There can be no doubt that development of communication in Japan follows similar or the same patterns as in Switzerland, described in the following passages. It is important, therefore, not to blindly follow any typology of (specifically) "Japanese" communication.

*(Discos will open again.) The dancefloor is the opposite of the small lockdown chamber, in which many have found comfort and where you could be free from germs, contacts and surprises. Digital helpers were there to serve you: Instagram and Facebook as maids for the Ego, Spotify and Netflix as footmen for your personal taste.

With Corona, a society in love with itself has become even more dominated by narcissism.

This can also be seen on the Virtual marketplace of opinions that has become still more powerful in times of social withdrawal. However, during lockdown conversation certainly did not become any more circumspect or differentiated, polarisation concerning such topics like Corona, Cancel-Culture or the Gender Star did not become less.

Naturally, since who keeps making the same statement ever more fiercely is not a simpleton but is following the logic of the Likes-Economy. A post full of brute force attracts followers, who want to see further similar contributions. The result is ever more tense debate (in) an atmosphere of stiff presumptuousness.*

Passages translated from Linus Schöpfer, in "Der Bund", June 26, 2021, page 3.