

Social Media's Construction of Female Image: A Study of Little Red Book APP

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Abstract: The rise and development of new media has brought new opportunities for the promotion of women's right to speak. Social media presents female images in various ways. This article conducts research on the female media image of Little Red Book APP, summarizing five types of female images displayed by Little Red Book, including fashion and beauty experts, lifestyle, emotion and life coach, travel expert, and literary youth. The role of Little Red Book in constructing female images is reflected in three aspects: relying on user groups to promote the diversification of female values, innovating push mechanisms to assist in the presentation of female images, and embedding "her economy" to highlight female images. This has a positive effect on breaking gender stereotypes and expanding women's understanding of their own creativity in the domestic environment.

Keywords: Female Image; Little Red Book; Social Media.

1. Introduction

Social media is an important medium to construct cross-time and space communication between individuals, and plays a crucial role in society. They not only disseminate information, but also participate in shaping social concepts and values, one of which is the construction of female images. In the age of data in which information circulates through online platforms and in the context of "She Economy", the media presents female images in various ways, thus shaping the public's cognition and expectations of women. The image of women on the Internet is diversified and rapidly iterated. Little Red Book APP is a social platform with a large proportion of women in the domestic environment, and the user age is diverse and the stickability is high. Data show that among the 200 million monthly active users, the post-90s are dominant, with women accounting for 70%, users in high-line cities accounting for 50%, and high consumers are concentrated, with users using 55.31 minutes per day and users browsing 50+ notes per day, with extremely high interactive efficiency (Weiboyi [1]). Therefore, by studying this APP, we hope to better understand how social media presents and constructs female images.

2. The Types of Female Images Presented in Little Red Book APP

As a social media platform with the theme of fashion and beauty, lifestyle and consumer product recommendation, Little Red Book has created and displayed a variety of female media images. According to observation and analysis, there are five main types of female images, including fashion and beauty expert, lifestyle, emotion and life coach, travel expert and artistic youth.

2.1. Fashion and Beauty Expert

Little Red Book brings together professional and experienced fashion and beauty bloggers who share fashion and beauty tutorials on the social media platform, as well as

recommending certain beauty products and teaching people how to avoid lightning. Blogger Qian Yeyao is a case in point. (Qian Yeyao/RED, n.d.) The topic of her work is very eye-catching. For example, "Want to learn makeup after the college entrance examination?" "0 basic new hand how to become sophisticated and experienced old hand" and so on. The number of girls after the college entrance examination can be calculated in millions, which is a large number. And many girls almost do not make up before going to college, such a title can attract a lot of girls who are going to college but do not make up. She successfully demonstrates the professionalism and fashion of a beauty blogger. In short, this kind of image conveys women's concern and guidance for fashion and beauty.

2.2. Lifestyle

Lifestyle bloggers are bloggers who share their lifestyle expertise. With their experiences and knowledge in home decoration, cooking recipes, healthy living and other topics, they present the model of modern women, highlighting characteristics such as health, beauty and good quality of life. STella, is a lifestyle blogger whose videos focus on preparing three meals a day for her boyfriend. The cover of the videos is all about the food made in the videos with cute templates and text. (STella RED, n.d.) Her food is cute and will appeal not only to beginners who want to learn how to cook, but also to women who want to prepare healthy meals for their significant other. In addition, on average, one out of every ten videos are a video of shopping in a large supermarket (Sam's) or other imported supermarkets, reflecting the characteristics of paying attention to diet, living an active life and pursuing a high standard of life quality.

2.3. Emotion and Life Coach

Relationship and Life coach are bloggers who share their relationship experiences and life insights to become mentors. They often captivate their followers with their true stories, touching writings, and deep reflections. These bloggers give advice, support and share with others how to cope with life's challenges and difficulties. They are often portrayed as gentle,

understanding, and intelligent women.

"A thousand years at a glance" is an emotional blogger of Little Red Book. (RED, n.d.) Her videos focus on the themes of empowerment, opinion output and female growth. The video cover is simple and clear, for example, the text of the video cover is "Want to give up studying?" The theme of the video is to encourage everyone to study hard, point out the importance and benefits of learning, and output inspiring words such as don't be afraid of failure, thus establishing an understanding image. In the comments section of a million years, 90% of the comments are sharing their personal experiences, such as learning setbacks, emotional recovery methods after being hurt, and ways to strive to become a better version of themselves, so as to form a positive interaction.

2.4. Travel Expert

Travel gurus are bloggers who share their travel experiences and tips. They demonstrate a spirit of adventure, respect for different cultures and curiosity about the world. These bloggers often post about travel destinations, travel plans, local culture and food, attracting followers who love to travel and adventure. They are often portrayed as brave, independent and adventurous women.

"Betty He Xiangbei" is a full-time travel blogger without a steady job. (Betty Ho, RED, n.d.) She made her first fortune in the United States and began her journey around the world. Adhering to the original intention of letting more people know about the beauty of China, she has traveled to nearly 30 provinces and 130 cities in China, telling everyone that the scenery in China is also beautiful. When she meets struggling laborers in a foreign country, she realizes the cruelty of society and learns to tolerate those who are different from her own. For example, when she was racially discriminated against by junior high school students in Cambridge, England, she did not choose to bear it, but went up and used the wisdom of Chinese people to let racists burst into tears in the street, and at the end of the video, she called on everyone to bravely speak up for themselves when encountering racial discrimination, and do not be afraid.

2.5. Artistic Youth

Artistic youth are bloggers who share cultural knowledge and appreciation of books, movies, music, and art. They often introduce literary works, film reviews, music recommendations and art exhibitions, demonstrating their love and understanding of culture. The image of these bloggers is that of knowledgeable, creative and aesthetically competent women who encourage their viewers to delve into the cultural realm and expand their own thinking.

"Jiang Xunqian" is a post-95 artistic youth. (Jiang Xunqian Xiao/RED, n.d.) She proved through her own efforts that men and women can be equal. In a video, she asked an old master to teach her how to make iron flowers, but learned that this traditional skill has only been passed on to men for thousands of years. The reason why women do not pass is because they need to throw 160 degrees of molten iron into the air naked when they are making iron flowers, and the strength of girls is not so large. But Jiang Xunqian did not give up, in the unrelenting efforts, she let the iron flower bloom in our hearts, telling us that girls can also complete seemingly impossible things. In her comments, women do most of the talking. The content of the speech is mainly lamented Jiang Xunqian each video is not easy, to explore the story behind. In the case of

Blacksmith, the comments section lamented her bravery, daring to break stereotypes of men and women, and love for traditional Chinese customs.

3. The Role of Social Media in the Construction of Female Images

As a social media platform, Little Red Book APP provides an opportunity for different types of female images to be displayed and constructed. It promotes the diversity of feminine values and the representation of different women on social media through user diversity, innovative push mechanisms and an emphasis on "She Economy". "The rise and development of new media has brought new opportunities for the promotion of women's right to speak, and women have more opportunities to participate in media construction" (Yang Xia [2]). This has a positive impact on breaking gender stereotypes, expanding the perception of women's creativity, and promoting women's economic independence.

3.1. Relying on User Groups to Promote the Diversity of Women's Values

In today's media ecosystem, the constantly updated media technology provides women with more opportunities to show themselves, express their thoughts and opinions, and build diversified media images (He Peilin & Zeng Li [3]). As a platform focusing on beauty, fashion and lifestyle content, Little Red Book allows users to share their experiences and insights on beauty and skincare, fashion collocation, lifestyle and more. The platform's users are mainly young women, especially those aged 18-24, who account for 46.39% of the total number of users, and the proportion of users in first- and second-tier cities reaches 50% (Qiangua Data, [4]). This makes Little Red Book a gathering place for young women with high spending power. It is worth noting that the highest 5.45% of the overall user focus is on makeup content (Qiangua Data, [4]), which emphasizes the role of platforms in guiding women's appearance values.

At the same time, the Little Red Book platform encourages user diversity, which plays an important role in providing and disseminating social information. Despite a 30% increase in male users in 2022 (Qiangua Data, [4]), the platform is still dominated by female users. However, it is important to note that the gender bias of users and the label of "women's community" may lead to the possibility of social information presenting a single and gender bias. While the Little Red Book provides a space for expression for the public, more efforts are needed to ensure information diversity and gender equality on social media.

3.2. Innovative Push Mechanism Helps the Presentation of Female Images

As a platform that is relatively open to the public and allows users to express themselves, Little Red Book plays a positive role in women's self-expression and multi-dimensional presentation. Diversified recommendation methods not only allow users to obtain recommended content according to their own preferences, but also allow users to obtain relevant information according to the characteristics of the surrounding community, ensuring the diversity of information. According to Weiboyi [1] "2022 Little Red Book Platform Marketing Trend Report", in the first stage of push distribution, the software will track user browsing content, keyword search push and friend relationship recommendation

composed of basic traffic recommendation methods, giving users personalized multiple push. In the way of tracking browsing content and keyword search, Little Red Book strengthens the user's personal image exploration, and maintains its own uniqueness while receiving the shared female image in the social relationship chain. In the friend relationship recommendation, Little Red Book guides users to pay attention to the female image maintained in the social relationship chain. In the second round of push, the software determines the push of the work according to the indicators such as likes, favorites, forwarding, and attention, which strengthens the value orientation of the social female image and provides a diversified female image for the user community.

3.3. Embed "She Economy" to Highlight the Image of Women

Little Red Book emphasizes shopping and consumption experience, so the platform will encourage and guide the shaping of media images related to shopping and fashion to influence female users' consumption behaviors. Looking at its shopping characteristics, small sweet potatoes have opened up a market that advocates female values in traditional e-commerce, and also played a supporting role in promoting "her economy" and strengthening the strength of the female consumer market, promoting the image of women's economic independence. Brand release data show that the highest brand release of beauty and personal care brands accounted for 19.43%, and the top five brands on the list were more than 300,000 Yuan (Weiboyi [5]). Brand parties enter the platform and integrate community elements. Compared with traditional e-commerce or short video platforms, the software feature of user self-sharing eliminates the communication barrier between product promoters and ordinary users. At the same time, it also weakens the "perfect" image halo of product recommenders, so that ordinary people recommend popular, which supports the construction of multiple female images.

In general, the female images presented by Little Red Book

APP are very diverse, and users can shape their own images according to their own interests, expertise and style. Coupled with the platform's encouraging mechanism for users to freely express and share, different female images have opportunities to get attention and recognition. Little Red Book connects different female images by points and encourages women to create individual independent image labels according to their interest orientation, whether it is fashion dressing, artistic creation, life records, or educational types, so as to encourage users to publish content that is effective for them, conducive to women's shaping of multiple images and enriching aesthetic values. With more intuitive content forms, more national content production, more efficient content delivery and more acceptable consumption threshold as the main content production (Weiboyi [1]), it provides a stage where women can show themselves anytime and anywhere, which has a positive effect on the domestic environment to break gender stereotypes and expand women's cognition of their own creativity.

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