Exploration of the Path of Sino-Japanese Cultural Exchange under the Development of Intelligent Internet Integration

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Abstract: With the advancement of Internet technology, the Internet is no longer just a carrier for humans to receive and transmit information, but also to achieve a close connection between people and things, and things and things. Based on the current situation of Sino-Japanese cultural exchanges, this article attempts to explore new paths for cultural exchanges in a smart environment. This article uses smart sensor technology to build an intelligent cultural exchange platform model, which provides an online cultural exchange platform for people who love Chinese and Japanese cultures. Users can upload their cultural insights to the platform through the Internet, and the smart sensors in the platform will analyze the content in combination with smart algorithms, filter out the content containing sensitive words, and leave only valuable cultural exchange information. In addition, smart sensors can also analyze all the data in the platform and make intelligent decisions to better meet the demands and expectations of target users in the process of cultural exchanges. According to the platform data, 34.77% of users have posted cultural-related knowledge issues on the platform for help. In contrast, although the content of cultural events only accounts for 7.38%, they can promote the connection of online and offline cultural exchange activities, and better promote various offline cultural activities through online platforms.

1. Introduction

Cultural exchanges between the two countries are inseparable from harmonious political relations. Although there are still some sensitive issues in the exchanges between China and Japan, the overall situation has been relatively stable in recent years, which has formed a certain degree of friendly cultural exchanges between China and Japan. Promoting role. In this era of social

information, the combination of various fields and Internet technology has almost become an inevitable trend. The channels of cultural exchanges between China and Japan have also gradually shifted from traditional media to new media. The intelligent Internet environment presents both opportunities and challenges for cultural exchanges between China and Japan. The Internet can break the boundaries of time and space, allowing the people of the two countries to more easily understand the charm of other countries' cultures. At the same time, we must beware of malicious people who are maliciously causing disputes and arousing public outrage by virtue of the anonymous environment on the Internet.

In order to adapt to the development trend of the times, many scholars have conducted research on the communication methods in the intelligent environment of the Internet. Granjal analyzed its security while confirming the convenience and economic benefits of the Internet through the investigation of existing protocols and open research issues [1]. Al-Fuqaha investigated the enabling technologies, protocols and applications of the Internet of Things. The latest developments in RFID, smart sensors, communication technologies and Internet protocols have promoted the progress of the Internet of Things, and the intelligent decision-making of the Internet of Things can provide a path for exploring cultural exchanges. Great help [2]. Aloes conducted research on the remote low-power network of the Internet of Things, and explored the connection between the Internet terminal equipment and the central network server by analyzing LoRa, a remote, low-power wireless telecommunication system [3]. Perera investigated the emerging Internet market from an industry perspective, and discussed and analyzed a large number of intelligent decision-making solutions for the Internet of Things on the market [4]. Balderas published an alternative classification technology for brain-computer interfaces in the intelligent sensor manufacturing environment, and proposed two classification algorithms for brain-computer interfaces, and compared their classification accuracy [5]. Yusuf uses genetic programming and genetic algorithms to improve the emotional recognition module of the intelligent subject. To realize the exploration of cultural exchange paths in an intelligent environment, the improvement of intelligent algorithms is essential [6].

With the rapid development of domestic information technology, people have conducted more in-depth research on the intelligent integration of the Internet. Li W has conducted research on the intelligent recognition algorithm of social network sensitive information based on classification technology, and improving the recognition accuracy of network sensitive information is very helpful for improving the network health environment [7]. Chang H designed a smart sensor business performance evaluation framework. As a technology used to identify radio frequency products, RFID has the characteristics of high recognition rate, non-contact identification medium, transmission range and scalability [8]. Li S has conducted research on emerging technologies that realize the Internet of Things. He believes that the future of the Internet will be composed of heterogeneously connected devices, and these devices will further expand the boundaries of the world through physical entities and virtual components [9]. Zhao Z commented on the influence of Internet + on China's economic development. Economic development will promote cultural development to a certain extent, and the progress of Internet technology also provides richer possibilities for cultural development [10].

This article focuses on the intelligent environment under the development of intelligent integration of the Internet, and explores a new path of cultural exchange between China and Japan. The intelligent environment contains an embedded system that can operate independently, which can realize situational awareness through intelligent algorithms, and finally achieve personalized intelligent prediction [11]. This paper analyzes the common intelligent decision-making schemes in

the cultural market, explores the problems existing in the current network cultural communication channels, and improves the algorithm to better realize the collection and dissemination of information, and improve the intelligence of decision-making.

2. Intelligent Platform Technology in the Internet

2.1. Internet Intelligent Environment Security Technology

If the development of aviation technology, new energy technology, and biotechnology in the new era accelerates the development of human society, then the impact of information technology on people is undoubtedly more intuitive. It is no exaggeration to say that information technology has directly changed people's past lifestyles, work styles and even ways of thinking. Human society depends on morality and law to ensure order, and the Internet also has its own unique security system. Figure 1 is a framework diagram of the information dissemination security system in the Internet environment.
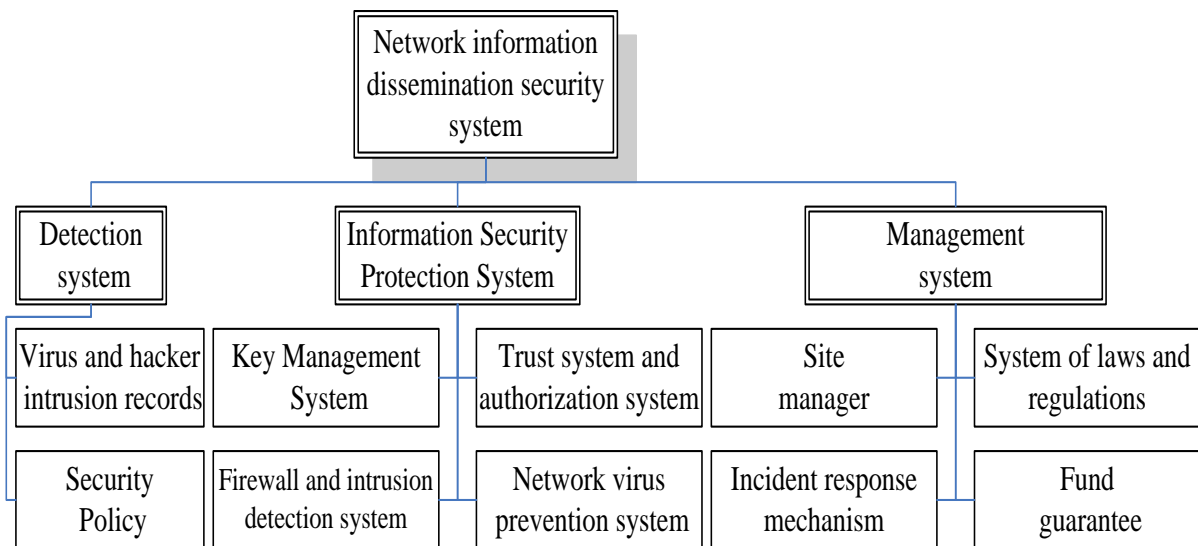
Figure 1. Framework diagram of the information dissemination safety guarantee system in the internet environment

It can be seen from Figure 1 that the network information dissemination security system is mainly composed of three parts: a detection system, an information security protection system and a management system. Only by ensuring the security of information from the operating system, system framework, operating equipment and the network itself, can we increase the trust of users and ensure that people have a better experience when using the mobile Internet [12-13].

2.2. Internet-Based Intelligent Sensor

(1) Intelligent sensor

The sensor is a detection device, its role is to sense the relevant information of the detected object, and convert the detected and felt information into electrical signal output. The technical indicators of the sensor are divided into dynamic and static according to their characteristics. The dynamic sensor can reflect the change of the input signal with high accuracy at any time; the static sensor can only measure the input signal in a stable state. Compared with ordinary sensors, the

biggest feature of smart sensors is that they have information processing functions, which can collect, modify, and exchange information, so as to conveniently realize remote control decision-making [14-15].

(2) High-performance sensor intelligent processing platform

In recent years, more and more network platforms based on smart sensors have been developed and used by people. In the industrial field, the sensor intelligent platform can better improve work efficiency. For example, the intelligent integrated monitoring platform in the substation can monitor the substation equipment and environment 24 hours a day, and perform data recording and analysis in real time. Effectively reduce labor costs. In the field of life, smart sensors also provide people with numerous services. For example, the learning platform for teaching actually uses smart sensor technology.

2.3. Radio Frequency Identification Technology Based on Internet of Things

The Internet of Things (IOT) is a network based on the Internet for intelligent perception, intelligent identification, and intelligent decision-making of information [16]. Compared with the network formed by the interconnection of computers in the traditional Internet, the advantage of the Internet of Things is that it establishes a connection between things. Achieving this effect requires a lot of technical support, including radio frequency identification technology, smart sensors, global positioning systems, smart algorithms, infrared laser scanning, and so on.

Radio frequency identification technology (RFID) is a very intelligent automatic identification technology, which can use radio frequency means to achieve two-way data communication, and further complete the read and write operations on the radio frequency card [17-18]. Generally speaking, people often use radio frequency identification technology to identify and exchange information in the Internet. This non-contact communication can effectively improve computer work efficiency. Therefore, it is used in logistics, information statistics, anti-counterfeiting authentication, and identity recognition. And safety control technology has a very wide range of applications.

(1) Energy transfer from reader to tag

A complete RFID system consists of readers, tags and central processing system. The launch strategy of the set-type reader is the gain during launch. R represents the distance between the tag and the antenna, and the energy transmission power density from the reader to the tag conforms to the following formula:

$$S = \frac{P_{Tx}G_{Tx}}{4\pi R^2} \tag{1}$$

If the tag absorbable strategy is in an ideal state, and the antenna gain of the representative tag is set, the formula will be satisfied:

$$P_{Tag} = P_{Tx}G_{Tx}G_{Tag} * \left(\frac{\lambda}{4\pi R}\right)^2 \tag{2}$$

(2) Energy transfer of tag reader

Generally speaking, the energy returned in the tag will maintain a positive correlation with the cross-section of the radar scattering. The setting indicates the gain of the reading receiving antenna and indicates the efficiency of the tag's transmit energy. Then the tag's transmit power received by the reader tag satisfies the formula:

$$P_{Rx} = \frac{P_{Tx}G_{Tx}G_{Rx}\lambda^2}{(4\pi)^3 R^4} * \eta \tag{3}$$
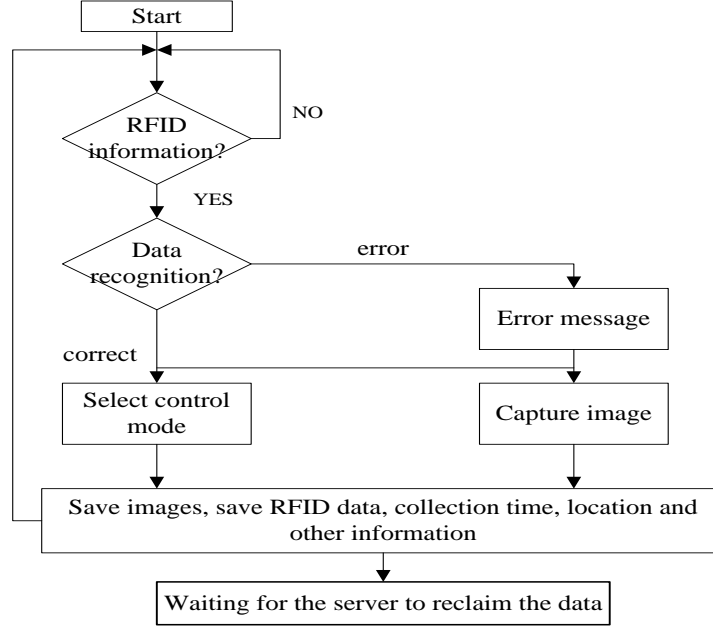

Figure 2. Flow chart of RFID technology when processing images

The working process of RFID technology can basically refer to the following sequence. First, the radio frequency signal is emitted through the antenna in the reader. At this time, if the electronic tag enters the magnetic field of the reader, it can generate a unique induced current and encode its own the information is reflected to the reader [19]. After the reader decodes the received information, it will send the processed information to the computer database, and finally the computer will identify the tag identity and make subsequent operational decisions. Figure 2 is a flow chart of using radio frequency identification technology to process images uploaded by users on the cultural exchange platform.

2.4. Internet-Based Global Positioning System

The Global Positioning System (GPS) is a high-precision positioning system based on artificial satellites, which can accurately locate any position on the earth using radio navigation. In daily life, global positioning systems are widely used in digital maps and car navigation systems. The complete GPS system includes GPS satellites, ground monitoring systems, and user use systems [20-21]. Among them, the 24 satellites in space will continuously provide positioning and ranging signal data; the ground monitoring system is responsible for adjusting satellite orbits, measuring distances and dealing with various problems in the positioning process; users can use mobile devices to receive GPS signals, Master the required location information.

Set t_G^s to be the GPS time when the satellite s transmits signals, t^s to be the satellite clock time, T to be the clock face when the receiver receives the satellite signal, and T_G to be the GPS time, then the satellite signal propagation time satisfies the formula:

$$\tau^{s} = T_{G-t_{G}^{s}}$$

(4)

If Δt^{s} represents the satellite clock and Δt represents the deviation of the receiver, then:

$$\Delta t^{s} = t^{s} - t_{G}^{s}$$

(5)

$$\Delta t = T - t_{G}$$

(6)

At the same time, the formula is satisfied between the two:

$$\tau^{s} = T_{G} - t_{G}^{s} + \Delta t - \Delta t^{s}$$

(7)

2.5. Internet-Based Intelligent Algorithms

(1) Filtering algorithm

The digital filtering algorithm has a very important position in the intelligent sensor processing platform, which will directly affect the system's information decision-making function [22-23]. Generally speaking, the digital filter of the smart sensor will reduce the error by improving the signal-to-noise ratio or the mean square calculation method, and take care to output the optimal solution. The equation in the filter is known to satisfy the following equation:

$$y(n) + a_{1}y(n-1) = b_{1}[x(n) + x(n-1)]$$

(8)

Among them, $n = 1, K, N, i = 1, K, k, y_{o}(n) = x(n)$, k represents the order when the filter is cascaded. In order to improve the accuracy of the algorithm, it can be advanced to get:

$$y_{i}(n) + a_{1}y_{i}(n-1) = b_{1}[y_{n-1}(n) + y_{n-1}(n-1)]$$

(9)

(1) Bayesian filtering principle

The state space model is a time domain model that uses time as the default independent variable to describe the characteristics of the system. According to the described dynamic characteristics, people divide the state space model into linear system models, nonlinear system models, time-varying system models, and time-invariant system models; according to different factors affected, they can also be divided into state-space models. Stochastic model and deterministic model of state space [24-25].

Suppose that f_{k} represents the state transition function of the system, h_{k} is the observation function of the system, and ω_{k-1}, V_{k} is random variables, then the dynamic space model satisfies:

$$x_{k} = f_{k}(x_{k-1}, \omega_{k-1})$$

(10)

$$y_{k} = h_{k}(x_{k}, v_{k})$$

(11)

The Bayesian filter will update the state estimate in real time according to the posterior probability density of the state variable during its work, and obtain the best state estimate through this posterior probability distribution. Generally speaking, this push process includes two aspects: speculation and update. Speculation is to predict the probability density of two measurement moments through the system model, update the real-time measurer and feed it back to the processor, and correct the current probability density. Such a working process can effectively reduce the

amount of calculation, thereby saving time and cost.

3. Experiment of Sino-Japanese Cultural Exchange Platform in Internet Intelligent Convergence

3.1. Experimental Platform Design

In order to explore a new path of cultural exchanges between China and Japan, this article plans to develop a simple smart platform using smart sensor-related technologies to serve people interested in Chinese and Japanese culture and create an environment for them to easily understand Chinese and Japanese culture. In order to improve the user experience, a platform with network expansion capabilities must be designed. Therefore, the system also includes emerging computer technologies such as the Internet of Things, radio frequency identification, big data, and smart environment, which can ensure that the platform effectively collects and processes information.

The construction of a cultural exchange website is actually the construction of a cultural system. Culture is like a big portal containing various small portals. For example, if Chinese culture is divided into regions, dozens of small portals can be established, and the culture of each region contains its own unique cultural characteristics. Since the main focus of this platform is to promote cultural exchanges between China and Japan, Chinese culture and Japanese culture are the biggest dividing line when planning platform classification, and on this basis, cultural knowledge, cultural activities, and special cuisines in Chinese and Japanese cultures are opened. Cultural Exchange and Humanities Landscape Section.

3.2. Platform Data Collection

Before the platform officially started to operate, this article has learned about the expectations of users for various functions in the platform through the investigation on the site. The system will automatically treat those who enter the platform during the survey as potential users of the platform and guide them to fill in the questionnaire on the platform. The platform service functions in the questionnaire are divided into cultural knowledge, cultural activities, special cuisine, cultural exchanges and cultural landscapes. Users can choose up to five services at the same time. Using smart sensors in the platform, the system will collect basic information and questionnaires of each user, and conduct further analysis through smart algorithms. The input and output observation matrix of the Kalman filter monitoring system will be used in this platform to make an optimal assessment of the system state. Table 1 is the survey data of Chinese and Japanese users' expectations of cultural exchange platform services.

Table 1. Expectations of Chinese and Japanese users on cultural exchange platform services

		Cultural knowledge	Cultural activity	Special food	Cultural communication	Cultural attractions
Expected function	Chinese users	44.1%	41.6%	77.5%	64.3%	56.6%
	Japanese users	53.5%	62.2%	86.9%	72.7%	59.2%

This article divides the platform functions into two categories: the administrator section and the user section. In the administrator section, it mainly provides cultural knowledge introduction, cultural activity promotion, cultural tourism recommendations (including local specialties and cultural landscapes) and other related content for Chinese and Japanese users; in the user section, provides users with a forum module that can post independently, Chinese and Japanese users can

exchange and discuss the culture of the two countries here. At the same time, the administrator solicits contributions from all users, and includes excellent travel notes and cultural science content into the official knowledge base, so that more people can feel the charm of culture.

3.3. Experimental System Development

In the Sino-Japanese cultural exchange platform designed in this paper, the system hardware is based on the router, and users can read and publish data on the platform through the network. The system platform level is mainly divided into IaaS cloud infrastructure, PaaS cloud management architecture and SaaS application layer. Among them, IaaS is the most basic environment construction, and all services in the platform must be realized on this basis. The PaaS platform is mainly responsible for the management system layer, such as the hardware and network storage. SaaS is mainly aimed at user applications, that is, web servers in APPs and web pages, to ensure that users can better browse information. In view of the data storage requirements in the intelligent cultural exchange platform, this article uses the LXQ24C32 of the EEPROM 24C series as the storage chip, which effectively avoids the drawbacks of the on-chip Flash memory mapping.

4. Exploration and Analysis of the Path of Sino-Japanese Cultural Exchange under the Development of Intelligent Internet Integration

4.1. Analysis of China-Japan Cultural Exchange Intelligent Platform

Early cultural exchanges had two obvious characteristics. One was to conduct cultural propaganda through traditional media channels, such as television, radio, newspapers, magazines, etc.; the other was that the entire communication activity ended after the cultural information was spread to the masses. Lack of follow-up communication and feedback. With the development of computer technology, new media has become more and more widely used in various fields, and it also provides more diversified path options for cultural exchanges. In the current cultural exchanges, cultural communication is more like an expanding ring structure, and the audience is no longer the end of cultural communication.

(1) Platform content review based on smart sensors to ensure cultural exchanges

In the cultural intelligence exchange platform, when a user obtains cultural information that he is interested in, he can express his own feelings and insights through comments, interact with the communicator, and realize cultural exchanges in the process of understanding cultural knowledge. In order to prevent bad comments on the platform, all content posted on the platform must be intelligently identified by sensors. Figure 3 is a statistics of users' preferences for various functions in Sino-Japanese cultural exchanges based on network platform data.

According to Figure 3, it can be seen that the Japanese users in this batch of interviewees have a significantly higher degree of love for all aspects of Chinese culture, while the Chinese and Japanese users have in common in that they have a better understanding of the special cuisine of other countries and the communication with the people of other countries. High expectations. In an intelligent environment, the information sensor will monitor the overall data of the platform in real time and make corresponding intelligent decisions.

In social networks, people with bad intentions often use the anonymity of the Internet to make bad comments. As a platform to promote a new path of cultural exchanges between China and Japan, it is necessary to strictly control sensitive information in user comments. In order to improve the efficiency and accuracy of smart sensors in identifying sensitive information, the platform uses

an intelligent recognition algorithm that includes fuzzy control theory, and uses the mobility of information nodes to improve the recognition efficiency of the system. The workflow is as follows: First, users make speeches on various cultural topics on the platform. These data and information will be recorded by the smart platform, and smart sensors will intelligently identify them when they are connected to the Internet. Prefix tree matching is a kind of narrative tree used to store associative arrays. It can perform text word frequency statistics on the platform to achieve effective sensitive word filtering and search prompts. All the content in the system must be verified by smart sensors before it can appear on the platform and be seen by more users.
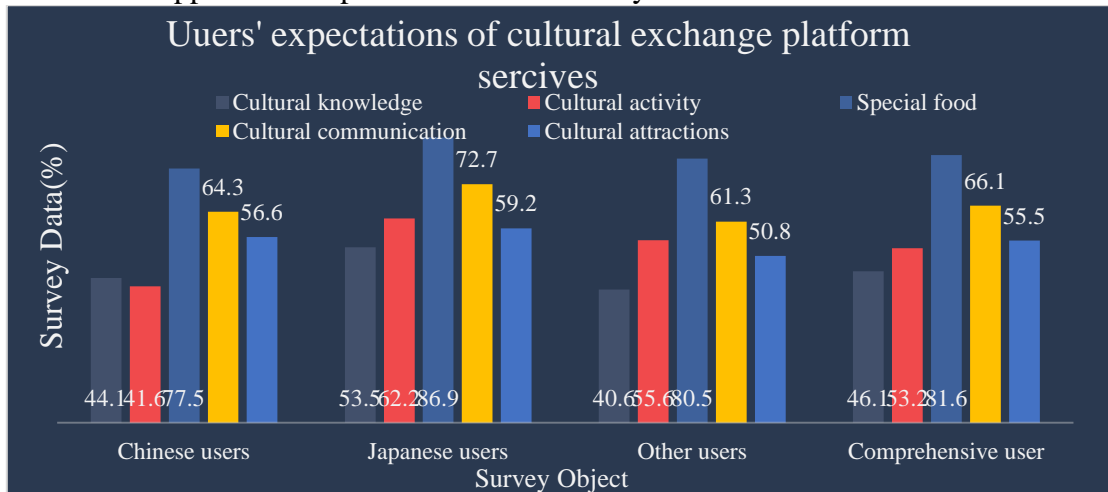

Figure 3. Statistics chart of survey data of Chinese and Japanese users' expectations on cultural exchange platform services

(2) Platform user supervision based on RFID technology promotes cultural exchanges

In the cultural intelligence exchange platform, when a user obtains cultural information that he is interested in, he can know many people who have the same hobbies as himself from the comments. They can conduct dialogues through the private chat function in the intelligent communication platform to realize the communication between the audience and the audience, and realize the cultural exchange in the communication between the Chinese and Japanese masses. In order to improve the quality of cultural information on the platform, the system also supports user submission functions to encourage Chinese and Japanese people to participate more actively in cultural interaction.

Table 2 shows the distribution of user contributions within one month of the opening of the platform test. Figure 3 is a graph of the proportion of contributions from Chinese and Japanese users based on smart sensors in the system background. Item A is the proportion of submissions by Chinese users and item B is the proportion of submissions by Japanese users. The difference in the total amount of the two types of data is affected by the difference in the number of Chinese and Japanese users among the respondents.

Table 2. Platform users' submission topics and data

	Travel notes	Publicity activities	Ask for help	Find friends	Cultural introduction
Chinese users	43	20	68	55	36
Japanese users	17	4	45	23	11

According to the data in Table 2 and Figure 4, the most numerous help-seeking information and

friend-making content are posted by users. Among them, 34.77% of the content posted for help accounted for 34.77% of the total, and the proportion of friend-making posts reached 24%. This means that most users come to this platform with curiosity about cultural content, and hope to learn more about the characteristic culture through conversations with locals.

According to the data analysis of the back-end smart sensor, when forum users post their friendship content, 53.7% of people said they hope to make friends from other countries, and 31.4% said they just want to have cultural exchanges with more people and don't mind. The nationality of the other party. It is conceivable that when a Chinese user and a Japanese user meet in an intelligent cultural exchange platform, they can express their understanding of the culture of China and Japan so that more people can correctly understand the culture of China and Japan. Of course, in order to enhance the user experience, the platform can freely select the three language modes of Chinese, Japanese, and English in the menu bar on the homepage to ensure that users can accurately understand the cultural content. In the private chat function, the platform also provides users with a simple language translation function.
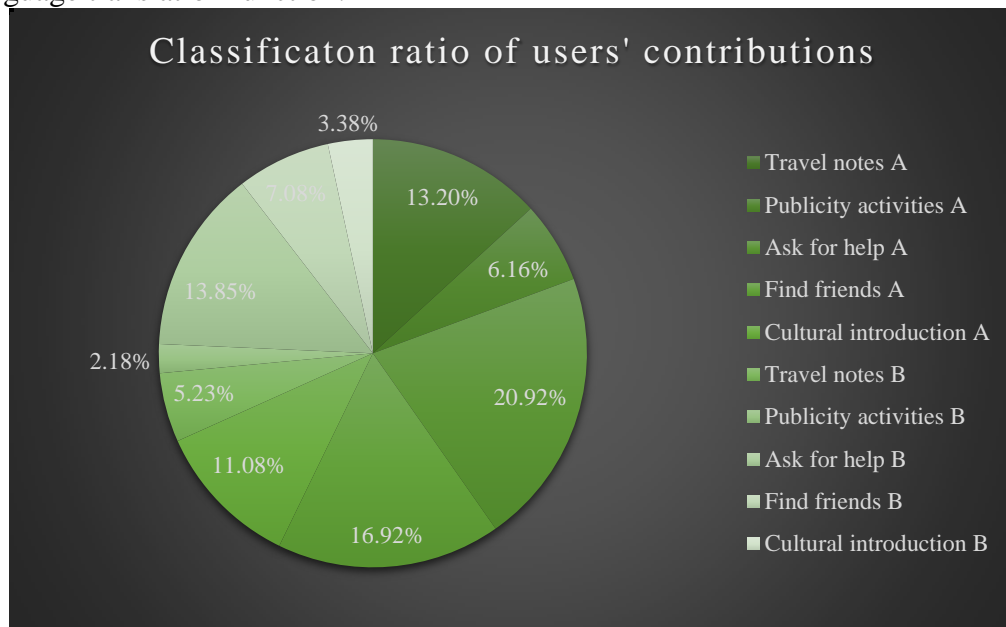

Figure 4. Theme and data scale map submitted by platform users

The platform hopes that more users will be willing to share their insights. For this reason, all users must be managed by the use of radio frequency identification technology in the platform system. Radio frequency identification technology is often used in access control systems and food safety traceability source code, and in the Sino-Japanese cultural exchange platform, every user is like an electronic tag in the eyes of the system. The radio frequency identification technology can automatically identify the user's identity in the platform, and supervise all user operations in the platform, so as to better protect the harmonious environment of the platform.

4.2. New Path to Realize Cultural Exchanges between China and Japan in the Intelligent Internet Environment

(1) Intelligent recommendation decision in cultural exchange platform
The advantage of the intelligent cultural exchange platform lies in personalized prediction. When

users frequently browse the relevant information of cultural activities on the platform, the platform will automatically record each user's reading preferences, and then targeted pushes more in line with user interests content. In the environment of the intelligent cultural exchange platform, the system can monitor the number of users on the platform in the current time period in real time. When a user clicks into a certain section, the system will automatically record the user's browsing path, and use big data calculations to infer the user's browsing purpose. In the actual operation process, the accuracy of the recommendation algorithm will increase with the frequency of users' use. Through the improvement of the collaborative filtering algorithm, the user experience can also be further improved.

Figure 5 shows the accuracy data of the algorithm test when the user's favorite content is recommended in the system. In order to improve the reference of the data, this paper tested the accuracy of the algorithm under different values. According to Figure 5, when the number of N is 500, the accuracy of the algorithm is relatively low by the number of users, and the overall state is flat. On the whole, the value of N is positively correlated with the accuracy of the algorithm, and a relatively stable accuracy can be better guaranteed when 1000 is selected.
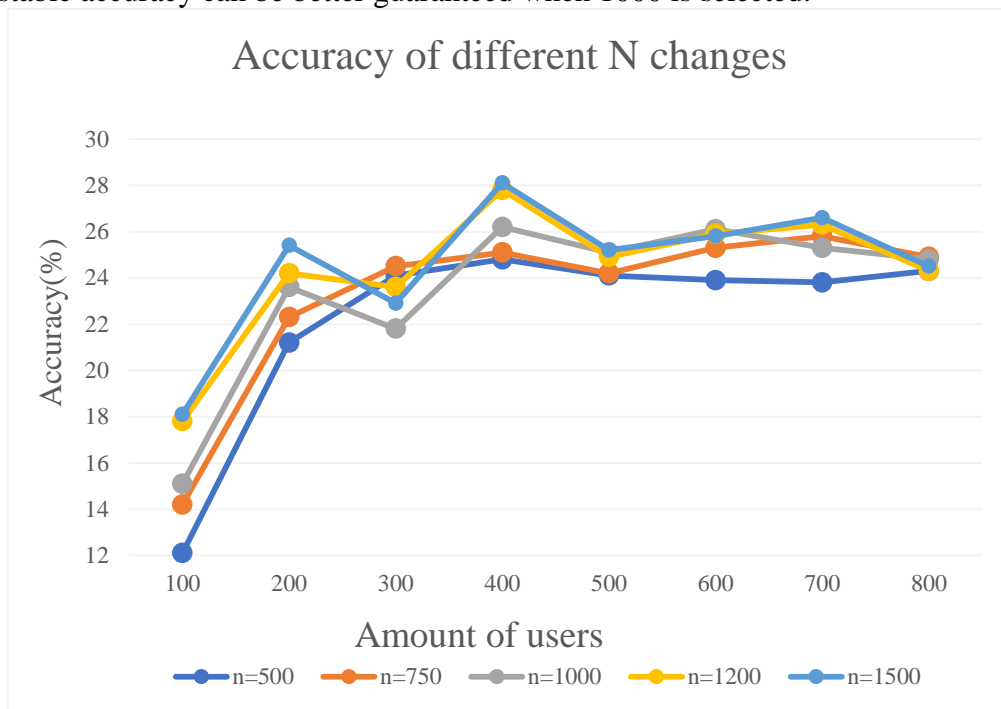

Figure 5. Simulation graph of accuracy of different values of N

Figure 6 shows the accuracy results of recommended content when the number of users is different in platform practice. According to Figure 6, the accuracy of the improved algorithm will gradually increase with the increase in the number of users. When the number of users exceeds 400, it can remain stable at about 75%. This means that the platform recommends relevant information to ten users at least Seven people thought that they got satisfactory content.

For an intelligent Sino-Japanese cultural exchange platform, it is very necessary to provide users with just the right information push. The amount of information in the cultures of the two countries cannot be carried by an intelligent platform. The reason why users choose to conduct cultural exchanges through the network platform, a new way, is because of its extremely high intelligence and more convenient communication mode.
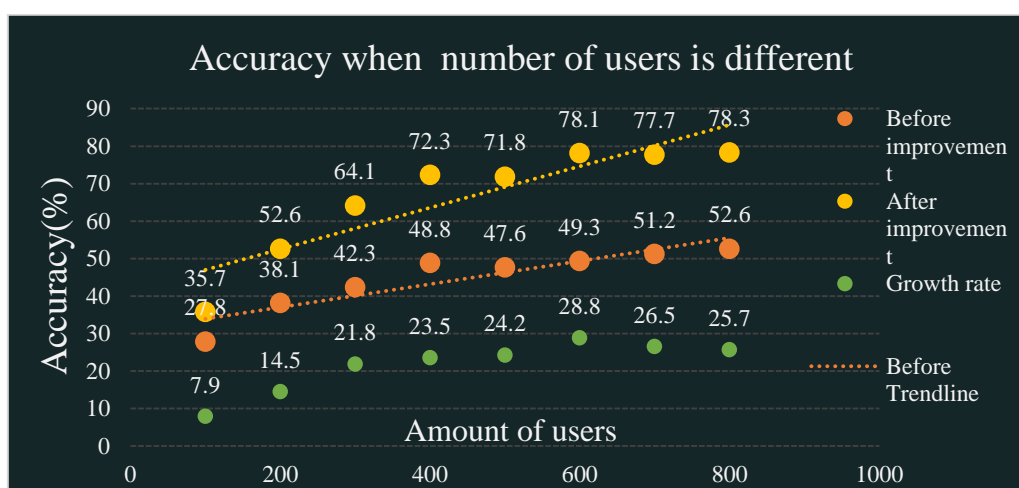
Figure 6. Accuracy results of recommended content when the number of users is different

(2) Realize online and offline cultural exchange based on global positioning system

The intelligent cultural exchange platform not only symbolizes a new path of cultural exchanges between China and Japan, but more importantly, it is also conducive to promoting the docking of online and offline cultural exchanges. Although online cultural exchanges have the characteristics of wide coverage, complete information, and fast timeliness, offline cultural activities still retain their own irreplaceable characteristics, such as colorful cultural exhibitions, because you can watch various cultural exhibits from close range It tends to resonate more with people.

The app of the intelligent cultural exchange platform has a global positioning system built into it, which can obtain the user's current location after applying for permission, and combine network big data to recommend local exhibitions related to Chinese and Japanese cultures to the user. In order to encourage users to share their travel routes, the system has set up "check-in" and push services for tourist attractions. When the system locates the user in a certain scenic spot, it will inform the user through data analysis that he is the first one of the platform users to come here at the same time, provide users with relevant introductions of this scenic spot and travel strategies on the platform. In addition, users can also actively initiate small cultural exchange activities with other friends through the smart platform, so as to achieve a reasonable connection between online and offline cultural exchanges.

5. Conclusion

This article explores a new path for Sino-Japanese cultural exchanges in the context of the Internet's intelligent development. In the platform's intelligent environment, using the information processing function of intelligent sensors can improve the efficiency and accuracy of platform content review. In the cultural exchange platform, the prefix tree will count the frequency of text words. When the user enters the word "culture" in the platform, the system will recommend "cultural exchange", "cultural landscape", "cultural knowledge", etc. in order according to search popularity Related vocabulary to improve user experience. According to the intelligent analysis of system background data, 53.7% of users hope to communicate with foreign friends on the platform. In order to allow the platform to serve Chinese and Japanese users at the same time, the system not only provides translation functions in private chats, but also supervises each user using frequency-based identification technology to maximize user safety and prevent criminals from

committing fraud in cultural exchanges. behavior.

This article explores a new path for the realization of Sino-Japanese cultural exchanges in the intelligent Internet environment. Since users choose to understand Sino-Japanese culture through the network platform, the platform should provide them with a better cultural exchange environment. Compared with traditional cultural exchange paths, Internet platforms have higher intelligence. The platform strives to improve the algorithm to improve the accuracy of the system's intelligent decision-making, and also to recommend cultural content more in line with the needs of users. As the length of time users use the platform increases, the decision-making of smart sensors will gradually rise to a level higher than 75%. The cultural activities section of the Sino-Japanese cultural intelligence exchange platform can play a good role in promoting offline cultural exhibitions and cultural performance activities. Close and offline cultural activities are a very important part of promoting cultural exchanges between China and Japan, and the connection of online and offline cultural exchanges through intelligent cultural exchange platforms is also a very important decision to promote cultural development.

In order to closely follow the theme of the new path of cultural exchanges between China and Japan, this article has conducted a sufficient user survey in the early and late stages of the platform design, hoping that the final product can bring a better cultural exchange experience to the masses. On the whole, this platform has the characteristics of convenience, fast timeliness, rich content, and rapid feedback in the Internet environment, and can better achieve the goal of promoting cultural exchanges between China and Japan. Nevertheless, affected by various objective factors, there are still some unresolved loopholes in the platform. First of all, there is room for further improvement of the degree of intelligence in the platform, and more functions of the operating system have yet to be explored. Second, the platform needs more high-quality cultural content to attract users who are interested in Chinese and Japanese culture. Finally, the platform should strive to achieve cross-platform, cross-industry, and cross-professional information connections in order to truly become a comprehensive cultural exchange platform. I believe that in the future, researchers will be able to develop a better Internet cultural exchange platform to create a better environment for Sino-Japanese cultural exchanges.

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Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

Conflict of Interest

The author states that this article has no conflict of interest.

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