Similar Sense and Community: A Study on the Empathy Effect of the Female Group of Little Red Book

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Abstract: The advent of the era of media integration has affected people's daily behaviour and way of thinking. The phenomenon of female mutual assistance and gender opposition in the Internet is gradually prominent. As a platform focussing on female users, Xiaohongshu is a high-quality example of studying the empathy effect of female groups and gender relations. Taking the users of Xiaohongshu as the research object, this paper studies the sense of the same kind of women and the antagonism and integration of gender relations from the perspective of empathy psychology. This article believes that the sustainable development of society is inseparable from the harmonious coexistence of the sex groups. At the same time, as an intermediary between the virtual world and the real world, the network media platform should correctly guide netizens always export positive content to the public in order to maintain the harmonious atmosphere of the network environment, promote social development, and widely transmit positive energy.

Keywords: Similar sense; Empathy psychology; Gender culture; Little Red Book

1 Introduction

Since the 21st century, network technology has gradually matured, and with the widespread use of smartphones, there is a growing demand for social media platforms. Against this background, many new social media have begun to appear. At present, Kuaishou, TikTok, Xiaohongshu and other platforms have been launched

for many years and accumulated a large number of users, becoming an important social intermediary between people in modern society. However, compared with the marketing methods of other social software such as TikTok and Kuaishou, Xiaohongshu is mostly aimed at women, and female users account for the majority or even an absolute proportion.At present, Xiaohongshu has also begun to include men in the traffic pool. The platform has launched a series of incentive programs to support male content creators. We observed that compared with the acceptance of male users by other social APP users, the original users of Xiaohongshu are very excluded from joining the male group. As soon as the plan was launched, it was opposed by a large number of female users, and a large number of objections focused on the more "stench" of male comments than women's comments. We are curious about this: As a social media, why do female users on Little Red Book group together and resist male users? What is the psychological mechanism behind it?

2 Literature review

2.1 Literature review of the user characteristics of Little Red Book

Zhou Di conducted a more detailed study on the user group characteristics of Xiaohongshu from the perspective of business positioning, pointing out that the platform's business positioning and user positioning are constantly changing, forming characteristics dominated by female groups, and clarifying the attributes of Xiaohongshu women's community[1]. Guided by mythological thoughts, Wang Yajie's scholars have studied the consumer culture and women's culture of Xiaohongshu in more detail from the perspective of female images. They pointed out that women's images under the leadership of network culture are gradually desensitized, and men's gaze is turned into an examination of creative content to improve the attractiveness of content [2]. Meng Ziqi has conducted a more detailed study on the female group imitation of Xiaohongshu from the perspective of social learning, which shows that there are four reasons for the female group imitation of Xiaohongshu: the improvement of economic development and consumption ability; the climbing psychology of the female group; the "beauty-loving heart" of the female group; and the scene of the female group brings energy force [3].

Although the existing research has discussed the community attributes, consumer

culture, female culture and female group imitation of Little Red Book.It ignores the research on the phenomenon of female grouping in Little Red Book. Therefore, there is no answer to the reasons why female users on the platform resist male entry and the psychological mechanism behind it.

2.2 Literature review of similar feelings and communities

2.2.1 Similarity

In the moral concept of Western traditional philosophy, Rousseau opposes the incomparable worship of reason in the old traditional philosophy. He puts morality on people's natural feelings and believes that people are connected with each other, so people are born with the same sense of the same kind. Seeing that the suffering of the same kind naturally generates sympathy and resonance, which is a common feeling of people, precedes reason. And it exists. It can be seen that Rousseau based his moral consciousness on natural feelings, believing that everyone has the nature of the same kind, so he has a "same sense". He put forward the reason for the "sense of the same kind" and the most primitive impact of "sense of the same kind". Since then, studies have also proposed the moral impact of similar feelings, further explaining the relationship between similar feelings and moral consciousness [4]. Zhang Shiying pointed out that the sense of the same kind can connect all blood, ethnic groups and countries, sublimate the meaning of "same sense", expand the scope of influence of "same sense", and deepen people's understanding of the impact of similar feelings[5].

2.2.2 empathy

In modern times, the term "community" is often used in psychology. After empathy psychology is put forward, it has attracted a lot of attention from scholars at home and abroad and has achieved more research results.

In 1909, Edward Bradford Titchener translated "Einfühlung" into the English term "Empathy", which marked the formal entry of empathy into the research vision of modern psychology. Han Jichen explained in detail the original source of empathy and the development process of empathy theory [6]. Lai Wenxi further strengthened the research understanding of domestic researchers on the specific process of empathy.

He said that there are two ways to develop empathy: firstly, the bottom-up emotional sharing process, which is involuntarily generated, and people cannot control and change the intensity of empathy at will; Secondly, top-up. In the cognitive adjustment process, this regulation occurs in the stage of unconscious emotional infection, and also in the stage of conscious empathy [7]. In addition, it is proposed that " empathy" is also related to art, because the existence of empathy can the audience understand artistic works, and art can invisibly guide the perception and behaviour of viewers. Their research further explains the role and influence of empathy [8].

However, the above research does not explain why the female group of Xiaohongshu has a group of community from the perspective of empathy psychology. Therefore, this article will explain the phenomenon of female users in Xiaohongshu have grouping and resist the doubts of male users.

3 Method

This paper will use the interview method to try to answer the above questions.

3.1 In-depth interviews

3.1.1 Preparation of interview outlines

By combing the existing research, we can find that the current analysis of Xiaohongshu user characteristics from the perspective of sense of the same kind and community is relatively scarce. Based on this, this study will be similar to the sense of empathy and Xiaohongshu user characteristics of the combination of analysis, to complement and improve the relevant areas of research. The interviewers will select 15 people of different ages, different occupations and different regions through the Internet. They will divide the interviewees into different categories and regions. These interviewees are represented in different ways: firstly, they have a wide range of age groups, including adults and minors; Secondly, they come from different industries. Different living environment and working environment will make people's thinking and cognition have a huge difference, so choose people from different occupations to interview, the interview effect will be more prominent.

The interview time is about ten minutes, the interview place is online. The interview

focused on four main questions: 1. Are female users more likely to empathize with each other? 2. What are the reasons why female users are more likely to have empathy? 3. What Led Female Users to Huddle Against Male Users Entering the Little Red Book? 4. What are the reasons why female users have difficulty empathizing with male users? During the interview, the interviewer will classify, organize and name the interviewees' expressions. In order to maximize the difference between the different genera and ensure the proper attribution of the data, the classified data will be further summarized, the theme will be refined and the conclusion will be summarized.

At the same time, in order to ensure the authenticity, accuracy and integrity of the information, the interviewers pay attention to the interviewees' own understanding and concern of the group to which they belong. The whole research process will strictly follow the ethical and moral principles of scientific research, and all the subjects will voluntarily choose whether to participate in the research with full knowledge of the research. Interviews with respondents who stated that they did not want to be published were not included and cited in this study.

3.1.2 Selection of interviewees

In this study, we selected the interview method and conducted a ten-minute semi-structured in-depth interview with 15 interviewees of different ages, different occupations and different regions. We focused on the following three aspects: Firstly, whether female users are more likely to empathize with each other? If so, why are female users more likely to empathize with each other? Secondly, what caused the female users to rally against male users entering the Little Red Book? Thirdly, what is the reason that female users have difficulty empathizing with male users? Beginning in June 2021 and ending in July 2021. The interview place is online, mainly using WeChat, telephone and other media tools to interview. At the end of the interview, the interviewer will organize the interview results into a verbatim transcript, and the basic information of the interviewees is shown in the table 1.

Table 1

Region / Category		Tianjin	Beijing	Liaoning	Henan	Tote
Age	juveniles	2	0	0	1	3
	adult	5	2	1	4	12
occupation	student	3	1	0	3	7
	Educator	1	0	0	1	2
	medical worker	2	1	0	0	3
	Media worker	1	0	1	1	3

Through in-depth interviews with 15 people from different professions, we have a clear understanding of the characteristics of Little Red Book users and the phenomenon of empathy among female users. In the process of screening the interviewees, we deliberately selected their age, occupation and region, so as to realize the authenticity and comprehensiveness of this paper's research, and obtained a group of satisfactory research results.

4 Results

4.1 Female users are more likely to feel like each other

The interviewees' responses to the more empathy-related attitudes of female users in Xiaohong's book confirmed my thoughts.

“I often read the content of the girl in the red book, because everyone is a girl, the content can let me understand and I like it. Because I will substitute myself, because of the content of other people's post to give myself some comfort or encouragement. ” (G)

"Generally speaking, the content I post is always liked by girls. In the comments section, people will praise each other or make some useful things to each other. Sometimes, they will meet some new friends with similar personality and like-minded interests." (C)

In interviews with 15 people, the answer was similar female users shared more common topics and were more likely to be interested in each other's content. At the same time, female users will see each other's content will be substituted into their

own imagination, produce "similar feeling," so it is more likely to have empathy. Through further interviews, I found that there is another important reason for the feeling of sameness among female users of Little Red Book, That is, there are many mutual aid behaviors among female users of Little Red Book. The premise of mutual aid behavior is: Firstly, the promotion and unification of female self-consciousness in modern society; Secondly, women form "solidarity relationship" on the basis of gender experience and emotional identity. Under the influence of ideology, women will form "alliance relationship" among themselves. In this kind of relationship, women will affirm each other's value and meaning, thus produce mutual help behavior. According to the results of the interviews, the number of supportive behaviors directly affects the probability of empathy, Based on the large number of mutual help behavior of female users, the probability of empathy between female users is very high, so female users are more likely to have the same feeling.

4.2 Presence of Empathy Disorders Between Female and Male Users

It is worth noting that female users are more likely to have similar feelings and empathy between them, which is not the main reason why female users resist male users. The main reason for this phenomenon is the existence of empathy disorder between female and male users.“I will post some weight loss routine and makeup routine in the Little Red Book, and often get the encouragement and praise from the girls. But I have also received some bad comments, almost all from boys, they can not feel the daily happiness I share every day, and they will not understand how their casual words can bring me a big blow. ” （L）

Through the interview, we know the most real communication between female users and male users of Little Red Book. In their communication, we can see that the two sides can not understand each other and easily produce contradictions. Both sides have empathy barriers, and ultimately female users resist male users to enter the Little Red Book platform phenomenon

When we went deeper into the question "There is an empathic barrier between female and male users," and tried to get answers, we found that: under the patriarchal social system, the status quo that men are superior to women has always been difficult to change. The real way to make women realize their self-worth is to have independent power, in which independent personality is the key to answer the research questions.

When each user of Little Red Book integrates into the network group and interacts with other users, female users will have the same feeling, which leads to mutual assistance behavior, and at the same time improve their self-confidence and sense of status, and achieve personality independence. At the same time, with the awakening of women's consciousness, they began to question and challenge the male-dominated social system, and tried to change the social attributes of the male dominated society. This resulted in the collision of the culture of the two sexes, women will not have the "same feeling" with men, so there is an empathic barrier between female users and male users, and eventually there was a female boycott of male users to enter the Little Red Book platform.

5 Conclusion

In the era of financial media, the network technology gradually developed and matured, and various new social media platforms gradually became important social intermediaries between people. Based on this UGC mode (user original content) for the platform characteristics of the Little Red Book appeared in the public view. The platform uses users to share "original life notes" to show the current young people's pursuit of fashion and personality. It provides a fresh social networking platform for young people to share their daily lives and show themselves.

The user orientation of Little Red Book is mainly female, from the use of software design to content writing to content push is to cater to the preferences of women groups and build. Therefore, the female user groups in Little Red Book can share and discuss topics among women more freely and deeply, presenting a diverse world of women. In the increasing pressure of the social background, the inner demands of women have nowhere to release, and the little red book just provides a platform for women to help each other and love each other. In the process of sharing with each other, the female group awakens the female consciousness, thinks about the female question in the course of browsing the content, exchanges the female viewpoint in the mutual comment, unconsciously the female gets the emotion infection. So, female users of Little Red Book are prone to empathy. All these are promoting the development of female consciousness and female power, but also for the survival and development of women groups in the modern Internet environment provides psychological support and motivation.

But it is worth noting that the success of a software platform should not be just a group of people. Even though the marketing model and community attributes of the Little Red Book platform make female consciousness and female power flourish, the operating model of the company, which is dominated by female users, is not enough to stand firm in the era of media convergence. Diversified development is the ultimate goal of a media platform, so the platform recently implemented marketing measures to drain male users.

However, due to the awakening of women's free and independent spiritual consciousness, they try to get rid of the subordinate nature of women and break through the shackles of the male dominated society, and the relationship between the two sexes forms a state of opposition. Therefore, there is an empathic barrier between female users and male users. The participation of male users does not make the development of the platform positive trend, but makes the platform between the two genders have a split.

We should think and reflect on the occurrence of this phenomenon and the problems arising from it. At the micro level, the negative relative state between men and women disturbs the community order of the Little Red Book platform. At a macro level, the phenomenon of female users of Little Red Book boycotting male users entering Little red book and male users expressing unfriendly remarks to female users, It destroys the stable, friendly and harmonious atmosphere on the network, and brings negative influence to the network environment of our country, which is worthy of vigilance and reflection. The positive development of the society cannot be separated from the harmonious coexistence of the two genders and from the cooperation between the two sexes to contribute to the society. At the same time the media platform is reasonable drainage users, always to the public output positive content. Although the network world is a virtual space, but the same has a real property, so the platform should do a good job in connecting the display and virtual space of the intermediary identity, strengthen the credibility of the network media, purify the social atmosphere, maintain social stability. In order to purify the network environment of our country, the user should always pay attention to the personal speech that is published on the network, every netizen should do abide by the law, help each other, unite and fraternity, develop together, contribute own strength to build green network environment.

However, because of its limited level and inadequate preparation, this study also has many shortcomings. In the future, researchers in the field of media may need to pay

more attention to the phenomenon of empathy among women on the Internet, and to expand the research and practice of the sense of identity and community.

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