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**COMMUNICATION STRATEGY ANALYSIS ON FEMALE
BLOGGERS**

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INTRODUCTION

Since the beginning of the 21st century, the influence of women in all fields has increased significantly. With the development of social media platforms, women are given more rights and space to express themselves, and the social influence of women's discourse power is expanded by constructing more diversified female images. It is worth noting that, with the help of the Internet infrastructure and relevant policy support, the operational model based on social platforms has expanded more job opportunities for women. While making full use of the advantages of the Internet platform and technology, we must be deeply aware of the social impact and value behind it, so as to promote women's cause to achieve higher quality development.

Gender inequality has been a problem around the world for years. With the development of The Times, the traditional concept of «male master outside, female master inside» has slowly been dissolved. In the long run, women's equal participation in economic activities can ensure their basic conditions for survival and development. So far, China has formulated a relatively complete system of laws and policies to ensure women's equal employment and promote women's career development, which has a direct impact on the current situation of women's employment. The number of employed women nationwide in 2017 was 340 million, double that of 1978. In addition, the female's federation has organised the training of more than 100,000 female e-commerce leaders, who are working women driven by radiation.

In recent years, the women's group has been a hot topic in academic and industrial circles, and the topic of women in daily life is often the core position on the social media platform. In the age of traditional media, the images of women's groups are mostly passively presented to the public, and relevant media coverage is not broad and sufficient. In the era of «self-media», new media platforms such as Instagram, Tictok, BiliBili and XiaoHongShu have seen the emergence of a large number of personalised and diversified content creation bloggers, among whom female bloggers have become a force to be reckoned with.

The low threshold of Internet communication technology has gradually expanded women's right to discourse, and has also gradually broken down the stereotypical label given to women by the original male-dominated social environment. With the increasingly rich images of women presented through new media platforms, some women have also realised content creation and communication operation through pictures, texts, short videos, live broadcasts and other forms on the platform. The mode of content plus communication operation also provides more diversified employment methods for women.

In this thesis, two female bloggers are selected from each of the food, beauty and fashion sections of the XiaoHongShu platform. A group of two bloggers in the same field, one Chinese blogger and one foreign blogger. They are PupuJiji (Chinese), Xiaogao's magic recipe (Chinese living in Canada) from food; Yizhinannan (Chinese), Effie (Chinese living in America) from beauty; and ShiYuanNiMei (Chinese), Theana (Anastasia Cebulska, belorussian) from fashion, these six XiaoHongShu female bloggers through the output of high-quality content and the development of effective communication strategy, make the account operation success, to achieve the number of fans and economic income of the double harvest.

These bloggers publish different communication content styles in XiaoHongShu, but their fan flow and operation results are quite considerable, which has certain research value. Development situation under the paper combined with the XiaoHongShu with six female bloggers as the research object, by means of communication, Vail classic 5W and transmission mode of integrating psychology, marketing and other related theory, separately from the main body, content, communication channels, audience communication effect, and the above five aspects analysis bloggers take communication strategy, and summarizes its characteristics and laws, It provides reference value for female bloggers on platforms such as XiaoHongShu to formulate communication strategies.

This dissertation takes the content published by PupuJiji, Xiaogao's magic recipe; Yizhinannan, Effie; and ShiYuanNiMei, Theana (Anastasia Cebulska) on the XiaoHongShu platform as the research object. Through text analysis and other research methods, it summarises the characteristics of the communication content of the above bloggers and analyses their communication strategies. In addition, it points out the existing problems of their communication strategy and makes relevant suggestions.

By combining the analysis of the communication content strategies of the six selected female bloggers with the XiaoHongShu platform, we hope to bring some enlightenment to the female bloggers and entrepreneurs of XiaoHongShu. Although there is quite a lot of literature on «self-media bloggers» at present, little research has been conducted from the perspective of communication strategy in combination with XiaoHongShu, a female-dominated new media platform. Therefore, the research direction of this paper is introduced from a new perspective. In addition, some female bloggers who have not attracted academic attention but have a place on the XiaoHongShu platform are added to broaden the research scope of communication content and strategies. The text analysis method used in this study may have some difficulties, such as the difficulty of extracting text features, the difficulty of standardising texts, and the difficulty of incorporating the correlation between words into the model. In addition, the communication strategy combined

with marketing theory and psychological theory in this paper requires further study of interdisciplinary knowledge.

MASTER'S THESIS SUMMARY

Keywords: COMMUNICATION; INTERNET COMMUNICATION; FEMALE BLOGGERS; XIAOHONGSHU; SOCIAL PLATFORMS; COMMUNICATION CONTENT STRATEGIES

In recent years, the female group has been one of the hotspots of academic and industry attention and research. In the Internet age, women media bloggers are emerging in an endless stream. Many women use social platforms to create and disseminate content in the form of texts, short videos and live broadcasts. Some female bloggers active on social platforms have become influential opinion leaders in their fields by continuously sharing valuable content. Among them, XiaoHongShu, as a well-known platform for sharing lifestyle and consumer behaviour, has exerted a certain influence in China. At the same time, as the largest female community platform in China, XiaoHongShu has also created new opportunities and challenges for female bloggers.

Object of study – Internet communication.

Subject of the research – women's blogs as a form of Internet communication.

Thesis' aim - to explore the emergence, development and characteristics of women's blogging, with a view to identifying the prospects for this form of internet communication. Many Internet community platforms are faced with the confusion of how to achieve traffic realisation, among which, whether the proper use of new media communication strategy has an extraordinary significance for traffic realisation. At the same time, it is of practical significance to analyse the current situation of women's income improvement from the perspective of women bloggers.

While conducting the research, the author obtained following results:

1. The paper examines the development history, «seeding» phenomenon and operation mode of the XiaoHongShu platform. By studying the communication strategies of three female bloggers, it finds that in terms of communication themes, the creation of persona and personal brands can effectively attract traffic and enhance business value.
2. The text of the master's thesis analyses the main problems faced by women bloggers and formulates a number of proposals for adjusting the communication strategies of women bloggers. For example, women bloggers should pay attention to the mechanism of information dissemination on the topic of the blog, cooperation with MCN organisation, work of personal brand, copyright protection of original content. That is, the development and prospective promotion of the blog / personal brand is directly related to the high economic culture of a female blogger.
3. In the dissertation, the author developed suggestions for content creation and business on the XiaoHongShu platform, including personal branding

(using the strategies of the researched bloggers as an example). She also analysed the importance of the "content king" in the context of media convergence and the creation of network platforms, and showed that the most promising communication strategies of bloggers include not only the development and implementation of innovative ways of interacting with the audience, but also a series of measures related to the legal protection of copyright, personal brand and others, which allow bloggers to safely develop a personal brand and have an economically sustainable and protected position in the sphere of Internet space.

ОБЩАЯ ХАРАКТЕРИСТИКА РАБОТЫ

Ключевые слова: КОММУНИКАЦИЯ; ИНТЕРНЕТ КОММУНИКАЦИЯ; БЛОГЕРЫ ЖЕНЩИНЫ; ХIAOHONGSHU; СОЦИАЛЬНЫЕ ПЛАТФОРМЫ; КОММУНИКАТИВНЫЕ КОНТЕНТ СТРАТЕГИИ

В последние годы тема женского варианта блог-коммуникации является одним из наиболее дискуссионных вопросов, точкой активного внимания академического сообщества и отраслевого исследований. В эпоху Интернета процесс появления медийных женщин-блогеров характеризуется высокой активностью. Многие женщины используют социальные платформы для создания и распространения контента в виде текстов, коротких видеороликов и прямых трансляций. Некоторые женщины-блогеры, активно работающие на социальных платформах, стали влиятельными социальными лидерами, формирующими общественное мнение в локальных областях деятельности, постоянно делаясь ценным контентом в последователями. Автор работы обращается к анализу феномена женского блогинга, реализуемого на известной платформе XiaoHongShu, созданной для обмена информацией о стиле жизни и потребительском мнении, и оказавшей очевидное влияние на поведение людей в Китае. Будучи крупнейшей платформой женского сообщества в Китае, XiaoHongShu создала не только новые возможности, но и вызовы для женщин-блогеров.

Объект исследования – интернет-коммуникация.

Предмет исследования – женские блоги как форма интернет-коммуникации.

Цель диссертации – изучить возникновение, развитие и особенности женского блогинга с целью выявления актуального состояния и перспектив развития данной формы интернет-коммуникации. Многие платформы интернет-сообществ сталкиваются с проблемой реализации трафика, решение которой обнаруживает себя в поиске эффективного алгоритма использования стратегии коммуникации новых медиа. Практическое значение имеет анализ текущей ситуации повышения активности и доходов женщин-блогеров.

Проводя исследование, автор получил следующие результаты:

1. В диссертационной работе рассматривается история развития, феномен «посева» и режим работы платформы XiaoHongShu. Изучая коммуникационные стратегии трех женщин-блогеров, автор приходит к выводу, что такие аспекты блогерской деятельности, направленные на создание персоны, личных брендов эффективно привлекают трафик и повышают ценность бизнеса.

2. В тексте магистерской работы проанализированы основные проблемы, с которыми сталкиваются женщины блогеры, и сформулирован ряд предложений по корректировке коммуникационных стратегиях женщин-блогеров. Например, женщинам-блогерам следует обратить внимание на механизм распространения информации по теме блога, сотрудничество с организацией MCN, работу личного бренда, защиту авторских прав на оригинальный контент. То есть развитие и перспективное продвижение блога / личного бренда напрямую связаны с высокой экономической культурой женщины блогера.

3. В диссертации автор разработала предложения по созданию контента и ведению бизнеса на платформе XiaoHongShu, включая личный брендинг (на примере стратегий исследуемых женщин блогеров). Также проанализирована важность «контент-король» в контексте конвергенции СМИ и создания сетевой платформы, показано, что наиболее перспективные коммуникационные стратегии блогеров включают в себя не только разработку и внедрение инновационных способов взаимодействия с аудиторией, но и целый ряд действий по юридической защите авторского права, личного бренда и другое, позволяющих женщине блогеру безопасно развивать личный бренд и иметь экономически устойчивую и защищенную позицию в сфере интернет пространства.

CHAPTER 1

PURPOSE AND INNOVATION OF THE THESIS RESEARCH

1.1 Purpose and significance of the study

The low threshold of network communication technology has gradually expanded women's right of discourse and also gradually broken down the stereotypical label of women in the originally male-dominated social environment. With the increasingly rich images of women presented by new media platforms, some women have realized content creation and communication operation by means of pictures, texts, short videos and live broadcasts. The content plus communication operation mode also provides more diversified employment methods for women.

Women's presentation has changed from passive to active. Female bloggers present their distinctive personality, unique charm and valuable social experience on social platforms, which can be transformed into economic rewards while attracting attention. Some active bloggers on social platforms accumulate a certain number of followers by continuing to share valuable content, thus becoming influential entrepreneurs in their field.

Founded in 2013, XiaoHongshu, a female-dominated media platform, has more than 100 million monthly active users. According to data from IResearch, by November 2021, female users of XiaoHongshu accounted for 78%, far more than male users. Initially, users shared their overseas shopping experiences on this platform. Later, in addition to beauty makeup and personal care, Xiaohongshu also shared information about food, emotions, movies and entertainment, career, study, technology and digital, pets and other aspects, and the content of the platform tended to diversify.

Xiaohongshu has a unique grass planting mode. As a lifestyle and consumption behavior sharing platform favoured by young people, its commercial value is increasingly prominent. Therefore, Xiaohongshu platform has also attracted many star internet celebrities and excellent female bloggers with their own traffic. As the six research objects selected in this paper, PupuJiji (Chinese), Xiaogao's magic recipe (Chinese living in Canada) from food; Yizhinannan (Chinese), Effie (Chinese living in America) from beauty; and ShiYuanNiMei (Chinese), Theana (Anastasia Cebulska, Belarussian) from fashion, these six Xiaohongshu female bloggers through the output of high-quality content and the development of effective communication strategy, make the account operation success, to achieve the number of fans and economic income of the double harvest.

At present, relevant research on women's groups mainly focuses on women's image, feminism, women's consciousness and women's consumers. In today's era of popular «self-media», there are few studies that analyse the communication strategies of female bloggers from the perspective of communication, which is of great significance and reference value for objectively presenting the development status of female group consciousness to society and improving the social and economic status behind women. Based on this research environment, this paper chooses the female-dominated Xiaohongshu platform to study the communication strategies of the above six representative female bloggers and to make a comparison between Chinese and foreign cultural backgrounds.

1.2 The significance and innovation of the topic chosen for the dissertation

From the perspective of communication strategy, this paper analyses how female bloggers achieve content creation and operation through the we-media platform represented by Xiaohongshu. Female bloggers PupuJiji, Xiaogao's Magic Recipe; Yizhinannan, Effie; and ShiYuanNiMei, Theana (Anastasia Cebulska), Theana are mainly taken as analysis cases, which has certain reference significance for the study of women's career development from the perspective of communication.

Since the beginning of the 21st century, the influence of women in all fields has increased significantly. With the development of social media platforms and the new emergence of «we media», women have more rights and space to express themselves. By constructing more diverse female images, the social influence of women's discourse power is being expanded. It is worth noting that with the help of the Internet infrastructure, the business model based on social platforms has expanded more employment opportunities for women. While making full use of the advantages of the Internet platform and technology, we must be deeply aware of the social impact and value behind it, so as to promote women's cause to achieve higher quality development.

Many Internet community platforms are faced with the confusion of how to achieve traffic realisation, among which whether the proper use of new media communication strategy has an extraordinary significance for traffic realisation. At the same time, it is of practical significance to analyse the current situation of women's income improvement from the perspective of women bloggers.

Research difficulties and innovations.

The female blogger PupuJiji, Xiaogao's magic recipe; Yizhinannan, Effie; and ShiYuanNiMei, Theana (Anastasia Cebulska)'s communication content strategy

analysis and XiaoHongshu platform combined, hoping to bring XiaoHongshu female blogger entrepreneurs some inspiration. Combined with XiaoHongshu, a female-dominated new media platform, the analysis is made from the perspective of communication strategy, so the research direction of this paper is introduced from a new perspective. In addition, the inclusion of six female bloggers, who have not received much attention from the academic community and have a large gap in the number of followers, aims to broaden the research scope of communication content and strategies. The textual analysis method used in this study may have some difficulties, such as the difficulty of extracting textual features, the difficulty of standardising texts, and the difficulty of incorporating the correlation between words into the model. In addition, the communication strategy combined with marketing theory and psychological theory in this paper requires further study of interdisciplinary knowledge.

Research on Xiaohongshu APP from the perspective of communication.

The current research on Xiaohongshu platform in the direction of communication studies shows that the current research focuses on UGC, brand communication, cross-border e-commerce, social e-commerce and other aspects according to the analysis of co-word graph of high-frequency keywords retrieved on this topic. The research on Xiaohongshu with communication has been increasing year by year since 2017. The published papers are mainly distributed in the fields of economics and news communication. At present, the research on Xiaohongshu platform communication, content production, marketing strategy and consumers is relatively specific and mature, but there is still a lack of scholars' communication strategy research on platform bloggers.

Xiaohongshu and Internet word-of-mouth spread.

«Word-of-mouth» marketing, also known as buzz marketing, is a deliberate, targeted communication in which companies use the interpersonal information dissemination mechanism of the public to promote themselves and, through this information, attract strong attention from consumers and the media. «In today's age of information explosion and media proliferation, consumers are extremely immune to advertising and even news, and only by creating novel word-of-mouth communication content can they attract public attention and debate» [22, p. 17]. In the current research on the Xiaohongshu platform, some scholars have focused on the communication factors, characteristics and effects of word-of-mouth communication on the Internet.

Xiaohongshu and brand communication.

Brand communication refers to the direct and indirect ways in which companies inform consumers about their brands, persuade them to buy Brand communication is the direct and indirect way in which companies inform consumers about their brands, persuade them to buy and maintain brand memory.

Communication is the primary means of building brand power. According to communications scholar McLuhan, «the medium is the message», meaning that the technology of the medium often determines the message itself. As communication technology has been revolutionised, brand communication has been given a new opportunity with the birth of new media. The birth of new media has also increased the diversity of media for brand communication. As a representative new media platform, Xiaohongshu is one of the most popular platforms for brand communication. As a representative new media e-commerce platform, Xiaohongshu is an excellent vehicle for brand communication and a suitable object for studying brand communication strategies. Some scholars have also used Xiaohongshu as a case study of e-commerce brand communication.

Research on content production in Xiaohongshu.

In terms of Xiaohongshu content production, the existing research has addressed the current situation of diversified content producers in addition to the perspective of user-generated content production UGC, and Xiaohongshu itself is a kind of multi-subject collaborative content production pattern. Summarising the analysis and discussion of other scholars, Li Qian proposes that collaborative content production is a shared content production model in which multiple content producers adopt different content production methods and participate in the operation of the platform system on an open Internet platform.

Xiaohongshu and community marketing and social marketing.

In the Internet era, the development of various social media has pushed the network users from scattered to concentrated, forming many The era of community marketing has arrived. The social dividends of commercialisation and the dominance of the e-commerce market are gradually being realised. These marketing models are also becoming a hot research topic for academics.

The research on Xiaohongshu from the perspective of communication science is relatively The research on Xiaohongshu is well established, including IWOM, brand communication, UGC and other content production methods, classical communication theory The value of Xiaohongshu is beginning to be explored by more and more scholars. The value of Xiaohongshu is beginning to be explored by more and more scholars. However, compared to the previous types of research, the content of The content production is more closely related to the field of journalism and communication, so the focus of this paper is on The focus of this paper is on the content production of Xiaohongshu. As a content-based social platform, Xiaohongshu's content is the As a content-based social platform, content is the hallmark of Xiaohongshu. It is worth studying why Xiaohongshu can rely on content production to achieve success from the perspective of content production. It is more valuable and relevant to study the reasons why Xiaohongshu is successful in content production.

However, there are some shortcomings in the existing research on the content production of Xiaohongshu. First, most of the research has focused on UGC, but in fact the content production of Xiaohongshu is not only UGC; second, the content production of Xiaohongshu is unique, and the uniqueness of Xiaohongshu has not been clearly discussed in previous studies. Second, the content production of Xiaohongshu has its own uniqueness, and the uniqueness of Xiaohongshu has not been clearly discussed in previous studies. Therefore, in this paper, we would like to In this paper, we would like to conduct a further in-depth study on the content production of Xiaohongshu, and select its individual content producers, the female bloggers of Xiaohongshu, and conduct a dissemination study on them. This paper aims to conduct a further in-depth study of the content production of Xiaohongshu by selecting its individual content producers, the female bloggers of Xiaohongshu, and conducting a study of their communication strategies. The study is of great value as it provides a realistic reference for the integration of communication strategies and brand operations.

1.3 On Methodology and Dialectical Logic

Research Methodology

In accordance with the aim of the research, the main methods of analysis are: contextual-interpretative, comparative method, descriptive method, methods of observation, generalisation, inductive-deductive method, the complex method of linguistic analysis, contextual and content analysis.

The methodological framework is the theory of diffusion of innovation. It is one of the classic theories of communication effects. It is a theory about persuading people to accept new ideas, new things and new products through media, proposed by American scholar E.M. Rogers in the 1960s, focusing on the influence of mass communication on society and culture.

According to E.M. Rogers, an innovation is an idea, practice or thing that is considered new by individuals or other adopters. Diffusion of innovation is the basic social process by which perceived information about a new idea is spread. Through a process of social construction, the meaning of an innovation gradually emerges.

In 1962, Professor Everett M. Rogers studied a number of cases of diffusion of innovations and published the book *Diffusion of Innovations* (first edition) with Shoemaker. He studied the process and various influencing factors of innovation diffusion, summarised the basic law of innovation diffusion in a social system and proposed the famous S-curve theory of innovation diffusion. The book divides the process of innovation diffusion into five stages:

Awareness, Persuasion, Decision, Application and Determination, and proposes the basic hypothesis of «diffusion of innovation».

Dramaturgy refers to a theory of human behaviour proposed by the American scientist Goffman. The theory suggests that people are like actors on a stage, striving to present themselves to others in different ways. Its core concept is «impression management» (also known as «impression decoration»), which means that in the process of interpersonal interaction, actors always consciously or unconsciously use certain skills to shape the impression they give to others, choosing appropriate words, expressions or actions to create an impression so that others form a certain view of them and then respond according to the actors' wishes.

He saw people in society as actors performing on a stage, using various props – symbols (language, words, non-verbal body or expressions, etc.) to design or display their own images in advance to perform and strive for good results. This theory of studying social interaction through virtual drama is called «dramaturgy».

1.4 Literature Review

In order to have better and clear understanding of the communication strategies that female bloggers utilize in the social media blogging, it is critical that critical evaluation on what communication strategy is should be conducted before diving into the details of the strategies utilized by female bloggers. V. Heins tend to agree with this perspective because taking the approach does inform one about the communication approaches and the critical aspects of the communication elements that are used by female bloggers hence the aspects that distinguishes them from the conventional bloggers or rather the male bloggers [29, p. 16]. Nonetheless, R.Hayden holds that, by illustrating that adopting this analytical approach does enable one develop better understanding of the distinctions between the female bloggers and conventional bloggers in itself sexist and does not portray the actual picture of what blogging is [28, p. 56]. In this way, it is critical to illustrate that by having a better understanding of the approaches that the female bloggers use in the blogging work does give clarity and better knowledge on the communication strategies that are often used by female bloggers.

In the first place R. Harlow considers communication strategy as a plan that is often aimed at engaging in communication with a target audience, the target of the communication is always considered to be detailed towards achieving a specific objective of the communication which in most cases is to influence the audience to respond in a given way [27, p. 34]. In this way, this communication strategy does make important use of the external communication campaigns as part of influencing the targeted audience to give the needed attention to the information. In this regard S.

Harding have illustrated in their analysis that, communication strategy does pay attention to the characteristics of the audience that the communication is meant for [26, p. 135]. This attention does enable the communicator to coin the message of the communication in a way that will resonate with the target audience and appeal to their attention and their capacity to respond in a desired way to the communication that is being made. In this manner, it is of immense important to illustrate that female bloggers just like any other communicators does employ specific strategic communication approaches that enables their communication activities to have the desired effect and impact on their target audience.

In this manner W. Harcourt highlights that the first communication strategy that female bloggers do utilize in the communication is the ability to appeal if not to manipulate the emotions of the target audience [25, p. 20]. L. I. A. Gonzalez, M. L. Vijande & R. V. Casielles notes that people`s emotions does have immense influence on how they understand a given topic of discussion as well as any other information in the media that they are interacting with [23, p. 55]. In this way, A. Goetz holds that any communicator who has the ability and capacity to influence the e motions of his or her audience does hold greater position in influencing how they respond to the information that he or she is passing around [21, p. 39]. It is on this light hat most female bloggers have been established to be effective in how they conduct their blogging communications. The reason for the effectiveness is because they have mastered the strategy of manipulating or appealing to the emotions that the audience have on the subject or topic that they are talking about. The capacity to elevate and lower the emotions of the audience according to J. Goerke does enable the bloggers to influence the response that the audience have on the topics that they write about [20, p. 317]. N. W. Geidner, C. A. Flook, M. W. Bell, on the other hand, have illustrated that this is often achieved by giving significant focus on topics which are controversial or very touchy [19, p. 17]. Manifesting on such topic does evoke different suppressed emotions that the audience are having in the process it has the capacity of triggering the reactions from different people in the audience hence cultivating a conversation. That is because, by manifesting on such topics the bloggers are giving their audience an opportunity to express their perhaps suppressed perspectives and emotions on the topic. On the process this increases the discussion potentials on the topic hence making it a huge aspect of concern. This can be seen in the cases of social media movements like the #MeToo movement or the #BlackLivesMatter which were all started by female bloggers. These subjects according to R. Cook, are issues that have been in existence in the society. However, because of one reason or the other, people did not have the right platform to talk about them and express their perspective about them [2, p.17]. In this manner, the female bloggers taking the opportunity of the time to write and galvanize audiences around such issues results into increased focus, perceived freedom and safe space to

express perspectives about such topic. In the process, it has the desired effect that leads to greater awareness and widespread talk and discussion on the issue of concern to the blogger as well as to the whole society at large.

S. Cordingley on the other hand illustrate that female bloggers do ensure that they have a wide range of lieutenants who are able to facilitate effectiveness in promoting and spreading the ideas that they have [3, p. 6]. These according to R.Courtney are considered to be the mouth pieces of the female bloggers [4, p. 14]. The reason is because they are individuals whose role in the blogging process is to amplify the perspectives that are being projected by female bloggers so that a given story or perspective can have a greater audience. Through such initiative it becomes significantly easy and better to achieve a given desired objective. Such individuals tend to have a greater network which the female bloggers make use of. Through such network they are able to spread a given publication to a greater population which in turn will also focus on spreading it hence enhancing the flow of the desired message to the selected group of audience that is targeted by the blogger. In this manner it does increase the effectiveness with which the information does flow and the ultimate resultant effect that the information has to the audience that had been preselected by the blogger in their aim to communicate a given perspective. J. Daly, A. Kellehear, M. Gliksman, on the other hand, illustrates that an evaluation of female bloggers` communication strategy does not reveal any distinctive communication strategy that can be separated from male communication strategies [6, p. 21]. The reason is because the approaches that most bloggers use in the communication strategy tend to cut across the board irrespective of whether they are female or not. In this manner G.S. Day, also agrees that an attempt to particularize the communication strategies that are being used by female bloggers to be specific to them does not paint a reasonable picture of the analysis [7, p. 37]. Instead it does work to reinforce the concept of distinction of the male and female individuals on the light of their blogging behaviors. This is seen as an aspect that can be potentially segregating and irresponsible in nature.

However, V. P. DeFrancisco, C.H. Palczewski on the other hand holds that, a critical evaluation of the blogging behaviors between male and female bloggers does reveal peculiar approaches [8, p. 15]. These approaches in the communication no matter how small they might seem they does illustrate a distinctiveness that cannot be ignored in the communications sphere. Because of that distinctiveness, K. Gallagher, C.B. Weinberg also agrees that, different genders have a different approach in how they communicate their perspectives [18, p. 27]. This distinction being that blogging is digitized public communication approach of the 21st century, it is difficult to isolate it from the traditionally established approaches of female communication.

Hence the perspective that individuals like I. Dey illustrate that female bloggers does utilize communication strategy that also appeal to the audience thought

process and have the ability to grab their attention is justified [9, p. 94]. It is in this manner according to S. Dolnicar, K. Lazarevski that most female bloggers are able to express their communication issue through subjects that are of huge concern to them as well as to the general public [10, p. 275]. That is by amplifying their opinions, bringing to the community's attention of the things which need to be done right and taking up matters in their hands. It is through this approach that N. Eyrych, M. L. Padman, K. D. Sweetser holds that female bloggers are known to use communication strategies which seek to cultivate controversy as well as create an atmosphere of argument so that the subject that they would like to be focused on [11, p. 412]. This can attain the desired attention the approach in the light of R. Felski have had significant amount of success, mainly because it has been able to attract the attention of the needed audience in the process generating the required action on the issue of concern to them [12, p. 16]. Apart from that it has been effective because it does rally the audience and the contributors on the subject with a better and relatively greater impacts on contributing to the thought process of the subject and also engaging in communication in an effective way. It is in this manner that J. Fernando, A. Heston, holds that a significant number of issues which have been fronted by female bloggers do have a greater [13, p.8] potentials of achieving their desired end outcome. The reason is considered to be because of the capacity to effectively galvanized audience around a given topic and making them have a better understanding on it.

N. Fraser argues that, when evaluating the communication strategies that are adopted by female bloggers it is important to conduct such evaluation with the perspective of the context in which they adopt their strategies [14, p. 17]. That is because, projecting an argument that female bloggers do use a given strategy minus considering the context in which they use a given strategy is rather a minimalist perspective and such evaluation does not favor the analysis and the understanding of the strategies of communication that are often used by the female bloggers in their communication engagements. B. Friedan, also agrees that contextualizing the communication strategies that are being utilized by female bloggers in their blogs does help to enhance a better perspective on the fact that, there is no single communication strategy that can be reductively aligned to female bloggers [15, p. 18]. M. Galey, notes that the reason is that some communication strategies that other scholars have often considered to be commonly used by female bloggers have been identified amongst a significant number of male bloggers [17, p. 11]. This therefore eliminates the notion that there are certain communication strategies which are aligned to female bloggers while others are associated with the male bloggers only. This means that communication as a dynamic human undertaking is highly contextualized. What might be considered workable at one given time might not emerge to be workable at another time provided that the context in which the communications are being conducted have changed. In the process, female bloggers

are also not immune to changes in context of their blogging. These changes in context does compel the bloggers whether female or male to adopt a communication strategy that they consider will have the desired effectiveness in delivering their message and helping them have the desired impact on their target audience. In this way it does improve the effectiveness of their communication.

In this manner therefore, it is of huge importance to acknowledge the fact that the communication strategies that are used by female bloggers are numerous and does vary from one context to another. R. Gajjala also illustrates that the strategies also vary from the message and the audience as well as the subject of blogging at hand [16, p. 276]. In the process this work to help in improving the effectiveness of the communication that the female bloggers are aiming at making and the influence that they are out to have in terms of impacting their audience and the possible perception they are likely to have.

Conclusion

The first chapter describes the research objective of this thesis, the importance and novelty of the topic chosen for the thesis, and the current situation of women's blogging as a form of Internet communication. The new format of communication leads to changes in the social position of women, a phenomenon that is also explored in the text of the thesis. It shows the importance of the problem studied for understanding the changes that are taking place in the sphere of the communication space.

CHAPTER 2

RESEARCH RELATED TO FEMALE BLOGGERS ON XIAOHONGSHU PLATFORM FROM COMMUNICATION PERSPECTIVE

2.1 Overview of Female Bloggers (Research Objectives)

It is important to note that there are only a few books and literature on the topic of women bloggers, communication and communication strategies in self-media, which indicates that there is still relatively little research on women bloggers from a communication perspective. Most of the existing studies analyse the social relevance of the content produced by women bloggers on social media platforms from a feminist or women's consciousness perspective, while a few scholars have examined the commercial value of women bloggers' content in self-media.

In «Analysis of female discourse in new media communication paths – Taking Sina Weibo as an example», Wang Huiying (2019) [36, p.19] analyses the current situation of female discourse in new media communication paths on the microblogging platform to explore the existing problems and results of female discourse; Jia Wenxia's (2019) «Narrative characteristics and cultural analysis of female authors of video blogs Vlog» [33, p.18] argues that female creators have a strong presence in various domestic media; Jia Wenxia's (2019) «An Analysis of the Narrative Characteristics and Culture of Female Vloggers» [32, p.44] argues that the power of female creators in various media platforms in China, especially video platforms, cannot be underestimated. In Qin Yang and Zhang Yi's (2020) *The Symbolic Meaning Production of Vlog Ads in the Perspective of Consumer Culture: The Example of «Hello_Bamboo»* [42, p. 17], the female blogger of «Hello_Bamboo» is used as a case study in the context of semiotic theory, and it is found that «Vlog advertisements create an ideal everyday world for the audience through the use of sophisticated camera language and the creation of character symbols, which constantly suggest the audience to consume the goods in the ideal world» [See : 41].

As the discourse of «feminism» has entered China, the interaction between media and women has also entered the field of communication studies. The current focus of research in Chinese academia is on the relationship between media communication and gender. There are three main perspectives: the female communicator, the content (the image of women in the media) and the audience. Although there are stereotypical images of women in communication that have been entrenched in the media, the growing awareness of women is gradually dismantling this stereotype. The study of the image of women in mass communication is also a

hot topic in the study of gender and communication, analysing the representation of women in different media, examining whether stereotypes and sexism exist in the media and whether it is possible to present the true image of women without the influence of patriarchal culture. There is a lack of research on female bloggers as communicators of women in the media and there is room for research. This paper aims to examine the communication strategies of female bloggers on Xiaohongshu, a platform dominated by female users, from a gender perspective, as well as the social and psychological implications for the female community.

Let us now turn to some concrete examples.

2.1.1 Study on the Current State of «PupuJiji»

As of 26 February 2023, a search of academic websites on the topic of «PupuJiji» yielded only one relevant academic article – «Research on the communication strategy of short food videos under the 4L theory – with the example of PupuJiji» [10, p. 30]. Based on the 4L theory, this article examines the video content and communication strategies of short video food bloggers represented by PupuJiji, and analyses their development overview and existing characteristics.

Although there are very few academic articles focusing on PupuJiji, the PupuJiji account has published more than 300 videos in the four years from 2019 to 2022 since its inception, and as of 26 February 2023, PupuJiji has reached 3,245,000 followers on the Xiaohongshu platform, with nearly one million more followers than similar female food blogger accounts. It can be said that she has completed a very mature netfame realisation and has become a headline figure for female food bloggers. However, there is still a lack of in-depth research on PupuJiji's rapid realisation in a short period of time and its communication strategy. However, there is still a lack of in-depth research on PupuJiji's rapid realisation in a short period of time and its communication strategy. The author believes that an analysis of PupuJiji's communication content and strategy in the context of a specific social media platform can provide a reference for other female bloggers on that platform, taking into account the communication operating model of that platform.

2.1.2 Study on the current state of «Xiaogao's Magic Recipe»

As of 26 February 2023, research on «Xiaogao's Magic Recipe» was conducted by typing «Sister Xiaogao» and «Xiaogao's Magic Recipe» into academic websites. A related search yielded one academic article – «Zhao Rongguang: Internet chefs: Chinese cooking goes global in a new era – an examination of the

phenomenon of self-media food videos by Li Ziqi, Sister Xiaogao and Wang Gang» [45, p. 16]. The article analyses the direction of the spread of self-media food videos from the perspective of Chinese cuisine combined with communication studies. It also proposes the booming development of short food videos under the influence of COVID-19.

As of 26 February 2023, the «Xiaogao's magic recipe» account has published 21 videos on the Xiaohongshu platform and has reached 277,000 followers. It is worth noting that the number of video views and followers of «Xiaogao's magic recipe» on the Xiaohongshu platform is not as high as the number of views and followers of the account on other video and social media platforms. For example, the account has accumulated over 200 million views and 3.421 million followers on the Chinese video site «Bilibili», and had a single video with over 3 million views. The account also has 2.51 million subscribers on YouTube. Of course, this is also due to the fact that the account is updated relatively frequently on both sites.

One of the reasons why «Xiaogao's magic recipe» does not get as much traffic as video sites on social media platforms is that social media focuses more on short videos, which are meant to be streamlined and direct, while «Xiaogao's magic recipe» videos are all around five minutes long, which does not fit into the social media category. The videos of «Xiaogao's magic recipe» are all around 5 minutes long, which does not meet the social media requirement of «short, fast and direct». However, the difference between this account and other food accounts of the same type is that Sister Xiaogao is of Chinese descent living in Canada, and the content of her videos is mainly tutorials on how to make food, with most of the food made being Chinese home-style dishes, which can not only arouse the curiosity of audiences in other countries about Chinese food, but also gain a large proportion of Chinese expatriates and international students as a loyal source of audience.

2.1.3 Research on the current state of «Yizhinannan»

As of 26 February 2023, a search of academic websites for research on Yizhinannan did not reveal any relevant academic articles, and there are currently no academic articles on Yizhinannan as a research subject. The reason why this article chooses the female blogger «Yizhinannan» as a research object is that the account first appeared on the social media platform in 2011, which is more than ten years ago, just at the time when social media and self-media first emerged to the time of explosive growth, and the account has existed for a long time, so it can be said that it has fully witnessed the growth of self-media. The account has existed for a long time, so it can be said to have witnessed the emergence to the rise of self-media and is very representative. Therefore, this account was chosen as the subject

of the study of some female beauty bloggers.

To date, «Yizhinannan» has released more than 600 videos on the Xiaohongshu platform, with 1,697,000 followers and a cumulative total of more than 10 million likes, making her the backbone of female beauty bloggers on the Xiaohongshu platform. For example, on Tictok, a very popular social media platform in China and abroad, the account has 3.552 million followers and over 35 million cumulative likes.

The content posted on this account is very informative for the general female audience and is therefore very popular with young women. The account is different from other accounts in terms of content categories, such as «The Modern Version of The [The Seven Fairies]», which is based on the classic Chinese IP [The Seven Fairies], which is an innovative blend of the ancient and the modern, and is a great reference for female viewers who like ancient styles. [The Novice Makeup Serials] is also popular with young women, especially those who have just entered university and those who have just entered the workplace. With the awakening of women's consciousness, the ancient Chinese idea of «a woman who wears make-up to please women» has gradually disappeared and been replaced by the idea that women wear make-up to please themselves, and with it, the problem is that many women want to start wearing make-up but lack the experience to do so, so this section of the catalogue is perfect for this audience.

2.1.4 Study on the current situation of «Effie»

For the study of the blogger «Effie», the search term «Effie» was not found in the academic websites. However, I believe that unlike other beauty bloggers who specialise in producing daily makeup content, Effie is a good candidate for researching diversified communication strategies in the context of the Xiaohongshu platform, as she has more expertise in special effect makeup and creative makeup. Therefore, this blogger has a certain research value and space, and I will try to explore the communication strategy and operation mode of this blogger in the main text.

«Effie» has posted nearly 500 pieces of content on the Xiaohongshu platform, with 220,000 followers and over 1.4 million likes. Like «Yizhinannan», this account is also good at categorising content and grouping it into different categories to make it easier for the audience to find it accurately. In the self-media era, precise search is a great tool for attracting fans, as viewers can find exactly the content they need in a short time, which is more in line with the fast-paced search habits of the self-media era.

2.1.5 Study on the Current State of «ShiYuanNiMei»

The research on the Xiaohongshu blogger «ShiYuanNiMei» was not retrieved from academic websites by typing «ShiYuanNiMei» as a keyword. However, ShiYuanNiMei is very different from the popular image of a fashion blogger. Unlike the stereotypical image of a fashion blogger who is white and beautiful, ShiYuanNiMei has a slightly plump figure but provides a very realistic reference for the average female audience. ShiYuanNiMei is an appropriate subject for a study that combines different aesthetics and different communication strategies. In addition, this blogger also fits in with what this paper is trying to express.

The blogger is also consistent with the ideas of «there is no standard for beauty» and «avoiding appearance anxiety». The blogger therefore has some research value and space, and the author attempts to explore the blogger's communication strategy and operating model in Chapter 4.

To date, the account has published over 220 pieces of content on the Xiaohongshu platform, with over 1.1 million followers and over 6 million likes. It is a top account among fashion bloggers of the same type.

2.1.6 Study on the Current State of «Theana (Anastasia Cebulska)»

No scholarly research has been conducted on the blogger Theana by typing «Theana» as a keyword in academic websites. This blogger is a Belarusian who runs a social media account on a Chinese social media platform, so this is a good example of the difference in focus between Chinese and Belarusian social media communication. The account is also in line with the diversified communication strategy of the Xiaohongshu platform.

The account has nearly 300 posts on Xiaohongshu, with over 540,000 followers and over 1 million likes, which is not high for a fashion blogger in its category. The account is also quite effective at categorising its content, dividing it into seven main categories, which are clearer and more detailed than those mentioned in the previous study.

However, as a foreign female blogger on the Xiaohongshu platform, the account also has some problems, such as too many advertisements in the content posted. Posting advertisements is a way to cash in on the online celebrity economy, but if the quality and quantity of advertisements cannot be controlled, it will lead to significant counterproductive effects, such as massive follower shutdowns and platform restrictions on traffic, which will be analysed in detail in Chapter 4.

2.2 Overview of the development of the Xiaohongshu platform

Given the peculiarities of the Russian-speaking audience, it is necessary to briefly outline the history of the Xiaohongshu social platform. Born in 2013, Xiaohongshu was originally launched as a shopping guide called «Xiaohongshu Outbound Shopping Guide» to share overseas shopping experiences with Chinese netizens. As Xiaohongshu evolved into a content community platform, the platform saw a potential consumer base converted from its users, and in 2014, it began to enter the e-commerce market by launching its own e-commerce store, Welfare Club. From community to e-commerce, it has achieved a closed-loop business cycle. Xiaohongshu has integrated comprehensive resources from community operations to closed-loop operations, making it easier for users to «seed» on the platform and helping commercial brands achieve closed-loop operations on Xiaohongshu. In addition, Welfare Club's proprietary e-commerce platform provides a convenient service for users to purchase goods from around the world directly on the platform.

In 2017, Xiaohongshu began to pay attention to building a community content ecology, and gradually transformed into a content platform that mainly provides advertising services. As of 2019, the number of users on Xiaohongshu has exceeded 200 million and the daily activity has exceeded 10 million, which is quite significant in China. In 2019, the platform started to promote content and commercial operations in both directions. In terms of content, the platform encourages users to create content with support policies such as the «123 Plan for Creators»; in terms of commercial operations, Xiaohongshu has established a «brand number» department and launched a brand partner platform, further enriching the means of operation.

In line with Xiaohongshu's slogan, «Mark my life», users on the platform mainly record their daily lives through graphics, short videos and other forms. At present, Xiaohongshu is mainly divided into three main bodies: community, enterprise and welfare club. As a mature UGC (User Generated Content) sharing platform, its UGC content accounts for more than 95% of the content. Today, the capital attention is also enough to prove the value of the Xiaohongshu platform. According to Skywatch, in November 2021, Xiaohongshu completed a new round of funding of US\$500 million, bringing its valuation to over US\$20 billion.

One of the most discussed platform-related phenomena is the phenomenon of «seeding» on the Xiaohongshu platform.

In the current Internet era, consumers often use social media platforms and other media channels to find meaningful information before buying products, and such information is usually presented in the form of product reviews or sharing of buying experiences, ranging from a small lipstick to cars and home appliances. The reviews of various products on the Xiaohongshu platform are particularly detailed,

with celebrities, bloggers and even ordinary users posting all kinds of reviews and experiences on Xiaohongshu. On this platform, where users have strong purchasing power and strong consumer demand, «seeding» is the most common activity.

To date, Xiaohongshu's natural seeding capability has not only been an important part of the platform's rich content ecosystem, but has also created a strong competitive barrier for the platform. For new consumer brands, Xiaohongshu is a rare and fertile ground. As the birthplace of online seeding, the Xiaohongshu platform has naturally become an important incubator for breakout products and future brands.

According to the Research Report on the Power of Seeding on Three Major Platforms, published by research firm Crowley in October 2020, nearly 80% of respondents said they had been seeded by KOLs, and 67.8% of users believed that seeding content had a significant impact on their final purchase behaviour. On Xiaohongshu, seeding by average people is one of the main features. Users on Xiaohongshu share their photos, videos and shopping tips to share their goodies with other users and record their life stories. This kind of behaviour often gives meaning to the pursuit of a certain lifestyle and makes it easier to accept.

Because of their proximity, variety and originality, they can easily motivate other users to make purchasing decisions based on a herd mentality. In addition, average people are also the users of the products themselves, who have usually experienced the products first hand and therefore have a more detailed understanding of their strengths and weaknesses, and can provide valuable feedback to the product brands. The daily sharing behaviour of celebrities has also had a significant positive impact on the «grassing» phenomenon on Xiaohongshu.

2.3 Analysis of the operation mode of the Xiaohongshu platform

The operation mode of Xiaohongshu KOLs. In some of the videos where Xiaohongshu bloggers cooperate with brands, it often happens that the blogger suddenly talks about a brand's products in a normal video, and some fans will buy the products out of trust in the blogger. Another example is a blogger who follows a fashion trend and recommends a series of «ballet-style» outfits from a brand, which leads to a wave of «ballet-style» outfits due to their bright look. Such bloggers can be called KOL (Key Opinion Leader), which means that they have a significant number of loyal followers on Xiaohongshu due to their personal work or unique charisma. In Xiaohongshu, a large number of users often follow the recommendations of KOLs to make purchases. Compared to advertising, KOL operations are more effective and convincing in communicating product information because of the interpersonal relationship between bloggers and their fans

«DALIANAZHU», a fashion blogger with 300,000 followers, mainly shares affordable outfits for slightly chubby girls. In the comments section below her posts, fans often give positive feedback on the goodies the blogger shares and ask for related purchasing information.

At present, KOL operation has become a mainstream way for brands to operate, and the Xiaohongshu platform and brand guidelines have different strategies for different levels of KOLs. Among them, celebrities and head KOLs with more than 500,000 followers can efficiently increase brand awareness and exposure due to their wide influence, and endorse the brand with their own status, so the unit price of cooperation is generally higher; middle KOLs with 50,000 to 500,000 followers are more friendly than celebrities due to their diversified persona, and can reflect a sense of authenticity when carrying goods, which is suitable for driving explosive products and promoting a certain single product; The largest volume of KOLs are the junior KOLs with 5,000-50,000 followers and the vegetarians with less than 5,000 followers, who are the cornerstone of brand traffic and word-of-mouth, and are usually consumers of the products themselves, often through sharing grass, buying shows, etc.

Also not to be overlooked is the fact that Xiaohongshu's stand-alone e-commerce model is very active. As a natural community-based grass-cultivation platform, Xiaohongshu naturally generates user awareness and desire to consume products. To achieve a closed-loop business model, Xiaohongshu has moved from establishing a cross-border «well-being club» of independent e-commerce, then recruiting brand sellers into the company, from a herb cultivation platform to selling its own products, and encouraging sellers to sell their products. Xiaohongshu also has its own bonded warehouses in Zhengzhou, Shenzhen and other locations.

The Xiaohongshu lacks experience in e-commerce operations, especially cross-border e-commerce, and is simply out of reach compared to e-commerce giants such as Taobao and Jingdong. Although the Xiaohongshu platform has established its own bonded area, cooperated with some overseas brands and achieved direct purchasing, Xiaohongshu's product supply chain and logistics system are not complete enough, and the categories and quantities of goods it can offer are insufficient to meet consumers' growing shopping needs. In addition, the size and quality of Xiaohongshu's e-commerce team has yet to be improved, and its after-sales service, including returns and refunds, has been the subject of numerous complaints from consumers.

Xiaohongshu's Knowledge Payment Model. Knowledge payment is an Internet economic model for purchasing information content or services to meet self-development needs. Although knowledge payment is a form of content payment, the content involved in knowledge payment is more systematic and scientific knowledge. At present, the knowledge payment market in China still has a lot of

room for development. According to Ai Media Consulting, the number of knowledge payment users in China is expected to grow steadily to 418 million by 2020.

These characteristics make Xiaohongshu, as a comprehensive content social platform, suitable for the development of the knowledge payment model. In early December 2021, Xiaohongshu launched its knowledge experience payment platform and named it «Columns» to encourage more bloggers with the ability to create content to spread their experience and facilitate content operations.

In December 2021, Xiaohongshu platform launched a paid knowledge and experience section called «Column» to encourage bloggers to convert their experience and knowledge into traffic, thus realising content realisation.

At present, the paid column mainly takes the form of live classes. Bloggers can choose any way they want to share their experience and knowledge with users. Users can click on «Columns» on the blogger's home page and then go to the course page to purchase the blogger's «Knowledge» courses. The column contains both live and video courses, but at the moment the majority of bloggers who have opened courses are still mainly video courses, with relatively few live courses.

2.4 Existing Problems and Suggestions for Development of the Xiaohongshu Platform

The platform should adhere to the principle of authenticity under the «filter» controversy. As a grassroots platform, the exchange of notes is an important part of Xiaohongshu. In October 2021, the microblogging hashtag #XiaoHongShu's Internet filter attracted the attention of many netizens. The huge contrast between the photos and the actual scenes not only became an object of ridicule after netizens had eaten a good meal, but also made netizens who had been tricked into going to the «attraction» angry. The People's Daily commented that «objectivity and truthfulness are the life of the platform, so don't let the filter take away your reputation and credibility» [35, p. 46].



Figure 2.1 The real tupil on Wukang Road Shanghai



Figure 2.2 – The tupil under filters on Wukang Road Shanghai

For example, the phenomenon of « Invisible advertising » has become quite common in the well-known domestic cultural community and video platform B station « Invisible advertising originally refers to the behaviour of online anchors begging for gifts, popular in B station, cha rice has become a staple to refer to the behaviour of doing something for a living, such as planting commercial advertising information in the creation of videos» [32, p. 112]. When a blogger suddenly introduces a commercial product in a video, the pop-ups will be filled with words like «let him advertise», which means that users can understand the blogger's behaviour of «making money» by receiving advertisements, and as long as the content is true and valuable, it will be accepted by users. As long as the content is true and valuable, it will be accepted by users.

Regarding the Xiaohongshu filter incident, in response to the emerging consumer phenomenon on Internet platforms, regulators should improve laws and regulations on the regulation of subjects, advertising delivery and consumer behaviour to maintain a balance between consumers and commercialisation, and better protect the legitimate rights and interests of consumers. Platforms should also take the initiative to promote more effective sharing of real beauty by unifying the platform's information publishing standards, improving operating methods and strengthening content examination, while providing users with diversified information. As users of Xiaohongshu, they should also improve their media literacy and use rational and critical thinking to look at the platform's seeded content and consume it in a reasonable and moderate way.

Another important measure is to prevent the spread of undesirable content and create a healthy environment on the platform.

The differences between individual users on Xiaohongshu make the quality of user-generated content uneven, and there is even some harmful content such as ostentatious wealth, advertising and soft pornography. Some netizens once complained, «How did so many rich people appear on Xiaohongshu with tens of thousands of dollars of skin care products, hundreds of thousands of handbags, millions of cars, and tens of millions of houses» [24, p. 77]. Such rich content will encourage a vanity and comparison mentality among netizens, which is not conducive to a healthy environmental atmosphere on the platform.

Conclusion

As Xiaohongshu bloggers share and showcase their exquisite and happy lives, audiences often overlook the constraints behind them, such as the fact that smooth and white skin may require expensive skin care, that beautiful and fashionable clothes are based on a rich material foundation, and that a gentle and sweet smile may be nurtured by a privileged family environment. The bloggers' exemplary lifestyles also inspire their fans to aspire to a better and more sophisticated life. Although there is a real difference between people in terms of social status and salary levels, people's needs and desires are similar.

Consumerism often uses human desire as a breakthrough, disguising all sorts of consumerist behaviour in the guise of achieving happiness. Women are driven by the wave of consumerism to please themselves by buying, as if the only way to get closer to happiness in life is to buy. When bloggers recommend different brands to their followers, the individual followers do not necessarily have the means to spend, but may overspend out of a desire for the blogger's life. The current culture of 'consumerism' is influencing young people to develop healthy consumer attitudes, and companies are trying to stimulate consumers' desire to buy in order to make more profit. In addition, various consumer credit platforms have lowered the threshold and encouraged people to spend more than they should. All this is a subtle way of encouraging people to be less restrained in their desire to consume. However, the proliferation of rich and extravagant content is not in line with mainstream values and is not conducive to the cultivation of correct values among young people.

In this regard, China has introduced policies to curb Internet chaos, and Internet UGC content platforms need to establish a multi-layered governance model to maintain a clear online environment. At the national level, platforms should be strictly required to be vigilant against the negative impact of phenomena that are not conducive to the harmonious development of society, such as showing off wealth and worshipping gold, extravagance and hedonism, and selling “scandals”, and to actively initiate and promote relevant governance strategies. The platform, as the auditor and gatekeeper of the published content, can improve the efficient elimination of some Internet chaos and guide the correct social values through “AI algorithm identification + manual verification + ecological guidance” of the whole chain audit.

Netroots bloggers on various platforms should also take the initiative to revise their values, think deeply about the correctness of the content they disseminate, respond positively to platform governance measures, and make clear their sense of social responsibility as a group of content producers.

CHAPTER 3

THE COMMUNICATION STRATEGY OF FEMALE BLOGGERS ON XIAOHONGSHU

3.1 Analysis of the subjects of communication on the basis of the female bloggers of Xiaohongshu

We will start with the construction and positioning of the persona of the female blogger. According to the 51st Statistical Report on the Development of the Internet in China released by the China Internet Information Centre [36, p. 18], as of 2 March 2023, there were 1.067 billion internet users in China, an increase of 35.49 million from December 2021, and the internet penetration rate reached 75.6%. The user and market-driven community of self-publishers is also growing, resulting in an explosion of content available to internet users and information overload. Unlike the traditional media era where information chose the audience, the audience chooses the information. In the age of the attention economy, creating a distinctive persona is one of the necessary conditions for bloggers to attract a stream of followers. Persona is short for «character setting» and can be seen as an actionable label that includes physical appearance, personality, values and so on. Combined with Mead's theory of «main self and guest self», a blogger's «persona» to an online audience includes both «personal and social expectations and is the result of a comprehensive consideration of the main self and the guest self» [31, p. 33].

Over the past few days, the Xiaohongshu platform has seen countless communications ranging from cooking and restaurant reviews to food consumption. «PupuJiji» with its remarkable persona positioning and quality video content, complemented by a video editing style suitable for the short video era, within a short period of time on social media platforms rose more than three million fans, becoming the best of the short video did not say bloggers on social media. PupuJiji's video content captures the current trend of hot food and «storytelling», creating a unique persona positioning. PupuJiji's videos focus on delivering bento boxes to her husband at work, and by adding an appropriate sense of storytelling to the videos and filming the food preparation process from a first-hand perspective without appearing in the video itself, viewers are able to feel more involved in the video. In addition, the cooking utensils used in the videos are also a popular aspect of the videos, with many of the new and fancy cooking utensils used in the videos becoming a way of 'cashing in' for the account, such as bringing in goods to sell for kitchenware businesses.

Xiaohongshu beauty blogger «Yizhinannan» has become one of the most

popular beauty bloggers on the Xiaohongshu platform by creating a «Korean beauty» look that is more relevant to Asian women. The account shares a lighter, everyday makeup look that is more relatable to Asian women, reducing the distance between the account and its audience. Due to the style of the account, the audience is mostly college students or women just entering the workforce, and the content posted is categorised in detail to provide a more visual reference for the audience. As of March 2023, «Yizhinannan» has posted 642 notes on Xiaohongshu, with 11.55 million likes and favourites. With her unique style and influence on social media, she has been invited by famous fashion magazines such as Vogue and Harper's Bazaar to attend events or endorse products, proving the commercial value of the account.

3.2 Platform Integrated Marketing Concept and Personal Branding

In the mobile Internet era, the efficiency and accuracy of delivering marketing messages to target audiences through traditional marketing means has not kept up with market demand, and integrated marketing communication has begun to receive attention from the industry. Don Schultz in «Integrated Marketing Communication» [44, p.48] mentioned that integrated marketing communication is the comprehensive combination of marketing and communication, is a «process of managing all sources of information related to the products or services offered to customers or potential customers in order to induce customers to buy the company's products or services and to maintain customer loyalty to the company's products and services. It is a process of managing information from all sources related to the products or services offered to customers or potential customers in order to persuade them to buy the company's products or services and to maintain their loyalty to them» [46, p. 357].

Integrated marketing communication activities cover the entire process from form to content. Throughout the communication process, the message that appears on the Xiaohongshu platform in terms of content is reciprocal. Just like the slogan of the Xiaohongshu platform, «Mark your life», the tone of the Xiaohongshu platform is to encourage users to share all aspects of their lives, and the platform is indeed dominated by users sharing their daily notes, which tends to be more lifestyle-oriented. In addition, some celebrities and bloggers also follow the platform's theme of «sharing life», posting content mainly about their personal lives or the items they use. Many bloggers or celebrities have shared their daily necessities in the «Goodies» section created by the Xiaohongshu platform, sharing affordable make-up, favourite snacks and travel essentials.

Brand concept integration is the core part of the integrated marketing communications process, and brand concept consistency involves various factors such as brand positioning, brand culture, brand behaviour and brand value. Therefore, when deciding on the marketing plan, brands will consider whether the communication content and spokesperson are in line with the overall positioning and value of the brand, so as to effectively promote the brand concept and culture to consumers, gain their recognition and increase their loyalty. On the Xiaohongshu platform, in addition to considering the fan base, brands in the makeup category generally choose spokespersons who have a good image or good taste in fashion, for example, beauty brand 3CE has repeatedly worked with blogger «Yizhinannan» to promote its campaigns; brands in the kitchenware and home appliances category choose food or lifestyle bloggers with good content. The brand has also chosen food and lifestyle bloggers with good ratings.

With the high level of information technology in modern society, many things and phenomena in society show a trend of branding, and «branding» is no longer limited to commercial brands, but also extends to city brands, university brands and even personal brands. In his book *Brand Communication*, Professor Yu Yangming [37, p. 47] defines brand communication as «the process by which a brand owner continuously communicates with its target audience through various means of communication in order to optimally enhance its brand value» [38, p. 44]. In the age of social media, personal branding is not only effective in increasing visibility and creating a good communication effect, but also in maximising economic benefits.

3.3 Interacting with celebrities to achieve a win-win situation

With the rapid development of mobile information technology, the general public can easily produce and disseminate content through Internet platforms even without professional equipment and editorial skills, and communication technology has given the public a voice in online platforms. Bloggers come from the general public and continuously produce and disseminate quality content, accumulate a certain number of followers, and thus generate influence and even develop an industrial system.

Bloggers are less socially visible than celebrities, but they are closer to their fans and have a more interactive and sticky following, which in turn has a more direct impact. Bloggers are usually more likely to have access to a precise audience in their vertical and are therefore favoured by capital and have better commercial value. In the age of social media frenzy, the influence of bloggers has even attracted the attention of celebrities, and the lines between the two are becoming increasingly blurred as stars move from the big screen to the small, opening social media

accounts such as Weibo, ShakeYin and XiaohongShu, and increasing their exposure through frequent appearances on different media platforms to build their popularity. In addition to multi-platform marketing, celebrity-to-star and celebrity-to-blogger links also help to increase the popularity of celebrities by attracting traffic from both sides. This can lead to better exposure and communication.

Videos by blogger Yizhinannan feature interviews with popular celebrities. The videos featuring famous Chinese make-up artists are particularly prominent on the Xiaohongshu platform. Xu collaborated with famous make-up artist Tang Yi on a video about Chinese vintage make-up, which was sent out to capitalise on the vintage trend on social media and attracted a lot of attention on the social media platform, allowing Tang Yi's make-up brand «Caitang» to gain a foothold among shoppers who originally preferred Japanese, Korean and European brands. In addition, Yu Shuxin, Cai Zhuoyi, Shu Chang and other celebrities of a similar age to the «Yizhinannan» audience have appeared in videos on the account, bringing a lot of traffic to «Yizhinannan» and showing their fans another side of their unique image. This has brought a lot of traffic to Yizhinannan and shown fans another side of their unique image. Many of the celebrities' publicity teams say that some of the celebrities' teams now appreciate the influence of self-publishing and will be reaching out to self-publishing bloggers to establish collaborations.

The video content of «Yizhinannan» satisfies fans' desire for voyeurism into the lives of celebrities to a certain extent. For example, it allows viewers to experience what it's like to have their own make-up done by a celebrity make-up artist, to look through a celebrity's bag to show fans their personal belongings, to find out embarrassing stories about celebrities from a friend's perspective. The account uses its own resources to create opportunities and scenarios to give viewers a new and immersive experience in the form of short videos, which has gained traffic and love from fans. The celebrities invited to appear in the «Yizhinannan» videos are a realistic representation of their daily lives as ordinary people, which complements their public image as celebrities. Nowadays, many celebrities also take the initiative to show their daily lives, not only to present a more comprehensive and vivid image of themselves, but also to deepen the interaction and bond with their fans.

The transition to user-generated content development on platforms and the support of a professional team should now be analysed in detail.

According to McLuhan, human society is entering the era of virtual tribes through electronic social media, and the user-generated content (UGC) production model corresponds to the behavioural characteristics of virtual social «self-expression». The UGC content production model is relatively crude, and as users' needs become more sophisticated and standardised, the Professional Generated Content (PGC) content production model has been adopted. The PUGC (Professional User Generated Content) and MCN (Multi-Channel Network) models

are new models of content production in line with the times, such as Xiaohongshu and other content production platforms. The finished products are mostly well-produced and content-based. The PUGC model can also reshape the fragmented and unstructured ecological content of the UGC content production model, while MCN agencies have been closely tied to self-publishers since their inception, and the emergence of MCNs has led to the formation of a standardised content production and operation model for the blogging industry. MCNs help to sustain content production through the expertise of their teams. The PUGC model and the MCN agency model complement each other to ensure that content is active and of high quality, creating a harmonious and healthy content ecosystem.

3.4 Diversified forms of Xiaohongshu content dissemination

Originally, the content of the Xiaohongshu was mainly in graphic form, but with the current popularity of short videos, streaming and other forms of communication, the Xiaohongshu has also begun to shift its focus to new forms such as short videos and streaming.

Let us turn to an analysis of the characteristics of the graphic form.

As a traditional form of content distribution, most users have become accustomed to this mode. Compared to short video notes, the amount of information in graphical notes is much greater than in short videos for the same amount of time, and due to the nature of text characters, the depth of information that graphical text carries is also greater than in short videos. Graphical notes have a longer retention time and a higher conversion rate.



Figure 3.1 The most liked and played video by «Yizhinannan» on Xiaohongshu platform

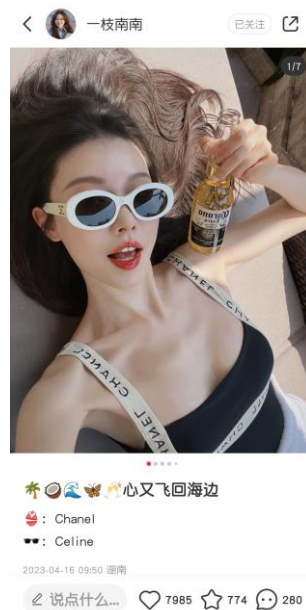


Figure 3.2 Graphic content by «Yizhinannan» on Xiaohongshu platform

Graphic notes are relatively easy and inexpensive to produce, but at the same time the content can be easily imitated and copied, so homogenisation is often a problem with graphic notes. In addition, although graphic notes are highly read, large text has a certain reading threshold, which is relatively less attractive to users, and the similarity of graphic content makes it difficult for users to distinguish, so graphic notes are also relatively difficult to increase the number of fans. Based on the characteristics of graphic content, the following types of content are more suitable for distribution in the form of graphic notes.

Tutorials are more convenient for readers to learn and are suitable for watching while operating, while videos are difficult to follow and need to be adjusted repeatedly, which is less convenient than the former. The video is more difficult to produce and is not conducive to the reader's absorption; the product collection is more intuitive and clearer for the reader as it is graphically integrated with the product collection. The product collection is more intuitive and clearer for the reader, but if these notes were presented in video, they would be relatively difficult to produce and their length would easily annoy the reader. The blogger's «YIizhinannan» is often presented in the form of pictures and articles, and with her unique personal image, the blogger is able to present herself online to her heart's content through the Xiaohongshu platform, capturing the «beauty tips» that are more suitable for Asian women. Whether it is the pursuit of beauty or the deliberate creation of an «ideal persona», the Xiaohongshu beauty and fashion bloggers exemplified by «YIizhinannan» have more autonomy on the internet than in real life. YIizhinannan is an example of a beauty and fashion blogger who has more autonomy online than in real life.

Short videos are an innovation in Internet communication. They are actively

used by well-known bloggers. Short videos are a hot form of communication, easier to navigate than graphics, with both audio and visuals for a better audiovisual experience and therefore more views. Short videos are more flexible in terms of presenting content and the blogger's personal image, so the homogeneity of short video notes is better than that of graphic notes. Bloggers can use short videos to build their persona efficiently, which is more effective, and their fans are relatively sticky.

But the cost of video production is relatively high, usually requiring cameras, lighting, recording equipment and other professional equipment to complete the shooting after the need for editing and other post-production work. Second, video content often needs to be recorded by real people, and bloggers should always pay attention to their speech and mannerisms during the filming process. In addition, video content needs to be more engaging to keep viewers engaged, and if it doesn't grab their attention from the start, they may leave at any time, so video notes are often not as widely read as graphic notes.

The Xiaohongshu platform has traffic support for video numbers, although the production process is more difficult and costly, but the form of expression is more flexible, less homogeneous content, easy to highlight personal characteristics, to create personal charm, so the speed of increase in powder is also faster. Short video notes are suitable for recording daily life, food tutorials, personal opinion sharing and other content.

At a time when vlogs and other videos that record daily content are popular, the blogger's life scenes can be vividly shown through the video format, bringing the viewer a sense of immersive participation and also narrowing the distance between the blogger and the viewer; food tutorials are easier for users to understand by showing a consistent operation in video form; personal opinion-sharing content is generally interactive and suitable for video performance, with real people. The real person and the opinion output are more impressive, giving play to personal charm and attracting fans.

The Xiaohongshu food blogger's «Xiaogao's magic recipe» instructional videos are mostly filmed from the first perspective, with an intuitive and simple filming angle, presenting the food production process to the audience in the most intuitive way, which is more immersive from the audience's perspective, and brings a more refreshing and simple experience to the audience.



Figure 3.3 «PupuJiji» creates most of its content on Xiaohongshu in the form of videos

Characteristics of the live format. During the New Crown epidemic, the live streaming ecology was quite hot, which not only greatly changed people's leisure and consumption behaviour, patterns and mentality in the new media era, but also opened up a new development pattern for social platforms. Compared with platforms such as Taobao, Jitterbug and Racer, Xiaohongshu is a late entrant to the live streaming industry, and Xiaohongshu's distribution mechanism of equal rights has also had a certain impact on its live streaming benefits. This model is conducive to the «grass» effect, but it is not in line with the logic of live streaming. The lack of personal appeal of the presenter will greatly reduce the effect of live streaming with merchandise. In the current live industry, it is common for a few head anchors to monopolise most of the resources, and the lack of head effect makes it difficult to intuitively feel the fervour of live-streaming with goods.

There are two main entrances to the Xiaohongshu live stream, one is when the user follows the blogger to broadcast, in the attention column of the avatar will appear live logo, click on it to enter the live room; two is in the «discovery» below the classification column in the day, you can directly find «Live». The second is that you can find the «Live» option in the category bar below «Discover» and enter the live lobby of Xiaohongshu, where the bloggers who are live have the «Live» logo in the top left corner of their pages.

3.4.1 Integrating entertainment and creativity into the content of communication

Communication scholar Wright added a fourth function of communication to Lasswell's three, namely the entertainment function, which refers to the function of the media in meeting the needs of people's daily mental life [24, p. 77]. At present, the entertainment industry has become a major industry, and the entertainment economy is sweeping the world, becoming a highly creative and economically contributing economic form. For audiences, entertainment content can satisfy their daily needs for leisure, relaxation and relief from work stress. For communicators, the distribution of entertainment content can be used to attract more attention and thus economic benefits. The selected research subjects have done a good job of posting videos on Xiaohongshu, including «Yizhinannan», «Shiyuannimei», and «PupuJiji», three of which are in the categories of beauty and fashion, dressing and fashion, and food production.

It is common to see sellers on Xiaohongshu creating content on the same topics, but these three do a better job of focusing on the entertainment aspect of the video content. Shiyuannimei, for example, sings a rap about the pros and cons of the clothes she reviews, satisfying the need for short videos to stand out and grab the viewer's attention in a short amount of time.

«Yizhinannan», on the other hand, presents videos as «crossover» entertainment, for example as the host of an awards ceremony, which enriches the content of his videos and at the same time «catches the heat». The «PupuJiji» video is a «crossover» video, such as hosting an awards night, which enriches the content of the video while attracting fans of other bloggers or celebrities who appear in the video.

PupuJiji is more entertaining in terms of fan interaction, as the account not only produces online videos, but also carries out a number of offline activities during the holidays, which can deepen the account's fans' stickiness more than the individual viewer of the videos. Many of the fans will also spontaneously make videos on related topics, becoming the account's «troll army». Secondly, a colourful video can also make a visual impact on viewers at first glance.

In today's information-saturated society, where it has become extremely difficult to capture the public's attention, and where the impact of information on consumers is diminished by the mere coverage of mandatory reach, creativity is beginning to attract the attention of communicators and even become the core of marketing communications. Creativity provides a powerful way to shape the conversation and create an impact, making the overall idea of the content unique and thus winning the audience's approval.

3.4.2 The Subjective Initiative of Female Bloggers' Body Consumption

The French sociologist Baudrillard once suggested that «the prevalence of consumerism has made the body the most beautiful of consumer goods, an object of salvation, and has even completely replaced the soul of the individual in society» [31, p.18]. In a society where consumerism is prevalent, the body no longer refers only to the flesh itself, but has become a medium or symbol that connects the viewed with the viewer. In a patriarchal society, women have always been in the position of being looked at. The beauty bloggers on Xiaohongshu, typically represented by Mengling Yi, whether they follow the traditional path of female beauty or create a seemingly diverse new femininity, often share a common characteristic: these women are not only highly disciplined in image management, but also qualified products to satisfy the aesthetics and gaze of the public on the online social media platform. Social media platforms have empowered women bloggers, and as creators of short videos, women have moved from being 'passively gazed at' to being «actively gazed at». The age of traffic has brought profit-making opportunities to short video creators who have become active consumers of their bodies and want to prove their value and attractiveness by gaining recognition and attention from their followers.

The boom of social media on the internet has provided women with a wide public platform to showcase their bodies and talents, and has triggered a sense of freedom to showcase their personal image and talents. Women are free to show their appearance, figure, talent and work life through graphics, short videos, live streaming and other forms of content. In addition to her looks and figure, «Yizhinannan» also shows her very personal beauty style in her Redbook notes, which has successfully attracted the attention and love of many netizens.

On the Xiaohongshu platform, «Yizhinannan's» notes mainly take the form of illustrations and short videos, of which 18.71% are illustrations and 81.29% are videos, according to Qiangua data [31, p. 40]. In addition, «Yizhinannan's» notes were mainly shared in the form of clothes, make-up, photography, life records and perfume. The types of content shared by Yizhinannan, such as sharing goodies and business promotions, lend themselves to distribution in the form of graphics, which are relatively easy and inexpensive to produce and allow readers to concentrate on browsing and enjoying the content presented by the bloggers. Yizhinannan's short videos are a great way to showcase the blogger's unique beauty and fashion tutorials to her fans, giving them a sense of immersive participation and increasing the psychological distance between the blogger and her fans. It is also easier for bloggers to showcase their charms.

According to Chigua, the account has posted 637 videos on Xiaohongshu Mountain, the most popular of which is the one posted on 12 March 2022, with 25,000 likes as of 10 April 2023. The video is titled «Bazaar Jewellery Gala Interview Vlog» and is a daily vlog of blogger «Yizhinannan» at a Bazaar Jewellery event where she is also the red carpet host. As she was also the red carpet host at the event, there were many celebrity appearances which gave the video extra traffic.

3.5 Analysis of communication channels based on the Xiaohongshu platform

By analysing the content of blogs, the author has identified several effective mechanisms for reorganising standard communication models. The first is the mechanism of decentralising the communication model.

According to Xiaohongshu's recommendation mechanism, the platform publishes posts that may be of interest to users based on their interests, and then analyses the feedback from these users, using likes, favourites and retweets as a basis for deciding whether to give these posts more attention. The distribution mechanism on the Xiaohongshu platform primarily takes into account the quality of the content, giving some vegetarians with fewer followers a chance to be covered. This mechanism also has a long-tail effect in that quality posts are not drowned out by new posts even after they have been published for a long time, and the long-tail traffic they receive can still push them to the top of search results on Xiaohongshu.

The distribution model of Xiaohongshu also demonstrates the authenticity of the community environment, where even big bloggers with millions of followers do not provide value to their users, and the number of likes and comments is not even as high as some ordinary users who produce popular content.

According to a research report published by GF Securities in September 2022, among creators with more than 10,000 followers on Xiaohongshu, those with 10,000-50,000 followers accounted for 56%, those with 50,000-500,000 followers accounted for 41%, and only 3% had more than 500,000 followers [19, p. 78]. Xiaohongshu provides a good platform environment for small and medium-sized bloggers to promote their products, and when brands work with high-quality bloggers on Xiaohongshu, not only is the advertising cost relatively low, but the conversion rate is also high because of the precise target audience. Therefore, in the case of big bloggers with millions of followers, such as Yi Mengling and Late Night Xu, if they cannot maintain a continuous output of quality content on the Xiaohongshu platform, it will be difficult to get more promotion and traffic for their note content, and they may even drown in the flood of competitive self-publishing in the future.

The second reorganisation mechanism is the focus on search engines. In the age of information overload on the Internet, the ability to store large amounts of information and retrieve it efficiently is a prerequisite. A search engine is a computer program that collects information on the Internet according to a certain strategy, sifts, arranges and processes the information, and then presents the resulting information to the user. One of the most famous search engines in China is Baidu, which was established in 2000.

The Xiaohongshu platform, with its rich content categories and detailed, practical and high-quality tips, is now the new «Baidu» for decision-making for today's young people. According to the «First Half of 2020 China Travel Industry Development Analysis Report» published by Bida Consulting, Xiaohongshu has overtaken traditional travel decision-making platforms such as Ctrip Flying Pig, Hive and Tongcheng to rank first in terms of users' travel decisions in the first half of 2020.

In particular, Xiaohongshu has become the search platform of choice for users who want to buy new products or get new services, and users can search for keywords on Xiaohongshu to get comprehensive reviews on the keywords, including reviews from professional bloggers and real feedback from vegetarians. The feedback is much more realistic. Especially for overseas students, Xiaohongshu has become the number one experience sharing platform, where international students can get feedback from the same level, for example, if you want to know the restaurants worth eating in Minsk, you only need to enter keywords such as «Minsk», «Western food» and «Chinese food» on the Xiaohongshu platform, and you can get the most intuitive results.

The channel tabs in the drop-down menu on the home page of Xiaohongshu have reached more than 40, including home guides, emotions, funny, technology and digital, knowledge and science, and even examinations and public examinations, etc. It has long been more than just the beauty and skin care track that it was originally established on. According to Xiaohongshu's official disclosure, up to 30% of users use the search function directly after entering Xiaohongshu. The nature of Xiaohongshu's «search engine» also gives bloggers in various fields more room to create, and bloggers who post quality and professional tutorials and experience-based notes are often easily recognised by users, and also play a role in paving the way for bloggers to later plant products. The «Effie» account has a detailed breakdown of the content it publishes, such as «New colour swatches», «Beauty tips», «Diary of a hot mum». The content is categorised in detail by the «Effie» account. In the «Beauty Tips» section, professional make-up artists post practical beauty and fashion experiences, providing fans with hands-on tutorials and building loyalty.

The third reorganisation mechanism is the feminisation of aesthetic orientation. Ines, a leading scholar of communication, says that the emergence of a

new media leads to the creation of a new civilization [34, p. 74]. New media have provided people with new aesthetic methods and platforms and created a multitude of new aesthetic contents, thereby changing aesthetic thinking and the aesthetic orientation of society as a whole. The development of the mobile Internet has made the boundaries of aesthetic culture blurred, the cost of access to art and aesthetics has fallen significantly, and the right of society to engage with aesthetics has been freed as never before. On Xiaohongshu, a social content platform dominated by female aesthetics, beautiful make-up and fashionable dresses, perfect bodies without visible flabbiness, magazine cover-style beauty photos and gorgeous luxury items are part of the composition of a sophisticated life.

Behind this sophistication, however, there are some negative effects that cannot be ignored. One of the most common social anxieties is «look anxiety», which is influenced by social media and characterised by an excessive focus on facial and body details. Female users want to emulate the «perfect» media image on the platform, and aesthetic culture begins to take a paradigmatic turn. On Xiaohongbook, some «plastic surgery homework» notes, such as elf ears, smiling lips, skull vaulting and calf muscle blocking, have repeatedly become popular topics, and cosmetic surgery is becoming more inside-out, driven by the capital-driven wave of aberrant aesthetics in the medical beauty industry.

As women's social status improves and their self-awareness awakens, a diverse female aesthetic culture begins to challenge the single aesthetic culture.

We should also pay attention to such a mechanism of reorganising Internet communication as the infusion of blog content with emotional content. According to scholars Li Jianjun, Ma Ruixue and Zhou Puyuan [43, p. 54], the basic thinking of emotional communication activity adopts an emotional logical structure and point-by-point approach, using emotion as a mental journey and communication scheme to achieve communicative goals and effects [38, p. 30]. The popularity and development of Internet technology has promoted the innovation of forms of emotional communication, especially with the growth of social media platforms, Internet users are not only distributing their feelings on the platform, but gradually forming the platform culture of online communities, algorithmic technologies and the economics of emotion are new driving forces for the dissemination of emotions. As a content-based social platform for women, Xiaohongshu content is characterised by the phenomenon of emotional communication.

Emotional communication is based on individual awareness and self-experience, but is also influenced by cultural acquisition and community formation. Li Ziqi's videos convey a unique emotional concept in the form of a visual narrative, a romanticised sense of self centred on her idyllic life, which is freely disseminated to netizens through social media platforms such as Xiaohongshu, forming a coherent and stable emotional connection with them.

When bloggers share their sweet love stories on the Xiaohongshu platform, they often attract the attention and likes of many users, inspiring them to yearn for better love. Seeking love and a sense of belonging is one of the basic human needs, and when users see their favourite bloggers sharing emotional content, they experience the psychology of vicarious satisfaction, as if they too have gained love and thus temporary satisfaction.

Bloggers often need to build a strong enough emotional relationship with their followers before they can take the next step in their business operations, so bloggers get their fans to love them by showing their bright and shiny side and providing them with various emotional services in the display of their notes. When the relationship is strong enough, bloggers start recommending their own products to their followers, who can then buy the products they share to get closer to the blogger's life.

3.6 Analysis of User Profiles and Followers of Female Bloggers on Xiaohongshu Platform

According to the «2022 Qiangua Olympic Marketing Data Report (Xiaohongshu Platform)» released by Qiangua Data, as of 30 June 2022, there were 450 million registered users on Xiaohongshu, of which 69.41% were female users and 30.59% were male users. The overall users are young, mainly in the two stages of 18-24 and 25-34 years old, accounting for 46.20% and 36.73% respectively. The overall users are young, mainly in the two stages of 18-24 and 25-34 years old, accounting for 46.20% and 36.73% B1, and the location of users is mainly in economically developed regions such as Guangdong, Shanghai, Beijing and Zhejiang, where users generally have a higher standard of living and relatively strong purchasing power [41, p. 12].

In 2021, Xiaohongshu launched the MCN Male Content Incentive Programme to attract male content writers in technology, digital, sports, trends and automobiles, in an attempt to tap into the needs and values of male users. However, at present, male users have a low level of interactive participation, and women are still the main site for Xiaohongshu's brand mind seeding. Data from Qiangua Data's «2022 Xiaohongshu Active User Profile Trend Report» [41, p. 40] shows that the beauty industry on Xiaohongshu was the most interactive industry on the platform in 2021. Taking the beauty industry as an example for user profile analysis, Xiaohongshuo active beauty users can be divided into urban white-collar workers, urban middle class, small town youth, sophisticated mothers and urban GenZ (referring to Generation Z, a generation born between 1995 and 2009). From April 2021 to March 2021, the most interacted beauty brand on Xiaohongshu in the past year was

Saint Laurent, with over 32 million interactions, while Chinese makeup brands such as Perfect Diary and Tangerine were also among the top 10 brands in terms of interactions.

In general, Xiaohongshu users are mainly interested in enjoying life, shopping across borders, travelling and sharing photos. This group of users likes to share their personal lifestyles, hoping to attract attention by sharing, pursuing a high quality of life, and loving to show their personality. To meet the needs of users, the Xiaohongshu community, on the one hand, provides text, picture and video notes for users to share their lifestyles, and sets up various types of topics for discussion, such as beauty and food, travel, etc., to meet the social needs of users to attract attention. On the other hand, Xiaohongshu also provides users with rich content for those who do not have a clear purchase goal, providing a channel for users to filter and compare. The content of Xiaohongshu helps users to make purchase decisions and develop their consumption needs, and the e-commerce model of connecting products with content solves users' needs while achieving the operation of content.

Precise targeting of communication audiences. The Canadian academic Smetz famously proposed the «audience-commodity theory», which argues that the product produced by the media is «audience attention» rather than communication content, and that the audience is the commodity [39, p.17]. Social media platforms have fueled audiences' desire for individuality and empowerment, ushering in a shift from «audience as commodity» to «audience as user». To win audiences in a competitive market environment, communicators must put audiences first and embrace the concept of serving users. Respecting audience needs, putting the user first and personalising services have become the guidelines for communication strategies to attract audiences and traffic.

As for the fan profile of «Yizhinannan» on the Xiaohongshu platform, according to Qiangua data, as of 17 December 2022, 95.67% of fans are female, and nearly half of fans are aged 18-24 [41, p. 53]. This fan base is more focused on elements such as makeup and fashion. «Yizhinannan» has a strong focus on targeting its audience, and the account's fan base has always been characterised by young women who are conscious of their personal image and love fashion. Therefore, when creating content, whether it be graphics, short videos or live broadcasts, the account has always taken into account the preferences and needs of its audience in order to provide fashionable, interesting and informative content to its fan base, which consists mainly of young women who love beauty.

In addition, «Yizhinannan» plays the role of an «opinion leader» in the dissemination of information in this area, through its observation and understanding of fashion trends, and through its fans' recognition and spontaneous secondary dissemination within their circle of friends, the account's content is widely disseminated and accepted and liked by more people. Its influence is therefore able

to reach other audiences beyond its followers, increasing the reach of the target audience, i.e. influencing more beauty-conscious women with a certain level of purchasing power to think and act like a shopper.

The author of the paper also draws attention to innovations in bloggers' financial activities, which have become an effective technique for reinforcing the management of audience impressions and strengthening relationships with fans.

With the development of the market economy and social media, bloggers on social media platforms such as Xiaohongshu have created an economic model based on followers. Fans not only provide traffic to the blogger's posts, but also form the basis of the blogger's profitability. In this model, bloggers achieve operational success by attracting fans who love and accept them, with the ability to create a strong enough emotional relationship with their fans being the key success factor. Bloggers must therefore manage their image well, constantly showing their beautiful and sophisticated side to win the love of their followers and maintain relationships by interacting with them in the comments section and taking photos together offline. As the content of a blogger's posts creates a sense of satisfaction, excitement and even community, they are also doing their followers an emotional favour, strengthening the emotional relationship between the blogger and their followers.

The phenomenon of fan «gossip» and emotional intensification is seen as very revealing in this regard. The development of the Internet and social media has provided the public with a platform to obtain information, exchange opinions and express their views quickly and easily. The passive acceptance of large amounts of information has given rise to the phenomenon of netizens flocking to 'hotspots' and devouring information online. The playwright Robert McKee once said that people have an insatiable appetite for stories. Rather than being addicted to eating melons, listening to stories is more addictive. Psychologically speaking, 'gossiping' is also a manifestation of psychological defense mechanisms. When people are stressed and have nowhere to vent their emotions, the ability to be a foodie can help relieve some of the mental tension and restore mental balance. Bloggers who provide their fans with appropriate gossip material can satisfy their fans' psychological needs, thereby increasing their engagement and even their traffic.

3.7 Analysis of the performance and communication effects of female bloggers on Xiaohongshu

The analysis of personal brand communication effects based on the e-commerce platform is an essential element of the master's thesis. Understanding the performance of female bloggers leads to the possibility of identifying.

At present, the operating model of Chinese bloggers on self-media platforms is mainly based on live streaming platforms and e-commerce platforms, with the former including user rewards, contract platforms and advertising, and the latter mainly referring to the operation of shops on e-commerce platforms. There are also very few big bloggers with 10 million subscribers who have built their personal brands.

Of the six subjects selected for this Master's thesis, none have yet created their own brands. However, three of them, «PupuJiji», «Yizhinannan» and «ShiYuanNiMei», have honed the short video plus e-commerce business model quite well. The three bloggers have honed their short video plus e-commerce model better. These three accounts have accumulated enough followers, and their previous work on creative content has created a good reputation for their accounts, so their brand value is quite high.

The communication effect of the short video plus e-commerce operation is mainly reflected in the influence that leads to the fans' consumption behaviour. For example, in the early stages of development, the blogger «Yizhinannan» focuses on attracting the attention of the platform users and deepens the content by portraying his personal image, giving the content deeper connotation and meaning. For example, the diverse aesthetic values that «Yizhinannan» conveys in her content creation and the fact that ordinary people can easily become beautiful have been recognised by her fans and have created further sentiments, making it easier to build subsequent live broadcasts and personal shops, and to continuously attract a fan base with specialised content. This will make it easier to build subsequent live streams, create personal shops and continuously build a fan base with specialised content, and enter into e-commerce platforms to operate and maintain their fan base, thus successfully attracting traffic and collecting profits.

In 2020, «Yizhinannan» opened his personal shop «Please Yizhinannan» on the Taobao platform as the main sales platform, the shop and «Yizhinannan» content account were operated independently and achieved a certain effectiveness in spreading the word. However, the shop was officially closed in 2022 due to inexperience and product selection issues. During the two years of operating the shop on the Taobao platform, the «Yizhinannan» content account had been questioned by many fans, such as the slow update speed of the content account after it started operating on the Taobao platform, and many of the updated contents were related to the products sold by the shop, and the failure to balance the relationship between the content account and the sales platform had led to the account's popularity among fans. The relationship between the content account and the sales platform has led to a decline in the credibility of the account for fans, which may affect the operation of personal brands.

With the rise of live streaming on Chinese online platforms, «Yizhinannan» shifted her sales focus to the Tictok platform and relaunched her personal shop with a live streaming sales model. Having learned from previous failures, the shop has performed well so far and there has been no interruption in content creation due to the shop, which is conducive to good exposure and thus better protection of traffic realisation.

In addition, cross-border cooperation is one of the most common ways for brands to attract consumer attention. Cross-border co-branding is not only a way to create a fusion of different cultures, but also a way to exchange resources and quickly increase brand exposure and build a good brand image.

It is also important to analyse the communication effect of short video «seeding».

On the Xiaohongshu platform, the sharing of goodies in the form of short videos is one of the most common modes of operation. Compared to traditional graphic content, short videos can carry more product information, and the content is richer and more vivid, with more visual impact and scenes of contagious power. The same content material is presented in different forms and distributed to different platforms, with obvious differences in communication effects.

According to the usage and satisfaction theory, audiences will select and access specific media content based on their own needs. Taking Xiaohongshu platform as an example, users can retrieve relevant information on Xiaohongshu platform according to their own interests and needs through the platform's algorithm mechanism. Due to their professional content creation capabilities, Xiaohongshu's quality bloggers can often provide enough rich information content to meet users' diverse needs, thereby increasing fan stickiness and traffic conversion.

Conclusion

Based on the research direction of female bloggers' communication strategy, this chapter selects a female blogger from the categories of food, beauty and fashion on the Xiaohongshu platform who has achieved a win-win situation in terms of communication operation and fan traffic. This chapter outlines the basic background of these six female bloggers, analyses the communication strategies of the research objectives by using Lasswell's classic 5W communication model combined with audience psychology, advertising operation and other related theories, and analyses the communication strategies of these three female bloggers from five aspects: communication subject, communication content, communication channel audience and communication effect under the operation mode, and integrates the platform characteristics. The analysis of the communication strategies of three female bloggers,

namely the research objectives, is based on the characteristics of the platforms, and summarises their communication personalities and commonalities.

At present, the entertainment-centred industry has become an important industry, and the entertainment industry has spread all over the world, becoming an extremely creative and economically contributing form of industry. For audiences, entertainment information content can satisfy their daily needs for leisure, relaxation and relief from work pressure. For communicators, entertainment content can attract more attention and economic benefits. In today's society, which is flooded with massive amounts of information, it is extremely difficult to attract the attention of the public, and the influence of information on consumers is diminished only by covering the mandatory arrival of information, and creativity begins to attract the attention of communicators, and even becomes the core of marketing communication. Creativity can shape themes and create effects in an influential way, making the overall idea of the content unique and thus winning the recognition of the audience.

CHAPTER 4

PROBLEMS AND IMPROVEMENT MEASURES FOR THE COMMUNICATION OF FEMALE BLOGGERS ON XIAOHONGSHU

4.1 Challenges and suggestions for improving the quantitative dimension of communicating women bloggers

While researching the communication strategies of women bloggers, the author of the Master's thesis formulated the following suggestions to improve the qualitative and quantitative parameters of this type of Internet communication. Firstly, bloggers and MCN agencies should pay attention to the mechanism of information dissemination.

Content creators need to be aware of the capital relationship. Bloggers should be aware of the contractual implications of contracting with an MCN agency, paying particular attention to benefit-sharing arrangements, contract duration and costs of breach, and be wary of bullying provisions and contractual traps that could leave them open to dispute. As MCNs usually have a certain level of business expertise, bloggers should also have a certain level of contractual knowledge in order to avoid disadvantages.

From the perspective of capitalists such as MCN agencies, over-exploitation of the blogger's value is difficult to achieve long-term development. In a number of disputes between bloggers and MCN companies, in addition to the distribution of profits, there is also a conflict over expectations of the value of creating a personal brand. Many bloggers prefer to simply keep their name, while Weinnian, as an MCN agency, wants to develop a greater commercial value for the brand. Capital chases profit and bloggers create value. Both sides should design a reasonable distribution mechanism and power and responsibility relationship in advance to achieve a win-win situation.

The second recommendation is to establish terms of communication with partners. That is, fans and product quality should go hand in hand as part of personal branding.

Although «Yizhinannan» itself has a large domestic and international fan base, it lacks direct communication and interaction with its fans. For example, on the Xiaohongshu platform, compared to the «Yizhinannan» account that is responsible for selling e-commerce products (mainly on Taobao) and the «Yizhinannan» account that is mainly responsible for publishing content, the former has more followers, likes and comments than the latter.

The former is much worse than the latter in terms of the number of followers, likes and comments. If Yizhinannan were to increase its participation in offline activities, it would not only gain new fans, but also strengthen its relationship with its old fans, which would help to expand its fan base and increase its loyalty to them. In addition, Yizhinannan's e-commerce products are mainly cosmetics and no other products have been introduced yet. In fact, after posting videos on the content account, there are always fans interested in Yizhinannan's clothing and lifestyle products. It is expected that the items featured in the videos will be expanded to form a more mature closed loop and further enhance the value of the brand.

The blogger's content is mainly based on the halo effect, but the co-branded products come from different channels and brand merchants, which does not effectively guarantee the quality of products and the satisfaction of fans, and it is difficult for the blogger to control this process.

The products sold by «Yizhinannan» are mainly purchased on behalf of the blogger and externally sourced products, so it is particularly important to pay attention to the quality of the products on this account, as any problems with the quality, authenticity and after-sales service of cosmetics will have a negative impact on the account and even on the blogger herself.

Brands should therefore pay particular attention to the quality of their products. The first step is to start at the source to ensure the authenticity of the products sold; secondly, to prevent the sale of expired or out-of-date products during the sales process; and finally, to appoint a person responsible for monitoring the quality of the products and preventing unqualified products from entering the market.

4.2 Monitor and improve the quality of blogging communication

Plagiarism is the biggest problem of our time and online communication is no exception. The creation of unique content is the work of many bloggers, so fighting plagiarism and protecting the copyright of original video content is an urgent task for every blogger. Theana's video has sparked interest in foreign bloggers among Chinese audiences, and a large number of foreign bloggers have appeared on the Xiaohongshu platform. There are also some bloggers with similar styles. For example, «leanneansar» and «DashaTaran» are similar in style and content, especially «Theana» and «DashaTaran». «Theana» and «DashaTaran», the main pages of both accounts look very similar at first glance, with a fresh colour scheme, and the two bloggers look somewhat similar, making it difficult for passers-by to distinguish between the two.

In addition, many beauty bloggers have been involved in plagiarism controversies. In the age of self-publishing, each stage has a different popular makeup look, then bloggers will post the same theme of makeup, during this period to rub off on the wave of makeup fever. Since it is the same theme, it is inevitable that the same elements will be used to create the content, which can lead to a situation where the ideas are «very similar» and thus turn into plagiarism.

Bloggers should first be aware of the need to protect their intellectual property when defending the copyright of their original videos. Keep good records of the creation process, including the video script, original audio and video files, team communication logs, etc. Secondly, if a blogger discovers that he or she has been infringed, he or she should actively defend the right to sue and not fan the flames of the infringer.

The modern blogger should also be in control of his or her content and wary of a tendency towards over-entertainment. In *Amusing Ourselves to Death*, Neil Postman once remarked that «all public discourse is becoming increasingly entertaining, becoming a cultural ethos» [41, p. 34]. Our politics, religion, journalism, sport, education and business have all become willing appendages of entertainment, without complaint or even reason, with the result that we have become a species of entertainment to death. With the rapid development of network technology and the profit motive of capital, the phenomenon of «pan-entertainment» has begun to emerge, with the self-publishing industry bearing the brunt of it and beginning to use entertainment as an important tool to attract traffic. At present, Mr. Xu's content is mainly about beauty and fashion, celebrity gossip and so on, which is driven by commercial logic and has problems such as excessive pursuit of hot spots and excessive catering to the public's entertainment tastes. But over-entertainment is also a common problem in beauty and fashion self-publishing today. While the entertaining content meets the public's daily diversified cultural and aesthetic demands, it is also linked to capital operations behind the scenes, transforming the communication text into capital, resulting in excessive commercial marketing and possibly promoting bad values and life concepts.

In this regard, social media creators should improve their media literacy and produce and disseminate content that is not solely focused on commercial and economic interests, indulging in simple media marketing strategies, but also taking into account certain social benefits. Otherwise, a lot of generalised soft content and marketing will take up too much space on the social media stage and steal the public's attention from public issues that really need to be discussed and thought about. In addition, the general public should also improve their media literacy so that audience and communicators can achieve mutual promotion and mutual benefit.

The author notes a trend towards homogenisation of content, which makes it difficult to achieve long-term success and retain the audience's attention. Social

media platforms continue to produce new content creators, but at the same time a large number of creators are disappearing, as if there is a general problem of a short traffic cycle, and one of the main reasons for this is the serious homogenisation of content on the platforms. Injinannan, with its individual characteristics, emerged with the popularity of the «Korean makeover», but inevitably found itself in an uncomfortable situation of homogenisation. The emergence of new «Korean natural beauty» bloggers, the ease of imitation and the unpredictability of trends meant that the commercial value of most bloggers lasted only a few years. Platform Capitalism argues that these self-published content creators may be able to create a trend for a time, but they are essentially tools used by the platform to produce ongoing content and trending topics, and are at risk of being eliminated at any time. Therefore, bloggers need to be able to constantly innovate and adapt their content and format to current topics, trends and external feedback. It is important to keep exploring and innovating in order to have more opportunities.

In addition, for the sake of traffic, some bloggers may alter their real lives to create and maintain a persona that can easily become an illusion in the long run.

Conclusion

Social media creators should improve their self-media literacy and produce and disseminate content without putting commercial and economic interests above all else, indulging in simple media marketing strategies, but also considering certain social benefits. Otherwise, a large amount of soft content and marketing that is generalised and entertaining will occupy too much space in the social media arena and steal the public's attention from public issues that really need to be discussed and thought about. In addition, the general public should also improve their media literacy in order to realise the mutual promotion and benefit between the audience and the communicator.

These self-media content creators may be able to cause a certain phase of the trend, but in essence, is the platform used to continue to produce content, create a trend theme of the tool people, at any time there is a risk of being eliminated. Therefore, bloggers must have the ability to continue to innovate, according to the hot spots, trends and external feedback at any time to adjust the content and form. It is important to keep exploring and innovating in order to have more opportunities. In addition, for the sake of traffic, some bloggers may create and maintain a persona by modifying their real life, which is easy to fall into a sense of illusion in the long run.

CONCLUSIONS

As a result of this research, the aim of the study can be considered to have been achieved, as evidenced by the following conclusions:

1. This thesis is based on the Xiaohongshu platform and uses PupuJiji (Chinese), Xiaogao's magic recipe (Chinese lives Canada) from food; Yizhinannan (Chinese), Effie (Chinese lives America) from beauty; and ShiYuanNiMei (Chinese), Theana (Anastasia Cebulska, belorussian) from fashion, these six female bloggers were the main subjects of the study and the following conclusions were drawn. Firstly, the findings and inspirations are about the platform in general: Xiaohongshu, as a mature content-based social platform in China, has a unique «grassroots» phenomenon, which is the core competitiveness of the platform, and with a female-dominated community environment, the Xiaohongshu platform is increasingly popular among female bloggers. The emergence of PUGC and MCN agencies has reshaped the disorderly ecological content of Xiaohongshu's UGC content production model; in terms of dissemination forms, Xiaohongshu started with graphic notes, while short live video content, as a hot form of dissemination in the general environment, has also received the platform's attention and traffic support.

In the Xiaohongshu platform, the decentralised content distribution model is beneficial to small and medium-sized bloggers, so ensuring the quality of content is the most crucial element; as a «search engine», Xiaohongshu has been expanding from major content categories such as beauty and skincare, and the content is gradually becoming more pan-lifestyle, providing more room for women bloggers in various fields to create; in addition, the platform exists, the existence of emotional communication and the trend of diversified female aesthetic culture on the platform has provided new perspectives and inspiration for female bloggers to create content.

2. This paper, after integrating the user profile of Xiaohongshu through user analysis, argues that content operation can be better achieved by meeting users' personalised needs as the starting point; using integrated marketing and communication models to analyse Xiaohongshu's operation strategy suggests that content operation should be close to life and open up the whole chain of operation channels; brands should focus on screening suitable KOLs and consider various aspects including brand positioning, brand behaviour and brand culture, etc. The brand side should focus on selecting the right KOLs and consider all aspects of brand positioning, brand behaviour and brand culture. In addition, female bloggers on the Xiaohongshu platform can also consider setting up their own personal brands, joining the Xiaohongshu Mall to grasp the platform's existing e-commerce resources,

or opening up new channels of traffic operation through the platform's new paid knowledge «column». The three most promising contexts are:

2.1. Personal branding as a driver for sustainable development. Today, there are few bloggers who have developed into collaborators with commercial advertisers, but most choose to work with suppliers to turn fan traffic into merchandising power, while few are successful entrepreneurs who have built their personal brand and achieved commercial operation. A personal brand is a symbol in the age of social media, representing not only the individual, but the phenomenon, credibility and commercial value built around the individual, and a successful personal brand even has a cross-platform leadership role. Building a personal brand usually starts with content output, where bloggers provide users with the value they need through professional content output, thus building their core competencies and attracting traffic and followers. In the process, bloggers gradually develop their own persona and personality and cultivate a loyal following. Personal branding is built on content output and followers, and support from the operations team is essential.

Individual bloggers who wish to move from video content to brand marketing will be supported by the resources of the MCN agency and the multi-platform channels that will enable them to achieve further success. However, in the process of building a personal brand, it is important to note that bloggers should be aware of the benefit sharing mechanism when working with MCN agencies and have a basic sense of contract to avoid potential disputes; personal brands should also prioritise the quality of their products when maintaining interaction and stickiness with their fans: it is also important to maintain the copyright of the brand itself, which is quite important for brand building.

2.2. «Content is everything» in the context of media convergence. The rise of digital technology has overturned the traditional media ecology and created a diverse media ecology that combines text, images, moving images, sound, video, etc. Live streaming is now a reality. A diverse media ecosystem combining text, images, motion pictures, sound, video, live streaming, etc. has been created and the communication landscape of the self-publishing industry is changing dramatically. At the same time, as content producers flood social media platforms and respond to audience preferences under the pressure of market competition, the homogenisation of content on platforms is becoming more serious. But in an era where «content is everything», quality content is the key to bloggers' competitiveness. In this media ecosystem, self-media bloggers should play to their strengths and constantly adapt their communication strategies to increase their impact.

Beauty blogger «Yizhinannan» has not only tried to export original content to multiple platforms, but has also successfully crossed over from graphic content to video and live broadcast formats. The account is also relatively dedicated to content production, with high-quality content production, from creative ideas to guest

selection to video editing, all of which is checked at every level. «Yizhinannan» also adds drama to its videos on goods or beauty, using the creativity of the plot to give fans a sense of freshness. In addition, bloggers are limited in their energy and creativity, so working with a professional team can further improve the level of content creation and operation, resulting in higher quality content, and «Yizhinannan» also has an established team behind it. It is through innovation and control of both content and format that «Yizhinannan» has managed to come out on top in the competitive self-publishing industry.

2.3. Persona creation and commercial operation. The term «persona» was first used to refer to virtual character settings in comics and novels, but with the development of social media platforms, «personas have been extended to the real world and have become a marketing tool for celebrities, net stars and other public figures to create a specific identity on online platforms, variety shows and other occasions». By managing their image on social media platforms or posting specific styles of communication content, bloggers try to create their own unique persona in the minds of their followers. The persona can help bloggers to differentiate themselves, thus gaining a foothold in the market and attracting their target fan base.

On the Xiaohongshu platform, some female bloggers have been able to create their own personal «persona» icons to increase their popularity and visibility and gain commercial value. Before developing her own unique style, Xiaohongshu blogger «Effie» did not have the following and popularity she has now. By successfully creating a style that suited her, Effie was able to gain a 'hot mum' persona on the Xiaohongshu platform and joined the MCN agency to work with brands to grow her fan base. The blogger «Shiyuannimei», with her unique review style and realistic feedback, has won the top spot among the slightly chubby fashion bloggers with her unique review style, but close to the general audience's body shape in women's fashion review, which is gradually becoming tasteless under the influence of filters, retouching and the white and young thin aesthetic.

«PupuJiji», a leading food blogger, uses his storytelling personality to give viewers a sense of immersion when watching food tutorial videos.

In contrast, the personal branding of «Xiaogao's magic recipe» is not as impressive as the other accounts, although the content of the account is mainly based on home-cooked food tutorials, which makes many viewers exclaim «I feel like a mother» and refer to the account owner «Little Sister Gao» as «Mama Gao», the account is not very interactive with its fans, and many viewers have responded that the results after following the recipes of the account are not very good, and there have been controversies about the raw materials of the food tutorials, such as in the «How to Make Bagels» video, which uses poppy seeds as a raw material because Sister Gao herself lives in Canada, but for Chinese viewers, poppy seeds are a prohibited substance (drugs), so the video was taken down from the platform soon

after it was posted. The above issues were not properly addressed, resulting in the account's distinctive persona and subsequent personal branding being damaged.

3. The «Internet» persona has stimulated the development of the online cultural industry and, with the help of the fan economy, has gained greater economic benefits through the power of online communication and influence.

The above-mentioned bloggers are all representative and well-known in their respective fields, and their development history can also serve as a reference and inspiration for other bloggers to achieve traffic operation and sustainable development on the Xiaohongshu platform. However, objectively speaking, the success stories of these three typical cases may not be applicable to all types of Xiaohongshu female bloggers. Since the actual situation of their subscribers could not be specifically understood, further academic discussion on the communication effects from the users' perspective could not be conducted in depth. In addition, due to the limitations of my research capacity and knowledge, there are some limitations in the research and analysis of the communication strategies of female bloggers on the Xiaohongshu platform, and the research is mainly qualitative, lacking specific data analysis and quantitative materials to support the depth and breadth of the research.

In the current social media boom, it is important to analyse women bloggers from a communication perspective in order to objectively present the development of women's consciousness to society and improve women's socio-economic status, and their communication strategies are also worthy of in-depth discussion and research.

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Research Program

Today, Internet communication is one of the most common forms of global human communication and an integral part of many people's lives. The Internet has brought about drastic changes in social space, it has become a new communicative space that requires detailed scientific study, as it is radically different from traditional forms of human communicative interaction. One of the most striking characteristics of Internet communication is the absence of such a component of interpersonal communication as the implementation of interaction between people in a specific place and in real time. This factor has become crucial to the emergence of a new form of communication, such as a blog, in which the author makes independent decisions about the content of his or her post. This offers many opportunities, but also a number of risks. However, within the framework of this Master's thesis, the author has focused on the study of women's blogs as a form of Internet communication, since this form is very indicative in terms of identifying the positive and negative aspects of blogging activity and the changes that occur in society under its influence.

Object of study - Internet communication.

Subject of the research – women's blogs as a form of Internet communication.

The purpose of the dissertation. To study the emergence, development and characteristics of women's blogging, with a view to identifying the prospects for this form of internet communication.

During the study, the author obtained the following results:

1. Personal branding as a driver for continued growth

Personal brand in the era of social media as a symbol, it not only represents the individual, but also represents the phenomenon formed around the individual, credibility and commercial value, a successful personal brand even has a cross-platform leading role in the establishment of a personal brand usually starts from the output of the content, the blogger through the output of professional content to the user to provide the required value, so as to establish the core competitiveness of the individual, and thus to attract the flow of traffic and fans.

2. “Content is everything” in the Context of Media Convergence

High-quality content is the key to bloggers' competitiveness. Under this media ecology, self-media bloggers should give full play to their own advantages, constantly adjust their communication strategies and enhance their communication influence.

3. Persona Creation and Business Operation

Bloggers try to create a unique persona in the minds of their followers by managing their image on social media platforms or posting a specific style of communication. A persona can help bloggers differentiate themselves from their competitors, gain a foothold in the marketplace, and attract a targeted fan base. On the Xiaohongshu platform, some female bloggers have made progress in enhancing public recognition through the creation of personalized “persona” symbols, thereby increasing their popularity and visibility, and obtaining corresponding commercial value.

Bloggers' Main Page



Figure B.1 – PupuJiji’s home page on Xiaohongshu platform



Figure B.2 – Xiaogaojie’s magic recipe’s home page on Xiaohongshu platform



Figure B.3 – Yizhinannan’s home page on Xiaohongshu platform

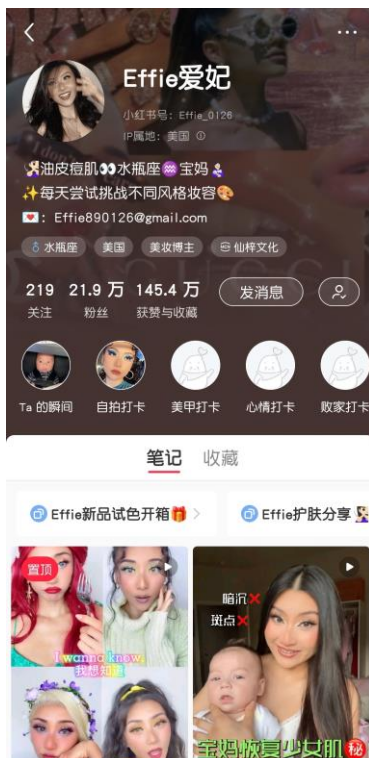


Figure B.4 – Effie's home page on Xiaohongshu platform



Figure B.5 – ShiYuanNiMei's home page on Xiaohongshu platform



Figure B.6 – Theana's home page on Xiaohongshu platform