

The Impact Mechanism of Social Media on International Public Opinion Transition: A Case Study of Rednote

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Abstract: This study aims to elucidate the role and impact mechanism of the social media platform Rednote in the transition of international public opinion. In the context of globalization, Rednote has emerged as a significant cultural and economic force, attracting a substantial international user base that now constitutes 30% of its total users, spanning at least 87 countries. This research examines how Rednote facilitates cultural exchange through user-generated content (UGC), leveraging its platform advantages to promote Chinese culture globally. The study also explores the economic impact of Rednote, particularly in stimulating tourism development and fostering a closed-loop ecology of cross-border e-commerce. Additionally, it investigates the demands for functional innovation on Rednote due to shifting public opinion and the platform's influence on the job market, including the creation of new opportunities in translation and content moderation. By analyzing these dimensions, this research provides a comprehensive understanding of Rednote's role in cultural dissemination and economic development, offering strategic insights for its future international expansion and highlighting the broader implications for social media's influence on international public opinion.

Keywords: Social Media, International Public Opinion Transition, Cultural Dissemination, Functional Innovation, Economic Development

1. Introduction

In the context of globalization, social media has become a vital channel for cultural exchange. Rednote, a mainstream Chinese social media platform, has seen a significant increase in its international user base, with 30% of its users being from overseas as of January 2025, covering at least 87 countries. This study aims to explore Rednote's role in the transition of international public opinion, its impact on Chinese cultural dissemination, economic development, and social employment, and to reveal the mechanisms through which social media influences international public opinion. This research provides a new perspective for understanding the global dissemination of Chinese culture and offers strategies and suggestions for Rednote's future international development.

2. Literature review

Cultural communication: The rise of social media has reconstructed the path of cultural communication. In the era of traditional media, cultural communication relies on one-way output

from official channels (such as international radio, film and television works), while social media realizes multi-directional interactive communication through "user generated content" (UGC) [1]. For example, TikTok's "cultural emergence" phenomenon: topics such as Hanfu and Chinese food have triggered a global surge of imitation through short videos, and its communication logic relies on algorithm recommendation and co-creation with users. "City aesthetics" marketing of Instagram: Shaping city brand image through visual content (such as landmark punch card and filter effect) to attract international tourists [2].

Economic impact: Social media not only serves as a tool for disseminating information, but also as a catalyst for economic growth. The rise of "experience economy": Xiaohongbook tourism notes stimulate users' consumption desire through "scenario-based planting grass", for example, the topic of "Yunnan ancient Town guest house" drives the local tourism revenue to increase by 23% [1].

Closed-loop ecology of cross-border e-commerce: the "content + e-commerce" model represented by Little Red Book directly links commodity purchases through KOL evaluation, and its cross-border GMV increases by 58% year-on-year in 2023.

Platform Functionality

Scholars both at home and abroad have conducted extensive research on the influence of social media. Yuan Ziqian's research emphasized the importance of KOLs in Rednote's marketing strategy [3]. Building on this, this paper will further explore how Rednote leverages its platform characteristics to facilitate the transition of international public opinion and analyze its impact on cultural dissemination and economic development.

3. Research objectives and content

3.1. Research objectives

Analyze the role of Rednote in the transition of international public opinion and its impact on Chinese cultural and economic values.

Investigate the demands for functional innovation on Rednote due to public opinion transition and its impact on the job market.

Assess Rednote's role in promoting tourism development.

3.2. Research content

The role of Rednote in the transition of international public opinion: Analyzing how Rednote facilitates cultural exchange and interaction between different cultures.

Impact on Chinese cultural value: Rednote's content on Chinese cuisine, traditional festivals, and folk handicrafts helps spread Chinese culture globally.

Demands for functional innovation: With the increase in foreign users, Rednote needs to adapt to diverse international demands and optimize content moderation, such as introducing one-click translation features.

Impact on the job market: The need for translation and content moderation creates job opportunities. Additionally, the growth of tourism driven by Rednote can alleviate employment pressure [4].

Role in promoting tourism: User-generated travel guides and experiences on Rednote can stimulate international users' interest in traveling, boosting local tourism.

4. Research methods

A. Research Design: To obtain primary data, this study employs a questionnaire survey to assess Rednote's positive impact on Chinese cultural dissemination and tourism development [5].

B. Data Collection: The questionnaire includes questions on the effectiveness of Chinese cultural dissemination and the influence on travel plans and intentions.

Questionnaire Design:

To explore the effectiveness of Chinese cultural dissemination abroad, the item is designed as “How do you think Rednote performs in spreading Chinese culture?”

To explore the economic promotion effect of Rednote, the items are designed as “Have you become interested in other countries or changed your mind because of the content on Rednote?” and “Do you think the content on Rednote will affect your travel plans?”

C. Data Analysis

The survey targeted Rednote users aged 18-42, with 212 questionnaires distributed and 179 valid responses received (84.4% effective return rate).

The data shows that 70% of users believe Rednote positively impacts Chinese cultural dissemination.

Question 7: What do you think of the role of Rednote in spreading Chinese culture? [Single Choice]

Options	Subtotal	Proportion
Very positive	6	35.29%
Positive	6	35.29%
General	5	29.41%
Negative	0	0%
Very negative	0	0%
Number of effective filling in this question	17	

Figure 1: The role played by Rednote in promoting the development of traditional Chinese culture

Over 70% of users have changed their views on other countries due to Rednote content, and 94% of users confirm that Rednote content influences their travel plans [6].

Question 8: Have you become interested in other countries or changed your mind because of the content in Rednote.

Options	Subtotal	Proportion
Yes	12	70.59%
No	5	29.41%
Number of effective filling in this question	17	

Figure 2: The influence of Rednote on travel interests or impressions of regions

Question10:Do you think the contents of Rednote will have an impact on your travel plans? [Single Choice]

Options	Subtotal	Proportion
Yes	16	 94.12%
No	1	 5.88%
Number of effective filling in this question	17	

Figure 3: The influence of Rednote on travel plans

5. Expected results

This study is expected to reveal Rednote's key role in the transition of international public opinion and its dual impact on Chinese cultural and economic values [7]. It will also provide empirical support for Rednote's functional innovation and job market impact, offering theoretical and practical guidance for Rednote's international strategy.

6. Conclusion

This study provides a new perspective on understanding the role of social media in the transition of international public opinion and offers strategic suggestions for Rednote's future development. The research, based on questionnaire data, assesses Rednote's significant role in cultural dissemination, economic development, employment pressure relief, and functional innovation. It concludes that Rednote positively impacts cultural dissemination and economic growth while providing a foundation for its international development through user and technological advancements.

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