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Research on the relationship between digital female images and appearance anxiety from the perspective of media studies——Take "Little Red Book" as an example

Chengchen Geng
School of Art and Design, Xi'an Mingde Institute of Technology, China
Corresponding author E-mail: 904287067@qq.com

Abstract:
As a social media platform primarily focused on sharing and communication, Little Red Book has created an idealized image of digital women through the sharing of beauty, skincare, fashion, fitness, and other content, invisibly exacerbating the appearance anxiety of women. As a medium of information dissemination, Little Red Book constantly amplifies this anxiety. During browsing, liking, and commenting, users continuously receive information about idealized female images, which contrasts with their real-life self-image, leading to or exacerbating appearance anxiety. This article deeply analyzes the complex relationship between digital female images and appearance anxiety on Little Red Book from the perspective of media studies, explores the influence of media on aesthetic concepts and self-awareness, and reflects on the role of social media in shaping idealized images and exacerbating anxiety. Expect to raise awareness of social media content orientation and responsibility, promote the formation of healthy and rational aesthetic concepts, and alleviate psychological issues such as appearance anxiety.

Keywords:
Media Studies, Female digital image, Appearance anxiety, Little Red Book

1 Introduction

In today's digital tide, the rapid development of the Internet and social media is changing people's lives and communication methods in an unprecedented way. Little Red Book, as a fresh and vibrant social media force, has become the preferred platform for many users due to its unique content format, especially with a wide influence among women.

The name Little Red Book seems to contain a kind of magic, bringing together exciting content from various fields such as beauty, skincare, fashion, and fitness. Users share their experiences and insights here, forming a vast information exchange network. And this sharing and dissemination of information not only provides users with rich information and inspiration, but also invisibly constructs a widely accepted standard

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for female image.

This idealized female image standard, while providing female users with goals and directions to pursue to a certain extent, also triggers stereotypes and excessive expectations of female appearance in society. On the platform of Little Red Book, we often see shining female images, with fair and delicate skin, exquisite and perfect makeup, and fashionable and appropriate clothing. These images are undoubtedly attractive, but they also cause many women to feel dissatisfied and anxious about their appearance.

With the widespread dissemination of this idealized female image, appearance anxiety is gradually spreading among the female population. As a medium of information exchange, Little Red Book's role has become increasingly complex and subtle. During the process of browsing, liking, and commenting, users constantly receive various information about idealized female images, which invisibly exacerbates their dissatisfaction and anxiety about their appearance.

Based on the above phenomena, this article will explore the complex relationship between digital female images and appearance anxiety on the Little Red Book platform from the perspective of media theory. We hope that through this discussion, people can deeply reflect on their aesthetic concepts and self-awareness under the influence of social media, thereby helping them establish healthier and more rational aesthetic concepts and self-awareness.

2 Literature Review

2.1 Literature review of research methods from the perspective of media science

"Mediology" was proposed by French scholar Regis de Bree in 1979 in his book The Power of Knowledge in France. This theory is based on a comprehensive and systematic materialist perspective, focusing on the functional role of media in the process of spiritual to material transformation, and is referred to by Debray as the "physics of social thought.".

In 2014, Chen Weixing introduced media theory into China, and the number of related studies in China gradually increased. Scholars began to break away from the original research limitation paradigm and study media devices and communication behavior as a whole, examining historical processes and current issues from the perspective of "object shaping subject".

American scholar Roger Federer analyzed the characteristics of emerging media and their impact on traditional media from the perspective of media form. In Electronic Media: From Printing to New Media, Paul Levinson discussed the evolution process of emerging media from printing to television and the Internet, and revealed the important role played by electronic media in information dissemination, social interaction and cultural inheritance.

From the perspective of media technology, Yu Guoming explores how the changes in media in the new media era can reshape the ecology and pattern of the media industry. Peng Lan explores the impact of media changes in the new media era on people from the perspective of users.

However, from the perspective of media studies, there is still little research on the connection between digi-

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tal female images and appearance anxiety.

2.2 Literature review on the image of digital women

Digitization is a product of the development of information technology and communication technology over time. With the support of computer technology, it transforms traditional media into digital forms.

The image of women is a multi-level and multidimensional concept that encompasses the different roles and expressions of women in different scenes.

Digital female image is a unique concept proposed in the digital era, which is usually closely related to Internet culture, virtual reality technology and digital content. These images can be displayed and disseminated through various digital platforms.

Starting from the argument of how public opinion shapes people's perspectives, Walter Lipman explains how the media reflects the image of various social groups, including women. Bu Wei's "New Technology and Old Issues - Communication, Gender and Power" explores in depth the image shaping and role positioning of women in news communication from the perspective of media and gender. It analyzes how media presents female images and how these images affect society's perception and expectations of women.

At present, there is very little research in this area in China. Wang Xueyuan studies the information and image characteristics of women's content on the Little Red Book platform, and analyzes the new connotations of women's images in the present. From the perspective of female identity, Ma Ruimin explores how virtual social platforms can shape female body images under digital media technology.

2.3 Literature review on appearance anxiety phenomenon

Appearance anxiety refers to a psychological state in which many people lack confidence in their appearance in an environment that amplifies their appearance. There are many reasons that can cause appearance anxiety, but most of them come from external or personal influences.

Yin Le and Shen Zhe believe that the digitalization, standardization, and refinement of aesthetic cognition in algorithms can easily trigger anxiety among women. Chen Qi delved into the causes, manifestations, and impacts of women's appearance anxiety in the new media era. Sarah Jackson studied the key role of media in shaping body images, with a particular focus on women's appearance anxiety and physical dissatisfaction. Surrey van Anders analyzed the factors influencing attractiveness from a biological perspective.

This article focuses on the relationship between digital female images and appearance anxiety on social media platforms (Little Red Book), which is different from the existing relevant literature.

2.4 Question raising

By sorting out the research context of previous scholars, there are many literature that focuses on media studies, digital female images, and appearance anxiety. However, literature that lists the three as key elements of research has not yet been found. Therefore, this article will attempt to answer the following questions from these perspectives:

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What is the relationship between digital female image and appearance anxiety? What is the relationship between the frequency of browsing Little Red Book and women's image anxiety?

3 Research Methods

This research was use questionnaire survey and interview methods to attempt to answer the above questions.

In this study, the questionnaire survey method would be used to collect information on the views of Little Red Book users on the image of digital women, the degree of their own appearance anxiety, and the correlation between the two. The interview method would be used to supplement the results of the questionnaire survey, and through detailed communication with the research subjects, to deeply explore the specific impact mechanism of digital female image on appearance anxiety.

Based on the previous question, corresponding hypotheses were proposed here:

H1: The longer a user uses the Little Red Book app, the higher their level of appearance anxiety.

H2: The more frequently users use the Little Red Book app, the higher their level of appearance anxiety.

H3: The more female image tags users encounter on the Little Red Book app, the higher their level of appearance anxiety.

The research would select active female users on the Little Red Book app as the research sample. The selection of samples would follow the following principles: first, ensure that the samples are representative and can reflect the overall characteristics of the Little Red Book user group; Secondly, focus on users of different age groups, regions, and social backgrounds to explore the impact of different factors on the relationship between digital female image and appearance anxiety; Finally, focus on users who are interested in topics related to beauty, fashion, and appearance to enhance the relevance and effectiveness of the research.

3.1 Questionnaire survey method

Based on the research questionnaire and research hypotheses, design a questionnaire that includes dimensions such as digital female image cognition, appearance anxiety level, and their relationship. The questionnaire would adopt a combination of structured and unstructured approaches, including both closed ended questions to collect quantitative data and open-ended questions to obtain in-depth perspectives and experiences from the respondents.

3.1.1 Sampling method

This study used random sampling to sample female users who use Little Red Book. Firstly, representative sampling was conducted on this group, and a highly discussed note on Little Red Book was selected as the research population; Secondly, based on each comment below the notes, develop a sampling box for the population; Once again, perform stratified and multi-level sampling on the sampling box with a 95% confidence interval and a 3% sampling error.

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3.1.2 Verification results

A total of 385 questionnaires were collected in this survey.

Using correlation analysis to study the relationship between the duration of user use of the Little Red Book app and the level of user appearance anxiety, Pearson correlation analysis shows that the two are not correlated, and H1 is not valid.

Using correlation analysis to study the relationship between the frequency of user use of the Little Red Book app and the level of user appearance anxiety, Pearson correlation analysis showed an explicit correlation with a correlation coefficient of 0.353. Further regression analysis was conducted, and the data showed a significant linear relationship between the independent and dependent variables, with a regression coefficient of 1.014; The significance is 0.000. The research hypothesis H2 is supported.

Using correlation analysis to study the relationship between female image labels and user appearance anxiety, Pearson correlation analysis showed an explicit correlation with a correlation coefficient of 0.258. Further regression analysis was conducted, and the data showed a significant linear relationship between the independent and dependent variables, with a regression coefficient of 1.147; The significance is 0.000. The research hypothesis H3 is supported.

3.2 In-depth interview method

3.2.1 Preparation of interview outline

This study would conduct in-depth interviews with 10 users who posted notes and 10 users who commented on the notes. During the interview process, open-ended questions are used to guide respondents to express themselves freely, while recording the interview content and nonverbal information of the respondents.

By exploring these issues, we can gain a deeper understanding of the respondents' habits, consumption concepts, appearance anxiety, and the impact of Little Red Book on their aesthetic and values. This helps to gain a more comprehensive understanding of the causes of appearance anxiety and explore possible coping strategies. During interviews, appropriate follow-up and in-depth questioning can be conducted based on the responses of the interviewees to ensure the acquisition of richer and more in-depth information. At the same time, it is also important to respect the privacy and opinions of the interviewees and avoid engaging in sensitive or uncomfortable topics.

3.2.2 Image description of interviewees

The interview would be conducted online, mainly through WeChat text interviews and private conversations on the Little Red Book platform. The interview results were compiled into a verbatim draft. The basic information of the interviewees is shown in the table.

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Table 1 The basic information of the interviewee

Number	Age	Occupation	Little Red Book Nickname
I	nineteen	university student	lsabella
II	thirty	reporter	Mnn
III	twenty-four	university student	Sacabanka wins
IV	twenty	university student	Gai gang gang master
V	twenty-four	Overseas graduate students	ice
VI	twenty-five	graduate student	Li Po
VII	twenty-one	university student	Sleep not wake up
VIII	twenty-four	dresser	Go to the dock for some chips
IX	twenty-three	university student	cola chicken wings
X	twenty-six	white collar	momo
XI	twenty-two	university student	whale；cetacean
XII	twenty-one	university student	Kk
XIII	twenty-nine	learned scholar	The Magic Baby's magic vest
XIV	twenty	university student	little fish
XV	twenty-three	graduate student	Coffee with paper
XVI	twenty-one	university student	Homework supplements
XVII	twenty-one	university student	Emperor Taizong
XVIII	twenty-four	university student	Caramel
XIX	twenty-one	university student	Pinellia ternata
XX	twenty-one	university student	momo

4 Description of structural analysis results of survey questionnaire

4.1 APP usage duration and appearance anxiety: non necessarily related to complex factors

Due to the influence of various factors on user appearance anxiety, including but not limited to personal psychological factors, social and cultural environment, family background, life experience, etc. These complex factors may not be related to the duration of user use of the Little Red Book app, or their impact may exceed the impact of app usage duration on appearance anxiety. In summary, there are too many irrelevant elements to directly prove their inevitability.

4.2 Audience under Cultivation: The High Frequency of Use of the Little Red Book APP and the Deepening of Appearance Anxiety

The theory of assimilation emphasizes the shaping and influence of mass media on audience cognition. Specifically, when users frequently use the Little Red Book app, they are constantly exposed to a large amount of content about appearance, beauty, fashion, and other aspects, which are often highly idealized and standardized. The "symbolic reality" conveyed through media such as images, text, and videos on Little Red Book constructs an almost perfect appearance standard, which gradually forms an expectation and cognition in the minds of users.

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However, this idealized standard of beauty often differs significantly from the appearance of ordinary people in real life. When users try to approach this standard through makeup, dressing, and other means, they often feel disappointed and anxious because they cannot achieve it. Meanwhile, user sharing and social interaction on Little Red Book may also exacerbate this anxiety, as algorithmic black boxes lead to users being overly exposed to specific types of content related to appearance, beauty, and fashion. As the frequency of users increases, they may be more frequently exposed to these "perfect" images that have been filtered and optimized by algorithms, which in turn exacerbates their dissatisfaction and anxiety about their appearance.

Therefore, the more frequently users use the Little Red Book app, the higher their level of appearance anxiety may be. This is because through long-term and frequent media contact, users' aesthetic concepts and appearance expectations are influenced by the "symbolic reality" shaped by the media. This influence often lags behind the self in reality, leading to the generation and intensification of appearance anxiety.

4.3 Agenda Setting and Silence Spiral: The Catalytic Effect of APP Female Image Tags on Appearance Anxiety

The agenda setting theory suggests that mass media influences people's attention to facts and opinions, as well as the order in which they discuss, by providing information and arranging relevant issues. On social media platforms like Little Red Book, a large amount of content revolves around issues such as women's image, appearance, makeup, and fashion, forming a specific agenda. These issues are often accompanied by various female image labels, from "exquisite makeup" to "perfect figure", etc., and the female image presented by these labels is often idealized and standardized. When users frequently use Little Red Book and come into contact with these emphasized and prominent female image labels, their attention and thinking direction will be affected to a certain extent. Due to the gap between the female image represented by these tags and the user themselves, users may start comparing their appearance, figure, and other aspects with these "perfect" standards. This comparison often leads to dissatisfaction and anxiety among users about their appearance, as they may not be able to meet or maintain these idealized standards.

In addition, the social attributes of Little Red Book have also exacerbated this phenomenon. When users browse, like, comment, and share content on the platform, they are unconsciously influenced by the views and behaviors of other users. The spiral of silence points out that when individuals find their views widely welcomed, they are more actively expressing and spreading these views; And when they find that their views are ignored or rarely heard, and even attacked, even if they agree with these views in their hearts, they will choose to remain silent. This silence further strengthens the position of mainstream views and forms a spiral development process. The interaction between Little Red Book users often revolves around these idealized female images, with praise and admiration becoming the mainstream voice. Users who are dissatisfied or anxious about their appearance may be more inclined to remain silent when hearing these voices, as they are concerned that their views and feelings may not be recognized or supported.

Therefore, this silent spiral effect not only reinforces the status of mainstream aesthetic standards, but also makes users who are dissatisfied or anxious about their appearance more isolated and helpless. When seeing other users pursuing and showcasing these idealized female images, users may feel greater pressure, which in turn exacerbates their appearance anxiety. Mass communication cannot influence how the audience thinks

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and expresses, but it can influence what the audience thinks.

5 Description of interview structural analysis results

5.1 From the perspective of innovation diffusion: the exacerbation of APP usage duration and appearance anxiety

“I have been using Little Red Book for a year, and it makes me feel more aesthetically diverse. For example, I can imitate bloggers' outfits, give up on inappropriate ones, and continue learning what suits me.” (I)

“After using Little Red Book for three years, I feel even more monotonous. There is a lot of content about appearance, and basically when I open Little Red Book, there are very few other things that cause me to become anxious when I gain weight”(IV)

“After using it for two years, I don't like reading these contents, but Little Red Book will give me recommendations. Overall, it has a positive impact, but there will always be negative elements mixed in.”(V)

“Using it for five years can lead to feelings of inferiority in my interpersonal communication and the need for psychological counseling.”(X)

During the interview process, 70% of respondents received the answer that "there is an impact of appearance anxiety", which is more than half. According to the answer, users who have been using it for a longer period of time experience deeper appearance anxiety, and may even experience situations that affect their daily lives. This indicates that the hypothesis of H1 is valid for Little Red Book users who focus on appearance topics under specific label conditions.

The innovation diffusion theory explains that users are first attracted to the unique social sharing mode of Little Red Book during its use, and then gradually experience and develop dependence during the use process. The innovative characteristics of Little Red Book are mainly reflected in its rich content ecosystem and precise personalized recommendations. For users who are more concerned about beauty related topics, they can browse various knowledge and experience sharing in beauty, dressing, skincare, and other areas on the platform. At the same time, they can also receive personalized content recommendations based on their interests and needs. This highly personalized way of consuming content makes it easier for users to develop a sense of comparison and identification during use.

Compared to other social media platforms, Little Red Book's content focuses more on shaping and showcasing personal image. Group suggestion has played a subtle role in the use of Little Red Book. As users spend more time on Little Red Book, they will be exposed to more content, perspectives, and interactions. These contents often contain societal standards and expectations for beauty, as well as other users' evaluations and opinions on their appearance. These pieces of information invisibly constitute a consensus and expectation of beauty among the group, and users will unconsciously be influenced by these pieces of information and begin to evaluate their appearance according to these standards. This group suggestion leads users to pay more attention and anxiety to their appearance, worrying about whether they meet the aesthetic standards of society.

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Group infection is a phenomenon where emotions or behaviors rapidly spread within a group. It exacerbates user appearance anxiety during the use of Little Red Book. On Little Red Book, users build a close social network through likes, comments, and sharing behaviors. Opinion leaders typically play an important role in leading trends and influencing user opinions and behaviors on social media platforms. Opinion leaders may post content on Little Red Book about beauty standards, fashion trends, makeup techniques, and other related topics, which have had a certain guidance and influence on users. These contents may be more diverse and complex, including negative information such as excessive pursuit of beauty and harsh evaluation of appearance. These negative information may have a greater impact on users, leading to an increase in their level of appearance anxiety.

In this atmosphere, users' appearance anxiety will be constantly amplified, and they will pay more attention to whether their appearance meets the expectations of the group.

5.2 Algorithm Black Box and Information Cocoon: The Appearance Anxiety Trap Behind Frequent APP Usage

“When I'm bored, I open Little Red Book and often see content about appearance, which is very frequent, almost every day. For example, a comparison chart of how many pounds a person has lost in a few months is related to their body shape, causing me anxiety.”(IV)

“In the next day after I actively search, if there are three out of four items on the homepage, I will feel that I am not very perfect when I see them.”(VII)

“I chose tags like beauty, so I started by recommending them to me. Basically, I browse two or three of them every day. The more I read, the more I feel like I can't be like these bloggers.”(XV)

“I will click on these contents very frequently, lack confidence in myself, and feel anxious about everything I do, afraid that I will not do well or do wrong.”(XVII)

During the interview process, the interviewee's answer was almost always "these contents will appear frequently", and most of them are actively searched or clicked, thus verifying the H2 hypothesis.

Little Red Book recommends relevant content to users based on their interests, behaviors, and feedback through its underlying algorithms. These contents often involve aspects such as appearance, dressing, and makeup, and often present a "perfect" standard. As the frequency of user usage increases, the algorithm will continuously optimize these recommendations, making it easier for users to access such information. Due to the existence of algorithmic black boxes, users cannot understand how these recommended content is selected and sorted, nor can they know whether these contents truly reflect the diversity of the real world. This may lead to users receiving a single, idealized standard of appearance, resulting in unrealistic expectations and demands for their appearance.

The information cocoon describes how people limit their horizons and cognition by only focusing on the information fields they are interested in. On Little Red Book, users often choose the content they browse based on their interests and preferences, which may result in them only being exposed to appearances that meet their aesthetic standards. Over the long term, users may develop an inherent perception and bias towards

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appearance, believing that only meeting certain standards is beautiful. This cognitive bias and fixed aesthetic concepts may increase the level of appearance anxiety among users. Because users may see others appearing to be better than themselves in appearance, this comparison further deepens their appearance anxiety.

Due to the fact that users can only see the content recommended by algorithms, their information perspective may become narrow, making it difficult to access other diverse information and perspectives. This type of information cocoon will further deepen users' recognition of a specific appearance standard, thereby increasing the level of appearance anxiety. On the one hand, the information cocoon restricts users from accessing diverse information and perspectives, making it difficult for them to see different aesthetic standards and values. This makes users more susceptible to the influence of a single aesthetic standard, leading to dissatisfaction and anxiety about their appearance. On the other hand, algorithms may also optimize recommended content based on user interaction behavior. When users frequently interact with content related to appearance, algorithms will consider it to be the user's interest and recommend more of this type of content. This positive feedback loop may also exacerbate user appearance anxiety.

5.3 Mimictic Environment and Stereotypes: The Hidden Link between APP Female Image Tags and Appearance Anxiety

“I feel that it does not conform to the recognized image of a beautiful woman, and it is not as good-looking as the blogger on Little Red Book. Even some classmates around me feel that it should conform to this aesthetic.”(XVII)

“Looking at the high traffic of those women, I feel outrageous at the same time, and at the same time, I feel that I don't meet these standards. Isn't that why I'm not good-looking?”(III)

“If I disagree with this concept or do not agree with it, I may be questioned by this group. This may lead to me needing to change my appearance and appearance under the scrutiny of those around me.”(VI)

“I have noticed that many bloggers' facial features are really abnormal, and then I become anxious about my poor facial features or skin condition.”(XVI)

During the interview, the answer to this question was mostly divided into two voices: opposing and supporting. "I think it's too beautified, and it's not possible to do this in reality." "It looks good, and I think women should do this.". But in the end, they all went the same way. "I know beauty is diverse, but seeing these things still makes me anxious," which supports the establishment of H3.

On social media platforms like Little Red Book, users are exposed to a large number of female image tags, which often represent certain expectations or standards of society for women's appearance. When users constantly see these labels and perceive that most people are pursuing or agreeing with certain specific appearance standards, they may feel the influence of information pressure and believe that they should also meet these standards. This pressure can lead users to have higher expectations and demands for their appearance, thereby increasing the level of appearance anxiety.

Secondly, in the social environment of Little Red Book, a large part of it is the mentality of convergence. Users see that many women are pursuing certain specific appearance standards and showcasing their appear-

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ance that meets these standards through posting photos, sharing experiences, and other means. This group behavior will have a convergent psychological impact on users, making them more inclined to accept and pursue these appearance standards in order to integrate into the group and avoid being isolated. However, this convergent mentality may also lead users to overlook their uniqueness, overly focus on appearance, and thus exacerbate appearance anxiety.

This creates a simulated environment full of various female image labels. As users come into contact with more and more female image labels on the Little Red Book app, they may be influenced by these labels and begin to internalize them as standards for self-identity and value judgment. Users may try to match themselves with these tags or strive to achieve the ideal state represented by certain tags. However, due to these labels often being too idealistic, it is difficult for users to fully match them, which can lead to dissatisfaction and anxiety about their appearance and image.

These labels often represent society's expectations and definitions of female roles, reflecting both the diversity of women in the real world and carrying certain idealism and stereotypes. Stereotypes are often based on biases, misunderstandings, or social influences, ignoring the diversity and individual differences within a group. When users frequently come into contact with these female image tags on the Little Red Book app, they may be deeply influenced by stereotypes. This excessive emphasis on appearance labels conveys a message to users that only women who meet these standards are valuable and recognized. Due to the existence of such stereotypes, users begin to compare themselves with the female image described by the tags. They will unconsciously compare their appearance, figure, and clothing with these standards, leading to appearance anxiety. They may worry about not being beautiful enough, not being slim enough, and not dressing fashionable enough, which can lead to dissatisfaction and anxiety about their appearance. Therefore, it can be said that the more female image tags users encounter on the Little Red Book app, the higher their level of appearance anxiety.

6 Reflection and Outlook

From the perspective of media studies, the image of digital women is widely disseminated through social media platforms such as Little Red Book, and these images are often highly beautified and standardized, thereby having a profound impact on the psychology of users. They may experience appearance anxiety due to these standardized images. This anxiety not only affects the mental health of users, leading to negative emotions such as inferiority and depression, but may also affect their daily life, including work, study, and interpersonal relationships. Specifically, appearance anxiety may lead female users to overly focus on their appearance and overlook their inner growth and value. They may spend a lot of time and money on beauty, makeup, and plastic surgery in pursuit of a so-called "perfect" appearance. This may not only impose an economic burden on them, but also harm their physical and mental health.

At present, some social media platforms may overlook their social responsibility in the pursuit of traffic and attention. They overly emphasize surface factors such as appearance and body shape, causing users to experience unnecessary stress and anxiety in these areas. As a social media platform primarily targeting female users,Little Red Book bears an important responsibility in promoting the image of digital women. Firstly, the

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platform has a responsibility to rigorously review and screen the published content to avoid content that excessively beautifies or distorts the image of women. In addition, as a public platform, Little Red Book should promote a positive and healthy aesthetic concept, encourage users to focus on inner beauty and diversity, rather than a single standard of appearance. Secondly, the backend system of Little Red Book has absolute say in promoting and assisting traffic, and naturally can reduce user exposure to content that may cause appearance anxiety through technical means such as algorithm optimization.

To address and alleviate this situation, it is necessary for all parties to work together:

For platforms, in addition to the aforementioned content review, advocating for positive aesthetic concepts and optimizing technical means, they can also regularly publish popular science articles or videos on appearance anxiety to help users view appearance issues correctly. In addition, the platform can also establish a user feedback mechanism to timely collect and handle user feedback on appearance anxiety and other issues, further improving the platform's functions and services.

For individual users, improving media literacy and self-awareness is crucial. On the one hand, users need to learn to view information on social media rationally and not blindly pursue the so-called "perfect" appearance. On the other hand, it is also important to focus on one's inner growth and value, cultivate confidence, self love, and self-esteem.

At the social level, it is also necessary to strengthen attention and discussion on the issue of appearance anxiety. Through education, publicity and other means, promote positive and healthy aesthetic concepts, and guide the public to pay attention to inner beauty and diversity. The government and relevant institutions can also introduce relevant policies or regulations to regulate the operation and content publishing of social media platforms, and protect the mental health of users.

With the popularization of media literacy education, it is hoped that people will have a more rational view of female images in the digital world and reduce the generation of appearance anxiety. Looking forward to seeing more platforms dedicated to building a healthy media environment, reducing excessive emphasis on appearance, and promoting the intrinsic value of women.

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