A Research of Self-Disclosure on Fanpage Creators of Illustration/Text in Taiwan

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Abstract

As technology evolves, gradually more virtual network platforms with innovative functions are being developed. Nowadays, the phenomenon of nearly every person having a personal mobile device, usually a smartphone, can be observed everywhere. Because the amount of information people receive has been increasing every day, reading habits are also changing. Compared with simple textual descriptions, pictorial expressions more easily arouse contemporary readers' interest. Thus, graphic creation is an emerging industry on social networking platforms. Among such platforms, Facebook has achieved outstanding levels of development and has a considerable number of users, thereby contributing to the online migration of many illustrators to Facebook for use as a sharing platform to rapidly gain popularity and accumulate followers. The illustrators who use facebook fanpage to present their works, in this study will be called as "fanpage creator of text/illustration". The study will apply qualitative method to explore the relevant applications of the self-disclosure theory on 10 graphic illustrators who manage Facebook fanpage that have considerable numbers of followers, to gain an insight of the phenomenon of self-disclosure among Facebook fanpage creators of text/illustration.

Keywords: facebook, fanpage creator of text/illustration, self-disclosure

1. Introduction

Swiping on one's mobile phone has become an activity in itself in modern life. As lengthy texts are difficult for viewers to understand in short periods of time, the presentation of simple images enables them to recognize the meaning immediately, even responding with a knowing smile. Thus, there has been a trend in the use of humor or satirical statements by creators of text/illustration; these creators must have not only a certain degree of artistic ability but also a keen eye for the world around them, as only by melding their works with current affairs are they able to elicit favorable responses from the viewers. As viewers "like" and "share" the works of text/illustration creators on social media, their works can become known to more people. As a result, the popularity of the creators increases as their fanpages or works collect more likes. According to the social media monitoring platform database of Taiwan's Institute for Information Industry (III), among the categories of online celebrities, there is an extraordinary number of fans of online illustrators; in the ranking of Taiwan's top ten internet celebrities, the Facebook fanpages of creators of text/illustration occupied the seventh and ninth places (Carat Media, 2014).

In recent years, there has been a rise in the use of Facebook fanpages by illustrators to publish their works; in this study, we call these artists "Fanpage creators of text/illustration." The creative content of this type of creator is centered on drawings, supplemented with text; these drawings are often presented casually using line drafts, with a straightforward creative method. The content of these works is generally humorous, with their satirical nature eliciting an emotional venting effect. Furthermore, they use today's most popular free social media site, "Facebook," as their development platform. This study uses the DailyView internet popularity tool to survey the "Top Ten Illustrators Most Loved by Netizens" (2010), as calculated by online big data, and the "Popular Taiwanese Online Illustrators" proposed by the UBeauty website (Venus, 2014). By combining the data with the number of fans of fanpages as collected by the researchers, and creating a ranking based on the number of fans, we have selected subjects suitable for interviews. Through qualitative interviews and an in-depth discussion of the phenomenon of self-disclosure. The objective of this study is as follow:

To explore the phenomenon of self-disclosure among Facebook fanpage creators of text/illustration:

To explore the ability of creators of text/illustration to apply self-disclosure, expression, self-clarification, social validation, social control and relationship development, and analyze the phenomenon of self-disclosure in their creations.

2. Literature Review

2.1 Emergence of Fanpage Creators of Text/Illustration

In the Web2.0 world, online blogs are platforms that emphasize the sharing of ideas. In addition to having basic functions for the exchange of information, they also provide web users with a convenient platform for debate. Compared with the previous traditional forms of mass media, blogs are more effective with regard to both viewer interaction and feedback. Previously, because of the high popularity of illustrators on

blogs, such as Wan Wan, many illustrators were attracted to the platform in hoping that they could share their works through the social media platform, and follow Wan Wan's footsteps. However, following the rapidly increasing number of Facebook users, by 2009, 62% of the Taiwanese public used Facebook (Chen 2009). Furthermore, according to Liang Youmei, Facebook's manager for the Greater China region, "up to 2014, in Taiwan, an average of 11 million people were logging into Facebook each day, and an average of 15 million people logging in each month (Yang, 2014). This trend has also encouraged illustrators who previously shared their works on blogs to shift gradually to the use of Facebook as a sharing platform to gain popularity more quickly.

In addition, there is an increasing number of such creators who are beginning to operate text/illustration based fanpages because of various reasons: looking to the future development of text/illustration, in view of the cost-free nature of the Facebook platform, and driven by personal interest or the encouragement of friends. Generally, fanpage creators of text/illustration initially only rely on "likes" and "shares" from their Facebook friends, expanding gradually their group of viewers and accumulating fans. However, only when a certain degree of fame is attained is it possible to make physical versions of their creations available to the public for purchase. As regards the age distribution of Facebook users, those aged between 25 and 34 and 18 and 24 make up the bulk of users, comprising 42.2% and 36.2% of total users, respectively (Business Next, 2009). We can see that based on this distribution, Facebook fanpage creators of text/illustration are generally relatively young; for example, Cherng and Baibai Jiujiu were born between 1981 and 1990. Furthermore, there is an increasing number of fanpage creators of text/illustration whose works are expanded and shared by other Facebook users as they accumulate more likes, for example, Duncan, Mr. H.H, and the Funny Tattoo Shop.

However, the characteristics of fanpage creators of text/illustration differ from traditional illustrators in certain ways; in addition to being shared on different platforms, there are also a number of differences in modes of creation and style: (1) The process of creation has been condensed. Creators of text/illustration have shortened the creative process to adapt to the high rate of elimination within the Facebook platform; if they are able to share multiple works in a short period of time, it is easier to attract a stable following of fans. (2) Textual content is more realistic and satirical. Typically, works with particularly satirical content, or content particularly pertinent to current events, more closely match the thoughts of viewers; as a result, it is easier to resonate with viewers and attract fans. (3) Image presentation methods are transformed. The presentation of images can be divided into two types: single image presentation, which causes viewers to recognize immediately the meaning of the text/illustration creator, as in Figure 1; or dialogue presentation, for example, though a narrative presented in continuous images, as in Figure 2. (4) The use of simple colors and black-and-white line drawings are introduced. To reduce the duration of the creative process, many fanpage creators of text/illustration have a habit of using extremely simple black-and-white line drawings paired with simple colors as their main method of creation, and use basic color blocks to represent their desired color pattern.

Figure 1: Single Image Presentation (QiaohuTIGER Facebook Fanpage, 2016)

Figure 2: Continuous Dialogic Images (Allcaneat Facebook Fanpage, 2016)

2.2 Phenomenon of Self-disclosure

Psychologists have always hoped to understand the relationship between the internal psyche of individuals and the formation of their personalities; an important study in this regard involves the search for an internal phenomenon of human behavior: self-disclosure. The psychotherapist Sidney Jourard was the first to study the phenomenon of self-disclosure in individuals' behavior, and defined self-disclosure as "the process of making the self known to other persons" (Jourard & Lasakow, 1958, p. 91). However, in many situations, any individual may reveal unintentionally such information to others; hence, Jourard and Lasakow (1958) believed that self-disclosure is better defined as a process occurring in an environment with at least two people, wherein one person reveals intentionally a secret personal information. This process of self-disclosure leads to the transmission between an individual and another individual; an individual and a group; or an individual and an organization (Joinson & Paine, 2007; Petronio, 2002).

People can attain many rewards through self-disclosure behaviors, although there are also potential risks in such behaviors (DeVito, 2009). The reason that people engage intentionally in self-disclosure is that they can attain rewards, and that the good use of self-disclosure can generate positive effects. Self-disclosure has several different functions; Derlega & Grzelak (1979) stated that self-disclosure has five primary types of function (Sears, Freedman, & Peplau, 1985; Taylor, Peplau, & Sears, 1997).

1. Expression:
Expression involves primarily an individual telling others positive or negative things. It is an appropriate venting behavior, and can bring about emotional relief, in addition to achieving the goal of emotional expression.

2. Self-clarification:
Appropriate self-disclosure can promote the clarification of an individual's way of thinking, help others to understand them, and help to generate consensus with others. It also avoids the generation of unnecessary conflict or misunderstanding.

3. Social validation:
When individuals express their way of thinking, attitude, and values, they can increase their acceptance within the community through the help, guidance, recognition, and affirmation of others. Then again, it is also possible to change one's views to be in line with societal norms.

4. Social control:
Often, people will use this function to create a fixed image, and search for recognition among others or within society to achieve a certain goal. For example, several people will emphasize intentionally their strengths or use private information to control indirectly the views of others, allowing them to strengthen their image.

5. Relationship development:
Self-disclosure is used to transfer information related to beliefs, views, or ways of thinking between individuals, and can increase mutual understanding, thereby achieving a heightened level of closeness in the relationship.

In summary, we can see that an appropriate self-disclosure allows for venting one's emotions, promoting understanding of oneself, and achieving further recognition from others, in addition to influencing others' impressions of our own personal images. With regard to the development of mutual relationships, self-disclosure is an important means of promoting interpersonal relationships and increasing the degree of intimacy in relationships.

3. Research Method

As the highly popular fanpage creators of text/illustration explored in this study form a niche profession, this study has chosen to conduct qualitative interviews as a research method to understand the phenomenon of self-disclosure among the fanpage creators. Below, this study expands upon the positive functions of self-disclosure, and establishes the semi-structured interview questions, as shown in Table 1:

Table 1: Interview questions corresponding to positive functions of self-disclosure

Positive Function of Self-disclosure	Interview Question
Expression	What are you thinking when you create works for your Facebook fanpage? Which works do you think express your emotions? Can you give an example?
Self-clarification	What thoughts did you have when you began establishing your fanpage? Have you ever encountered fans whose opinions contradict your own? How do you clarify or explain your thoughts? Can you give an example?
Social Validation	What are your feelings when you see that the number of people on your page, posts, or likes have increased? What type of content is most likely to attract "likes" from fans?
Social Control	When managing your Facebook fanpage, will you create a certain image to represent your thinking? For what reasons do you want to form this image?
Relationship Development	Do you enjoy interacting with fans of your fanpage? How much time do you spend each day? Do you have any special interaction experience? Can you give an example?

Data Source: This study

After ranking fanpage creators according to the DailyView Current Big Data Analysis (2014) and the highly popular fanpage creators of text/illustration proposed by the UBeauty website in 2014 (Venus, 2014), this list serves as the original list of interview subjects for this study. However, because a number of creators of text/illustration could not participate owing to personal factors or refusal, we have supplemented this original list of interviewees with creators of text/illustration whose fanpages had at least 140,000 fans as of October 30, 2016. Below, we assign a code beginning with "F" (Facebook, Fanpage) to interviewees, ranking them by number of fans, and explaining briefly the content of their works, as shown in Table 2:

Table 2: Top 10 Fanpage Creators of Text/Illustration, Number of Fans, Description, and Works

Code	Name of Fanpage	No. of Fans	Description	Work
F01	Allcaneat	562,434	The creator of "Allcaneat" use a round-faced, chubby, short-haired boy as his protagonist. His creations involve events encountered in life, and use humorous techniques and detailed descriptions of everyday life phenomena.	

F02	QiaohuTIGER	466,175	The creator of "QiaohuTIGER" use an anthropomorphic "chicken-sister" as his protagonist. He describes a phenomenon encountered by service industry staff, and has a humorous drawing style and narrative technique, winning acclaim from many department store service staff members.	
F03	Funny Tattoo Shop	348,416	The creator of "Funny Tattoo Shop" use a particularly Taiwanese black-and-white "Ah-Bei," wearing a pair of underwear as his protagonist. The creator's family has opened a Chinese medicine clinic, and uses a pen to draw black-and-white line drawings easily in his spare time at work, creating a precise Taiwanese "Ah-Bei," wearing only his underwear, to convey sarcastic and humorous content.	
F04	Yellow Book	327,365	The creator of "Yellow Book" created the pen-name "Yellow Book" as a result of his love for black-and-white humor. Initially, his works were primarily humorous, but he shifted gradually toward the expression of real-to-life logic through their comics.	
F05	2bau	488,570	The creator of "2bau" is a mother of twins, a vegetable and a meat bun. She uses fine lines and a variety of colors to draw the interesting events that occur with her sons.	
F06	Jokeman	411,463	The creator of "Jokeman" uses a brown-skinned "Tuitui Bear" as his protagonist; the fanpage primarily tells jokes, which are expressed through interpersonal dialogue.	

F07	Lousy Girlfriend	372,984	The works of the creator of "Lousy Girlfriend" became popular as stickers for the Line messaging app. The works use warm, soft colors, and fine lines, and show subtle everyday interactions between boyfriend and girlfriend.	
F08	Mr. Doumiao	213,022	The creator of "Mr. Doumiao" is still a university student, and his protagonist is a figure with two leaves growing from its head. The creator likes to use green colors in his works, illustrating interesting events in everyday life.	
F09	I Wanna Hate You for Five Mins	192,621	The creator of "I Wanna Hate You for Five Mins" use a black-and-white character, with an oval hairstyle as her protagonist. Most of her works are in black and white, at times, including few color blocks. The content of these works often breaks taboos in discussing current or political topics.	
F10	Wei, Wei	140,414	The creator of "Wei, Wei" uses a blue, smiling wizard as his protagonist. The creator prefers to use watercolors to paint his works, which often have childlike and soothing content, and differ from typical works of creators of text/illustration.	

Data Source: This study

4. Data Discussion

Use of expression-integrating creative content

Self-expression, attaining others' attention: According to the interview results of this study, we found that most creators of text/illustration believe that they could express their personal feelings through the creation of expressive works (F04, F05, F06, F08, F09, F10). When completing a related text/illustration, in addition to being able to express their feelings, creators can also receive a variety of feedback from their fans; on this point, interviewee F08 said, "I hope that everyone gives me a heartfelt reply." Furthermore, certain respondents stated that when a text/illustration resonates with fans, they would often feel comforted (F03, F04, F05, F07), and "wonder what people felt" (F08). In addition to obtaining different feedback, one interviewee stated that he was also able to attain new inspiration or ways of thinking from fan feedback, and applied this to his future creative content (F04).

Observation of others instead of self-expression: Compared with incorporating personal feelings into works as a means of expression, only a small portion of creators of text/illustration stated that they do not incorporate their own feelings into their works (F01, F02, F07). Rather, they think that it would be more appropriate to keep personal feelings separate from their works: "Not at all, I separate my personal feelings when drawing" (F02). Furthermore, one interviewee believed that it is more appropriate to collect or observe the lives of others and then aggregate common phenomena into their works, as interviewee F07 stated: "My fanpage is more like homework I give to myself; I record my own or other people's interesting behavior, so this isn't really expression, it's more like my feelings about some things that I have collected."

Use of self-clarification, dealing with opposing voices

Creating works that generate opposition easily: Because online social media platforms are used by individuals holding many different ideas, fans will at times hold opposing views or ideas; most interviewees stated that they had encountered this kind of situation (F03, F04, F05, F06, F09). Especially when concerning political or violent topics, it is easy to attract the ire of fans (F07, F09). "As long as there is a little bit of violence, I don't think that you shouldn't draw this sort of thing, but when you draw these kinds of works, it is easier to generate opposition" (F07). However, this study found that when healing language is used, or the work does not contain subjective emotions, it is less likely to incite opposition among fans (F01, F10). This is similar to the statement of interviewee F01: "The things that I draw generally aren't subjective, and so it's not common for fans to complain or oppose them."

Handling opposition: The way by which creators of text/illustration manage opposition voices varies according to their personality. One interviewee stated that they would clarify earnestly their meaning to fans: "I always explain things to them earnestly. I can't say who wins and loses, but at least I said what I wanted to say, and they also spoke up; it's only a question of whether you acknowledge one another" (F09). Still, other interviewees stated that they would not clarify their ideas (F03, F04, F05); "I think that it is better to ignore than argue with them" (F04). It is interesting that oftentimes, clarification is not something only conducted by creators; a number of the interviewees stated that oftentimes, fans would help them clarify their thinking (F02, F05). As interviewee F02 said, "I think that clarification isn't just done by myself, my fans will also help me."

Application of social validation, a reflection of the number of "likes"

Number of likes influences the mood of the creator: The results of this study indicated that almost all interviewees found that when the number of likes, shares, or comments received by their works was higher, their mood would improve (F01, F02, F04, F05, F06, F07, F08, F09, F10). Certain interviewees thought that, initially, they would feel a certain pressure as a result of the size of these numbers (F02, F08), and that this pressure only varied according to changes in their attitude: "I don't know why I think so much; I don't draw these pictures for likes, I draw them because I want to share some funny things with other people" (F02). Another interviewee stated, "I don't really care if I get many likes; if I don't, it doesn't matter" (F10).

High degree of discussion related to holidays and current events: We can see from the interview materials that often, creators of text/illustration know which kind of content is more likely to attract the attention of fans, such as content related to holidays or current events. Interviewee F04 stated: "I know that the most resonating pictures should be pictures related to current events." Although a number of the interviewees chose to use "holiday stems" for their work (F01, F10), others only selected a few special holidays, to distinguish themselves from most creators of text/illustration (F08, F09). "I may draw something for more special holidays, like Father's Day or Mother's Day, but for holidays like Women's Day, I don't want to be the same as the others and follow the trend, so I don't really want to draw anything" (F08). Furthermore, the level of discussion on topics related to politics or religion is relatively high. Generally, these kinds of works readily attract the attention of fans, but many interviewees avoided touching on such topics to avoid being labeled by the public (F04, F06, F08). However, a small portion of the interviewees chose to create works related to political topics, although they tended not to care about the views of others: "For me, politics is a part of life, and when politics becomes a part of life, if I don't draw these things, my mood will be pretty bad, so I can't avoid it" (F09).

Viewers are mainly female: It is widely known that fanpage creators of text/illustration are primarily male, such as the creators of Funny Tattoo Shop and QiaohuTIGER. Nevertheless, according to the information collected from interviews in this study, for most text/illustration fanpages, females make up the majority of fans, at times by a significant margin (F02, F04, F06, F07, F09). Interviewee F02 stated, "There are several women who work at department stores, an extremely high proportion." One interviewee believed that the reason for this is related to the qualities of the fanpage: "because of the topics that I address, the proportion of my fans who are female is certainly higher, as high as around 80%" (F07). However, one interviewee believed that this may be related to females' being more likely to "like" things: "Because guys don't really look at this kind of fanpage. Because I remember that I looked at some data before, and there were fewer guys looking at fanpages and liking posts than girls. I myself don't really "like" stuff, and tend not to look at other things" (F04).

Application of social control, designing the appearance of fanpages

Inadvertently producing a fixed image: Creators' text/illustration fanpages often have not formed a fixed image at the beginning. As time passes, many interviewees had established gradually a set image to represent their fanpages, to provide fans with a clear reference point for their page (F01, F02, F05, F07, F09, F10). Furthermore, the image that creators of text/illustration form may be related to their personal preferences, the memories of viewers, or different professions. For example, one interviewee established the image of their page based on their personal preferences: "I use small bits of text in my illustrations; the reason for my use of short, witty language is that I've always liked these kinds of works" (F10). Another interviewee created their page's image to provide viewers with a reference point: "I found that it's actually not easy to make everyone remember you, so I slowly began to form an image; the resulting feeling is that there's really such a person living next to you" (F01). Furthermore, when a creator of text/illustration is in a certain work environment, it is easy for them to produce works in line with the "stem" of this environment: "At that time I thought that I'd like to draw things in my own work

environment, after doing some drawings, I found that all of them were things related to the department store industry; after that, it was just a matter of course that it would become the way that it is now" (F02).

Integration of personal ways of thinking into character image: We can see from the information collected from interviews that many interviewees project their own thoughts onto the characters that they create (F01, F05, F08, F09, F10); As interviewee F09 stated, "I will create a specific image on my fanpage to represent my own way of thinking." However, a few interviewees also stated that they would establish a virtual form to express the figure they want to create: "I'm relatively different in that the character isn't me; it's a virtual character that I've created; I try to project the person that I'd like to become onto it in creating the structure of this person" (F06). At times, creators do not realize that the content that they create contains their own ways of thinking, and must be alerted to this fact by others: "In fact, this could be my subconscious" (F03).

Application of relationship-development, an interaction with fans

Most creators enjoy interacting with fans: A majority of the interviewees stated that they enjoy interacting with fans (F01, F02, F05, F06, F07, F08, F09, F10). "I really like to interact with fans. I really encourage people to leave comments for me" (F05). However, a minority of the interviewees also expressed that they do not really like to spend time interacting with fans (F03, F04), and believed that it is better to spend their time on the improvement of their works: "I think…that it is better to spend the time to get back on working" (F04). This is because interviewees believed that it is most important that they create good works. In an interaction with fans, the groups who like each page vary according to the different characteristics of the page itself. For example, because most of the works on the page of interviewee F05 relate to interaction between mother and child, it has accrued many fans who are also mothers; at times, she would even receive children's products sent by fans.

Controlling time spent on replying and interacting with fans: As the number of fans increases, the numbers of likes and comments also rise. However, this study found that fanpage creators of text/illustration do not spend a large amount of their time interacting with fans; most creators complete their replies in a short period of time (F02, F06, F09, F10). "In fact, it doesn't take long, maybe about half an hour!" (F10). Other interviewees expressed that they would interact with fans through comments frequently (F05, F07, F08); "Almost all the time, unless I'm busy or go out to do something fun; otherwise, I'll look at comments often" (F08). For creators who receive a large volume of comments, it is only possible to reply selectively; comments that more likely obtain replies include questions posed by fans: "Basically, I will only reply if I can" (F05). One creator stated that, with regard to interesting comments, "If it's funny, I'll interact, or if I can do something with it, I'll also intercept this funny thing" (F03). Another creator believed that, with regard to comments that create topical works, "If I post a topic on which everyone debates, of course, I'll spend more time; for example, if I post something more lifestyle-oriented, it's only to give everyone a laugh. I tend not to reply to these sorts of things, I'll only look at them" (F09).

Keeping an air of mystery: Although most interviewees enjoy interacting with fans, they hope to maintain a distant relationship with fans and keep up a certain degree of mystery to avoid damaging the imagination of fans (F02, F03, F08, F10). As interviewee F08 stated, "Everyone hopes to retain an air of mystery, we hope that you like our artwork, and not us as people. At times, people have fantasies toward these images, I don't like to disappoint people." Thus, if it is necessary to appear in front of people, such as by appearing in a television program or attending an exhibition, creators wear sunglasses or homemade masks to hide their faces to preserve their mystery (F02, F03, F06).

5. Research Conclusions

With regard to self-disclosure, when fanpage creators of text/illustration produce "expressive" text/illustration, they generally incorporate their personal feelings into the work. To achieve the goal of expression, at times, as a result of sticking close to creative content related to popular feelings, it is easy for such works to resonate with fans. When compared with standard illustrators, fanpage creators of text/illustration are able to use the functions of their fanpages to attain immediate feedback or comfort. However, only a small portion of text/illustration creators will separate their personal feelings from their creative content, rarely placing their personal feelings into their works, but rather observing the daily lives of others as a primary source of content. As a result, the "expressive" works of creators of text/illustration are at times created for the public, as opposed to solely as an expression of the creators' personal emotions. In addition, although most of today's highly popular public creators of text/illustration are male, according to the interviews conducted in this study regarding the management of fanpages, it is mostly female fans who "like" works on text/illustration fanpages; at times, this gender gap is especially pronounced. Because females more readily engage in self-disclosure when compared with males, it is easy to see that the proportion of females "liking" posts on fanpages is high.

As fanpages are instantaneously interactive platforms, they are suitable platforms for all parties to engage in "self-clarification." When fanpages accrue consistently increasing numbers of fans, it is easy to imagine the joy of the fanpage creator; however, as creators feel the pressure of declining or stagnant fan numbers, creators can only find relief from improving their mood themselves. Furthermore, when a fanpage has a large number of fans, various voices are generated easily. The ways in which creators manage opposing voices vary depending on their personality or the characteristics of their fanpage; certain creators of text/illustration would clarify actively their views to fans to avoid misunderstandings, and at times, other fans with similar opinions would help in this clarification, providing comfort to the fanpage creator. With regard to self-disclosure, most people enjoy receiving "social validation," and fanpage creators of text/illustration are no exception. When compared with previous illustrators, fanpage creators of text/illustration are able to observe the responses of fans on their pages to understand their preferences. Often, creators of text/illustration understand what sort of content more readily attracts the attention of fans, although a number of text/illustration creators would choose not to follow such trends to differentiate themselves from the bulk of fanpage creators. Additionally, when facing highly sensitive content, such as religious or political topics, most creators of text/illustration would choose to steer clear of such works to avoid being labeled by the public, although others would be driven by personal ideas to continue

to create such works.

With regard to "social control," fanpage creators of text/illustration can use easily the fixed form of their fanpages to influence indirectly the thinking of their fans. However, this study found that in fact, many creators of text/illustration had established the image of their page gradually and unintentionally, and generally because of personal preferences, to provide an easily remembered reference point for fans, or because of the unique profession of the creator and the ease of generating creative "stems" from different professions. For example, the creator of QiaohuTIGER was previously employed working behind the counter of a department store, and thus, most of their creative inspiration came from their experiences during their work. Often, creators of text/illustration unknowingly incorporate their own ways of thinking into their works; it is interesting to note that at times they need to be alerted to this phenomenon by others. A number of creators even incorporated their own image and characteristics into their protagonist, creating a personal image of themselves. Furthermore, when compared with previous illustrators, modern creators of text/illustration use "like" and "comment" functions to engage in a "relationship development" with fans, increasing the closeness of their relationships with their fans. However, at times, the number of comments received is extremely large, and so it would be excessively time consuming to reply to comments one by one; as a result, many creators would choose to respond to comments that ask questions, which have interesting content, or which they believe contain a topical work. To increase their fame, present fanpage creators of text/illustration would at times participate in television programs under the guidance of agencies, although they would usually cover a part of their face, instead of revealing their appearances to the public. This may be illustrative of the idea that many creators of text/illustration hope to retain a sense of mystery, and maintain a distant relationship with their fans to avoid damaging their fans' sense of fantasy.

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