

"I Love the Internet Again": Exploring the Interaction Inception of "TikTok Refugees" Flocking into RedNote

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Abstract

The U.S. government's announcement to ban TikTok in January 2025 led an influx of TikTok users to migrate to RedNote, a Chinese user dominant social media platform. These migrants, self-identified as "TikTok Refugees," engage directly with Chinese natives, overcoming cross-cultural communication barriers. This platform migration provides a unique opportunity to examine the communication behaviors and strategies employed when users from the Western culture integrate into communities primarily composed of users from the Eastern culture. In this study, we analyze 3,510 RedNote posts (mainly posted from America (47%) and China (39.3%)) to characterize how TikTok migrants blend into the platform. Through open coding, we identified 12 cross-cultural communication strategies manifested in newcomers' posts. We also discuss the critical role of friendly content quality in facilitating successful interactions and the challenges of maintaining sustainable engagement. Finally, we offer design implications for social media platforms to enhance cross-cultural communication.

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CCS Concepts

• **Human-centered computing** → **Empirical studies in collaborative and social computing.**

Keywords

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1 Introduction

Cross-sociocultural communication through digital media is crucial to bridge cultural divisions [30, 35]. However, many online communities face significant challenges in facilitating such interactions due to barriers such as language differences [40] and cultural misunderstandings [11]. Addressing these barriers and exploring ways to enhance communication between distinct sociocultural groups in online spaces is a pressing area of research, particularly as online platforms increasingly shape global interactions. A unique opportunity to examine this issue emerged during the recent migration event of U.S. TikTok users to the Chinese online

community, RedNote, following a temporary government-imposed ban on TikTok^{1 2}. Within days, hundreds of thousands of TikTok migrants, who call themselves “TikTok Refugees,” joined RedNote, with discussions surrounding this phenomenon accumulating over 2.45 billion views. This sudden influx of users from vastly different cultural backgrounds created a rare and large-scale case of cross-cultural interaction, breaking down traditional communication barriers. This unexpected shift provides a valuable lens for studying the interaction behaviors of online community users with significant cultural differences, offering insights into the dynamics of cross-sociocultural communication in digital spaces.

Prior research in HCI and social computing exploring online migration mainly focused on cases where platform natives and newcomers share similar sociocultural backgrounds or exhibit granular community cultural differences. For example, Guo et al. [15] examined the impact of newcomers on online fandom communities, while Kiene et al. [25] analyzed how Reddit’s NoSleep community managed the rapid influx of new users. For migrations between platforms, such as the mass movement of Twitter users to Mastodon (TtM) in 2022, the cultural contexts of both native users and newcomers were relatively homogeneous [3, 16, 23]. As marginalized or underrepresented groups gained visibility through mainstream platforms, research on online platform migration has extended to cross-cultural studies [4, 27]. For instance, an analysis of Li Ziqi, whose YouTube videos showcasing traditional Chinese rural life have captivated international audiences, revealed the cultural resonance of Chinese values, particularly those of Sun Tzu and Lao Tzu, and emphasized the need for mutual respect and communication among diverse cultures [29]. In short, prior research exemplifies the prevalent pattern of less-exposed cultures gaining visibility in dominant sociocultural spaces. In contrast, the migration of TikTok users to RedNote (TtR) represents a rare and understudied phenomenon where users from Western cultures actively joined a platform rooted in China. This event is significant not only for its unprecedented scale—surpassing 3.4 million users compared to 700,000 in TtM—but also for the profound cultural differences between these two groups. Unlike prior cases, TtR highlights a reversed trajectory of cultural interaction, where dominant sociocultural groups in Western cultures engage with platforms emerging from Eastern culture. Interpreting this case through a social computing lens provides new insights into the dynamics of cross-cultural communication. As such, this study contributes to both the theoretical understanding of online migration and the practical goal of fostering cross-cultural interactions on social media platforms in the future.

In this paper, to figure out **RQ1: What characters are involved in and the overview during the TtR event?**, we first collected 3510 posts from the platform by event-related keyword searching and snowball sampling [12]. The results show that more than half of the posts are from out of China, and more than 20% of the posts received more than 1000 comments and likes. To investigate the interaction in TtR further, we first define the two characters, natives and newcomers. The former is the users who have experience with RedNote before, and the latter is the users who are migrants from TikTok. To explore **RQ2: What specific strategies do RedNote natives and newcomers employ during the early stages of**

interaction?, three researchers conducted an open coding and inductive analysis of the sampled data. We first independently coded 50 data in a batch and collaboratively discussed each entry until a consensus was reached. We repeated this iteration until the coding had achieved saturation and then conducted one more batch to verify the generalizability of the taxonomy, which resulted in 200 coded data in total. We summarized the codebook for posting strategies employed by natives and newcomers in the early stage of interaction (Table 1). The taxonomy and corresponding post examples reveal the diverse interaction between natives and newcomers, which covers the short opening like greetings to each other and interaction willingness, the initial orientation by using friendly signal (e.g. cat tax) and community guideline, and further conversation on information exchange (e.g. culture, life), helping each-other (e.g. language learning) and sharing personal creation. In addition, the reaction to the TtR flocking provides a lens for us to know the natives’ and newcomers’ feelings or reflections, which is helpful for platforms to set community norms or design features for better user experience. Our studies, grounded in a real-world case of large-scale cross-cultural communication, provide the understanding of posting strategies at an early stage of interaction from both natives’ and newcomers’ perspectives and provide insights into community moderation in the context of communication among users with significant cultural differences.

2 Background

TikTok and RedNote (“小红书 Xiaohongshu” in Chinese) are popular social media platforms mainly operated in U.S. and Mainland China respectively [1, 19, 31]. TikTok, known for its short-form video clips, has become a global phenomenon, where users create and share entertaining content with trendy music. On the other hand, RedNote is a lifestyle-focused platform in China where users share outfits, gourmet food, travel experiences, etc. Both platforms encourage original and distinctive user-generated content and implement recommendation algorithms to connect content creators and further promote the activity of online communities. The shared features of the user interfaces, user groups, and style of created content provide the basis for this user migration event from TikTok to RedNote [39, 41].

The influx of newcomers from different platforms may have significant implications for the evolution of online communities [7]. These newcomers may exhibit distinct behavioral patterns compared to native members, such as the content differences between TikTok, which focuses on entertaining short videos, and RedNote, which emphasizes lifestyle and practical content. Such differences could lead to disruptions in community norms, resulting in confusion and dissatisfaction among users [14]. While previous studies have explored online migration within granular community cultural differences [3, 15, 16, 23, 25], the participants in this event exhibit pronounced sociocultural differences and represent a unique scenario where Western cultural groups are actively engaging with Eastern cultural groups. This distinction may lead to impacts on community evolution that differ from those observed in prior research. Individuals crossing vast cultural boundaries will face intensified challenges in communication patterns, norms, and values [2, 6, 26], which in turn heighten the complexities of community design, management, and sustainable development. This underscores

¹<https://www.bbc.com/news/articles/cz6p1g54q85o>

²<https://www.cbsnews.com/news/why-is-tiktok-being-banned-supreme-court-congress/>

the need for community managers to develop strategies that account for cross-cultural interactions, ensuring community cohesion in an increasingly globalized online space. Our research captures a unique and sudden cross-cultural interaction event, TtR, providing new insights into the interaction inception patterns between newcomers and natives in the online community. This contributes to the expansion of online migration theory and provides valuable guidance for the design of cross-cultural promotion features in online communities by revealing the interaction inception strategies between natives and newcomers in the TtR event.

3 Method

This section outlines the mixed-methods approach employed to systematically investigate how TikTok migrants integrate into RedNote. Section 3.1 provides a brief overview of the data collection process. This work is approved by the institutional IRB.

3.1 Data Collection

We employed a hashtag-based snowballing data collection approach [12] and systematically designed the keyword set. This allows us to quickly and directly obtain the most relevant and popular information about the TtR event but may not guarantee the completeness of the data, which we discuss in limitation. We first conducted an exploratory scan of posts about TikTok refugees on RedNote, collecting relevant hashtags. We manually evaluated the search results for relevance, ensuring most posts focused on TtR. This led to our initial hashtag set, including terms like "TikTok refugee", "tt refugee", "TikTok Ban", and "TikTok", along with their Chinese equivalents. Using this initial set, we conducted the first round of data collection by using the hashtags as search queries, with data retrieved via web scraping using MediaCrawler³. After removing duplicate entries, the preliminary dataset comprised 1,143 posts.

To enhance the generalizability of the dataset, we further ranked the top 50 hashtags based on frequency in the dataset and manually assessed them for relevance before being included in the final hashtag set. This process resulted in the addition of 23 hashtags, such as "America" and "Weird cultural export". Subsequently, we repeated the query and retrieval process with the 23 hashtags. We then removed duplicates and reviewed each post to filter out those unrelated to the TtR, following the criteria of (1) whether it is a part of interactions between natives and newcomers and (2) whether it talks about TtR. The final dataset consisted of 3510 unique posts, spanning from January 13, 2025, to January 16, 2025. We chose to start from January 13, 2025, because we collected 637 posts on that day, which was much larger than the maximum number of 38 on the previous day, and therefore, we regarded it as the beginning of the event. January 16, 2025, is the day we stop collecting data. The collected metadata for posts included attributes such as title, content, URL, creation time, and the number of comments, views, and upvotes.

3.2 Data Analysis

To address RQ1, we first analyzed the IP locations of content creators in our dataset to gain a preliminary understanding of participant demographics. We choose to analyze the IP locations because it helps us understand the geographical distribution of participants,

which can reveal their cultural background, native language, or regional behavior. We further examined various attributes of posts, such as likes, collects, comments, and shares, along with the most frequently occurring keywords in the posts to better understand user engagement patterns during the influx.

To address RQ2, we adopted an open coding approach [24] to inductively identify how users strategically create interactive content, allowing codes to emerge organically from the data. Three researchers independently coded a random sample of 150 posts (50 posts for a round, three rounds in total), with an equal distribution between creators whether the IP is in China or not. We observed that the IP in China is more likely to be a RedNote native, and we chose the equal distribution of IP in sampled data because we wanted to make the final results reflect the interaction behavior of both characters. We thoroughly considered the multimodal features like video content, image, and linguistic features in post titles and content that could facilitate the integration of TikTok migrants. Throughout the coding process, the researchers conducted three rounds of meetings, comparisons, and discussions to achieve consensus on the codebook. Subsequently, each coder independently analyzed an additional batch of 50 posts to ensure data saturation. Examples of identified codes include "Interaction Willingness" and "Personal Feeling Sharing". Finally, we categorize and synthesize the codes into broader themes, such as "Opening" and "Orientation".

4 Findings

4.1 TtR Flocking Overview

According to the statistics, the dataset includes posts from 63 countries (Top five posts number, e.g., the US: 1647, China: 1397, the UK: 86, Canada: 62, Australia: 38), indicating a wide impact area. Although the dataset is primarily composed of participants from China (39.3%) and the United States (47%), individuals from other regions also constitute a certain proportion (13.8%). To further assess community engagement on the topic of "tt refugees", we calculated the cumulative distribution of likes, collects, comments, and shares for the posts (Figure 3 in Appendix). The results indicate that posts related to this topic elicited widespread engagement, especially for IP not in China, with over 20% of the posts generating more than a thousand comments and likes. Interestingly, posts with non-China IPs initially received a higher number of likes, collects, comments, and shares than those from China. On average, each post received 741 likes, 222 collects, 635 comments, and 265 shares. We also employed BERTopic [13], an unsupervised topic model, to general overview the heated topic based on titles, descriptions, and hashtags, revealing that most posts reflect the interaction between natives and newcomers, e.g. "refugee here", "welcome", "cross-culture conversation", "cat tax"⁴. We did not categorize natives and newcomers solely by IP but together with other observations like history posting records, as the data included some Chinese international students and overseas Chinese, who are also target users of RedNote.

4.2 Creators' Practice in Flocking

We identified four themes in the data: Opening, Orientation, Conversation, and Reactions towards Flocking, presented in the typical

³<https://github.com/NanmiCoder/MediaCrawler?tab=readme-ov-file>

⁴<https://www.globaltimes.cn/page/202501/1326955.shtml>

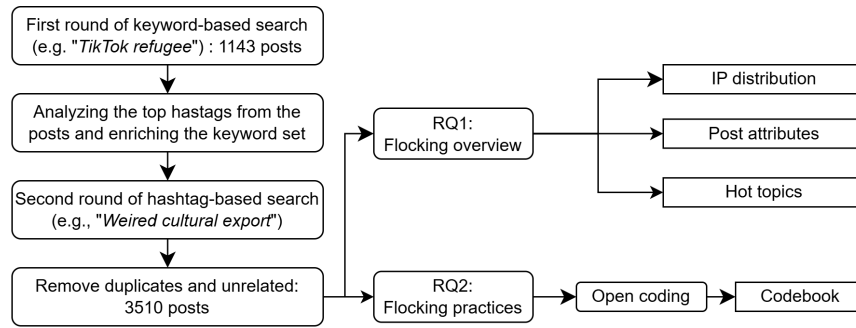


Figure 1: The overall analytical framework of the mixed-methods approach to addressing the RQs

order of interactions between natives and newcomers. However, users do not have to follow all the strategies. Each theme is further coded into detailed categories, as shown in the Table 1 below.

4.2.1 Opening. The first theme, Openings, refers to brief initial interactions between natives and newcomers before delving into specific content. We identified three codes under this theme: *Greetings*, *Self-introductions*, and *Interaction Willingness*. 48.8% of posts included these openings, indicating that many users during the TtR event maintained a polite and easy-going attitude towards others on RedNote. Users often empathized with each other, as seen in the multi-language usage in Greetings; 45.6% of non-Chinese speakers included Chinese translations, with some providing explanations for mistranslations. The delivery of self-introductions and interaction willingness was also notable, with some users using only tags without additional text. These concise tags effectively conveyed intentions, such as users hashtagging their age (e.g., #07) to connect with others in the same age group. Additionally, many users employed #mutuals or #moots to find those interested in mutual following. Such simple yet expressive interactions helped bridge cultural and language barriers by minimizing communication costs.

4.2.2 Orientation. The second theme, Orientation, represents the next stage of interaction following openings, serving as a stepping stone for newcomers to understand the platform and community. Two codes were identified: *Signal* and *Community Guidelines*. Signaling involves expressing a willingness to join by posting community-friendly content. Regardless of the expertise and interest of the newcomers, in the RedNote, one common signaling trick is observed as paying animal tax, where participants exchange the pictures of their pets, with cats being the most prominent. Newcomers may have posted after seeing similar content on their for you page. It is understandable that animal pictures serve as a “currency” in this communication trade, as they are free from racial or ethnic conflicts and require no language or cultural knowledge to interpret, thus preventing confusion. Another orientation practice is asking for or providing community guidelines. Previous works noted disruptions from newcomers violating community norms due to a lack of awareness [26]. However, RedNote newcomers showed a willingness to learn the rules before engaging further. For instance, one user asked “Should I post my TikTok here?”, while others inquired about popular memes to blend in. This might be caused by the language and cultural differences between the US

and China. The newcomers tend to be more cautious based on their previous perception of the Chinese online community. Prior research emphasizes the importance of strict moderation and active promotion of norms to maintain a peaceful atmosphere [25]. Native RedNote users addressed this by proactively posting guidelines, explaining commonly used Chinese phrases, and how the platform functions. Contrasting with the passive methods of upvoting or downvoting posts after submission, this proactive approach fosters a welcoming environment.

4.2.3 Conversation. The third theme, Conversation, involves sharing and exchanging specific content as a deeper stage of interaction, which we categorized into three genres: *Topic-content Creation*, *Information Exchange*, and *Help Each-other*. In Topic-content Creation, newcomers often migrated their TikTok posts, indicating a desire to clone their previous content. However, as time proceeded, to better integrate into the RedNote community, they adapted their posts by adding Chinese captions or background music. Information Exchange serves to satisfy newcomers’ curiosity about natives and Chinese culture, while Help Each-other facilitates bidirectional interactions. For example, questions like “Who is the most popular Chinese celebrity in the USA?” and “What do you think of American refugees?” allowed both sides to share lesser-known knowledge. However, conflicts arose during information exchange; some Americans found it impolite when users sought personal information, while some Chinese users experienced cultural shock at such inquiries. In the Help Each-other category, one chaos ensued due to an overwhelming number of requests. One newcomer offered assistance with English homework but received 2,342 comments, far exceeding their capacity to respond. Consequently, they did not reply and did not post again on RedNote.

4.2.4 Reactions to Flocking. Reactions to Flocking, the fourth theme, encompasses posts about people’s responses to the “TikTok Refugee” events and interactions on the platform. We identified four codes under this theme: *Phenomenon Sharing*, *Personal Feeling Sharing*, *Reflection on Flocking*, and *Marketing*. Posts under the code of Phenomenon Sharing are mainly about the phenomena observed during the TtR event. Examples of such phenomena include but are not limited to the news of the TikTok ban, the screenshots of the RedNote app ranking in the App Store, and summaries of interesting posts and comments during the “TikTok refugee” influx. Personal Feeling Sharing is about the posts that share personal feelings towards the

Table 1: Creator's practice in flocking

Theme	Code	Definition	Example
Post Attributes	<i>Author Status</i>	Whether the author is a native of the RedNote before the TtR event or a newcomer.	- Native/Newcomer
	<i>Language</i>	The languages included in the post, Chinese and / or English.	- Chinese/English/Both
Opening	<i>Greetings</i>	Simple greetings with words like "Hello", "你好(hello in Chinese)", etc.,	- Hi China!
	<i>Self-introduction</i>	Introducing themselves, including identity, personal background and motivation of joining the rednote etc.,	- I am a horse owner. - I am an Asian American. - 希望学习中文 (want to learn Chinese)
	<i>Interaction Willingness</i>	Indicating willingness of further interactions, usually with requests for participation in the community, specific tags to interact with target followers and/or communities.	- # moots - Like and follow!
Orientation	<i>Signal</i>	The post which building the bridge of natives and newcomers, like animal tax, humors that are trendy on the rednote.	- Hi, here is my cat (followed by a cat picture)
	<i>Community Guildline</i>	Guiding / Ask for guidance regarding the community norms, tips of the interface usage.	- Should I just post my TikToks here?
Conversation	<i>Information Exchange</i>	Sharing knowledge, cultural content, and understanding in the community through various informal means such as reconciliation, open inquiries (Ask Me Anything), requests for examples (Show Me Something), etc.,	- Ask me anything! - This is my breakfast today, show me yours!
	<i>Help Each-other</i>	Helping each other with their own strength, including helping with homework problems, cooking, language learning, making up names.	- I can offer help with your English homework
	<i>Topic-content Creation</i>	Content creation in forms of short videos/images, such as humor, fashion, music, and dance	\
Reaction to Flocking	<i>Phenomenon Sharing</i>	Describing the observed phenomena during the influx of "TikTok refugees".	- 一觉醒来, 首页全是洋抖难民? (Woke up to find my fyp full of TikTok "refugees"?)
	<i>Personal Feeling Sharing</i>	Describing the personal subjective feelings (both positive and negative) in the TtR event.	- It is inconvenient to translate into Chinese. - 好高兴, 好像看到了地球村 (I am so glad to see the Earth as a family.) - 曾经摩西劈开红海带领犹太人走出埃及, 如今没有摩西而美国人也更不要带领 (Moses once split the Red Sea and led the Jews out of Egypt. Now there is no Moses and the Americans do not need a leader to come to the RedNote.)
	<i>Reflection on Flocking</i>	Reflecting and analyzing the TtR event from a higher level.	
	<i>Marketing</i>	Taking advantage of the crisis to boost the account, selling products, and advertising.	- I'm Y**p, a Chinese brand ...

RedNote natives, newcomers, and the TtR event. Combined with the personal experiences of either native users or newcomers, the sharing of their feelings can be positive, such as excited, warm, and grateful; negative, such as annoyed, worried, and disappointed; or mixed. In addition to feelings, there are also discussions, analyses, and reflections on this event with deeper insights, which are coded as Reflection on Flocking. For example, some posts analyzed the behaviors of two groups of users, the impact of the TikTok ban on the RedNote community, and the future development of the RedNote community. Some of the posts also took advantage of the substantial traffic advantages resulting from users migrating from

TikTok to boost their accounts, sell products, and advertise, which are coded as Marketing.

5 Discussion

In this section, we discuss the findings and propose design implications for online social media platforms on cross-culture interactions.

First, we observe that most posting interaction strategies during the **Opening**, **Orientation**, and **Conversation** stages adopted by natives and newcomers are signals of kindness and warmth. This observation may help explain the factors contributing to the harmonious influx of TikTok migrants into RedNote. In previous cases,

such as the “Eternal September” [14], there often arises widespread negative impact between natives and newcomers, such as complaints and conflicts, which might result from the newcomers not knowing about the community norms [26]. Dennen [9] indicates that new users need to observe and understand community norms through imitation and learning to integrate into online communities gradually. However, in the TtR event, the mutual kindness between natives and newcomers fostered a welcoming, open environment that facilitated deeper communication. For instance, newcomers expressed greetings, willingness to engage, posting in both Chinese and English, and even concerns about disturbing natives. Additionally, kind humor served as a bridge to break down communication barriers between the two groups with different languages and cultures; “animal tax” is a prominent example of finding common ground in the shared love for cats. In other cases, natives actively shared community norms and guided newcomers on how to use the platform, providing assistance for newcomers to adapt quickly. The kindness might potentially facilitate the integration process for newcomers on community norms, which decreased the possibility to intrigue conflict. Furthermore, future work can explore the key factors behind the formation of kindness to guide better communication between cross-cultural groups. Different from the previous active migration of newcomers [15], Tiktok migrants are triggered by the ban risk of the original platform, and self-claimed as “refugees” in their posts or hashtags. Such expressions may have a certain degree of showing weakness, which may promote trust, love and closeness among natives, thereby promoting communication between the two sides [5, 33, 37].

Second, in **Reaction to Flocking**, we also observed that there are some users posting inappropriate content, which might result from intentional disturbances or not being familiar with different regulatory standards on platforms. For example, there is a case in sharing theme showing that one user shared screenshots of harassment received in private messages. Therefore, in the early stages, the platform needs to strengthen content moderation to prevent the influx of diverse undesirable content, such as automatic content moderation [20] which has been employed on platforms like Reddit [17]. Specifically, some users have expressed dissatisfaction and complaints on the recommendation algorithm. For instance, one user mentioned that he was not following the TtR event, yet the recommendation algorithm presented him with too many related posts, negatively impacting his user experience. This suggests that the platform should adjust its recommendation algorithm strategy to filter for users who genuinely wish to engage with the community based on their preferences and demands [38], historical behavior records [22], etc.

Third, based on the cases we find in our dataset and codebook, we summarised some potential focus for platforms to facilitate cross-culture interaction at an early stage. **High-quality language support** could be an urgent feature. Although jokes arising from language issues in the early stages of communication may help break down barriers, they can be detrimental to deep knowledge exchange, potentially leading to misunderstandings. In line with this, RedNote has urgently launched an official built-in translation feature. However, the current built-in translation, similar to Google Translate, primarily focuses on dialogue comprehension. In the future, the platform could consider more complex scenarios with multimodal (e.g., memes) and preserving metaphorical meanings

(e.g., “来了给你好果子吃”, which would be translated by Google Translate as “Come and give you good fruit to eat”, but actually conveys a negative potential meaning on being aggressive to someone) [18]. In addition, **humor exchange support** could also be a potential feature to bridge the interaction between natives and newcomers. They broke the ice of communication through animal tax and meme exchanges. Future platforms can consider providing assistance to users in expressing humor, such as providing modification suggestions or discovering interesting points through large language models [42], even using AI agents as facilitators to break the catfish effect [36]. Platforms could also consider incorporating **native protection** features to maintain the sustainability of the community. The flux of newcomers is both a chance and a challenge for native creators, which brings in viewers but also increases competitors. Some native creators complain that newcomers easily attract attention (referred to as “traffic codes”), gaining more followers in a few days than they have in several months. Therefore, to prevent the loss of natives, the platform should consider balancing traffic distribution between the two groups, ensuring that new users are welcomed while minimizing the impact on existing users. Platforms could consider adding posting frequency control regulations, a.k.a “post throttling” [25], and refining their recommendation algorithm to incorporate features like user joining time as one dimension of features of the posts when curating and presenting the for you page. Nevertheless, platforms endeavoring to facilitate cross-cultural conversation through new attempts should **considering the potential effects on existing diverse users**. Users who currently engage with the platform have formulated their own folk theory based on their experience, like how the content recommendation happens [10]. Both overt modifications (e.g., the built-in translation) and subtle adjustments (e.g., content checking algorithm) could capture users’ attention. However, when platforms tailor their changes to target users, they risk disregarding the needs of peripheral users, which may result in adverse effects, including user attrition [8]. Further longitudinal study is encouraged to undertake long-term data analysis to explore how diverse user groups react to and adapt to platform changes, which would offer a deeper understanding of user adaptation and inform the balanced feature designs.

Several limitations exist in this work. Firstly, data bias remains despite expanding the search pool and constructing the dataset through a snowball sampling method. For instance, while popularity-based crawling returns content that is most easily seen by users, it may also lead to content homogenization due to the recommendation algorithm of the RedNote [21]. Future work may consider dividing the event by time and adopting a stratified sampling method [32] from different development stages of the event to ensure that the collected data is both comprehensive and representative. Additionally, since we are in the early stages of event development, with rapid changes occurring daily—such as the U.S. government’s announcement to temporarily restore TikTok—we observed a new type of content on RedNote, characterized by “I am going to quit RedNote.” These new phenomena, which emerged after the data collection cutoff date, were not included in the dataset, which means our codebook does not fully reflect this event. Future work may consider collecting more comprehensive and extensive data after the event stabilizes to support research findings better. Thirdly, while the open coding method ensures the reliability of the analysis

process, it limits the volume of data that can be analyzed, especially regarding the multimodal data from the RedNote platform. Future work could consider training multimodal classifiers, like [28] to identify the code types within each post/comment, thereby supporting quantitative analysis of large datasets, such as the dataset of text-videos / text-images on YouTube, TikTok, and other sources (e.g., [34]).

6 Conclusion

In this work, we explore the interaction strategies of natives and newcomers during the early stage of TikTok migrants flocking to RedNote. We confirm that the TTR event has sparked widespread participation in interactions among users from different countries. Through open coding, we identify the posting interaction strategies of both natives and newcomers. Furthermore, we summarize the impact of these interaction strategies on the newcomers' process of fitting in, as well as the potential challenges they face, shedding light on the interaction construction of massive online immigration characterized by significant cultural differences.

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A Appendix

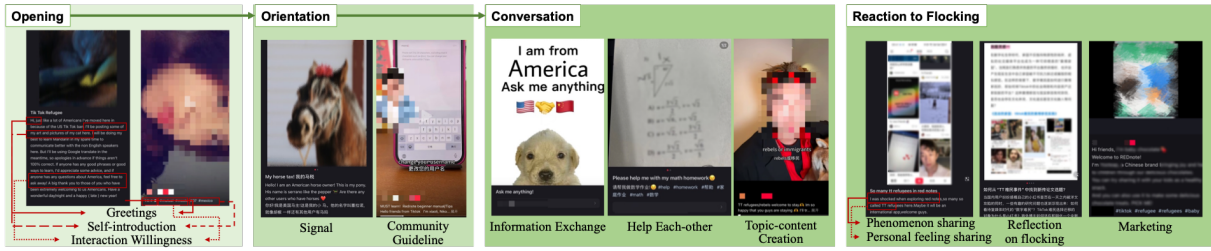


Figure 2: Examples of posts of each code

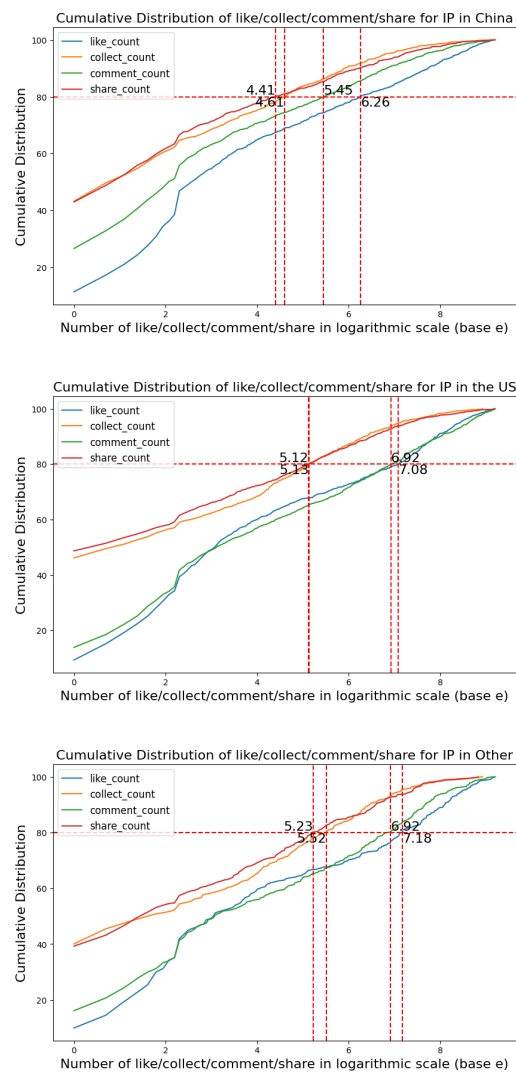


Figure 3: The cumulative distribution of likes/collects/comments/shares for the posts with IP in China, the US and Others