participate through bullet screens, secondary creation, physical merchandise consumption, and cross-circle communication; and fan feedback can reverse-promote the iterative upgrading of IP images. Emotional connection is identified as the core driving force for sustainable IP commercial value, while fan co-creation expands cultural influence. From a digital communication perspective, wireless media propagation, platform recommendation algorithms, and electromagnetic communication networks support cross-platform visibility and interaction density. The study provides a systematic reference for animation IP operation and social-media-based cultural communication.

INDEX TERMS social media, animation character IP, fan interaction, wireless media propagation, digital communication networks

I. INTRODUCTION

IN the era of highly developed mobile internet and platform economy, animation character IP has broken through the traditional screen boundary, embedded in the daily information flow of social media, and become a composite asset with both cultural symbol value and commercial realization potential [1]. The reconstruction of IP communication by social media is not only reflected in the channel level, but also profoundly affects the generation logic, audience interaction mode and meaning production mechanism of IP characters [2]. Since its founding in 2020, NAILONG IP has accumulated more than 39 million global fans, the WeChat sticker sending volume has exceeded 8 billion times, and it has cooperated with more than 200 licensed brands. Its growth track presents a typical paradigm of animation character IP construction in the social media ecosystem [3]. Clarifying the multi-dimensional mechanism of IP construction, the formation path of fan emotional identity and the value synergy logic of two-way feedback in this process is of great theoretical and practical significance for understanding the operation law of the contemporary animation industry [4].

II. DEFINITION OF CHARACTERISTICS AND GENERATION LOGIC OF ANIMATION CHARACTER IP IN THE CONTEXT OF SOCIAL MEDIA

A. HOW SOCIAL MEDIA RECONSTRUCTS THE ECOLOGICAL FIELD OF ANIMATION IP COMMUNICATION

The communication of traditional animation IP relies on the one-way linear logic constructed by TV broadcasting and cinema distribution, with audiences in the passive receiving terminal position [5]. The rise of social media has fundamentally broken this structure, shifting the communication field from a closed content distribution system to an open multi-directional interactive network. Platforms such as Weibo, Xiaohongshu, Douyin and Bilibili have jointly formed a new infrastructure for animation IP circulation, in which information production, diffusion and feedback are completed concurrently in the same time and space.

This field reconstruction is reflected in three levels: Diversification of communication subjects. Official accounts, media institutions and individual fans can all become content nodes, forming a decentralized distributed communication network. Real-time communication rhythm. The time win-

dow between event triggering and public opinion response is greatly compressed, requiring IP operators to have real-time content production and public opinion perception capabilities. In-depth interactive relationship. Audiences are no longer satisfied with simple viewing, but are deeply involved in the meaning construction process of IP through comments, reposts, re-creation and other behaviors. During NAILONG's 6th Anniversary Celebration in 2026, a single event triggered tens of thousands of spontaneous fan responses through Xiaohongshu interactive message activities and birthday live broadcasts. While the absolute volume is substantial, its significance is further highlighted by an engagement rate that exceeds the industry average for top-tier animation IPs (typically 1-2% of total followers). Given NAILONG's 39-million follower base, this concentrated interaction density during a specific time window serves as a concrete manifestation of field reconstruction beyond a mere scale-based baseline.

From the perspective of the Interaction Ritual Chain theory, the communication field constructed by social media is essentially a digital aggregated space for high-density interaction rituals. In the process of following the same IP content, fans achieve collective accumulation of emotional energy, which in turn strengthens individuals' sense of belonging and identification with the group and symbolic signs. In the communication event of Nai Long's sixth anniversary celebration, tens of thousands of comments and messages are not mere information expression, but collective behaviors through which participants complete interaction rituals and recharge group emotions within a shared emotional field. This mechanism reveals the in-depth function of the reconstructed social media field: it is not only an infrastructure for information circulation, but also a social device for the continuous generation and reproduction of fans' emotional energy, building stable emotional potential and user stickiness for animated character IPs [6].

B. NEW ATTRIBUTES AND MORPHOLOGICAL CHARACTERISTICS ENDOWED TO ANIMATION CHARACTER IP BY NETWORK SOCIAL ENVIRONMENT

The social media context attaches new attributes beyond the original text to animation character IP [7]. Under the traditional media framework, the image boundary of characters is strictly controlled by producers, with relatively fixed narrative closure. In the social network environment, animation character IP presents the characteristics of an "open text", whose meaning boundary extends to the user side and has continuous social growth ability [8], as shown in Table 1.

The new attributes are mainly reflected in the following aspects: Situational Embeddability: Characters can break away from the original narrative context and integrate into users' daily social expression in fragmented forms such as stickers, short video clips and meme pictures. Emotional sustenance: Characters gradually become emotional carriers for fans to project emotions and obtain comfort. Social Cur-

rency Attribute: Using content related to a certain character for communication constitutes a symbolic practice of group identity,

provided there is a conscious mapping between the user and the IP's values. While the cumulative sending volume of NAILONG WeChat stickers exceeding 8 billion times indicates high market penetration, it is necessary to distinguish between 'functional utility' (using a sticker for its generic cuteness) and 'symbolic currency.' Only when the sticker acts as a shorthand for the IP's specific 'healing and companionship' philosophy among informed users does it truly function as social currency that validates group identity [9].

C. PLATFORM ALGORITHM MECHANISM PARTICIPATES IN SHAPING IP CHARACTER VISIBILITY AND HEAT ACCUMULATION PROCESS

Platform algorithm is an invisible actor that cannot be ignored in the social media ecosystem, directly participating in the visibility distribution and heat accumulation process of IP content. Technical logics such as recommendation algorithms, hot search mechanisms and topic aggregation functions constitute the structural constraints and empowerment conditions for IP communication.

The intervention of algorithms in IP communication is mainly manifested as follows: the initial distribution scope of content is determined by account weight and content quality score; positive feedback of interactive data (likes, comments, reposts) triggers the traffic amplification mechanism; the aggregation function of topic tags organizes scattered user content into a retrievable set. This means that IP operators need to have "algorithm awareness" and actively design content forms that can stimulate user interaction behaviors, so as to drive the continuous supply of algorithm traffic. The birthday message collection activity released by NAILONG official account on Xiaohongshu guides users to actively generate content through emotional questions, which not only activates fan memory and emotional expression, but also triggers the platform recommendation mechanism through user interaction data, forming a complete communication link of "emotional drive → interaction increment → algorithm flow expansion".

It is noteworthy that platform algorithms exert a dual effect on IP communication, the transition of which depends on the saturation of the user's interest profile. On the one hand, in the initial 'exploration phase' of the algorithm, the personalized recommendation mechanism can accurately match IP content with potentially interested users, expand the boundary of new audiences, and realize breakout communication beyond original circles. On the other hand, once the user is tagged with a high-frequency consumption label, the logic shifts to a 'reinforcement phase,' where the interest aggregation logic may lock users in a homogeneous information environment centered on existing IP consumption, forming an information cocoon and restricting the diversified cross-circle penetration of the IP. Therefore,

TABLE 1. Comparison of Core Attributes of Animation Character IP in Traditional Media Context and Social Media Context

Dimension	Traditional Media Context	Social Media Context
Communication Direction	One-way linear (producer → audience)	Multi-directional network (producer ↔ audience ↔ audience)
Character Boundary	Fixed and closed, officially defined	Open and fluid, co-constructed by users
Meaning Production	Creator-led	Symbiosis between official and fans
Life Cycle	Dependent on broadcasting schedule, limited cycle	Continuous iteration, significant long-tail effect
Emotional Connection	Single viewing experience	Daily companionship and emotional accumulation
Commercial Realization	Mainly copyright licensing	Diversified scene embedding (IP licensing, peripherals, live broadcasting, etc.)

while leveraging algorithms to accumulate core fan bases, mature IP operators need to proactively break through the communication boundaries shaped by algorithms through strategies such as differentiated content creation, cross-platform linkage campaigns, and offline scenario penetration. The coordinated campaign of Nai Long’s landmark screen linkage across five cities and endorsement by CCTV media represents a deliberate use of public media resources beyond algorithmic distribution. It enables the IP to leap from precise reach within niche circles to widespread public recognition, reflecting sophisticated operational awareness that integrates algorithmic logic and public communication as dual development tracks.

III. MULTI-DIMENSIONAL CONSTRUCTION MECHANISM OF ANIMATION CHARACTER IP IN SOCIAL MEDIA

A. UNITY OF CROSS-PLATFORM COMMUNICATION OF VISUAL SYMBOL SYSTEM IS THE IDENTIFICATION BASIS FOR IP CONSTRUCTION

In the social media environment with highly fragmented information, users’ attention is extremely scarce. Whether an animation character IP can be quickly identified directly determines its circulation efficiency and communication depth. The unity of the visual symbol system is a prerequisite for IP to establish a stable cognitive anchor in cross-platform communication [10], as shown in Figure 1.

The core visual elements of NAILONG — round and full body outline, warm and bright colors, iconic cute expressions — are highly consistent on Weibo, Douyin, Xiaohongshu, Bilibili, WeChat and other platforms, enabling users to achieve instant recognition in any scene. This unity is not a simple image replication, but an adaptive adjustment based on the content form of each platform: embedded in instant messaging scenarios in the form of stickers on WeChat, activating algorithm recommendations with short video clips on Douyin, triggering emotional resonance with graphic notes on Xiaohongshu, and strengthening community belonging with bullet screen interaction on Bilibili. The cross-platform unity of visual symbols has established a stable cognitive basis for IP to be identifiable, memorable and communicable in the heterogeneous platform ecosystem.

From a semiotic perspective, the design of Nai Long’s visual elements is not arbitrary but a systematically constructed process of emotional encoding [11]. Its round and plump modeling language inherently triggers positive emotions in visual psychology, while warm color tones enhance

the audience’s sense of intimacy and security through the temperature perception of color psychology.

This design strategy, which embeds emotional meanings into visual symbols, enables the character image to establish emotional connection the moment users encounter it, greatly lowering the threshold and cost of emotional identification. Consistency in cross-platform communication further repeatedly activates this emotional encoding and forms a conditioned-reflex-style emotional bond. When users see Nai Long’s distinctive visual elements, they can instantly retrieve accumulated positive emotional memories. This stable mapping relationship between visual symbols and emotional memories serves as the core mechanism for the IP to maintain emotional continuity in a fragmented communication environment, and also constitutes the fundamental intangible asset that enables brand co-branding collaborations to achieve emotional premium.

B. OFFICIAL CONTENT OPERATION AND UGC SYNERGISTICALLY PROMOTE THE SOCIALIZED SHAPING OF CHARACTER PERSONALITY

The personality construction of animation character IP in social media is a dynamic process intertwined with official operation strategies and user-generated content (UGC). Official content constitutes the benchmark framework of IP personality, while user content continuously expands, enriches and even reshapes the social meaning of characters on this basis.

The core logic of official content operation lies in: replacing product-oriented publicity with emotional narration, activating fan participation with interactive topics, and creating a collective sense of ritual with nodal events (birthdays, new episodes launch, festival activities). In NAILONG’s 6th Anniversary Celebration, the birthday message collection activity released by the official account took “NAILONG’s 6th year on Earth, how many years have you liked NAILONG” as an emotional entry, accurately triggering fans’ accompanying memories and growth narratives, attracting tens of thousands of real emotional expressions into the comment area.

The value of UGC lies in its spontaneity and diversity [12]. Fan-created fan illustrations, edited videos, funny dubbings, and life scene grafting content inject emotional density and social levels far exceeding official settings into character personality. These contents are not only an outlet for fan emotional expression, but also become content fuel

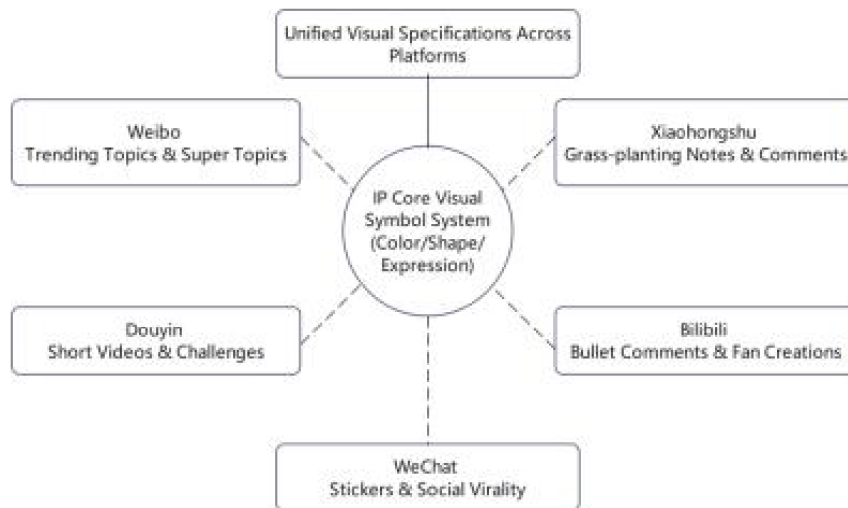


FIGURE 1. NAILONG IP Cross-platform Visual Symbol Unity Communication Model

for the continuous expansion of the IP meaning field. The synergy between official and UGC forms a virtuous circle: official content provides an emotional framework, UGC fills narrative details, and the two jointly complete the three-dimensional shaping of character personality in the social context. Beyond digital UGC creation, physical merchandise consumption centered on animated characters also serves as a vital medium for character personality shaping. The emerging guzi economy in recent years — a consumption culture centered on physical IP derivatives such as badge pins, stand figures, gashapon toys and scale figures — offers fans a channel to translate digital emotions into material practice.

By purchasing, displaying and exchanging peripheral products, fans project their emotional identification with the character into physical space, and further consolidate their perception of the character's personality traits within fan community social interactions. With over 2,000 SKUs in its licensed product line, the NAILONG IP provides a representative case for analyzing the large-scale development of this consumption-driven personality solidification process. Notably, word-of-mouth communication and social media sharing generated by physical consumption in turn fuel a new round of UGC output, forming a complete closed loop of digital interaction–physical consumption–UGC feedback. This further enriches the socialized personality dimension of the character and achieves mutual reinforcement between online emotional attachment and offline consumption behavior [13].

C. NARRATIVE EXTENSION AND SCENE RECREATION PROVIDE SUSTAINED SOCIALIZED KINETIC ENERGY FOR IP MEANING PRODUCTION

The vitality of IP lies in the extensibility of its narrative and the mobility of its scenes [14]. Social media provides structural conditions for animation character IP to transcend the original text and achieve continuous meaning produc-

tion. Narrative extension refers to the vertical expansion of character stories in the form of official sequels, extra content, theme activities, etc.; scene recreation refers to the horizontal migration practice of users implanting characters into real life scenes, social hot topics and personal emotional narratives. The scene recreation of NAILONG IP is reflected in multiple dimensions: the daily social embedding of stickers strips characters from animation texts and transforms them into social tools with universal emotional expression functions; the five-city landmark large screen linkage extends characters from online platforms to offline urban spaces, forming a virtual-real integrated scene experience; the first single “NAILONG's Little Happiness” expands characters from visual images to auditory symbols, broadening the perceptual dimension of IP. This multi-dimensional narrative extension and scene recreation keep the character meaning in a continuous generation state, avoiding the risk of IP vitality exhaustion caused by a single narrative framework. Henry Jenkins' theory of Transmedia Storytelling provides an important theoretical framework for understanding this process. Within the logic of transmedia storytelling, the core worldview and character settings of an IP serve as the narrative prototype. Different media platforms present complementary rather than repetitive narrative content, allowing audiences to acquire a complete narrative experience through crossmedia participation [15].

Though the Nai Long IP originated as a children's animation, its emotional core of healing and companionship features strong scalability for cross-media adaptation. Short-video platforms evoke emotional resonance, musical works expand the perceptual dimension, physical merchandise delivers tactile experience, and offline spatial collaborations create immersive scenarios. Rather than replacing one another, these diverse media forms reinforce each other and jointly broaden the IP's narrative boundaries and emotional depth. This collaborative transmedia storytelling strategy constitutes a key structural reason why the Nai Long

IP maintains sustained popularity across diverse audience groups and consumption scenarios. It also offers the theoretical foundation for the brand to break through a single content format and realize a full ecological layout.

IV. EMOTIONAL IDENTITY OF FAN GROUPS AND ECOLOGICAL DIVERSITY OF INTERACTIVE BEHAVIORS

A. FORMATION MECHANISM OF EMOTIONAL COMMUNITY AND ESTABLISHMENT OF FAN CIRCLE SENSE OF BELONGING

The formation of fan groups is not simply based on the interest aggregation of animation content, but a social community with a sense of belonging and identity built around a common emotional object. The generation of emotional community follows a specific mechanism: three progressive stages of resonance trigger, identity accumulation and boundary construction.

First, emotional resonance at the initial contact stage is the entrance for fans to enter the circle. With “healing companionship and happy companionship” as the core value positioning, NAILONG provides rigid satisfaction of emotional value with a relaxed and warm narrative style, enabling audiences of all ages to find an emotional projection fulcrum on the character. Second, emotional accumulation in continuous contact strengthens the attachment relationship between fans and characters. “Companionship” has become a core word repeatedly appearing in fan interactive messages, reflecting the deep embedding of characters in fans’ emotional life. Finally, the common language, shared memory and boundary consciousness formed in community interaction elevate the fan group from loose interest aggregation to a cohesive emotional community, as shown in Table 2.

B. FUNCTIONAL WAYS OF BULLET SCREEN COMMENTS AND SECONDARY CREATION TO EXPAND AND RECONSTRUCT IP TEXT MEANING

Bullet screens and comments are the core interactive interfaces for fans to participate in IP text meaning construction in the context of social media, and secondary creation is a high-level creative behavior for fans to transform individual understanding into new texts. The two jointly constitute the user-side mechanism of IP meaning production [16].

The immediacy and publicity of bullet screens endow them with a unique “collective reading” function. The emotional bullet screens superimposed by the audience on the same time axis form real-time annotations and emotional amplification of the original text, transforming individual viewing behavior into a collective resonance experience and strengthening fans’ emotional memory of specific scenes and characters. The comment area undertakes the comprehensive functions of fan self-expression, interactive discussion and meaning negotiation, forming a secondary discourse field around the IP text, as shown in Figure 2.

The significance of secondary creation lies in its creative reconstruction of the original IP text. Through fan painting, editing, and scene transplantation, fans liberate

characters from the official narrative framework. However, this expansion introduces a potential ‘logical conflict’ regarding character consistency. To prevent ‘Out of Character’ (OOC) depictions from diluting the ‘Unified Visual Symbol System’ (Section 2.1), the IP operator must maintain the ‘Visual Invariants’ (such as core color palettes and shape outlines) while allowing for ‘Narrative Variance.’ This balance ensures that even as the cultural connotation deepens through diverse fan-led meanings, the IP’s core identification anchor remains intact and recognizable. This reconstruction is not only the self-expression of fans’ creativity, but also substantially expands the cultural extension of IP, enabling it to obtain social circulation energy beyond the original content.

C. DUAL CULTURAL COMMUNICATION LAWS OF INTERNAL COHESION AND CROSS-CIRCLE DIFFUSION OF FAN CIRCLES

The cultural communication of fan groups follows the dual-track logic of “internal cohesion—cross-circle diffusion”, which jointly drives the vertical deep cultivation and horizontal circle-breaking of IP.

Internal cohesion of the circle relies on the continuous strengthening of common emotional objects, shared discourse system and collective rituals. Fans repeatedly confirm each other’s group identity in super-topics, bullet screen communities, offline meetings and other fields, forming a subcultural circle with internal order and emotional density. The collective waiting and gift rewarding in NAILONG’s 6th birthday live broadcast are typical manifestations of this internal cohesion ritual [17].

Cross-circle diffusion relies on the emotional universality of IP content and the wall-breaking ability of communication media. When the core emotional theme of IP (healing, companionship, joy) can penetrate the circle boundary and touch the emotional nodes of non-core audiences, cross-circle communication occurs. The five-city landmark linkage event of NAILONG extends IP from online fan circles to urban public spaces, reaching a large number of non-fan passers-by audiences; the endorsement of CCTV’s “Animation Festival” further pushes the social awareness of IP to a wider mainstream audience, realizing the penetration and transformation of circle culture into mass culture.

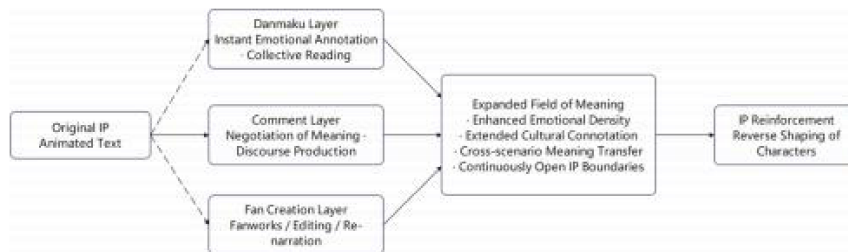
V. TWO-WAY FEEDBACK AND VALUE SYNERGY BETWEEN IP CONSTRUCTION AND FAN INTERACTION

A. REVERSE SHAPING EFFECT OF FAN INTERACTIVE FEEDBACK ON THE EVOLUTION OF IP CHARACTER IMAGES

The relationship between IP construction and fan interaction is not a one-way “content supply—audience consumption”, but a significant reverse shaping mechanism. Fan interactive feedback continuously inputs into the reference system of IP operation decision-making through data signals, emotional expression and creative practice, and then exerts a substantial impact on the evolution direction of character

TABLE 2. Three-stage Mechanism of NAILONG Fan Emotional Community Formation

Stage	Core Mechanism	Typical Performance	Platform Carrier
Resonance Trigger	Emotional value supply matches audience needs	Take the initiative to search and follow after the first viewing	Douyin, Bilibili, Tencent Video
Emotional Accumulation	Continuous content contact and establishment of companionship	Follow updates, collect, spontaneously recommend	Weibo, Xiaohongshu, WeChat
Boundary Construction	Common language and group identity formation	Participate in super-topics, communities, offline activities	Weibo Super-topic, Offline Meeting

**FIGURE 2.** IP Meaning Expansion Path of Fan Bullet Screens, Comments and Secondary Creation

images [18]. This reverse shaping mechanism is reflected in multiple levels: At the content strategy level, fan feedback data (play volume, interaction rate, comment emotional tendency) directly affects the theme selection and narrative tone of subsequent content. At the character setting level, fans' high recognition of specific personality traits or plot elements directly guides content iteration. For instance, in the early stages of NAILONG, user feedback highlighting a preference for the character's 'clumsy yet optimistic' demeanor led the production team to increase the frequency of comedic physical performance segments. This shift from a purely educational tone to a 'healing comedy' style—driven by fan comment sentiment analysis—serves as a concrete example of how audience intervention solidifies character personality in subsequent creation. At the commercial development level, fans' consumption preferences and peripheral demands directly guide the category expansion and design direction of licensed products. The development of NAILONG from a simple animation character to a multi-scenario IP ecosystem covering more than 200 licensed brands and over 2,000 SKUs is itself the result of fan feedback continuously driving the horizontal extension of IP, as shown in Table 3.

B. EMOTIONAL CONNECTION IS THE CORE DRIVING FORCE FOR THE SUSTAINABLE APPRECIATION OF ANIMATION CHARACTER IP COMMERCIAL VALUE

The commercial value of animation character IP transcends mere content quality or channel coverage; it is fundamentally sustained by the degree of psychological resonance and brand loyalty established between the entity and its audience. The depth of emotional connection determines fans' consumption willingness, brand tolerance and long-term loyalty, which is an invisible asset of IP commercialization.

The commercial transformation path of emotional connection presents a positive cycle: emotional identity triggers

consumption motivation, consumption behavior strengthens emotional belonging, and emotional belonging further expands the consumption radius. In NAILONG's 6th birthday live broadcast, the "drop" mechanism of limited peripherals and co-branded gift packages combines scarcity and ritual sense to drive immediate consumption impulse through emotional scenes. More than 200 licensed brands cover the whole life scene of "eating, housing, traveling, shopping and entertainment", which means that the emotional connection between fans and IP has been deeply embedded in daily consumption behavior, forming a stable emotional-driven consumption structure [19].

From a more macro perspective, emotional connection also constitutes a resilient asset for IP to resist market fluctuations. When the emotional attachment is high enough, fans have stronger inclusiveness for short-term fluctuations in content quality, thus greatly extending the life cycle of IP and laying a solid emotional foundation for the continuous appreciation of commercial value.

C. FAN CO-CREATION PROMOTES THE DYNAMIC DEEPENING OF ANIMATION CHARACTER IP CULTURAL INFLUENCE

Fan co-creation is a key mechanism for IP cultural influence to break through content boundaries and achieve dynamic deepening. Co-creation transforms IP from a cultural product of producers to a cultural symbol shared by society, endowing it with humanistic value beyond commercial logic [20].

The cultural deepening effect of fan co-creation is reflected in three levels: At the meaning level, co-creation continuously expands the cultural connotation of IP, and the diverse narratives and emotional interpretations produced by fans around characters form a meaning thickness far exceeding the official text. At the communication level, co-creation breaks through the media boundary of IP cultural influence and enters a wider public discourse space such as

TABLE 3. Impact Dimensions of Fan Interactive Feedback on Animation IP Operation Decisions

Feedback Type	Information Carrier	Impact Dimension	Typical Adjustment Direction
Data Feedback	Play volume, interaction rate, completion rate	Content strategy and theme direction	Strengthen high-interaction themes, adjust narrative rhythm
Emotional Feedback	Comment area emotions, message content	Character personality and emotional tone	Deepen core emotional attributes such as companionship and healing
Creative Feedback	Secondary creation content and topics	Character extension and scene expansion	Explore scenes and memes spontaneously expanded by fans
Consumption Feedback	Peripheral sales volume, category preference	Licensed product line development direction	Focus on high-demand categories, optimize product design

education, emotional support and social issue discussion. At the identity level, co-creation makes IP a cultural collective memory of a specific generation or group, obtaining social recognition value beyond the consumption relationship.

NAILONG’s animation works have been translated into 15 languages and launched to the international market, won the Golden Angel Award for “Best Animation Series of the Year” at the Chinese American TV Festival, been shortlisted for the Asian Television Awards, and appeared on CCTV’s “Animation Festival”. This series of achievements is not only a concentrated reflection of official operation capabilities, but also a comprehensive result of six years of fan co-creation continuously accumulating IP cultural capital and promoting it from domestic circle culture to international influence.

VI. CONCLUSION

The social media context has profoundly reconstructed the generation logic and value creation mode of animation character IP. The six-year growth process of NAILONG IP reveals a core rule: in the media environment with highly activated platform algorithms and user subjectivity, the competitiveness of animation character IP no longer simply depends on content quality, but on whether it can establish organic synergy between official operations and fan co-creation, maintain a dynamic balance between visual symbol unity and meaning openness, and achieve in-depth binding between commercial realization logic and emotional value supply. The formation of emotional community, meaning construction of bullet screen comments, cultural diffusion of secondary creation and wall-breaking communication of circles jointly weave a multi-dimensional ecology of fan interaction, and continuously reversely shape the evolution direction of IP. This two-way feedback value synergy mechanism is not only the fundamental path for animation character IP to achieve long-term operation, but also the internal logic for China’s original animation industry to move towards wider cultural influence. In the future, with the intervention of emerging technologies such as virtual reality and generative AI, human-machine co-creation of animation character IP and immersive fan interaction will open up new research topics.

Case Link: https://www.toutiao.com/article/7599674493350445578/?&source=m_redirect

AUTHOR CONTRIBUTIONS

Conceptualization – Di Wu, Yanan Xu, Kai Zhang, Kunyan Wang and Huanhai Ren; methodology – Di Wu, Yanan Xu, Kai Zhang, Kunyan Wang and Huanhai Ren; investigation – Di Wu, Yanan Xu, Kai Zhang, Kunyan Wang and Huanhai Ren; writing-original draft preparation – Di Wu, Yanan Xu, Kai Zhang, Kunyan Wang and Huanhai Ren. All authors have read and agreed to the published version of the manuscript.

CONFLICTS OF INTEREST

The authors declare no conflict of interest.

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