

# ***Research on the Content that High School Students Pay Attention to on the Chinese Social Media Xiaohongshu***

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**Abstract:** Xiaohongshu has grown into a mainstream social media platform in China and is popular with people of all ages. At present, there are only some researches on Xiaohongshu marketing strategy and marketing mode, and few analyses on the content that people pay attention to in Xiaohongshu. This paper is going to analyze what high school students focus on this social media. Only by understanding the behavioral preferences of consumers can the supply be better tailored to their needs. This paper will adopt the method of questionnaire, release questions to high school students about using Xiaohongshu and then analyze the results. According to the results, the contents of Xiaohongshu that high school students focus on are very diverse, the main ones are some entertainment and daily life sharing like traveling and sports. This paper also draws the conclusion that new media are gradually diversifying, and social media like Xiaohongshu helps high school students broaden their horizons in different fields and provides spiritual comfort in their boring life.

**Keywords:** Social media, Xiaohongshu, High school students, Behavioral preferences

## **1. Introduction**

Xiaohongshu is currently one of China's most popular social networking and communication platform, which founded in 2013 by MAO Wenchao and Qu Fang. The platform is not only a social interactive virtual community, but also has an e-commerce business. At present, it has developed into a force that cannot be ignored in the mainstream e-commerce platforms in China. In Xiaohongshu, tens of millions of real consumption experiences converge into the world's largest consumer evaluation resource database. In 2019, Xiaohongshu was included in the "2019 Forbes China's Most Innovative Companies List". By 2021, the monthly users of Xiaohongshu have exceeded 200 million every month, 72% of which are post-1990s, and 50% are distributed in the first and second tier cities, with a total of 43 million + shares. In addition, Xiaohongshu's e-commerce model has also been welcomed by users. Its sales have reached more than 200 million yuan in the first five months. By May 2017, Xiaohongshu's revenue is nearly 10 billion yuan.

As an online community of Xiaohongshu, but its users' feedback and evaluation come from real life experience and real user experience. It accurately uses UGC (user-generated content) to provide its users with their good content. Xiaohongshu pays great attention to user evaluation in the operation process and forms a complete industry closed loop. CEO MAO Wenchao said that the current users of Xiaohongshu are aged between 18 and 30, but mostly white-collar workers and students, among

which the male-female ratio is 3:7. Xiaohongshu has a complete product positioning and user positioning, and with its development, Xiaohongshu's user positioning has become more and more perfect. Tens of millions of users' browsing and liking behaviors are the most intuitive data reflection. Through these data, the platform can accurately find out the areas that the users care about and the content that they expect to see through big data, so as to realize peer-to-peer content delivery and user-released content recycling.

Xiaohongshu summarizes the six crowd groups of platform users: Generation Z, new white-collar workers, urban hipsters, single aristocrats, exquisite mothers and pleasure groups. From the labels of each group, there are different characteristics of each group. However, due to the diversity of people themselves, he or she may correspond to multiple population labels. Gen Z, for example, usually refers to a generation born from 1995 to 2009 and greatly influenced by the Internet. Although it is of the same age group, the consumption patterns and demand points between different people are very different. Therefore, for the brands with the marketing needs of Xiaohongshu, how to explore the user characteristics of different segments of industries, categories and talent fans in the complex crowd circle at the macro level, and dismantle their personal labels and behavior preferences, is the first step to truly reach the core consumers of the brand.

In 2021, the number of high school students nationwide was over 26 million, and more than half of the tens of millions will have access to new media and mobile apps. The popularity of the Internet makes contemporary high school students become more dependent on new media, while high school students are in the critical stage from immature to maturity. The development and influence of new media play an important role in high school students. At present, China's network construction and the use of new media are becoming more and more perfect, and the information access channels for high school students are gradually open. Media technology is an important part of educational technology, so special attention should be paid to whether the content and information that high school students have access to in new media can really drive their growth.

## 2. Literature Review

With the widespread use of social media, nowadays high school students can hardly live without them and many scholars have carried out research on the relationship between these social media and these adolescents. Wei Xinni found that nearly half of high school students are dependent on these social media like Xiaohongshu and more than a third of them are heavily dependent on them [1]. According to Chen Wen and Tao Linyu's study, many of them already see social media as a "way of being" and it has become an ideal place for them to construct their own identity [2]. Qiu Ji also analyzed that the diversity of non-mainstream media can satisfy the immature body and mind of high school students because they do not have sound values [3].

In addition to their relationship, another significant point is that how social media like Xiaohongshu affect high school students. When students spend too much time and energy on using social media, their social activities in daily life will be adversely affected, Dai Bao, Zhang pengjin and Yang Zeguo said [4]. In Luo Yiwen's research, social media can cause anxiety and depression in them [5]. "Teenagers will compare the colorful and idealized life on the Internet with their own life, thus lowering their self-confidence and getting depressed", the Journal of the American Medical Association published the study [6]. Sun Ziran also analyzed that these adolescents will look at selfies on the Internet and feel anxious about their appearance and body. But they don't realize that they are comparing their true selves to what other people only want to show on the social media [7]. This can also reflect what high school users focus on these social media.

Although there are no detailed studies on high school students of Xiaohongshu, there is a lot of user profile analyzes about college students on this social media. According to Zhang Chi's research, freshmen and sophomores use Xiaohongshu more often than juniors and seniors. It may because they

have more free time to pursue their interests and current trends [8]. Additionally, in Wan Keqin's study, girls are more willing than boys to show themselves, share their lives, interests and hobbies in Xiaohongshu, and are more expressive [9]. In addition, according to Zhu Ziyi's research, some college students also choose new business models with the help of these online platforms, such as conducting live streaming or opening stores on the platforms, which also broaden the channels of commodity trading [10].

Another focus of the theme is high school users, the lifestyle and way of thinking of, contemporary them are greatly influenced by the Internet because they are the generation born with the emergence of the Internet. They are also called "electronic natives" [5]. High school students have become the mainstream target group of these social media. But most studies of social media have looked at all age groups and few have looked specially at high school users.

These studies and researches give a detailed background of nowadays social media, but there are still drawbacks. However, many scholars analyze negative effects of social media bring to teenagers, but few people find the positive effects. That means research should be done on what teenagers are concerned about on the Internet, in this way, the impact of the Internet on them can be analyzed in more detail. The purpose of this paper is to study the content of high school students' attention on the Chinese social media Xiaohongshu. This will hopefully help experts better analyze the mental activities and needs of high school students. Additionally, this can also help major social media to more accurately locate the fields and contents that high school students want to pay attention to through big data, so as to make targeted delivery to them. A detailed and precise understanding of user characteristics and their behavioral preferences will attract consumers. In order to ensure the reliability and authenticity of this study, questionnaires will be used in this study.

### 3. Methodology

The survey data of this paper came from the questionnaire "Chinese High School Students Browsing Content with Xiaohongshu", which was distributed to Chinese high school students in the form of sampling survey. The questionnaire used in this investigation was produced and distributed on the Questionnaire Star platform. The provisioning period is two days. A total of 238 questionnaires were collected, 213 of which were valid. The criteria for determining the invalid questionnaire were too many missed answers and the regularity of the selected options in the whole questionnaire. After obtaining valid questionnaires, the data were analyzed and sorted through questionnaire Star platform, and charts were made for a series of comparison, inspection and reason analysis. The questionnaire items mainly included five measurement variables: "browsing content", "browsing time", "Trust in articles of Xiaohongshu", "influence of Xiaohongshu on daily life" and "monthly consumption amount recommended by bloggers of Xiaohongshu". Set topics and options for the purpose of the study.

### 4. Results

According to the 213 valid questionnaires collected, most of the participants are students in grade 12, accounting for 84%. Students in grade 10 takes up 12% and grade 11 takes up 4%. Among them, boys accounted for 36% and girls accounted for 64%. Most high school students don't know Xiaohongshu very well. 80% of them start using it through recommendations from their friends and advertising. But according to the results, there are still over one third (38%) of the students know this social media very well and few people know nothing about it.

In the question of functions primarily used Xiaohongshu, over half of high school students choose post notes and 38% of them like to participant in the subject. It cannot be seen that high school students are willing to share their daily life. 28% of the students also like to buy goods in this app. In

addition, 37% of high school students use Xiaohongshu to search for interesting, related words to get the contents they want. 36% of them browse “Nearby” page and 26% of them browse “Follow” page. 20% of students just browse the recommended notes and videos. Students who use this social media to chat with strangers only take up 16% of total. As the question about what high school students focus on in Xiaohongshu is multiple choice, according to the proportion, the content that they focus on is varied and scattered. 35% of them focus on games and travel recommendations and precautions. About 25% of the students pay attention to sports, fitness and daily life sharing. And the proportion of students who like to browse and learn beauty makeup and trend of outfit is 24%. About 20% of them focus on film and television recommendations and special skills like painting, photographing, handcraft and so on. 14% of students focus on celebrities and few of them search for study methods and resources and digital products which only takes up 9% and 5% respectively. It can be seen that high school students pay more attention to recreational activities under busy schoolwork.

The way of getting the content which high school students want to see is different. 80% high school students get the content by searching directly or finding relevant users. The rest of them get contents just by browsing the homepage for recommendations. Maybe most of the students see Xiaohongshu as a tool to get what they want. Moreover, high school students spend a lot of time on this social media every day. More than half (53%) of high school students use the app for more than an hour a day. 30% of them use it for 10 minutes to one hour. Only 5% of students use Xiaohongshu when they need it. In addition, this social media really influences high school students in their daily life, 33% of the students consider that their life become more colorful, and they learn some life tips which are really useful. 24% of total find that they can talk to their friends about more things and aspects because of this social media. And there are 21% students find that they have been recommended many books, movies, variety shows, and their knowledge and entertainment activities have become more diverse. 20% of the students master a skill, for example, musical instrument, arts, and so on.

In conclusion, nearly 40% of high school students are satisfied with Xiaohongshu, and nearly half of them are very satisfied with this social media. Over 40% high school students consider that Xiaohongshu facilitates communication and protects users’ privacy very well. And there are 36% students find that it is rich in content and considerate in service. A quarter of them think the information in Xiaohongshu is reliable.

## 5. Discussion

Women are the main audience group of Xiaohongshu, which basically coincides with the results of this survey. The grade distribution of the respondents was relatively average, and there was no age stratification in the practical Xiaohongshu for high school students. The main audience group of Xiaohongshu is young people aged 18-25, and the survey shows that the frequency and number of high school students using Xiaohongshu have increased, reflecting that the current age level of new media communication is gradually becoming younger. Although high school students face competition and academic pressure, the strong gravity of new media attracts high school students to join the Xiaohongshu community to share their lives. The survey shows that Xiaohongshu also has many contents published for high school students, such as high school campus life sharing and learning content sharing. At present, Chinese high school students’ understanding of Xiaohongshu mostly comes from friends’ recommendation and advertising marketing, Xiaohongshu as the core of the net red economy since the media, platform through accurate positioning to young people around the age of 18 a new way of communication, social contact between Chinese young people because of the development of social platform and diversification. As a new media platform focusing on publishing content, tens of thousands of content publishers follow up the trend and release content in related fields every day, while big data push accurately delivers this latest released content to the

accounts used by high school students. The functional diversity of Xiaohongshu makes it more and more popular and meet the choices of more young users.

The reasons why Xiaohongshu platform is popular among high school students are as follows. First, the precise positioning of Xiaohongshu platform makes its content highly targeted. Every young person can find their own community and content here. The platform content is the key factor to attract users, and the high-quality and down-to-earth graphic press conference is recognized by the public. In Xiaohongshu, everyone can become the publisher and browser of notes, which makes users more engaged and satisfies the high school students' desire to connect with the society as soon as possible and get the attention of others. Second, the Xiaohongshu as the product of modern fast-paced society, Xiaohongshu platform one-stop Internet mode to meet the high school students such as mobile phone use time limited the needs of the crowd, on the Xiaohongshu, users can not only browse tweets, search life common sense, can also shopping, can even make track for a star, chat with others, interact with others, these functions gathered in a platform, meet the needs of high school students' mobile phone use.

In the current study, many high school students browsing Xiaohongshu focus more about sharing and improving their own content in their daily life. High school students are in a critical period of knowledge absorption, and the positive content in Xiaohongshu accounts for the majority. The content closely related to life or study encourages high school students to pay more attention to their own life and surrounding things. High school students are in the final stage of the formation of values. This article focuses on the browsing content of high school students, but also aims to explore the concerns and hobbies of high school students, so as to analyze the influence of the content of Xiaohongshu on their growth, life and study.

Network culture, as a virtual culture, and the Internet communication is open. The Xiaohongshu gathers users with different degrees and values to communicate with a certain aspect. Xiaohongshu brings high school students a pioneering vision and provides a lot of experience and ways for their cultural activities. Users do not have to worry about "stepping on thunder", but directly gain the experience and play from others through browsing. According to the survey, high school students participate in the release of Xiaohongshu content, which reflects that high school students now act as participants in social media rather than just "audiences", which is consistent with the concept advocated by Xiaohongshu platform, that is, "everyone is a life experienter". High school students can enrich the relatively boring study and life, cultivate the skills and skills to adapt to the society, and have a more comprehensive understanding of the society.

The spread of popular culture and professional content in Xiaohongshu enables high school students to have a deep understanding of a specific field. Every high school student can show their personality and express their personal ideas on the platform. Network culture is conducive to high school students to form mature modern concepts and learn to look at and solve problems from multiple angles. According to the survey, many high school students use Xiaohongshu to make them more cheerful and generous, while more people will not be influenced by the content of their life choices, reflecting that contemporary high school students have strong discrimination and screening ability, and actively filter the unfavorable parts on the Internet platform. Respondents generally believe that the use and search function is fast and convenient, in line with today's fast-paced lifestyle. With the rapid update of network pop culture, many local and vulgar jokes will be eliminated by The Times, while such fast traffic content on Xiaohongshu is less. Its platform positioning makes it actively filter out the content that does not conform to the mainstream aesthetic, but advocates a diversified lifestyle and express itself confidently and generously. Some high school students use the Xiaohongshu platform to search for reading and learn related content to improve themselves. At present, there are a large number of professional contents from different fields on the Xiaohongshu platform, which is conducive to high school students to make full use of these positive resources to

achieve personal improvement outside the classroom. Trend is the focus of high school students when browsing Xiaohongshu. Nearly half of the respondents think Xiaohongshu is convenient to communicate, rich in content and fast to update, which also meets the needs of high school students for quick mental relaxation.

According to the survey, high school students use Xiaohongshu for a long time, and high school students use it almost when they have mobile phones. Xiaohongshu accounts for a relatively high proportion among high school students in China. A few months ago, the false filter incident of Xiaohongshu attracted consumer attention, and many bloggers on Xiaohongshu advertised the false life, forming a kind of unhealthy comparison. Many reading-sharing bloggers only want to create literary young people, who focus from the book itself to the "sense of atmosphere" of reading. In addition, there are also the "celebrity effect" and "famous brand effect". Many publishers on the platform seem to have high degrees and earn millions a month, leading many bloggers to show off their luxurious lives in exchange for page views. The consumption concept of high school students is not yet stable, and long-term acceptance of such content is easy for them to consume and compare, leading to inner imbalance.

Some high school students pay too much attention to the content published by others in Xiaohongshu and think that their current life is too ordinary, which produces meaningless inner anxiety and spiritual internal friction, which makes high school students' attention to real life unbalanced and is not conducive to the healthy growth of high school students. At present, teenagers pay a narrow point of attention to the content conveyed by the network. In the face of the information cocoon caused by the big data algorithm of the Internet, they indulge in it and refuse to pursue ideals and learn progress, just seeking to enjoy themselves in time. Network culture has accelerated the adult trend of high school students in all aspects, namely the so-called "precocious". High school students pursue the same clothing style and lifestyle as in the Xiaohongshu, and gradually deviate from the essence of being students. Chinese high school students learning competition is fierce, learning pressure, the extracurricular life on the Xiaohongshu and other mobile phone software easy to cause their attention difficult to focus on need a lot of schoolwork content, Xiaohongshu tweets mostly don't need to think about short-term flow, huge amounts of information provide easy to let users used to this way and difficult to calm down to think again.

The campus of high school students should improve the supervision of the use of electronic products for high school students, reduce their over-reliance on virtual communities, and return to real life and self-improvement. High school students have great differences in their dependence on and consciousness of electronic products. Schools should cut off the source in the use of electronic products, from the time limit of a single software to the disappearance of the dependence on mobile phones. Schools should strengthen the guidance and management of students' correct Internet access and add relevant courses or activities.

High school students should improve their information screening and screening ability, and correctly deal with false "zhongcao" and flow traps. The information sources of we-media platforms are uneven, and the sources of information publishers are unknown. Many push articles include false publicity, advertising and marketing, etc. However, high school students lack social experience and lack the ability to deal with these problems, so it is easy to fall into the trap. High school students should properly browse the content close to their own life, draw positive information from it, and get rid of the pursuit of vain life. High school students should find their own positioning on the virtual platform, clear their purpose to use the platform, learn to stop losses in time, not much to follow the lives of others.

The platform should establish a good operation mode and content release standards, strengthen the supervision and reporting mechanism of the platform, and warn and seal the bloggers who release false information and wrong guidance. Strengthen the monitoring of users' age and provide



appropriate content for minors. At the same time, the quality of the content release should be strengthened, the review and supervision of the content release of Xiaohongshu should be strengthened, and the relevant regulations of virtual communities should be promulgated to maintain the physical and mental health of minor users on the platform. In addition, for obvious guided consumption notes, the platform should have special tags and partitions to help users identify.

## 6. Conclusion

Xiaohongshu is one of the most famous social networking and new media platforms in China. The article has conducted a survey and study on the use and browsing content of Chinese high school students. Previous research has not appeared for Chinese high school students group social platform usage research, the main purpose of the current study was to understand the idea and interest and better development of Chinese Internet new media, this article focuses on the content of Chinese high school students browse, through the form of questionnaire research data, analyzes the Xiaohongshu Chinese high school students user group, Xiaohongshu is popular with Chinese high school students and the Pros and Cons of the Xiaohongshu, the solutions and Suggestions are put forward. The main points of this article are as follows: high school students usually browse their daily sharing and personal ability; the content and operation mode meet the needs of high school students; the content push has false guidance and false content, which is not conducive to the healthy use of the Internet platform, and reasonable improvement suggestions for schools, high school users and the platform. This study still has partial limitations. The small number of subjects studied and poor distribution prevented the most accurate study data. More research in the future is needed to analyze the improvements to the Xiaohongshu platform and on the restrictions and management of the use of Internet platforms such as Xiaohongshu among high school students.

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