

The influence of Xiaohongshu female bloggers on female values

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Abstract. The social media industry in China is diverse, among which an app with a significant female user base is Xiaohongshu. This article discovers that female users' values are easily influenced by bloggers through an in-depth analysis of the accounts of three different types of female bloggers on the platform (dress-sharing bloggers, fitness bloggers, and shopping-sharing bloggers) and paying attention to their fan characteristics. This article finds that the values of female users are easily influenced by bloggers. On one hand, these mainstream popular videos can not only influence users' thoughts but also give them help and motivation. This article investigates the phenomena of Xiaohongshu users across a range of age groups and concludes that Xiaohongshu will significantly alter women's shopping demand and aesthetics. These images and videos will aid female followers in establishing a proper value if the Xiaohongshu bloggers are able to provide accurate and authentic information. On the other side, material provided by bloggers that is not wholly useful might have a negative impact on women's values.

1.Introduction

As we-media becomes increasingly popular, people start turning to bloggers rather than journalists for information because they believe bloggers are more like them and are therefore more reliable [1]. In comparison to conventional media, social media platforms are more advanced and have a wider range of effect, which also help to drive the economy and are more effective at spreading information. Research have shown that men and women prefer various social networks and have different interests in all aspects. It is obvious that women frequently communicate online more effectively than males [2]. Additionally, it implies that women are more impacted by the media than males, and that they are more open to the themes that bloggers convey.

On the other hand, it also means that the concept of women can be easily changed. In China, Xiaohongshu has a large number of female users, 83.31% of Xiaohongshu's active users are between the ages of 18 and 34, and 90.41% of them are female [3]. Female bloggers can use this platform to display themselves in the form of images and videos, such as daily dressing, body management and shopping sharing, many of which exaggerate their appearances to appeal to female viewers. Some bloggers flaunt their incredible wealth or unique physical types. The proliferation of videos has had a subtle impact on changing the behavior of female viewers. This has a positive aspect in that some users try to better themselves in an effort to pursue a better life or beauty. While some users may use it to improve themselves and strive for a better life or beauty, these material possessions are out of reach and can not be achieved in the short term. This unrealistic goal will

change women's values and their vanity, especially when adolescent women are still in the value-shaping period.

The author pays attention to the impact of female bloggers in Xiaohongshu on the values of female users amid the flood of social media communications. In order to analyze how bloggers shape the values of female users, the author shall group bloggers into three broad categories. The three categories of fashion display (Outfit of the Day), fitness exercise and shopping sharing are the most popular forms of Xiaohongshu. The research purpose of this paper is to make more reasonable and safe use of these social media to prevent female viewers from experiencing anxiety, jealousy, and other negative emotions after receiving a large number of messages, to make Xiaohongshu a platform that can encourage women.

2.The influence of bloggers

These three categories of bloggers are directly linked to users' daily lives. Women frequently focus on information regarding fashion, shape, and shopping in the hopes of finding more helpful advice from bloggers. This implies that bloggers will probably become their followers' main source of information. Bloggers can give advice on all aspects of life, and some long-term followers may even imitate their behavior, and if bloggers can not make sure that their content is helpful to followers, there will be negative consequences. When bloggers misguide their followers, the minor negative impact is the loss of money or the trust of fans, meanwhile, the serious negative impact is the harm to women's values such as stimulating women's vanity or appearance anxiety. Female adolescents in particular

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have more regular media habits. Also, young females have not yet developed their own values and judgment, and the content posted by bloggers will be an important reference for them.

By using their fans to promote them, bloggers may quickly become more well-known. Additionally, the content that bloggers provide can be shared with local female communities, where it can swiftly gain traction and impact.

2.1 Dress sharing bloggers

Many female bloggers on the Xiaohongshu platform provide videos of their daily outfits as well as information on clothing brands for readers to view or purchase. Because of the strong user demand and the fact that many women do not know what is appropriate to wear or do not have the time to put their own clothing together, this sort of blogger also makes up the majority of bloggers on the Xiaohongshu. Users are eager to emulate the fashion decisions made by some bloggers as they have become trendy.

2.1.1 The impact of dress sharing bloggers

Finding bloggers who wear similar or the same kind of clothes as them in the Xiaohongshu is an established method among women who want to emulate their favorite bloggers. The influencer's ensembles may not all be to the followers' tastes or standards of beauty, they may be generally drawn to the person's sense of style, leading them to hunt for further postings and outfits [4]. Furthermore, some white-collar women at work do not have a lot of time to match the clothes to wear every day, referring to the blogger's clothing may facilitate daily work collocation. Clothing bloggers can offer female users a lot of alternatives to assist users in discovering the correct style. With the rapid growth of internet shopping, many businesses will cooperate with bloggers to promote their products in a euphemistic way. Influencers on social media have emerged as significant marketing tools because of their incredibly personable and customized product reviews [5]. This indicates that not all the stuff that bloggers publish is what they truly wish to endorse. Additionally, when the promotion covers the nature of advertising, dishonest behavior may occur, as in the case of a blogger introducing poor-quality apparel to their audience. In contrast, many bloggers have their clothing sizes tailored to have a better impact, while regular consumers may only purchase clothing in accordance with a fixed size, which has a totally different effect from the blogger. Women frequently compare themselves to similar peers as well as unrealistic media representations of women, which negatively affects their perception of their bodies and causes them to fall short of these idealized representations [6]. When the user notices that the results are not as excellent as the blogger suspects that their appearance might be good enough, their confidence will be reduced by the misleading size. The blogger is more of an 'imaginary friend' than a brand promoter [7].

Contrary to conventional insertion adverts, bloggers' recommendations and sharing frequently result in higher sales, and users who share items through bloggers may receive some sort of discount, which is advantageous to all three parties. However, users who imitate the blogger's dress for a long time will lose their aesthetic judgment, and as fashion trends change frequently, they will be forced to follow them and end up looking unoriginal.

2.1.2 Cause of impact

The reason that bloggers have such a large following among females is that they speak in a more approachable and relatable manner than celebrities do, and they have a wide range of styles that are appropriate for both weekend casual wear and business attire, which many people may use as inspiration. Xiaohongshu bloggers may also use the comments section to gather fan preferences, which will help them make their upcoming videos more audience-relevant. The primary cause of the detrimental effects is the closed-door collaboration between bloggers and companies, which makes it difficult for followers to discern if the material that bloggers post is sponsored. This implies that consumers are more likely to trust incorrect information posted by bloggers, that bloggers' service is not as professional as that of some online retailers, and that the features of Xiaohongshu stores are inferior to those of well-known e-commerce sites.

2.2 Fitness bloggers

The Xiaohongshu fitness bloggers frequently discuss or teach their own fitness techniques because an overwhelming number of women are highly concerned with their physical appearances and figures. Fitness bloggers frequently publish recipes for weight reduction and make videos about exercise. The motivation to work out at home and improve one's physical condition is the aim shared by the majority of fitness bloggers. However, many bloggers will lose too much weight to get the "perfect body" in an effort to attract more attention.

2.2.1 The impact of fitness bloggers

Nevertheless, a lot of each person's body status depends on individual hereditary variances, while a few bloggers may unduly pursue the body's shapes through medical beauty procedures to pride themselves on their figures. A wide range of Xiaohongshu's bloggers are skinny and attractive, and many of fans follow the fad of slimming bloggers' guides and recipes. If these diets and courses are effective, they can encourage healthy weight reduction and aid in the physical fitness of more women. However, if some extreme weight loss methods such as extreme or unbalanced diet will affect health, similar news has emerged in an endless number of women to lose weight and lead to endocrine disorders or even more serious physical damage. After following the blogger's exercise to lose weight, appearance anxiety begins when

women feel they are unable to live up to the physical ideal that the bloggers portray. On social media, bloggers enjoy displaying their best selves and happy feelings. This gives their followers the impression that their lives are constantly going perfectly and that their appearance is flawless. The continuous feed of these photos and videos causes women to start analyzing and criticizing themselves, which leads to face anxiety. This sort of anxiousness will trigger a lot of unpleasant feelings, especially among young people. Adolescents are constantly exposed to information about appearance through social media, which is likely to reinforce their comparison of appearance and heighten anxiety about being judged by the outside world [8]. It is easy for teenagers to become obese or insecure about their appearance during their development, and they need to establish the right healthy body awareness. Many teenagers in China admire thin bodies because women in the mainstream media are slender. Xiaohongshu bloggers who blindly pursue extremely thin bodies distort the aesthetic concept of young women. Professional fitness bloggers who discuss their weight reduction techniques might encourage youngsters to get in shape from a practical standpoint rather than aimlessly seeking an extreme physical appearance.

2.2.2 Cause of impact

Women are under a lot of strain in today's culture, particularly with regard to beauty. Some employers also take into account if a female employee looks beautiful during the interview. People have very high standards for their bodies, which makes many women think about exercise and weight loss. The popularity of weight reduction material has increased as more and more women who lack the time or are unable to visit the gym resort to online instructors for guidance. As a result, Xiaohongshu's weight loss content has been increasing. In addition to providing online fitness classes and giving many women the strength to endure, Xiaohongshu is linked to a large number of professional fitness bloggers who can assist women in an efficient manner. Due to the growing demand, a growing number of individuals are creating online fitness classes in an attempt to gain popularity. However, since the platforms are unmonitored, some of the information may be inaccurate, which has several detrimental impacts.

2.3 Shopping sharing bloggers

The majority of the female bloggers in Xiaohongshu will introduce the recently purchased goods in a daily way, most of which are luxury goods. Numerous bloggers have a propensity to flaunt their riches, which is greatly inflated and exceeds that of average customers. Fans may use the shopping material that is shared with them as a guide for purchases, and ladies can pick more suited goods thanks to blogger suggestions.

2.3.1 The impact on shopping sharing bloggers

Sharing high-end luxury items will frequently result in more likes and comments. Female users will be more easily attracted by such videos, and many users will comment to express envy and praise. As a result of the positive reaction to these videos, more and more bloggers started showcasing their high-end items in Xiaohongshu, including some who were devoted to sharing their luxury shopping. Under the brainwashing of such videos, some young women have a shopping demand for luxury goods. Compared to conventional celebrities, online celebrities are more powerful, persuasive, and influential [9]. Fans desire to emulate bloggers by purchasing the same luxury things they do because they admire or trust them, which leads to impulsive and early spending. Nevertheless, when followers do not have enough economic conditions to support these requests, they will often suffer from inferiority and loss. According to press sources, some women are prepared to steal or borrow things to finance their buying. Sharing certain high-end goods is perfectly acceptable, although since Xiaohongshu users are of all ages, even mature women struggle to discern the veracity of videos and control their impulses. These videos will plant a seed and lead to inappropriate consuming views in adolescent females. There will be strong negative feelings if they are unable to match the purchasing power and riches of bloggers.

2.3.2 Cause of impact

People's cognition is restricted when the network is underdeveloped, and they are only able to comprehend the lives of those in their immediate vicinity. The media's widespread distribution has made it possible for individuals to observe other lives, which either inspires positivity and the desire for a better life in many, while it causes jealousy or even poor self-esteem in others. Many women have a strong interest in shopping, and via the sharing of Xiaohongshu bloggers, they might become familiar with items or shopping techniques that they had never heard. These videos receive a lot of hits and are shared more extensively because extravagant bloggers can make their female fans happy. These fans aspire to live the same lifestyle as the bloggers. Bloggers are more likely to get attention and praise through the envious psychological state of their suitors. The advice offered by bloggers will be highly valued when followers think that the bloggers have improved their own quality of life. This further increases the level of confidence that readers have in this type of blogger since many readers mistakenly believe that wealthy bloggers would never defraud their followers in order to get personal gain.

3.Suggestion

The power of the media is enormous, and people can not imagine that just a few short words can influence the values and ideas of others. This is a double-edged sword. It can help users influence the public more effectively when people utilize it appropriately. Additionally, certain inappropriate information will harm the user's

psyche. In fact, Xiaohongshu is a very effective platform with a sizable female user base, which gives it significant power. If this platform is effectively exploited, it will have a significant impact on Chinese women's values. Given how diverse Xiaohongshu is as a social media platform, they must exert greater control over the accuracy or usefulness of some information. None of the three types of bloggers' posts stated above are intrinsically good or harmful if the content is appropriate.

Bloggers who post outfits should keep an eye on the fabric's quality and act honestly while endorsing them. As long as they refrain from sharing clothing just to promote a certain outfit, they might assist users in finding clothes and looks that suit them. Contrarily, fitness bloggers should have a diversity of body types; they are not required to be skinny. Even people with obesity can become fitness bloggers. Sharing their own methods in the process of healthy exercise to let more people participate in exercise is also the meaning of fitness bloggers. The Xiaohongshu platform will also implement a series of regulatory policies, such as removing exercise methods that have no scientific basis (such as dieting or not eating fat). The platform may evaluate certified personal trainers and provide scientific texts or videos to assist users in maintaining a healthy weight. Bloggers who offer shopping-related information should distribute it selectively and refrain from overshooting pricey items. Instead, they could start by recommending followers better products or by making some remarks rather than making a single display of riches. When a customer feels jealous of a celebrity or model in advertising, their jealousy is not motivated by hatred but rather by the desire to work toward becoming a better version of themselves [10]. Bloggers should use this psychology to transform jealousy into an incentive to encourage their followers to improve their lives.

Female users of Xiaohongshu should exercise their own discretion as social media users. They should not blindly follow the advice or promotion given by bloggers. For instance, people should utilize their bodies as a guide while viewing shared videos of casual attire and primarily concentrate on the style that suits them rather than adhering to the most recent trends until the clothing actually fits them. Women who want to improve their appearance also need to exercise with the right diet and scientific advice. They should learn to recognize expert female bloggers as fitness references, and at the same time, rather than seeking thinner weight blindly, they can visit the hospital to seek the opinion of licensed medical professionals. Finally, when it comes to shopping with the correct morals, women need to think about whether the items they purchase are for their genuine requirements or only to indulge their vanity. They should act in accordance with their abilities, and if they want to seek better, they should put in a lot of effort and develop themselves in order to realize their ambitions.

4. Conclusion

Xiaohongshu is a broad platform that helps women see more possibilities, which not only helps women in their daily lives but also shapes their values. This indicates that Xiaohongshu's platform requires expert oversight since if there is misleading information, many female groups would be misled. The three categories of bloggers mentioned above all have various weaknesses therefore people should consider how to improve the current platform even better. By reminding female users not to follow their favorite bloggers blindly, my research hopes to assist social media sites like Xiaohongshu in better policing the content of bloggers. There is nothing wrong with using Xiaohongshu for clothing matching, fitness, or shopping information. These bloggers' posting is helpful for reference. However, it can not demonstrate that every piece of information is accurate and worthwhile, therefore women should use their own discretion when deciding whether or not to utilize the Xiaohongshu. In actuality, values are related to determining the veracity of internet content. Women who possess the right values will resist being readily persuaded by external factors. As a result, when using Xiaohongshu, users should not only read a blogger's posts but also do additional searches or look for relevant information on other platforms. After Xiaohongshu is adequately controlled, women will be able to use this social platform with security and self-assurance. Females can instill positive ideals without having to worry about the veracity of the video material. For instance, in terms of physical well-being, bloggers support a diversity of bodies since they may still be attractive even if the weight base is rather high. Women prioritize their health over their physical looks, and in such a setting, they will develop and gain greater self-assurance.

Social media platforms should be sources that help people get more information and provide them with more convenience. Users' judgment will be impacted by the information they find because its veracity can not be guaranteed. Women require more safety since they are already more inclined than males to believe what they see online. The material on Xiaohongshu has to be more engaging and expert because it caters to a lot of female consumers. In the foreseeable future, women will benefit more from Xiaohongshu's assistance.

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