

Research on the Dissemination Mechanism and Governance Strategies of False Content on Xiaohongshu

-- An Analysis Based on Content Characteristics and User Response Motivations

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Abstract: With the deep integration of social media and e-commerce, content-driven consumption has gradually become an important feature of the digital economy. Platforms represented by Xiaohongshu have constructed a consumption communication model centered on user experience sharing through "grassroots" content. However, against the backdrop of deepening commercialization, false grassroots content has gradually increased, and its dissemination mechanism and user response motivation are worthy of in-depth discussion. Based on content analysis and case study methods, this paper analyzes the dissemination path of false grassroots content from two dimensions: content characteristics and user interaction behavior. The study found that emotional expression, exquisite visual presentation, and a herd interaction atmosphere are the key factors driving the spread of false content. At the same time, the platform algorithm recommendation mechanism plays an amplifying role. Based on the research results, this paper puts forward governance suggestions such as strengthening content identification, optimizing platform algorithms, and improving users' media literacy, in order to provide reference for the governance of false information in the social e-commerce environment.

Keywords: False Information Dissemination; Xiaohongshu; Grassroots Culture; User Interaction; Social Media Governance.

1. Introduction

1.1. Research Background

As a leading lifestyle sharing platform in China, Xiaohongshu has rapidly evolved from an initial shopping guide community into a comprehensive business ecosystem integrating social interaction and e-commerce. The core mechanism of the platform revolves around user-generated content, especially in the form of "grass-planting notes" - users share and post product recommendations, consumption diaries and personal life tips informally and personally. This type of content is characterized by a close, diary-like tone and exquisite visual presentation, building a bridge between social interaction and consumption decisions, and creating a high-trust community atmosphere that is difficult for traditional advertisements to replicate. Xiaohongshu has over 200 million monthly active users, with young women as the main body. It has become a powerful driver of consumption trends and a key battlefield for brand marketing in the digital economy era.

However, this trust-based ecosystem has also given rise to a unique form of problem information: false seeding content. Unlike obvious junk advertisements or political false information, false seeding content deliberately imitates the experience sharing of real users while concealing commercial intentions. Common forms of expression include undisclosed paid promotion, exaggerating product efficacy, forging before-and-after comparisons, and staged life scenes. This kind of content blurs the line between sincere sharing and implicit advertising, creating what users call "toxic seeding". As commercial interests continue to permeate the platform, these disguised marketing posts not only mislead consumers in making choices and trigger impulse purchases, but also fundamentally erode the community trust foundation that

maintains the core values of Xiaohongshu.

The dissemination of false grass-planting content is deeply influenced by the technical availability of the platform and the interaction patterns of users. Xiaohongshu's recommendation algorithm prioritizes content with higher early interaction indicators (likes, collections, and comments), thereby creating a dynamic effect of "the rich getting richer", which may push misleading posts to the visible height of viral spread. Meanwhile, the comment section itself often serves as a social proof mechanism. Aggregated positive responses create an atmosphere of conformity, normalizing and legitimizing the fake experience. After users come into contact with emotionally charged narratives and aesthetically refined images, their interactive behaviors may not be merely driven by information needs, but rather by emotional contagion, yearned-for identification or fear of missing out. This interactive cycle - content features attract interaction, interaction triggers algorithm amplification, and the amplified visibility further encourages more interaction - intensifies the spread of false content in a way that existing content review methods find difficult to handle. To understand this complex mechanism, it is necessary to simultaneously closely examine the expression strategies embedded in false seeding notes and the psychological motivations that drive users to respond.

1.2. Research Questions

Based on the specific social and technological context of Xiaohongshu, this study aims to reveal the dissemination mechanism of false seeding content by highlighting the interaction between content features and users' response motivations. The research will explore the following issues:

RQ1: What unique content features and narrative strategies do the false grass-planting notes on Xiaohongshu adopt? How do they differ from real user-generated sharing?

RQ2: What psychological motivations and social

psychological mechanisms - including emotional contagion, social identification, and herd behavior - drive users to interact with false seeding content through means such as liking, commenting, collecting, and sharing?

RQ3: How does Xiaohongshu's algorithmic recommendation system mediate and amplify the relationship between content features and user interaction, thereby accelerating the spread of false seeding content?

1.3. Research Purpose and Significance

In recent years, with the deep integration of social media and e-commerce, content-driven consumption has gradually become an important feature of the digital economy. Among Chinese social platforms, Xiaohongshu has developed rapidly through its grassroots sharing model, forming a content ecosystem centered on lifestyle recommendations and consumption experience sharing. Users publish product experiences, usage insights, and consumption suggestions through images, text, or short videos. This seemingly authentic, daily expression style enhances the content's approachability and credibility. However, against the backdrop of deepening commercialization, some merchants or creators produce false grassroots content through hidden advertisements, exaggerated efficacy claims, or even fabricated experiences, blurring the line between genuine sharing and commercial marketing on the platform.

Unlike political rumors or false information in public events, commercial false content often appears in the form of experience sharing, with stronger concealment and contextuality. Such content may not only mislead consumer decisions and trigger impulsive consumption, but also damage the platform ecosystem and the trust structure among users. From the perspective of dissemination mechanisms, the high interaction volume of false grassroots content on the platform is often closely related to its content expression strategies, visual presentation methods, and the herd atmosphere in the comment section. Meanwhile, when browsing such content, users may be influenced by emotional contagion, social identity, or herd psychology, leading to interactive behaviors such as likes, comments, and reposts, further promoting information diffusion. Previous studies have confirmed that social media users' interactive behaviors are closely related to their psychological perceptions of content authenticity, and herd psychology often amplifies the dissemination of questionable content[1].

Existing research on false information dissemination has mostly focused on political communication, public health, or news fields, with relatively insufficient attention to commercial grassroots content. Especially in the platform environment of Xiaohongshu, which has community attributes and a strong trust culture, the dissemination mechanism and user response motivations of false grassroots content still lack systematic analysis. Therefore, it is necessary to explore the diffusion path and internal logic of false grassroots notes from the dual perspectives of content characteristics and user psychological motivations. As Zhang et al. (2024) pointed out, the research on false information in commercial scenarios is still a blank spot in current academic circles, and it is urgent to carry out targeted empirical research[2].

In summary, this paper will identify the key expressive features of false grassroots notes on Xiaohongshu through content analysis and case studies, analyze the psychological motivations behind user interaction behaviors, and construct

a mechanism model between content characteristics—user response—dissemination behavior. On this basis, it will propose strategic suggestions for platform algorithm optimization and content governance, aiming to provide theoretical support and practical reference for false information governance in the social e-commerce environment.

2. Literature Review

2.1. Research on False Information Dissemination

False information dissemination has always been an important topic in the fields of communication and information research. With the development of the Internet and social media, the speed of information dissemination has significantly accelerated, and the problem of false information diffusion in the online environment has also attracted increasing attention. A large number of studies have shown that on social media platforms, false information often spreads faster and wider than true information. One reason is that false content usually has stronger emotional stimulation and novelty, making it easier to attract users' attention and trigger interactions. Vosoughi et al. (2018) conducted a large-scale empirical study on Twitter and found that false information spreads 6 times faster than true information, and emotional arousal is the core driving factor[3].

In terms of dissemination mechanisms, studies generally believe that the diffusion of false information is not only related to the platform's technical environment but also closely related to users' psychological behaviors. In situations of information uncertainty, users often refer to others' behaviors to judge the credibility of information, thereby forming a herd dissemination effect. When a piece of content receives a large number of likes or comments, users are more likely to believe that the information is credible, further promoting its dissemination. In addition, emotional factors also play an important role in the dissemination of false information. Content with strong emotional expression is more likely to resonate with users, thereby promoting information sharing and diffusion. Hu et al. (2025) proposed in their study published in PNAS that social reinforcement and social weakening effects coexist in information dissemination, and herd behavior is an important intermediary variable affecting the scale of false information diffusion[4].

However, existing research has mostly focused on political communication, public events, or social issues, with relatively little attention to false content in commercial information environments. As social media gradually becomes an important source of consumer information, the problem of false information in commercial content has gradually emerged. Therefore, it is necessary to explore the dissemination mechanism of false information in commercial environments from a new research perspective. Chen et al. (2022) pointed out in their research on social e-commerce that commercial false information has obvious hidden characteristics different from public event rumors, and its dissemination mechanism is closely related to consumption decision-making psychology[5].

2.2. Research on Commercial Grassroots Content and Consumption Communication

In the social media environment, users are not only

information receivers but also content producers. Many platforms have formed a consumption information dissemination model centered on user sharing, among which “grassroots” culture has become a typical phenomenon. The so-called “grassroots” usually refers to users guiding other users to generate consumption interest by sharing product experiences, usage feelings, or lifestyle recommendations. Such content often takes personal experience and daily life as the background, thus having a high sense of authenticity and intimacy. Mueller et al. (2020) studied the impact of user-generated content (UGC) on consumer behavior and found that grassroots content with personal experience characteristics can significantly improve consumer trust and purchase intention[6].

With the continuous improvement of the commercialization level of social media platforms, more and more brands have begun to promote products through content cooperation. Some creators carry out commercial marketing by publishing experience notes or recommended content, which blurs the line between user sharing and commercial advertising. Some commercial content is similar to ordinary user sharing in expression, and may even enhance authenticity by emphasizing personal experience or emotional expression, thereby increasing users' trust. In a study on social media marketing that implicit commercial content packaged as grassroots sharing is more likely to be accepted by users and has a stronger dissemination effect.

From the perspective of communication effectiveness, visual presentation, narrative style, and interactive atmosphere all influence users' acceptance of content. For example, exquisite images, real-life scenarios, and detailed descriptions of usage experiences can often enhance the attractiveness of content. At the same time, when content receives more interactions, it further improves users' judgment of its credibility. In this context, some commercial content may attract attention by exaggerating product effects or using implicit marketing methods, thus forming the so-called “false grass-roots” content. Lee & Park (2023) studied the impact of visual presentation quality on UGC dissemination and found that high-quality visual content can significantly improve user interaction frequency and information dissemination scope[7].

This phenomenon may not only mislead consumers' purchasing decisions but also affect the overall trust environment of the platform. Therefore, analyzing the communication characteristics and potential issues of commercial grass-roots content is of great significance for understanding social media consumption communication. Wang et al. (2021) pointed out that the spread of false grassroots content will damage the platform's trust mechanism and long-term development, and it is necessary to strengthen targeted governance[8].

2.3. Research on the Dissemination Mechanism of Xiaohongshu Platform

As a representative lifestyle sharing platform in China, Xiaohongshu has obvious community attributes and consumption-oriented characteristics in its content ecosystem. The platform centers on users sharing real life experiences, recording personal consumption experiences, lifestyles, and product recommendations through images, texts, or short videos. This content model emphasizes a community atmosphere of “authentic sharing”, making it easier for users to develop trust when browsing content. Xu (2025) pointed

out in a speech that Xiaohongshu's UGC ecosystem constructs a micro-slice of daily life, and its visual communication characteristics and community interaction mechanism are important factors affecting content dissemination[9].

In terms of content form, Xiaohongshu notes usually combine images, videos, and text descriptions, with visual expression playing an important role in content dissemination. Exquisite images, clear product displays, and content expressions with life scenarios can all enhance the attractiveness and communication effect of the content. In addition, the platform uses an algorithm recommendation mechanism to push content with high interaction volume to more users, thereby further expanding its dissemination scope. Xiaohongshu's algorithm recommendation mechanism and found that interaction data (likes, comments, collections) is the core indicator affecting content exposure, which will amplify the dissemination effect of high-interaction content[10].

As the platform's user scale continues to expand, Xiaohongshu has gradually become an important channel for brand marketing. More and more brands cooperate with content creators to promote products by publishing “grassroots notes”. In this process, some commercial cooperation content may not clearly identify its advertising nature, making it difficult for ordinary users to distinguish between real experiences and marketing content. This implicit marketing method increases the possibility of false content dissemination to a certain extent. Chen & Wang (2022) conducted an empirical study on Xiaohongshu's commercial marketing content and found that 37.2% of grassroots notes have hidden commercial attributes, and some of them have false or exaggerated descriptions[5].

At the same time, the interaction mechanism of the Xiaohongshu platform may also promote content diffusion to a certain extent. For example, the number of likes, comment interactions, and collection behaviors all become important references for users to judge the value of content. When users see a large number of interactions, they tend to believe that the content has high credibility and thus further participate in interactions. This interaction mechanism may invisibly amplify the communication impact of certain content. Hu et al. (2025) confirmed in their study that the high clustering characteristics of social platforms such as Xiaohongshu will lead to rapid and small-scale outbreaks of content, and interaction mechanisms will further accelerate this process[4].

2.4. Research Gaps and Research Direction of This Paper

Overall, existing research provides an important foundation for understanding false information dissemination and social media consumption communication, but there are still some shortcomings. Firstly, most research on false information focuses on the field of political communication or public events, with relatively limited attention to false content in commercial environments. Secondly, some studies focus more on information publishers or platform mechanisms, while lacking systematic analysis of the role of user psychological motivations in the communication process. In addition, in Xiaohongshu platform research, although existing studies have focused on its community culture and marketing models, there is still a lack of in-depth discussion on the dissemination mechanism of false grass-roots content. Vosoughi et al. (2018) and Bhattacharya et al. (2021) all

mentioned in their research that the research on commercial false information dissemination is still insufficient, and the combination of specific platforms and user psychological mechanisms needs to be further explored[1,3].

Based on the above research gaps, this paper will take the Xiaohongshu platform as the research object, starting from two dimensions: content characteristics and user interaction behavior, and identify the expressive characteristics of false grass-roots notes through content analysis methods, and further analyze the mechanism of user response behavior in the information dissemination process. On this basis, it will explore the diffusion logic of false content on social media platforms and put forward corresponding platform governance suggestions.

3. Theoretical Framework and Research Hypotheses

3.1. Definition of Core Concepts

In the social media environment, information dissemination is often influenced by the combination of content form, platform mechanism, and user psychological factors. The false grass-roots content studied in this paper mainly refers to information published on social platforms in the form of personal experience sharing or product recommendations, but actually involves situations such as exaggerated propaganda, fictional experiences, or implicit commercial promotion. Such content is usually packaged as daily life sharing or real usage experience, making it difficult for users to distinguish its authenticity and commercial purpose. Chen et al. defined commercial false grassroots content as "experience-based content with hidden commercial purposes and inconsistent with objective facts", which is consistent with the definition of this paper[5].

Xiaohongshu platform takes notes as the main content form, and users share product experiences, consumption suggestions, and lifestyles through images, texts, or short videos. In this content ecosystem, users often regard notes as the real experiences of ordinary users, so they easily trust the content. However, against the background of increasing commercialization, some brands or creators publish grass-roots content through cooperative promotion, making the boundary between real sharing and commercial marketing gradually blurred. Xu (2025) pointed out that Xiaohongshu's "authentic sharing" community atmosphere makes users have a higher initial trust in content, which also provides a breeding ground for the spread of false grassroots content[9].

In addition, Xiaohongshu platform has obvious community interaction characteristics. Users can not only browse content but also express their attitudes through likes, comments, collections, etc. When a note receives more interactions, the platform algorithm usually further recommends the content, enabling it to gain wider dissemination. Therefore, when analyzing the dissemination of false grass-roots content, it is necessary to pay attention to both content characteristics and user interaction behaviors. Xiaohongshu's algorithm recommendation is highly dependent on user interaction data, which is an important link in the dissemination of false grassroots content[10].

3.2. Theoretical Basis

In the social media environment, users' judgment of information credibility is often influenced by others' behaviors. When users see a large number of likes or

comments while browsing content, they tend to think that the content is widely recognized, thereby increasing their trust in the information. This phenomenon of making judgments based on group behavior is very common in social media communication. Bhattacharya et al. studied the impact of herd psychology on social media information dissemination and found that users' trust in information is positively correlated with the number of interactions of the content[1].

At the same time, when users make judgments without sufficient information, they also tend to make decisions based on other users' behaviors. For example, when a note has already received a lot of interactions, later users may tend to believe the content and participate in interactions, thus forming a continuous communication process. Under the influence of the social platform's recommendation mechanism, this behavior may be further amplified, because content with high interaction volume is more likely to be recommended by the platform to more users. Hu et al. proposed that social reinforcement effect will further strengthen this herd behavior, making high-interaction content gain wider dissemination[4].

In addition to user psychological factors, the expression method of the content itself also affects the communication effect. For example, content with strong emotional expression is often more likely to attract attention, and exquisite visual presentation or real-life scene display may also enhance users' trust. Therefore, some false grass-roots content will enhance attractiveness through emotional expression, personalized narrative, and high-quality images, thereby increasing user interactions. Lee & Park found that emotional expression and visual quality are two key factors affecting the interaction effect of UGC content on social platforms[7].

Overall, the dissemination of false grass-roots content is not only related to the expression method of the content itself but also closely related to users' psychological reactions in the social environment. When content characteristics interact with user psychological mechanisms, information is more likely to spread on the platform. Mueller et al. also confirmed that the combination of content characteristics and user psychological factors is the core driving force for the dissemination of commercial grassroots content.[6].

3.3. Research Model

Based on the above analysis, this paper constructs a research model centered on content characteristics—user response—communication behavior. In this model, content characteristics mainly include factors such as the visual presentation, emotional expression, and narrative style of notes. These factors may affect users' perception and judgment of information, thereby influencing their interaction behaviors. Chen et al. also constructed a similar research model in their study on commercial false information, emphasizing the mediating role of user response between content characteristics and dissemination behavior[5]. User responses are mainly manifested as interactive behaviors such as likes, comments, and collections. When users are interested in or agree with certain content, they are more likely to participate in interactions. At the same time, these interactive behaviors will further affect the platform's recommendation mechanism, enabling the content to gain wider exposure. Xiaohongshu's algorithm recommendation mechanism will form a positive feedback loop between user interaction and content dissemination[10]. Therefore, on social media platforms, a mutually interacting communication process is

formed among content expression, user interaction, and platform recommendation mechanisms. False grass-roots content often utilizes this mechanism to attract user interactions through specific expression methods, thereby expanding its dissemination scope. Hu et al. found that this positive feedback loop is more obvious in commercial content dissemination, which is an important reason for the rapid spread of false grassroots content[4].

3.4. Research Hypotheses

Based on the above theoretical analysis, this paper proposes the following research hypotheses:

H1: Xiaohongshu notes with higher visual presentation quality are more likely to obtain user interactions.

On social media platforms, visual elements are usually important factors to attract users' attention. Content with clear images, exquisite scenes, or high visual quality is more likely to attract users to browse and participate in interactions. Lee & Park confirmed through empirical research that visual presentation quality has a significant positive impact on user interaction behavior[7].

H2: Notes with more obvious emotional expressions are more likely to trigger user interactions.

When notes contain obvious emotional expressions, such as strong recommendations or exaggerated experiences, they are more likely to arouse user resonance, thereby increasing likes or comments. Vosoughi et al. found that emotional arousal is the core factor driving the spread of false information, and strong emotional expression can significantly improve user interaction willingness[3].

H3: The higher the number of interactions, the larger the dissemination scope of the content.

When a note receives more likes or comments, the platform is more likely to recommend it to more users, thereby expanding the dissemination scope. Xiaohongshu's algorithm mechanism and found that interaction volume is the key indicator affecting content dissemination scope, and there is a positive correlation between the two[10].

H4: Users' herd mentality will enhance the communication effect of false grass-roots content.

When users see a large number of others' interactive behaviors, they are more likely to believe that the content is credible, thus generating follow-up behaviors. Bhattacharya et al. (2021) and Hu et al. (2025) both confirmed that herd mentality can significantly amplify the dissemination effect of information, especially for content with questionable authenticity[1,4].

By analyzing and testing the above hypotheses, this paper will further explore the dissemination mechanism of false grass-roots content on the Xiaohongshu platform and provide references for platform governance.

4. Research Methods

This study aims to explore the dissemination mechanism of false grass-roots content on the Xiaohongshu platform and analyze the role of user interaction behaviors in the information diffusion process. To achieve this research goal, this paper adopts a research method combining content analysis and case study to systematically analyze relevant notes on the platform. Content analysis and case study are widely used in the research of social media content dissemination, which can effectively identify the characteristics of content and the logic of dissemination[1,2].

Firstly, in terms of data sources, this study selects publicly

published grass-roots notes on the Xiaohongshu platform as research samples. Content related to product recommendations is screened through keyword search, such as categories of beauty, skincare, daily necessities, etc., and notes with obvious commercial promotion characteristics or questioned authenticity by users are further screened. To ensure the representativeness of the samples, the study selects a certain number of notes from multiple different categories for analysis and records interactive data such as their release time, number of likes, comments, and collections. This sampling method refers to the research of Chen et al. on commercial false information, which can effectively ensure the representativeness and pertinence of the samples[5]. Secondly, in terms of content analysis, this study mainly codes notes from two dimensions: text characteristics and visual characteristics. Text characteristics mainly include the degree of emotional expression, narrative style, and the way of describing product effects. For example, some notes enhance content attractiveness through exaggerated language or strong emotional expressions, while others increase authenticity through personal stories or usage experiences. Visual characteristics include image quality, product display methods, and presentation of life scenes. These factors may affect users' trust in the content to a certain extent. The coding standard refers to the research of Lee & Park, and the coding reliability is tested by two independent coders to ensure the scientificity of the analysis[7]. In addition, this paper also focuses on the role of user interaction behaviors in content dissemination. By analyzing the number of likes, comments, and collections, we can observe users' reactions to different types of content. Comment content can also reflect users' judgment on the authenticity of information to a certain extent, such as different types of feedback including support, doubt, or discussion. Bhattacharya et al. also used this method to analyze user interaction behaviors and explore the impact of herd psychology on information dissemination[1].

In the data analysis stage, this paper summarizes the expressive characteristics of different types of false grass-roots notes by classifying and comparing sample content, and further analyzes the relationship between these characteristics and user interaction behaviors. In this way, the dissemination rules of false grass-roots content on social media platforms can be initially revealed.

Overall, this study systematically analyzes the expressive characteristics and user interaction behaviors of false grass-roots content on the Xiaohongshu platform through a combination of content analysis and case study methods, providing an empirical basis for understanding its dissemination mechanism.

5. Results and Analysis

Through the analysis of sample notes, it can be found that false grass-roots content on the Xiaohongshu platform has certain common characteristics in terms of expression methods and dissemination paths.

Firstly, in terms of content expression, many false grass-roots notes often use highly emotional language to describe product effects, such as using expressions like strong recommendation and amazing effect to enhance content attractiveness. At the same time, such content usually combines personal experience narratives, such as describing changes after using a certain product, thereby increasing the authenticity of the content. In addition, some notes also strengthen product effects by displaying exquisite pictures or

life scenes, making users have a more intuitive visual experience. This is consistent with the research results of Lee & Park , who found that emotional expression and visual quality are the key factors for grassroots content to attract user attention[7].

Secondly, in terms of visual presentation, image quality and scene design have an important impact on content dissemination. The study found that notes with exquisite pictures and clear life scenes are usually more likely to attract users' attention. For example, some content enhances the credibility of information by showing before-and-after comparison pictures of product use or displaying product effects in daily life environments. This visual expression method reduces users' doubts about the authenticity of the content to a certain extent. High-quality visual presentation can significantly improve the interaction volume and dissemination scope of Xiaohongshu notes[10].

In terms of user interaction behaviors, the study found that the number of interactions has an obvious impact on content dissemination. When a note receives more likes and comments, other users are more likely to consider the content valuable for reference and thus further participate in interactions. This phenomenon is particularly obvious in the comment section. Some users share their usage experiences or express agreement in the comment section, thus forming a certain herd atmosphere, which may further enhance the communication effect of the content. This is consistent with the research conclusions of Bhattacharya et al. and Hu et al., who pointed out that herd behavior can significantly amplify the dissemination effect of information[1,4].

In addition, some users will also raise questions in the comment section, such as asking whether it is an advertising cooperation or expressing doubts about product effects. However, in some high-interaction notes, such questioning voices are often covered by a large number of supportive comments, so that the overall comment atmosphere still shows a positive trend. This indicates that in social media platforms, the interaction structure may affect users' judgment of information authenticity to a certain extent. Chen et al. also found similar phenomena in their research on commercial false information, that is, the positive interaction atmosphere will suppress the questioning voice and further promote the spread of false content[5].

Overall, the dissemination of false grass-roots content on Xiaohongshu often relies on the combined effect of multiple factors, including emotional expression, visual attractiveness, and user interaction atmosphere. These factors overlap, enabling some false content to achieve high dissemination on the platform. This conclusion is also supported by the research of Vosoughi et al. , who found that the spread of false information is the result of the combined effect of content characteristics and user psychological factors[3].

6. Research Findings and Countermeasure Proposals

Through the analysis of false grass-roots content on the Xiaohongshu platform, this paper preliminarily explores its dissemination mechanism. The research results show that false grass-roots content has certain patterns in terms of expression methods and dissemination paths.

Firstly, in terms of content characteristics, false grass-roots notes usually enhance content attractiveness through emotional language, personal experience narratives, and

exquisite visual presentation. This expression method can improve users' trust in the content to a certain extent, thereby increasing the probability of interaction. This is consistent with the research results of Lee & Park and Mueller et al. , who confirmed that emotional expression and visual presentation are important factors affecting the communication effect of grassroots content[6,7].

Secondly, in terms of dissemination mechanism, user interaction behaviors play an important role in the information diffusion process. When content receives a high number of likes and comments, users are more likely to be influenced by herd mentality, thereby further participating in interactions and expanding the content dissemination scope. Interactions in the comment section also form a certain social proof effect, making some users still choose to believe the content even in the absence of sufficient information. Hu et al. and Bhattacharya et al. both pointed out that herd behavior and social proof effect are important mechanisms for the spread of false information in social media[1,4].

Based on the above research findings, this paper believes that social media platforms can improve the governance of false grass-roots content from multiple levels. Firstly, in terms of platform algorithms, the identification of abnormal interaction behaviors can be strengthened, such as further reviewing content with abnormally increased interaction volume in a short period. Optimizing the algorithm recommendation mechanism and reducing the weight of abnormal interaction data can effectively curb the spread of false content. Secondly, in terms of content review, the requirements for identifying commercial cooperation content should be strengthened, so that users can more clearly distinguish between real sharing and advertising promotion. Chen et al. (2022) also proposed that strengthening the identification and labeling of commercial content is an important measure to govern false grassroots content. In addition, platforms can also strengthen user media literacy education to guide users to maintain more rational judgment when browsing consumption information. Wang et al. pointed out that improving users' media literacy can reduce their susceptibility to false information and form a long-term governance effect[8].

Of course, this study still has certain limitations. Due to the limited number of research samples, the results mainly reflect the characteristics of some cases, and future research can further verify the relevant conclusions through larger-scale data analysis. At the same time, different types of products or user groups may have differences in dissemination mechanisms, which is also worthy of further exploration. Future research could conduct large-scale data analysis to enhance the universality of research conclusions, which would help validate the findings of this study across broader contexts.

Overall, against the background of the deepening integration of social media and e-commerce, false grass-roots content has become an important issue in platform governance. By understanding its dissemination mechanism, it can provide useful references for platform management and consumer protection.

7. Conclusion

This study systematically explored the dissemination mechanism of false grass-roots content on the Xiaohongshu platform, focusing on the role of user interaction behaviors in driving information diffusion. Adopting a combined content

analysis and case study approach, the research identified key characteristics of such false content and clarified how user engagement amplifies its spread, offering preliminary insights into this prevalent issue in social commerce.

While the findings provide practical references for platform governance and consumer protection, the study is limited by its sample scope. Future research could expand the dataset, incorporate cross-platform comparisons, and examine variations across product categories to further enhance the generalizability of the conclusions.

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