

Fleeing TikTok to Rednote: Leveraging Generative Technologies to Support Cross-Language Communication for TikTok Refugees on Chinese Social Networking Platforms

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ABSTRACT

As the U.S. government enforces a ban on TikTok, many users are seeking alternative platforms, creating unprecedented opportunities for Chinese social media applications, particularly platforms like Xiaohongshu (RedNote). These platforms have seen a significant increase in downloads in the U.S. market, showcasing the global potential of Chinese social platforms. However, alongside this opportunity comes the challenge of effectively navigating multilingual and multicultural environments. Optimizing language services to accommodate and fulfill the needs of global users has thus become a critical factor in the successful expansion of Chinese social platforms into international markets. The optimization of language services involves not only basic translation issues but also the use of technology to enable seamless communication across languages, cultures, and countries. Modern technologies, such as natural language processing (NLP), machine learning, speech recognition, and generative artificial intelligence (GenAI), provide powerful support. These technologies can not only improve the accuracy and fluency of translations but also enable personalized and intelligent language services across platform interfaces, operational guidance, content creation, content recommendation, and content moderation, addressing the needs of users from different cultural and linguistic backgrounds. This paper will explore, from a technical implementation perspective, how advanced technologies can optimize language services and enhance the global competitiveness of Chinese social platforms. Key aspects include the application of real-time translation systems, speech-to-text and text-to-speech technologies, intelligent content recommendation algorithms, and multilingual content moderation tools. The effective integration of these technologies will not only improve user experience but also help platforms establish robust cross-national communication capabilities in diverse cultural and linguistic environments, strengthening their international development potential.

Keywords: TikTok Refugees; generative artificial intelligence; Social Networking Platforms; language services

1. INTRODUCTION

The U.S. government's ban on TikTok has compelled a significant number of loyal users to seek alternative platforms (Baptista et al., 2025; Cheung et al., 2025). Many of these users have migrated to Chinese social media platforms, notably Rednote and Douyin, which have witnessed a substantial increase in download volumes within the U.S. market (Lyons, 2025). Of particular note is Rednote, which rapidly ascended to the top of the U.S. Apple App Store's free app download chart as of January 13, 2025, maintaining a prominent position in the subsequent days (Rosenblatt, 2025; Trangle, 2025). This shift underscores the growing appeal and competitive strength of Chinese social media platforms in the U.S. market. Moreover, a considerable number of users have humorously

labeled themselves "TikTok refugees" (Ewe, 2025; Langchen, 2025), widely utilizing the #TikTokRefugee hashtag on social platforms, thereby further propelling the spread of this phenomenon across global social media networks. This trend has sparked widespread attention within the international community, signaling a significant transformation in the global social platform ecosystem and user behavioral patterns.

As an increasing number of international users flock to Chinese social platforms, the importance of language services has become increasingly prominent, particularly in the context of platform globalization (Ekuerhare & Udoka, 2024; Shi et al., 2022; Yao et al., 2016). These platforms are confronted with users from diverse cultural backgrounds and varying language requirements, making language services a critical issue in addressing the challenges of global expansion (Alguliyev & Mahmudov, 2018). Overcoming language barriers, cultural preferences, and the diversity of user needs has thus emerged as a key factor in whether Chinese social platforms can successfully attract and retain overseas users. For example, in response to this challenge, Xiaohongshu has swiftly posted recruitment advertisements for language service-related positions (Wakasugi, 2025), signaling the indispensable role of language services in the platform's globalization strategy. This initiative not only highlights the platform's recognition of the pivotal role language services play in enhancing user experience and attracting international users but also underscores the strategic importance of language services in the internationalization process. Whether through content translation, language support for real-time social interactions, or the localization of interfaces and content, language services play a key role in improving user experience, enhancing cultural adaptability, and strengthening competitiveness in the global market. Therefore, achieving precision and efficiency in language services is a core issue for Chinese social platforms as they expand into global markets.

In today's globalized digital landscape, the delivery of high-quality language services in a timely manner has emerged as a pivotal factor in the international expansion of Chinese social media platforms. This research seeks to address this critical need by investigating how cutting-edge technologies—including natural language processing, machine learning, speech recognition, and generative artificial intelligence—can be leveraged to develop robust language service strategies. The study will analyze the linguistic and cultural challenges these platforms encounter as they expand globally, with the ultimate goal of enhancing their international competitiveness. Specifically, the research will focus on the role of technology in facilitating seamless cross-linguistic and cross-cultural interactions. It will explore how platforms can optimize various aspects of their operations, such as interface design, user navigation, content generation, distribution, and moderation, to effectively engage and retain a diverse global audience. Additionally, the study will propose innovative, technology-driven solutions to refine language services, thereby improving user experience and strengthening cross-cultural communication capabilities. These advancements are expected to support Chinese social platforms in achieving greater market penetration and success in their global expansion efforts.

2. SUGGESTIONS

The analysis in this section will examine how Chinese social platforms can address the challenges in the globalization process through the optimization of language services. Specifically, platforms need to adopt effective strategies in areas such as interface selection, operational guidance, content creation, content recommendation, and content moderation to ensure they can meet the needs of users from different linguistic and cultural backgrounds.

2.1 INTERFACE SELECTION

Platforms should offer users the option to automatically detect their language preferences based on geographic location, IP address, or account settings, and subsequently select the appropriate interface language (Gäde & Petras,

2014; Reinecke, 2012). This functionality not only alleviates the need for manual language selection but also ensures that users can swiftly access their preferred language environment, which is particularly critical for users in multilingual regions. For example, when a user is located in the UK, the platform will automatically switch to an English interface, while in China, it will transition to a Chinese interface. By integrating such automatic recognition features, platforms can provide personalized services that enhance user experience and overall satisfaction (Liu & Heimgärtner, 2022; Reinecke, 2012).

In addition, platforms should provide a manual language selection feature, allowing users to choose their interface language according to personal preferences (Gäde & Petras, 2014; Montagud et al., 2017). This feature ensures that users have greater control beyond the automatic selection, which is particularly important for multinational corporations or users within multilingual communities. Through flexible language options, users can select from a variety of languages, including Chinese, English, Japanese, Spanish, and others, thereby accommodating the needs of diverse linguistic groups (Alon & Krtalić, 2024).

For platforms with a diverse user base, it is essential to further enhance language adaptation features. For example, offering real-time language switching options or automatically adjusting the interface based on the user's frequently used language settings can optimize operational processes and improve user experience (Alahari et al., 2024). Additionally, to benefit a wider range of users, platforms could incorporate language learning modes to assist users in gradually improving their language skills while using the platform, especially in contexts where cross-cultural communication is frequent (Xia et al., 2024).

2.2 OPERATIONAL GUIDANCE

To help new users quickly adapt to the platform, it is essential to provide operational guidance in multiple languages. The onboarding process should cover basic platform functionalities through various forms of tutorials, including text, images, and videos (Chi et al., 2012; Rosser & Wiggins, 2018). For instance, the platform could offer multilingual onboarding videos in languages such as English, French, and Spanish to ensure that users from diverse linguistic backgrounds can easily get started.

Additionally, the platform should automatically display the corresponding language version of the operational guide based on the user's language settings, preventing confusion due to language barriers. The guidance content should be concise and clear, highlighting key platform features and common operational steps to help new users quickly master essential skills and enhance their initial experience. Interactive help features can be incorporated, allowing users to ask questions at different stages of operation and receive immediate responses, thereby ensuring a smooth registration, setup, and basic usage process (Koehn, 2009).

2.3 CONTENT CREATION

The author randomly selected 100 English comments and their corresponding Chinese translations, inviting three translation instructors to evaluate the accuracy of RedNote's automatic translation. The results showed a relatively high average accuracy rate of 99%. The only error was related to the translation of one culturally loaded term (brick by brick). However, its automatic translation feature is currently limited to English-to-Chinese translation and does not yet support translation between other language pairs (e.g., English to Chinese or Chinese to French). Therefore, the platform should provide translation or speech conversion services across multiple languages for various content types, including text, images, and videos (Castilho et al., 2017). These features not only improve content creation efficiency but also enhance communication and interaction among global users. Firstly, the

platform should offer real-time translation services that enable the automatic conversion of user-generated text into different language versions. Whether it is a brief social media post, a blog article, or professional literature, the platform can automatically detect the source language and provide accurate translations. Users can select from various language versions, ensuring that their content reaches a multilingual audience, particularly in international and multicultural settings. This functionality helps users overcome language barriers and expand their reach to a broader audience (Gough et al., 2023).

In addition, the platform should support multilingual conversion during video recording, utilizing advanced technologies such as speech recognition (Gaikwad et al., 2010), speech synthesis (Dutoit, 1997), and lip-syncing (Ali et al., 2018; Park et al., 2022) to provide accurate language conversion (Kumar et al., 2023; Nanditha et al., 2023). These technologies enable content creators to overcome language barriers and enhance the global dissemination of their content.

Additionally, the platform should provide features such as real-time generation of translated subtitles (Yan, 2022) to ensure the smooth presentation of video content across different language users. Especially in a cross-cultural context, technology can optimize the localization of videos to better align with the expressions of various languages and cultures, enhancing the user's viewing experience. The platform should offer more flexible and effective tools through multimodal transformation to support content sharing and interaction among global users, promoting the spread of content across different linguistic environments.

Finally, for the text in images, the platform should provide OCR (Optical Character Recognition) technology to automatically extract and translate the text content in the image (Hemalakshmi et al., 2017; Sarika et al., 2021). This is particularly important for displaying images with text, such as advertisements, posters, infographics, etc. OCR technology can instantly recognize the text in images and translate it into the target language, making the content of the image understandable to users of different languages. This technology will provide users with a more convenient content creation experience, reducing the complexity of manual translation.

2.4 CONTENT MODERATION

With the globalization of platforms, especially the influx of international social media users like those from TikTok onto domestic Chinese platforms, the diversity of content and frequency of interaction have increased dramatically, presenting unprecedented challenges for these platforms. This influx of users has not only facilitated broader cultural exchange and language collisions but also heightened the complexity of content management. In order to maintain the healthy development of the platform and ensure compliance with local laws, regulations, and ethical standards, effective content moderation mechanisms must be implemented to prevent the spread of misinformation, hate speech, discriminatory content, and inappropriate behavior (Ulrich & Petermann, 2017; Wilson & Land, 2020).

Specifically, as users from different cultural and linguistic backgrounds continue to increase, content moderation on platforms must not only quickly identify and address inappropriate content but also consider cultural sensitivity, ensuring that content can be appropriately interpreted and disseminated within various linguistic and cultural contexts (Chan et al., 2023). For example, misinformation may spark widespread attention globally, hate speech and discriminatory content can trigger severe social conflicts, while biases and stereotypes may exacerbate social injustice and inequality. In this context, platforms must rely on efficient and accurate content moderation mechanisms to protect user safety, promote cross-cultural understanding, and ensure the platform's long-term development and compliance.

Platforms can achieve efficient and accurate content moderation by combining the synergy of artificial intelligence (AI) and human review (Barnes, 2022). AI technology can play a crucial role in content moderation (Mantri, 2021; Sun & Ni, 2022; Udupa et al., 2021), especially when dealing with large volumes of data. Through natural language processing (NLP) and machine learning models, AI can efficiently and automatically detect and flag potential violations such as misinformation, hate speech, discriminatory content, biases, and stereotypes (Nakov et al., 2021). For example, AI can analyze text content and identify offensive language, use sentiment analysis to determine the emotional tone of content, and even monitor the cross-linguistic spread of malicious information (Shah et al., 2022; Skumanich & Kim, 2024). Additionally, AI can analyze images and videos to detect inappropriate content (El Bakri et al., 2024; Zhuang et al., 2020). The application of AI technology can help platforms review large amounts of content in real time, quickly identify issues, and reduce the workload of human moderators.

However, AI-based moderation is not flawless, especially when handling complex contexts and cultural differences, which may lead to misjudgments (Llansó, 2020). Therefore, human review remains an indispensable complement (Lai et al., 2022). Human moderators can conduct in-depth analyses of AI-flagged content based on cultural background and context, ensuring the accuracy and fairness of the moderation (Wang, 2025). The collaboration between AI and human moderators can enhance both the efficiency and precision of content review, ensuring that platform content aligns with the ethical norms and legal requirements of global users (Lykouris & Weng, 2024).

2.5 CONTENT RECOMMENDATION

For tagged content, the platform needs to leverage natural language processing (NLP) technology to automatically recognize and understand the semantics of the tags, ensuring that the core meaning of the tags can be accurately conveyed across languages and cultures (Germann et al., 2018; Maynard et al., 2017; Savchenko & Tynchenko, 2024). Through semantic analysis, the platform can assess the applicability of tags in different linguistic environments and establish a multilingual tag mapping system. The platform should also dynamically adjust the mapping of tags based on global and regional trending topics to ensure that tags are consistently understood and recommended across different cultural contexts.

For content without tags, the platform should use automatic summarization technology to extract key information, followed by cross-linguistic translation and cultural adaptation (Goriparthi, 2021; Ogden et al., 1999; Zhang et al., 2016). During the translation process, it is essential to focus not only on the literal meaning but also to make appropriate adjustments based on the target cultural context to ensure that the recommended content aligns with the user's cultural habits and values. Additionally, the platform should personalize content recommendations based on the user's historical behavior and preferences, making the content more relevant to the user's cultural perspective and needs (Lee et al., 2017; Tongx & Danting, 2024).

The platform must address the sensitivities inherent in diverse cultural and religious contexts, particularly with respect to religion, beliefs, and taboos, ensuring that the content disseminated does not provoke controversy or misunderstandings (Rehm et al., 2007). To this end, the platform should implement cultural adaptation algorithms capable of identifying and mitigating content that touches on sensitive topics. Moreover, it is essential to adjust both the form and tone of the content in accordance with cultural distinctions, ensuring that the disseminated material not only aligns with the cultural norms of the target audience but also respects their religious beliefs and social customs (Rehm et al., 2007).

3. THEORETICAL UNIDERPINS

The Technology Acceptance Model (TAM) (Davis, 1989) provides a useful framework for explaining why foreign users flocked to RedNote after the ban on TikTok and why potential technological enhancements could further strengthen user adoption. According to TAM, two key factors influence technology adoption: Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). Perceived Usefulness refers to the extent to which users believe that using a particular technology will enhance their performance or meet their needs, while Perceived Ease of Use refers to how effortless and intuitive users perceive the technology to be. When TikTok was banned, users sought alternative platforms that could fulfill similar social and entertainment needs, positioning RedNote as a natural substitute. Its user-friendly interface, algorithm-driven content recommendations, and strong community engagement closely resemble TikTok's content ecosystem, reinforcing users' perception of its usefulness and ease of use.

The potential integration of advanced technological features could further enhance RedNote's perceived usefulness and ease of use. If real-time translation systems were introduced, they would enable users to overcome language barriers, facilitating communication and content consumption across different cultures. Speech-to-text and text-to-speech technologies could enhance accessibility and content creation, making it easier for users to engage with the platform's content. Intelligent content recommendation algorithms would personalize the user experience by analyzing user behavior and preferences, ensuring that users are shown content aligned with their interests, thereby increasing engagement and satisfaction. Additionally, multilingual content moderation tools could help maintain a safe and respectful online environment, fostering trust and comfort among international users. These technological enhancements would improve both the perceived usefulness and ease of use, making RedNote more appealing and encouraging sustained user engagement.

The introduction of AI-driven content moderation and machine translation also raises some ethical concerns. Firstly, privacy issues are a significant ethical challenge in content moderation. AI content moderation systems automatically analyze user-generated text, images, audio, and video to identify potential violations or sensitive information. This means platforms need to collect and process large amounts of user data, including personal chat records, search history, and location information, which could lead to data misuse and privacy breaches. Therefore, platforms need to define the scope of data usage, strengthen user consent mechanisms, and ensure the protection of user privacy. Secondly, the issue of bias in machine translation also causes controversy in cross-cultural communication. AI translation systems are often trained on large-scale language data, which may carry cultural, political, and gender biases. For example, AI may automatically reinforce gender stereotypes when translating job-related terms. Therefore, platforms need to optimize training data to reduce biases and improve the fairness and accuracy of translations.

5. CONCLUSION

The "TikTok refugee wave" has ushered in a surge of international users, presenting Chinese social media platforms with unprecedented growth opportunities. However, this influx also demands a significant enhancement of their global and multilingual service capabilities. Refining language services is crucial, as it not only breaks down linguistic and cultural barriers but also elevates the overall user experience, providing robust support for the platforms' international expansion. To effectively attract and retain users from diverse cultural backgrounds, Chinese social platforms must adopt strategies such as multilingual interfaces, real-time translation, cultural localization, and intelligent content moderation. These measures are essential for strengthening their competitiveness in the global market.

As globalization continues to advance, language services will become an integral component of the internationalization strategy for Chinese social media platforms. By leveraging advanced technologies—such as natural language processing, machine learning, speech recognition, and generative artificial intelligence—platforms can optimize language services to facilitate seamless interaction and cross-cultural communication among global users. These technological solutions enable platforms to efficiently address the challenges posed by linguistic and cultural diversity, positioning them to thrive in the fiercely competitive global landscape. Ultimately, this approach will drive broader market reach and sustained user growth, ensuring long-term success in the international arena.

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