Full length article

Acceptance of Xiaohongshu APP of Overseas Chinese Users

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Article Info	ABSTRACT
	In the age of the Internet, the development of new media has broadened the channels for civilizational exchange. Overseas Chinese play an important role in bridging the gap between Chinese and foreign cultures because of their natural affinity with the Chinese people, who share the same roots and ethnicity. Based on the theory of use and satisfaction, the research analysed the content of notes published by ten overseas Xiaohongshu APP accounts from January 1, 2022 to January 1, 2023, and found that the notes were mainly about life topics, which satisfied users' social, emotional, practical and cognitive needs to varying degrees. The content of the website has been analysed and found to be social, emotional, practical, and cognitive.

1. Introduction

Globalisation, as a major trend in the world's development, has a profound impact on the dissemination of information and promotes the spread and integration of cultures. Excellent foreign cultures can provide useful references for the development of local cultures and have a positive impact on nation-building. It is therefore crucial to improve understanding of overseas cultures and to draw on the best elements of them.

Some studies have found that the use of social media platforms has enabled the free, universal and easy exchange of cultures across the globe, facilitating the export of national cultures and the import of the best cultures from other countries, thus driving the tide of cultural exchange forward. According to the UN's World Migration Report 2022, China is the fourth largest outflow country, with over 10 million ethnic Chinese living abroad. The function of overseas Chinese to share their culture at home through social media platforms is becoming increasingly prominent.

With the development of science and technology, the emergence of a large number of media platforms has broadened the path of cultural communication, and the Xiaohongshu APP, created in 2013 with the slogan "Tag my life", has built a virtual community for lifestyle sharing, while at the same time serving as an e-commerce platform, attracting many bloggers. Xiaohongshu is characterised by user-generated, interactive positive energy

communication; content sharing, soft positive energy communication; and civilian creation, personalised positive energy communication. In addition, by the end of 2022, there were 260 million monthly activities, 20 million monthly creators (69 million creators in total), 3 million+ articles published daily, and 20 million Pugongying writers, which means that the overall age of users is young, showing a youthful acceptance of information, a high tolerance for new things, and a strong willingness to learn and interact with the platform. The effect of using the Xiaohongshu APP for cultural exchange is remarkable. Among them, the oversea Chinese's information on the Xiaohongshu platform is more representative. The articles and videos posted on Xiaohongshu APP is mostly based on real-life scenarios, and is presented from a personalised perspective, presenting emotions, entertainment, clothing, food, style and even aesthetics in daily communication, which helps to make the social media community environment more concrete and the content of cultural exchange more enriched.

The use and satisfaction theory, first developed by Israeli-American sociologist Elihu Katz, is centred on audience orientation and emphasises that audiences are not passive recipients of communication, but rather have a specific value and role to play in the process. The theory has since developed into one of the most important theories in the field of communication. As communication technology has evolved, so has the use and satisfaction theory, which can be quickly adapted to new uses and new satisfactions in a constantly changing environment. In recent years, the use and satisfaction theory has become more diverse, encompassing studies of individual user perceptions such as information satisfaction and subjective well-being, as well as studies of group responses to social influences and interactions, social distance and motivations for media use. In addition, use and satisfaction theory has become more sophisticated, with more in-depth research into new technologies and platforms, including the motivational effects of virtual reality videos on users, the use and satisfaction of virtual reality applications in festivals, and the motivation of image use in social media. Use and satisfaction theory continues to play a significant role in analysing user behaviour.

At this stage, most cultural research has focused on the role of the Chinese diaspora in promoting the diffusion of Chinese culture to the outside world, but little research has been conducted on the role of the Chinese diaspora in promoting cultural import. Based on the theory of use and satisfaction, this study examines the role of self-publishing platforms in the inward cultural importation of Chinese culture by examining the motivation and participation of Xiaohongshu users in the content shared by overseas Chinese bloggers.

2. Research methodology

Content analysis is a research method for the analysis of archived texts. Based on the above research questions and theoretical foundations, this paper takes an in-content analysis method to analyse the participation of Xiaohongshu users in the content shared by overseas Chinese bloggers.

The Xiaohongshu APP divided into 29 Class 1 content categories and 107 Class 2 content categories, including entertainment, leisure, social, clothing, food, housing, transportation, use, study and work, etc. The bloggers in the "Life in China and Abroad" category mainly share their lives in China and overseas, which is more suitable for this research. The "Life in China and Abroad" bloggers mainly share their lives in China and overseas, which is a good suitable for this study. Under the category of "Life in China and Abroad", we selected accounts with IP addresses overseas and operated by Chinese people and selected the top 10 accounts with the highest number of followers for the study.

Table 1 Xiaohongshu accounts and account attributes screened by the research

Xiaohongshu Account	Xiaohongshu Number	IP	Follower
Nichelle.n	349453847	Malaysia	0.25 millions
Little Superman eating fish in Japan	274834935	Japan	1.414 millions
Tailand 777 Seven	771995seven	Tailand	0.612 millions
Sibaoer in New Zealand	180544619	New Zealand	0.878 millions
XiaoGuoGuo in Paris	768602767	France	1.028 millions
LaoJing is here	4951309982	USA	0.355 millions
LaoXue in Vietnam	808026784	Vietnam	54 thousands
Cool Mum Diana	180790930	Singapore	o.12 millions
LiangGeTe in Canada	What_u	Canada	0.172 millions
TJandClaire	LiliAndT	Australia	1.449 millions

The role played by cultural exchange on media platforms was further accentuated by the pandemic Covid 19, and articles posted between 1 January 2022 to 1 January 2023 were selected for this research for an equally spaced sample. Five articles were selected from each account, for a total of 50 articles. Since users were more active on the day the articles were posted and their participation was representative, user comments on the day each articles was posted were selected and a total of 1669 comments were taken. The numbers of likes, collections, comments and shares for the seven days after the articles were published is more valuable for comparison.

3. Results

Based on the above data, this research combines use and satisfaction theory to categorise the 50 articles extracted to understand the differences in the extent to which users pay attention to the dissemination of different topics of overseas life on the Xiaohongshu APP. It also classifies and analyses the users' emotional bias and satisfaction in receiving information, so as to discuss the user's reception of messages under different topics and the research finds that the dissemination of overseas Chinese articles on Xiaohongshu APP has been very successful.

The study found that in the process of spreading overseas Chinese notes, users paid the most attention to the life category and participated in it the most; in the process of user participation, users basically showed a neutral emotional attitude and were able to understand the information shared by overseas Chinese bloggers in a dialectical way. Users' participation in Overseas Chinese articles satisfies, to a certain extent, their social, emotional, practical, cognitive needs and other needs.
1. Life is a topic of great interest. Among the 50 articles, there are 25 articles on life, 9 articles on food, 5 articles on travel, 3 articles on mother and childcare, 2 articles on information, 1 article each on dressing, science, aesthetic , sports and fitness, job and others, mainly sharing daily life and covering a wide range of areas.

Table 2 Summary table of the articles

Effectiveness	Categories	Frequencies	Percentage
Effective	dressing	1	2%
	science	1	2%
	Travel	5	10%
	aesthetic	1	2%
	food	9	18%
	mother and childcare	3	6%
	life	25	50%
	sports and fitness	1	2%
	job	1	2%
	Information	2	4%
	others	1	2%
	Total	50	100%

Based on the analysis of the average number of likes, collections, comments, shares , we can see that users are more engaged in the overseas articles of the lifestyle category, less engaged in the overseas articles of the information category, and the average number of shares of the overseas articles of the mother and childcare category is significantly higher than that of the other categories.

Table 3 Participation of users in different categories of articles

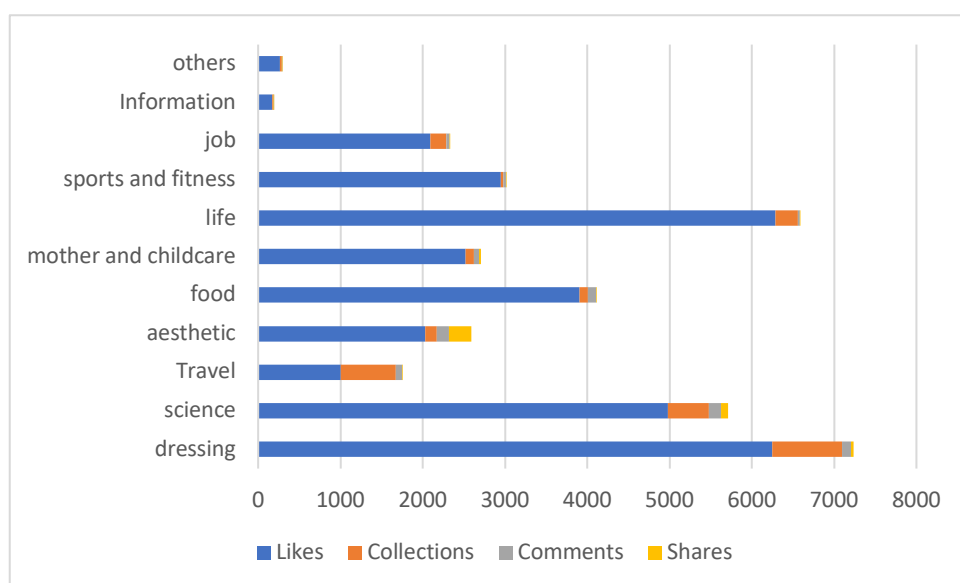| Categories	Likes	Collections	Comments	Shares
dressing	6250	845	107	38
science	4980	500	148	87
Travel	1003	671	75	11
aesthetic	2027	147	143	273
food	3907	104	94	12
mother and child-care	2519	103	65	20
life	6290	267	25	11
sports and fitness	2947	35	26	4
job	2090	197	39	12
Information	173	12	2	2
others	267	21	1	1

Figure 1 Participation of users in different categories of articles

2. Different needs are met. Some researchers have summarised from the literature that the satisfaction obtain from social media includes social enhancement, entertainment and self-expression. In this research, based on the existing research and the characteristics of the information collected, the overseas Chinese articles are categorised into five categories: social needs, emotional needs, practical needs, cognitive needs and others. Accordingly, the 1,730 comments were categorised.

Table 4 Presentation of different user needs

Class 1	Class 2	Discusses	Example
Social needs	Share your own experiences, opinions and preferences	341	"When I was a kid I used to love to eat the chocolate, Liquor inside Chocolate."
	Blogger Discussions	262	"You look better with a mask, your eyes are beautiful"
	By posting articles with others people to find a conversation topics or establish Connections	19	"@AssMakers" "@FangCorrection Let Fang try it out"
	Finding a web presence	89	"Number one!" " No. 8, answer me."
	Suggestions for blogger updates etc	46	"I'm waiting for your update on roasted French crayfish" "Can you take a picture of the back table?"
	Finding empathy and expressing appreciation	257	"I love this from Japan" "I ate that in Kyoto" "I can only rely on you to remember Thailand"

	recognition under-standing		
emo-tional needs	Recreation and relaxation	89	"Interesting". " Have fun for a few days "
	Expression of blessings	53	"I hope everything goes well and that you get what you want" "Good luck"
	Pride in the nation	85	"Chinese food stands at the top of the world's culinary chain " "It's hard to beat Chinese"
	Peculiarities	35	"It feels like a collection of strange houses" "How far away is Auckland! There are abalone."
	Expressing emotions, expressing negative feelings such as disbe-lief, resentment and re-gret	281	"It is too scary" "No sea cucumbers, I can't eat it "
practical needs	Solving everyday and abroad problems	32	"I have trouble cleaning my comb too, I always use toothpicks" "Sister, which brand of Natto is good?" "I want to know how to hire a maid"
cognitive needs	Understanding others Thinking and living	102	What do you think about the Thai superstar fall-ing into the river" "Do you have New Year's Eve there" "Do you have holidays in Japan? Is it dif-ferent from China?
Others	Not included in the above categories	39	"How do I feel that?" "Awwww"

The research found that users have a strong desire for self-expression and are willing to share their own views and experiences on the article, so they are more likely to discuss articles that is relevant to their lives. An analysis of the comments reveals that most of the comments are about the living environment, people, food, work and so on, as reflected in the articles. 45.4% of the comments mainly reflect users' social needs, as users share their personal feelings and seek interaction and attention through the Xiaohongshu APP; 45.1% of the comments mainly reflect users' emotional needs; 1.8% of the comments mainly reflect users' practical needs, as the articles shared by overseas Chinese bloggers are helpful in providing users with ideas on living abroad and helping them solve their own problems. 6.0% of the articles mainly reflect the satisfaction of users' cognitive needs, which can help users to better understand life overseas and cultural differences; 1.7% of the articles mainly reflect the satisfaction of users' other needs.
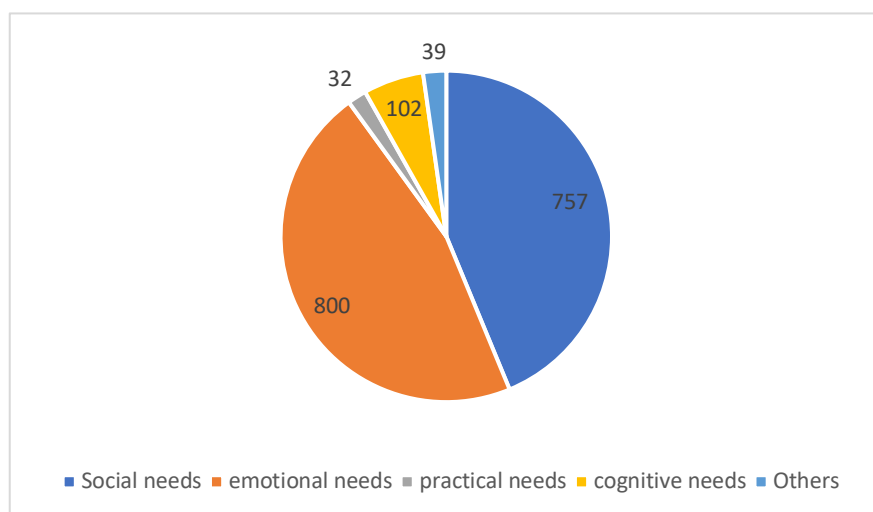
Figure 2 Presentation of different user needs

3. Diverse emotions are presented. The research found that neutral attitudes are the largest proportion of emotional expressions, accounting for 55.2%, while positive, mixed and negative attitudes accounted for 18.8%, 14.2% and 11.9% respectively. This shows that users are basically able to understand the presentation of overseas culture on social media in a dialectical way, and that the general environment for the spread of overseas culture in China is good, making it more difficult to form extreme and radicalised emotions. Positive emotions include appreciation of overseas culture, curiosity and national pride in the process of cultural exchange, while negative emotions are mainly related to a lack of understanding of overseas culture. The bloggers post their special experiences and experiences on the Xiaohongshu APP to attract attention, and such experiences tend to exceed the general perceptions of users, leading to negative comments.
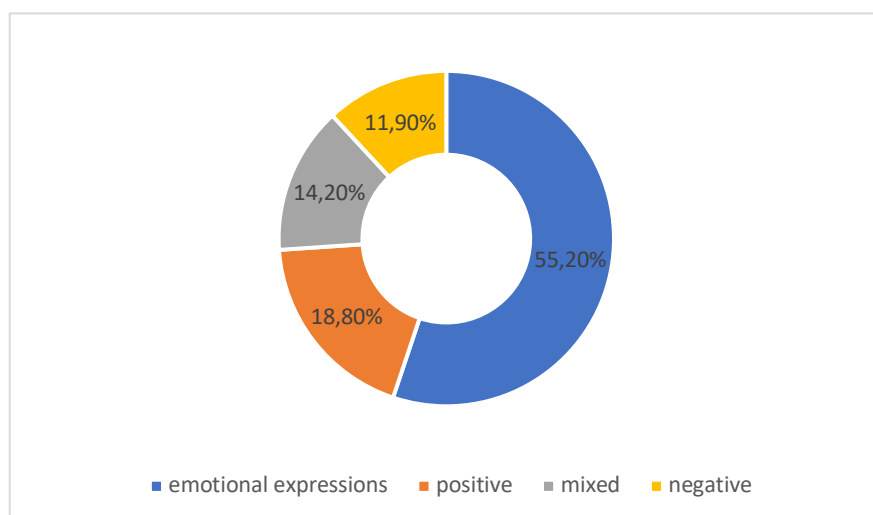

Figure 3 Presentation of different emotional attitudes of users

4.conclusion

The articles posted by the overseas Chinese are presented in a lifelike and personalised cultural expressions, with high quality articles produced to attract users and meet their needs, forming a complete closed loop of information production, publication and feedback, including blogger output, user participation and blogger feedback. In this research, we have found that the articles posted by overseas Chinese is too microscopic in

perspective and that emotional expressions are more important than content output. The existence of these problems has a certain impact on the further development of the role of overseas Chinese as a cultural bridge, and systematic measures are still needed to make high-quality use of Xiaohongshu APP, to rationally understand and accommodate the differences between different cultures, and to enhance the understanding and learning of other cultures. Research time is too short, and the lack of sample size may have biased the findings. Later researches will be of greater theoretical and practical importance and if cultural exchanges can be fully re-searched from a macro perspective, Combining the characteristics of the Xiaohongshu APP.

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