Research on New Media in the Era of Convergence: A Case Study of Xiaohongshu

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Abstract: "With the development of the Internet in modern society, the phenomenon of achieving the great influence on the Internet through the transformation of modern communication system combining online and offline("radio and televation+" "Internet+") spreads out by all kinds of media and major commercial websites as well as their new media platforms. 5G era abridges the distance between people through pictures, videos, live interactions. This new Internet era provides more opportunities for all the commercials, media industries in society with their convergence of different means of communication. The new media like "Xiaohongshu" is new technological trend that has brought up to public sight."

Keywords: Media, characteristics, problems

1. Introduction

Modern media is operating in the mode of dual management of four levels compound system to build new media in order to support institutional business. Based on the whole environment with all kinds of mainstream social medias' blossom, those media platforms have developed their characteristics of participatory, transparency, real-time communication, communalization, connectivity. Because of this publicity with almost no shielding limits enables enterprise and people to achieve two-way interaction. Compared with traditional media, new media can increase the speed of collecting information for the audience and respond immediately. This research is about the development characteristics of the new media: "Xiaohongshu" in this era of convergence.

2. The revelation of the characteristics of new media through "Xiaohongshu"

2.1. User communalization

From the main page of "Xiaohongshu", we can clearly see this new media's first level of information classification. Main categories are about fashion, lifestyles, and entertainment. This information classification can also be seen as users' viewing areas. Users enhance the stickiness of community activity through the process of "liking" "collecting to the albums" "commenting" "sharing". Those activities make the information in this new media communication platform can be produced and updated with continuity. Meanwhile, using the same topic content as the bond to build the social network for people's interpersonal communication fulfills netizen's willingness to jump out of the social circle in reality. They can use new media as bridge to get to know netizen who also participate in the community that has the same kind of category from all over the world.[4]

2.2. The individualization and irreplaceability of content

The system of "Xiaohongshu" will provide different kinds of choices for the users to choose their interested browsing information to view when they download this new media for the first time. After viewing for a sort amount of time, the users will find out the information they can see are all match with their preferences. It becomes such precised due to the accurate interests capturing through calculations of users' browsing history and activities. Users can form a kind of tacit understanding with "Xiaohongshu", so that it can accurately provide advice about users' lives like the advice for a specific scene or shopping decision.[1] The increasing number of young groups who choose to use "Xiaohongshu" to search for the experience from other peole to complete their preparation before

hanging out, shopping and traveling. The connection between this new media and the people's lives has enhanced so much during the process of participating in people's every-day decisions. The charm of new media's strong connection to lives and the individualized content makes the intimacy between people and media even stronger.

2.3. Information openness and convenience

We can directly find out the openness from "Xiaohongshu" since every post will be put in different categories and those categories will be decisive to what kind of users the posts will be pushed to. One thing makes "Xiaohongshu" different from other social medias is that it doesn't have the ability to block or restrict a type of group that you choose. This disability gives "Xiaohongshu" a lot of openness. Moreover, during viewing the posts, people can see some of the posts that are quiet popular only have just few pictures and content. But what they have in common is the fact that they all find some interesting moments or some tricks in lives. That's why they can arouse people's resonance. "Xiaohongshu" uses this way to encourage people to participate in new social media's communication and increase the creativity of the users. It let people to not be confined by the virtual Internet world that is covered by the stuporous, fancy icing, but to pay more attention on the beauty of lives in every little moment.

2.4. The concealment of netizen labor

There are different kinds of activities for the users of "Xiaohongshu": "liking" "collecting to the albums" "commenting" "sharing". During the process of sharing, people can realize it will be more convenient for them to share the posts to others if those people also have the account in this new media. [2]This convenience further encourages netizen to complete all their activities, or we can call it the "labor" for them to do just in one media platform. This labor with high level of concealment allows users to contribute labor force without identification. Under the condition of no restriction on users, the absolute surplus value of this new media has improved, that is, the surplus value generated by extending the length of the work days without changing the actual labor time.

2.5. Directness of maximizing the surplus value

With the strong attraction to the group that is young-blooded and has great purchasing power, "Xiaohongshu" is unquestionable to obtain this success. While browsing it, other than the posts that is recommended by the media based on users' interests, there are also some advertising posts that is under the cooperation between "Xiaohongshu" and other enterprises, brands. Those advertising posts are mainly from some bloggers that are quite influential, those enterprises utilize their reviews of the specific products to attract the users who become interested by the value they see from those reviews. Besides, "Xiaohongshu" will purposely display those advertising posts on the place where is more easier for users to see so that they can psychologically catch the flipped moment of those consumers who just viewed the posts and have some interests to the product. That's how new media can directly transfer the surplus value into economical value.

3. The problems in the operation of mainstream media

3.1. The over modelization and commercialization of posts bring chaos

Though the high openness of "Xiaohongshu" can gather all the common netizen in this new media community and communicate, it's also full of the professional media workers and bloggers from all the media companies. This openness also becomes the breeding ground for the chaos of pure business cooperation in this platform. The two video workers upload a video called: Spending 5000￥to make a shampoo become popular in "Xiaohongshu". This video reveals how companies use monetary cooperation to make all kinds brands have some kind of influence regardless their true value. The insiders in the call records between video workers show that even those brands that are unlisted are able to cooperate with "Xiaohongshu" and upload advertising posts. Thus, the phenomenon of conniving massive quality levels and ignoring the truth needs to strongly against and be banned soon. Otherwise, the public anger from the consumers will only decrease the number of the users without more profits the new media is expecting for. This kind of phenomenon also exists in Chinese mainstream media like "Weibo". With the considerable number of new media that are developing in

these years, "Weibo" has experienced the sharp declination of users and income. It has to use advertisement cooperation with other companies in order to continue the normal operation. It is understandable for Weibo to have this change, but those new medias like "Weibo" have to receive more standardized rectification, or it will still be the biggest problem for new medias.
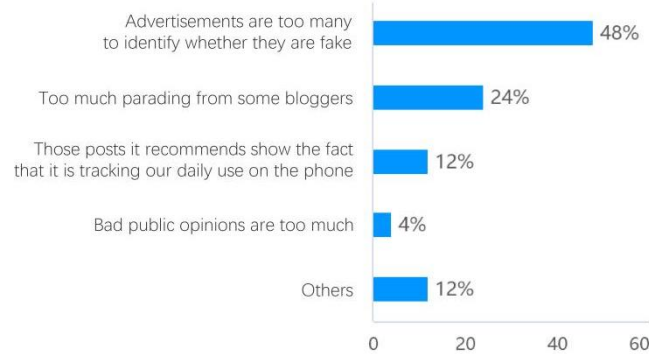

Figure 1: Public Opinion Survey Form

According to the poll chart, "Advertisements are too many to identify whether they are fake or not-48%" has the highest percentage, which means that people hate over advertising the most.

3.2. Impact on users mental health

From the chart, "Too much parading from some bloggers" is also a concerning problem for people. The material life and unsavoury comments from "Xiaohongshu" are exposed to people's sight from all ages. People can even see the primary students mimic those bloggers to show off luxury by taking fancy photos and recording videos. Meanwhile, the parading trend that is brought by some group of people in the community of "Xiaohongshu" compels the whole environment to lose their ability to make netizen' s life to become joyful but to ruin their lives by bringing up societal anxiety to some extent.
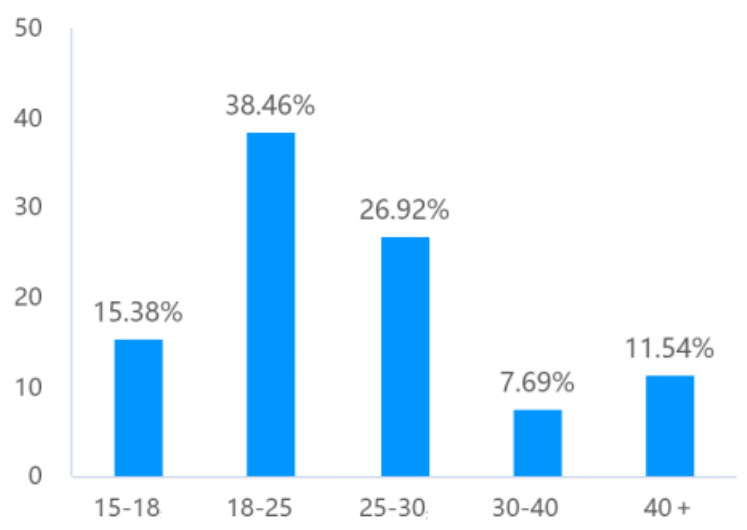

Figure 2: Age statistics of users

According to the chart, the users of "Xiaohongshu" are mainly the young people at the age of 18-30. As "Xiaohongshu" and "Weibo" they all have the anesthetic function of media communication in the Modern Communication Theory. They will be more easier to develop the psychological dependence on new medias. Those new medias can over permeate in their lives and become a hobby that they will be so hard to give up on. What's even worse, they will isolate themselves from reality and society with

social phobia. The society requires young blood people and they are the most important gear for the whole society to develop. Also, young people are just in the stage that they should fight hard for their future. It will be a great pity if they just lose themselves in media world. Moreover, those words people can see on the Internet can be good thoughts, various social phenomena and news. But they can also be the fake information that keep rumoring around online. Thus, we need a more stricter "Internet police" to systematize the regulation of the Internet environment, especially for the new media like "Weibo". Compared to the traditional media that will check the content before posting, new media will check the content after posting it. [3]However, with the development of the Internet in nowdays, instant information is everywhere. All the information will be largely spread out before finding out the problem and delete the post. Therefore, the new medias really need to solve those problems timely.

4. Conclusion

In this fast-developed era, "Xiaohongshu" becomes an example of those blooming new medias. As we can see from those mainstream medias, a lot of problems still exist. Though new medias are more capable and adaptable for the development of the new era, stricter regulation and keeping users satisfaction are still crucial for their future, for their survival in this turbulent world.

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