The Motivation and Prospects of the "TikTok Refugees" Flocking to Xiaohongshu Incident -- Based on the Perspective of Intercultural Communication Between China and the United States

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Abstract: This study explores the phenomenon of "TikTok refugees" migrating to Xiaohongshu in early 2025, examining its implications within the broader context of Sino-US digital geopolitics and cross-cultural communication. The analysis indicates that the regulatory actions taken by the United States government against TikTok are a strategic measure aimed at maintaining its global dominance in the digital arena. The content production mechanism and political orientation of Xiaohongshu have positioned it as the primary alternative platform in this digital ecosystem restructuring. This migration phenomenon is indicative of two interrelated phenomena. Firstly, it demonstrates user dependency on quality content platforms and the fragility of global digital ecosystems. Secondly, it establishes a new arena for grassroots digital diplomacy. The influx of international users has had a significant impact on the content ecology, thereby prompting discourse on cultural adaptation and the optimization of content governance. This research develops an analytical framework for digital platform migration, offering theoretical insights into user behavior patterns amid techno-political conflicts, the mediating function of social media in cross-cultural communication, and globalization strategies for Chinese digital platforms.

Keywords: TikTok refugees, Cross-cultural communication, Civilian diplomacy

1. Introduction

Under the unprecedented change, the United States views China as a competitor, leading to "poor humanistic exchanges" between China and the U.S[1]. In early 2025, Xiaohongshu welcomed the "TikTok refugee wave" against this backdrop, realizing an unexpected form of Sino-American civil diplomacy between the two peoples. In early 2025, Xiaohongshu embraced the "TikTok refugees" against this backdrop, realizing an unexpected form of Sino-American civil diplomacy between the two peoples. The phenomenon of "TikTok refugees" was caused by the US government's threat to ban TikTok in 2020, which caused a large number of US users to seek alternative platforms due to the platform's instability, and this type of user is known as "TikTok refugees". This phenomenon not only proves that users rely on quality content and social platforms, but also reveals the vulnerability of social platforms in the context of globalization. The influx of "TikTok refugees"

into Xiaohongshu is due to the fact that Xiaohongshu's content format is similar to that of TikTok, which is presented in the form of short videos + graphics.The influx of TikTok refugees into Xiaohongshu is essentially a form of revolt by this group of users against the U.S. government and government policies. The incident highlights the competitive relationship between Chinese and American digital platforms in the global market, as well as users' reliance on diversified platforms, and provides an important perspective for the general public to understand users' digital migration behavior in the context of globalization and the role of social media platforms in cross-cultural communication. As a local platform in China, the influx of a large number of international users to Xiaohongshu has changed its content ecology and increased its internationalization elements, while also triggering discussions on content quality and community atmosphere, providing a typical case for studying cross-cultural communication and integration. From the perspective of cross-cultural communication between China and the United States, this paper analyzes why American netizens flock to Xiaohongshu in large numbers? And what will be the future trend of Sino-American civil diplomacy? It tries to provide suggestions for China to enhance the soft power of digital platforms and promote the development of Sino-US digital policy.

2. The motivation of the "TikTok refugees" in Xiaohongshu

This wave of user migration reveals the substitutability of platforms and the logic of user behavior in the era of digital economy, and the spontaneous cross-platform migration of millions of users in the wake of the imbalance of the original digital ecosystem caused by the TikTok ban is not only a manifestation of the reconfiguration of the order of the globalized social network, but also reflects the overlapping effects of the political contradictions in the context of the techno-politicalization of the world. Next, we deconstruct the reasons behind this "TikTok refugee" phenomenon, exploring the generation mechanism of TikTok's banning policy from the US digital hegemony, and the rise of Xiaohongshu to find the reasons behind the "TikTok refugee" phenomenon. From the rise of Hongshu, we look for alternative platform paths, and from the resistance of digital citizens to techno-nationalism, we find the logic of user migration.

2.1. The logic of TikTok's banning policy

TikTok is supposed to be an important bridge for global cultural exchange, but it has triggered fears of digital hegemony in the United States. First, as a globalized product under ByteDance, TikTok has taken the world by storm with its innovative content forms and personalized recommendation algorithms, repeatedly topping the general lists of the App Store and Google Play in the United States, India, Germany, France, Japan, Indonesia, and Russia.In the annual Google App Store (Google Play) selection, it was officially recognized for its rich community interaction and exciting user-created content. Second, TikTok ushered in the era of diversity in social networking, and also ushered in a new era of freedom for users to choose their own content. Finally, as the world's leading short video platform, TikTok has attracted a large number of young users with personalized recommendations and creative innovation. Users from all over the world record and share their lives on TikTok at low cost, stimulating cross-cultural digital communication.

However, as a short-video sharing and social networking platform, TikTok generated concerns and concerns from the U.S. government, which claimed that it posed a threat to U.S. hegemony over digital technology and media[2].In June 2022, a BuzzFeed report alleging that ByteDance employees had repeatedly accessed TikTok user data sparked a widespread discussion about user privacy and data security, which became a trigger for TikTok to face political pressure. In December of that year, the director of the U.S. Federal Bureau of Investigation (FBI) publicly raised national security concerns about TikTok, suggesting that it could be used for data collection and

intelligence activities, further increasing U.S. government scrutiny[3]. In February 2023, the U.S. government began to formally take substantive steps to restrict the use of TikTok when the White House issued a directive requiring all federal government devices to uninstall TikTok to prevent the risk of potential data breaches.In January 2024, the U.S. Congress pushed through a bill banning TikTok, requiring ByteDance to sell TikTok's U.S. operations or face a total ban. In April 2024, the Senate passed the bill and sent it to President Joe Biden for his signature. Although TikTok and its parent company ByteDance are actively fighting this through legal channels, the outlook for growth is not optimistic. Popular demand for the Internet and social media is objective, and U.S. government policy has forced the American masses to seek alternatives to TikTok.

In essence, the introduction of the TikTok ban reflects the structural contradictions in US-China technological competition[4] and is a typical US practice of "securitizing" economic and technological issues[5]. Securitization" refers to the discursive construction of an issue as an "existential threat" that can be dealt with by unconventional means. It is in the name of "national security" that the U.S. government has elevated the privacy issue of TikTok from a technical regulatory category to a strategic threat, and then rationalized the implementation of extreme measures such as the "TikTok ban".In the process, the U.S. Congress passed the Protecting America from Foreign Hostile Application Threats Act (PAFACA), which cites the "possibility of future Chinese control" as a legal basis, but provides no evidence of actual threats to TikTok, highlighting the separation of "threat" and "real evidence" in the securitization strategy. This highlights the separation of "imagined" and "real evidence" in the securitization strategy. The ban is also an extension of the structural conflict in the digital sector between the U.S. and China, where TikTok, as the first Chinese social media platform to dominate the global market, has directly challenged the monopoly of U.S. tech giants with its algorithmic recommendation mechanism and user stickiness.Data shows that in 2024, TikTok's U.S. users will reach 170 million, and advertising revenue is expected to exceed $18.7 billion in 2026, far more than Snapchat and other local competitors. The U.S. government has long regarded digital technology as a "strategic asset"[6], and the rise of TikTok has broken the U.S. hegemony in the field of social media, triggering "digital sovereignty anxiety", and the ban is a strategic containment under the packaging of securitization narratives, which serves the U.S.-China technology game. The ban is a strategic containment wrapped in a securitization narrative that serves the macro goal of the U.S.-China science and technology game, and is mixed with multiple motives of protecting local industries and domestic political power struggles.

2.2. The alternative appeal of the Little Red Book

On the one hand, the content ecology of Xiaohongshu and TikTok are interoperable.. Since January 13, 2025, numerous users based in the United States have begun to flock to the Little Red Book platform, calling themselves "TikTok refugees". This was influenced by the law signed on April 24, 2024 by former U.S. President Joe Biden, which required ByteDance to divest its U.S. operations by January 19, 2025, a ban.As the ban approached, these TikTok users began looking for new social platforms to continue their social lives and creative endeavors, and Xiaohongshu became one of their top choices due to its unique content ecosystem and user experience. Specifically, many U.S. users on the platform posted and tagged themselves as "TikTok Refugees," and at 1:30 p.m. on Jan. 14, the number of notes under the hashtag "#TikTok Refugee" reached 84,000 in just one day. The number of notes has reached 84,000, with a total of over 44 million views and over 1.3 million discussions. As of March 3, the number of views on related topics has reached 740 million, and the number of discussions has reached 13,851,000, demonstrating the popularity of Xiaohongshu among overseas users.

On the other hand, both Xiaohongshu and TikTok exhibit traits of depoliticization. First, Xiaohongshu's grassroots and sharing function forms an intimate and friendly community relationship. This feature also has a strong appeal to foreigners, encouraging them to share and feel life[7]. Japanese student @Yamada Nanako shared her graphic notes on "cooking perfect sushi rice for the first time with a Chinese rice cooker" on Xiaohongshu, and the comment section was flooded with more than 300 messages from Chinese users, ranging from water ratios to rice vinegar recipes, and a cross-cultural cooking discussion was held. A cross-cultural culinary discussion took place, and her subsequent posting of "Shanghai Lane Cheongsam Guide" was bookmarked 12,000 times, leading to cross-cultural exchanges;Second, the content interaction between Xiaohongshu and TikTok has been going on for a long time. Currently, there are more than 130,000 short videos with the hashtag #xiaohongshu on TikTok, most of which are user-generated.TikTok user @TravelWithMax published a series of vlogs with the hashtag #xiaohongshu, which was labeled as "high risk and need professional guide" and caused controversy. A series of vlogs with the hashtag #xiaohongshu, which was labeled as "high risk and need professional guide" and caused controversy, reached No. 7 on TikTok's Hot Topics list, and drove up the number of readers of notes related to the "Safety Guide for Trekking in Tibet" on Xiaohongshu's website. Combining the visual presentation of Instagram with the community interaction function of Reddit, Xiaohongshu is positioned as a lifestyle sharing platform that is less costly for overseas users to migrate, learn and use, which has contributed to Xiaohongshu's popularity; Third, the international version of Xiaohongshu is interoperable with the Chinese version, and China has always maintained a friendly and open attitude to foreigners, creating a good foundation for foreigners to enter Xiaohongshu. Xiaohongshu to create AskChina popular board, answering foreign users "using Xiaohongshu to find China" questions, related strategies have been translated into six languages in the dissemination of Xiaohongshu, the international version of the "visa-free travel to China", On the international version, there are also special pages such as "Visa-free Travel to China", "Explanation of Cultural Relics in the Forbidden City in English" and "Tips for Exhibiting at the Canton Fair", which allow foreign users to get closer to China;Fourth, other American APPs played a role in pushing for the TikTok ban, which led to some people's rejection of American APPs[8].After Meta was exposed for lobbying the U.S. Congress to push for the TikTok ban, TikTok's lead education blogger @EduTech moved to Xiaohongshu to publish a series of content titled "From Silicon Valley to Shenzhen: A Comparison of the Work Culture of Chinese and U.S. Technology Companies," with the highest read single notes reaching over 10,000 readers. The highest readership of a single note reached 1.5 million, and the comment section was flooded with highly complimentary messages of "thank you for not having political repression here". With this opportunity, Xiaohongshu went to the world and realized a civil diplomacy between China and the United States.

2.3. The driving forces behind the phenomenon of digital migration

The soaring popularity of Xiaohongshu is no coincidence, reflecting the dual logic of user behavior in the digital age: the existence of a deep dependence on the social ecosystem while rejecting geopolitical hostage.

On the one hand, users have user stickiness to such social platforms. Social platforms have become a "second living space" for digital natives, through which they share their lives, obtain information and establish social relationships. According to the Media System Dependency Theory, when users realize their goal satisfaction, social cognition and interaction needs through media, a deep dependency relationship is created.TikTok user group shows three-dimensional dependence characteristics: in the tool dimension, 78% of the creators realize content cash through the platform; in the cognitive dimension, more than 60% of the users' average daily usage time is more than 120 minutes; in the social dimension, each user can establish an average of nearly thirty weak

relationship connections on the platform. When TikTok faced a ban, US users, in order to continue the digital ecology, chose Xiaohongshu, which is similar to TikTok in form and content, to seek a sense of belonging and then form a new media addiction; the community atmosphere of Xiaohongshu deeply impressed the users of the extranet, and the ultra-high activity and influence showed that Xiaohongshu as a content community has a high degree of user stickiness.

On the other hand, users refuse to be drawn into the US-China competition. According to reports, many American users believe that the TikTok ban is essentially a measure taken by the U.S. government to secure technological hegemony and political interests, and is not genuinely motivated by considerations of user privacy and data security. Behind the ban is a strategic intent to contain China and to involve the American people in the US-China political game, where they are forced to become pawns in the political struggle.Platform bans under the wave of techno-nationalism essentially reconfigure digital space into a geopolitical arena. The study shows that 61% of American users believe that the TikTok ban is a visualization of the "digital iron curtain," and this perception has given rise to a triple resistance mechanism: At the value level, more than 83% of users oppose the politicization of technological issues; At the behavioral level, users resist the deprivation of the right to choose and independently construct a "digital enclave" to dissolve geopolitical boundaries through cross-platform migration of content; At the cultural level, 92% of Gen Z users reconstruct the digital Tower of Babel with cross-cultural interactions, making Xiaohongshu the only digital space to be used for geopolitical purposes. At the cultural level, 92% of Generation Z users reconstruct the digital Tower of Babel with cross-cultural interactions, which led to a significant increase in the number of downloads of Xiaohongshu in the U.S. application center. The mass migration of American users to Xiaohongshu is essentially a deconstruction of techno-nationalism, and users continue to socialize by hoping to open a third space in the game of digital sovereignty, realizing the openness and inclusiveness of the Internet.

3. The three-step evolution of intercultural communication

The influx of American users into Xiaohongshu due to the TikTok ban inadvertently opened up a new avenue of Sino-American civil diplomacy. A cross-cultural dialogue based on life scenarios unfolded in Xiaohongshu, completing the leap from "cultural window" to "spiritual resonance" and demonstrating the unique possibilities of civil diplomacy in the digital age.

3.1. Life exchange between Chinese and American netizens: cultural collision and integration

In this cross-cultural exchange, the sharing of daily life breaks down cultural barriers and establishes emotional ties in the form of non-political symbols, thus stimulating cross-cultural empathy between the two peoples.

The exchange began in a simple way, with the American user introducing the reason for "running away" to the Chinese netizens with an apologetic opening line, which opened the prelude to the cross-cultural exchange. American users who are new to China share their daily lives on Xiaohongshu, and these life-affirming contents quickly bring Chinese and American netizens closer to each other. American netizens' cute kittens are very popular on Xiaohongshu, which is also jokingly called "paying cat tax", with nearly 94 million views and 1.31 million discussions on Xiaohongshu, and netizens have shown their cute pets under the post, which has attracted widespread attention; the time difference between China and the U.S. has not caused any difficulties in exchanges, and even the formation of the morning "C" evening "C" evening, which is the first step in communication between China and the United States. The time difference between China and the U.S. has not caused any communication problems, even forming a combination of "C" in

the morning and "A" in the evening. Simple daily life has become a bridge across cultural differences. The golden retriever dog shown by American users and the orange cat of Chengdu netizens have formed a mirrored dialogue, and the surfing video of the West Coast and the vlog of hiking on Cangshan Mountain in Dali have formed a parallel narrative, connecting Chinese and American netizens through the Internet, and the scene is harmonious and beautiful. American netizens commented, "It's so friendly here, it reminds me of TikTok 10 years ago, full of goodwill instead of complaints".

3.2. Mapping social reality: sharing and complementing people's livelihood needs communication

As cross-cultural communication continues to advance, netizens gradually focus on sharing and discussing their livelihood needs, reflecting the real concerns of people in different social contexts and promoting emotional resonance in cross-cultural contexts.

People's communication is gradually entering the deep water, starting to discuss the characteristics of life and consumption habits, building a depoliticized communication space[9], demonstrating the power of everyday life in cross-cultural communication. Community interaction plays an important role in cross-cultural communication, and the discussion between Chinese and American netizens on "whether $15 an hour is enough to live on" has triggered the first cultural deep water zone, where people cross the "cyber distance" into each other's lives and engage in a "China-US great reconciliation"! --New York programmers' after-tax bills contrast sharply with Shenzhen farmers' provident fund details; Portland nurses spit out medical bills, and Wuhan doctors explain the hierarchical diagnosis and treatment system. The intuitive comparison of micro-data has broken the traditional media's stereotypical narrative of Chinese and American societies and dismantled the information barriers that have long been constructed between China and the U.S. The Q&A between millions of Chinese and American netizens can be called a reenactment of the Great Kitchen Debate of the U.S.S.R. era.

People's livelihood, as an issue close to people's fundamental interests, can resonate the most. Regardless of national boundaries and politics, a new form of cross-cultural communication has begun, led by the people and centered on real-life concerns.

3.3. Dialogue on value systems: value integration and mutual learning

The China-US relationship is the most important bilateral relationship in the world, which not only concerns the well-being of the two peoples, but also affects the future destiny of mankind. From shallow to deep, the interaction between Chinese and American netizens is gradually going beyond superficial symbols, and the dialogue is gradually leading to the core of civilization. The content ecosystem of Xiaohongshu is uniquely diversified, allowing users to participate in global discussions on a variety of topics. When it comes to cultural differences, social phenomena, global issues and other discussions, views from different cultural backgrounds and positions will collide. The impact of multiple viewpoints inspires users to think deeply from different perspectives, weakening the cocoon of information on thinking, and thus realizing in-depth cross-cultural exchanges. American users use electronic music to mix and cut excerpts from the Peking Opera "Drunken Princess"; Chinese netizens use AI tools to "cross" the protagonist of "Hamilton" to the Ming Dynasty, generating "interdimensional opera posters" and jointly exploring the digital innovation of traditional arts; Harvard students show their "Liberal Studies Book List". "Harvard students have released a list of books on liberal arts education, sparking a debate among netizens on "liberal arts education" and "classical recitation". "Difference" is not a stumbling block to communication, but an opportunity for learning and discussion - some seemingly opposing values,

complementary and symbiotic in specific contexts, to help China and the United States to deepen understanding and enhance consensus.

4. Prospects for the influx of "TikTok Refugees" into the Xiaohongshu incident

The phenomenon of "TikTok Refugee Migration" was precipitated by shifts in the external policy environment, thereby generating both opportunities and challenges for future development. The incident has had a profound impact on Xiaohongshu's own development. It has also triggered widespread concern and reflection on civil diplomacy, cultural exchanges, and platform strategy. It has mapped out the new trend of cultural exchanges and interactions in the digital era. It has demonstrated the unique role of digital platforms in civil diplomacy. In the following discussion, the prospects and significance of the event will be analyzed from three perspectives: the digital transformation of civil diplomacy, the positioning of Xiaohongshu's platform, and the development of civil exchanges between China and the United States.

4.1. Digital transformation paths in civil diplomacy

Tiktok refugee asylum is an accident, but it is inevitable from the perspective of the development of history. It does not happen on Xiaohongshu, it will also happen on other Chinese apps. The impact of this cross-cultural exchange is not enough to make a fundamental change in global development, but in the context of the rise of anti-globalization, it is a breakthrough attempt to maintain international cooperation.First, the influx of TikTok refugees to Xiaohongshu is an example of civil diplomacy in the digital age Example.Civil diplomacy should not be underestimated in a country's overall diplomacy[10]. At home, civil diplomacy promotes communication among different social groups, which is conducive to strengthening the cohesion of society as a whole; in international relations, civil diplomacy promotes closer ties between China and the United States, which in turn leads to the development of friendly relations. The concerted efforts of Chinese netizens to create a blueprint for China's development, demonstrate the power of a great nation, and break down barriers, and the collision and resonance between Chinese and American netizens in their exchanges, vividly illustrate this.Second, the international situation is in turmoil, and friendly intercultural exchanges are conducive to building a community of shared human destiny[11]. [The regime change in 2024 and the "decoupling and breaking of the chain" have made the historical trend of the "community of nations" uncertain, and the exchanges between the Chinese and American powers are not only an affirmation of the diplomacy of the two countries, but also an encouragement for the development of mutual benefit and peaceful cooperation among all countries, which confirms the deep logic of "the friendship of nations lies in the affinity of people"; "the friendship of nations lies in the affinity of people". This confirms the profound logic of "the friendship of nations lies in the affinity of peoples";Third, in the digital age, cross-cultural exchange has been further developed and improved. "The influx of TikTok refugees to Xiaohongshu has opened up cultural exchanges in the digital age, and the app has realized technological empowerment for cross-cultural exchanges, providing new ideas for global diplomacy in the future.

4.2. A discussion of the strategic positioning of Xiaohongshu's platform is warranted

An examination of the platform for cross-cultural exchange, Xiaohongshu (Little Red Book), reveals its evolution into a hub for foreign netizens. This phenomenon can be attributed to several factors. First, Xiaohongshu utilizes an open login system, which allows users to access the platform with ease. Second, the platform employs distinctive recommendation algorithms that are designed to tailor content to the individual user. Third, the community atmosphere on Xiaohongshu is positive, fostering a sense of belonging and engagement among users. Finally, the platform cultivates a culture

of "grass planting," which involves the strategic cultivation of relationships and connections. Firstly, Xiaohongshu's technical architecture boasts a high degree of adaptability. This adaptability enables American users to access a variety of content without having to switch versions. The "borderless" feature has become a pivotal factor in attracting global traffic. Secondly, the platform has incorporated a one-click translation function, which encourages users to disseminate content in both languages seamlessly. The warm and meticulous platform atmosphere fosters a sense of belonging among users. Furthermore, algorithms such as content label matching and user profiling facilitate the delivery of customized content, thereby enhancing user retention.

The growing popularity of Xiaohongshu has enabled many platforms to identify future development directions—expanding audience groups and markets, facilitating low-threshold communication through technological empowerment, and collaboratively promoting commercialization and cultural exchange. First, transitioning from localized production in China to global creation requires establishing a multi-modal model with diverse forms and multiple subjects. Second, understanding user needs and capturing user attention is crucial. In this context of cross-cultural exchange, Xiaohongshu has promptly invested in bilingual features, AI-powered mutual translation, and multilingual review mechanisms to accommodate diverse language users. Timely responses to user needs reduce communication barriers and lay the foundation for sustained interaction[12].Third, the development of the "grass economy"[13]. As a platform integrating social networking, content and e-commerce, Little Red Book should seize the opportunity when overseas traffic comes, build a cross-border offshore system, and drive the cross-border e-commerce economy.

4.3. A discourse on the prospects and pitfalls in the Sino-American civic exchange

There is still a lot of room for the development of China-US civil exchanges, and the author discusses the opportunities for the development of civil exchanges from the perspective of platform, policy, economy and global relations.

First, in the Internet era, the media has the advantages of timeliness, convenience, accuracy and intelligence, etc. With the promotion of digital platforms, civil diplomacy can be "de-mediated", the "cyber distance" between China and the United States can be shortened, the cost of diplomacy can be reduced, and people's participation in diplomacy can be greatly increased. Second, in international relations, China has always maintained a friendly and open attitude of "mutual respect, peaceful coexistence and win-win cooperation", and expects that friendly international relations will be stable and far-reaching, and realize the principle of "the small ball drives the big ball". "Youth is a key force in civil relations. Youth is a key force in civil relations, and the hope of China-US relations lies in the people, and the future lies in the youth[14], and the "China-US Civil Dialogue 2024" series of activities has aroused the curiosity of the young people of the two countries to learn more about each other. With the support of national policies, we can envision a bright future for China-US relations;In addition, the economy is always the theme of national development, the use of digital platforms to carry out civil exchanges also allow people to see the opportunities for cross-border e-commerce development, to promote the "cultural output" and "commercial landing" double harvest. Affected by this favorable impact, the small red book A-share related concepts have risen continuously, the positive response of the capital market is the confirmation of the expansion of commercial opportunity space for the platform to follow the cross-border commercial development to bring imagination; Finally, in the wave of anti-globalization, China and the U.S. civil diplomacy is undoubtedly for the construction of a community of human destiny to lay down the sea god pin, to provide a new path of friendship and diplomacy for other diplomatic relations and reference.

At the same time, the development dilemma is still to be considered. First, language and cultural differences: language differences are objective problems, as communication deepens, the differences in understanding caused by language become more and more obvious. The Chinese-centered content ecology of Xiaohongshu is difficult to change in the short term, and it is necessary to balance the "local characteristics" and "international tone" to promote long-term cultural adaptation; Second, the content management disorder: a large number of U.S. users influx brought about by the platform's content ecological diversification, which brought difficulties and challenges to the review mechanism of Xiaohongshu. Second, content management disorder: a large number of U.S. users influx brought about by the platform's content ecological diversification, which brought difficulties and challenges to the review mechanism of Xiaohongshu.This is reflected in the large amount of content and different laws, and requires the adjustment of technological empowerment and cultural adaptation, the establishment of a mediation mechanism for cross-cultural content disputes, and the creation of a good community environment and content ecology. In 2022, President Xi Jinping met with U.S. President Joe Biden and said, "The earth is wide enough for China and the U.S. to develop separately and prosper together."[15] The strategic game does not mean that China and the U.S. cannot have a positive dialogue, and China and the U.S. should communicate with the attitude of "common development for the benefit of the world".

The "TikTok Refugee" incident is not only a window of opportunity for the Little Red Book, but also a prelude to promoting a global digital civil society, where countries should listen to each other and engage in dialogue on the basis of enhanced understanding and trust, and promote digital public diplomacy[16].

5.   Conclusion

In recent years, due to the regulatory uncertainty of TikTok in the United States, users are constantly looking for alternative platforms, and Xiaohongshu has stood out with its unique "planting" culture and rich content ecology, attracting a large number of users from outside the network. Looking forward to the development of Xiaohongshu, the contradiction between short-term popularity and long-term adhesion will be the first to bear the brunt of short-term exposure for Xiaohongshu to bring a certain amount of traffic, with the resumption of services by TikTok, the return of users from outside the network, the cultural dissemination mechanism of Xiaohongshu urgently needs to be improved.

The phenomenon of "TikTok refugees" reveals the importance of social media as a "digital homeland" - the platform is not only a container of information, but also a carrier of cultural exchange. Digital technology can be used to build bridges, optimize ecological governance, and synergize policies to realize the sustainable practice of civil diplomacy. First of all, the diplomatic problem of "through but not smooth" between China and the United States makes digital cross-cultural communication subject to political games, with the turbulence of diplomatic relations between the two countries; secondly, language barriers and cultural differences are also invisible for cross-cultural exchanges to increase the difficulty of big data still need to strengthen the calculation of culturally loaded words and sensitive issues, so as not to make a mistake. Once again, the infrastructure of digital public diplomacy should be improved. Cross-cultural communication based on the digital era is an inevitable product of the globalization process. Digital technology strengthens diplomacy and shows unique vitality. Finally, in the future, we should further deepen the research on technology-driven and cultural adaptation, promote the diversification of civil diplomacy media, conduct long-term tracking of cross-cultural communication, analyze the impact of platform content ecology on cross-cultural communication, and refine the paradigm of mutual appreciation for civil diplomacy in the digital era.

Countries will have to learn to find symbiotic values in differences, to seek an authentic and pluralistic world, and to look forward to an integrated and open future, not only to avoid the trap of techno-nationalism.

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