



Social Media Platform 'RED': (小红书; xiǎo hóng shū)

A liminal space for Chinese international students

Social Media in Higher Education:
Current Perspectives and Practices

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Uncertainty status

Ever-Evolving Nature of Social Media
Digital Transformation of Higher Education
Individual Differences Among Users



The significant and rational
of my research

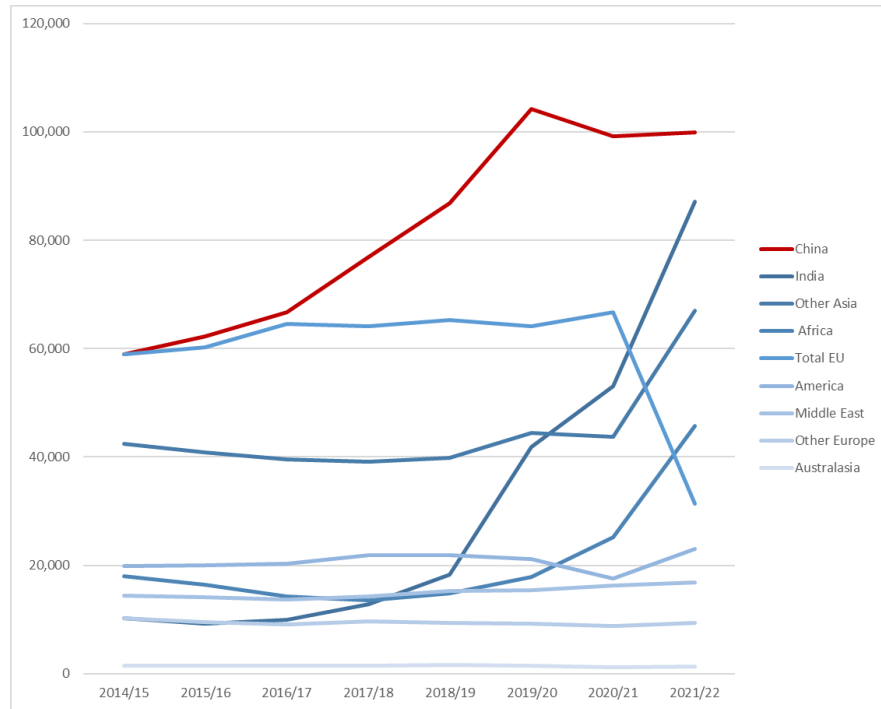
小红书

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**Discourse Practices of
Chinese Doctoral Students in
the UK on RED**

小红书

Chinese international students are a key demographic in UK Higher Education.



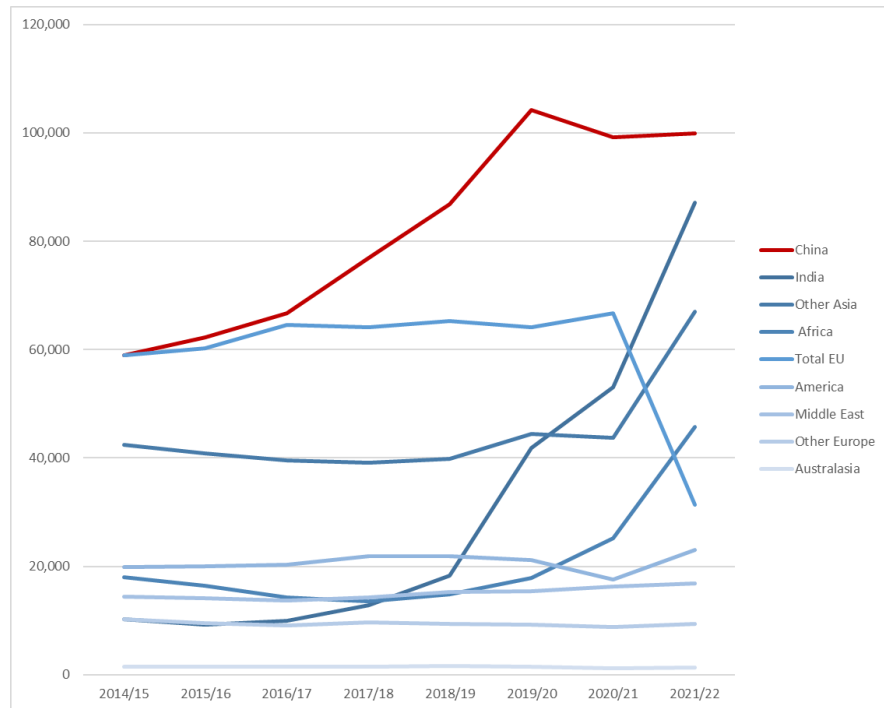
(HESA, 2023)

In which social media platform, we can find Chinese international students?



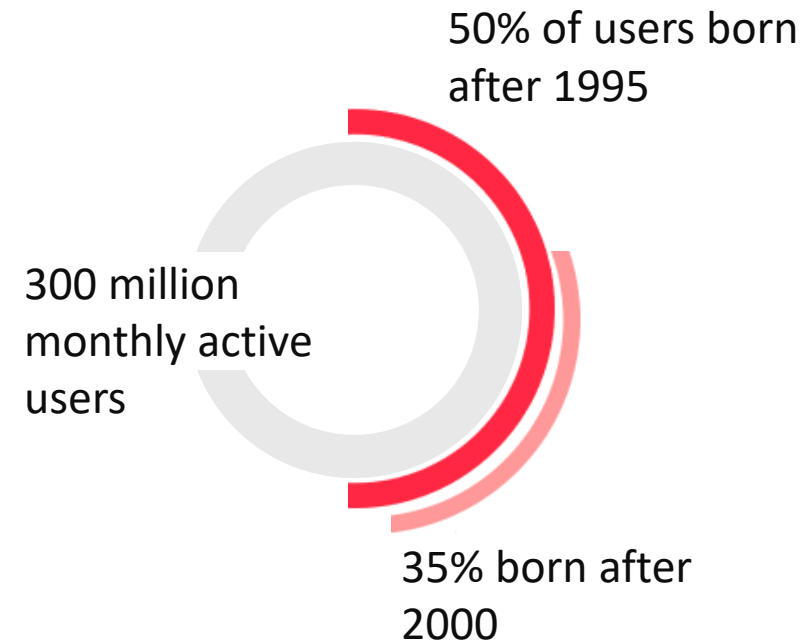
(oversimplification as echoed in arguments by Gu, 2009; Huang, 2012)

Chinese international students are a key demographic in UK Higher Education.



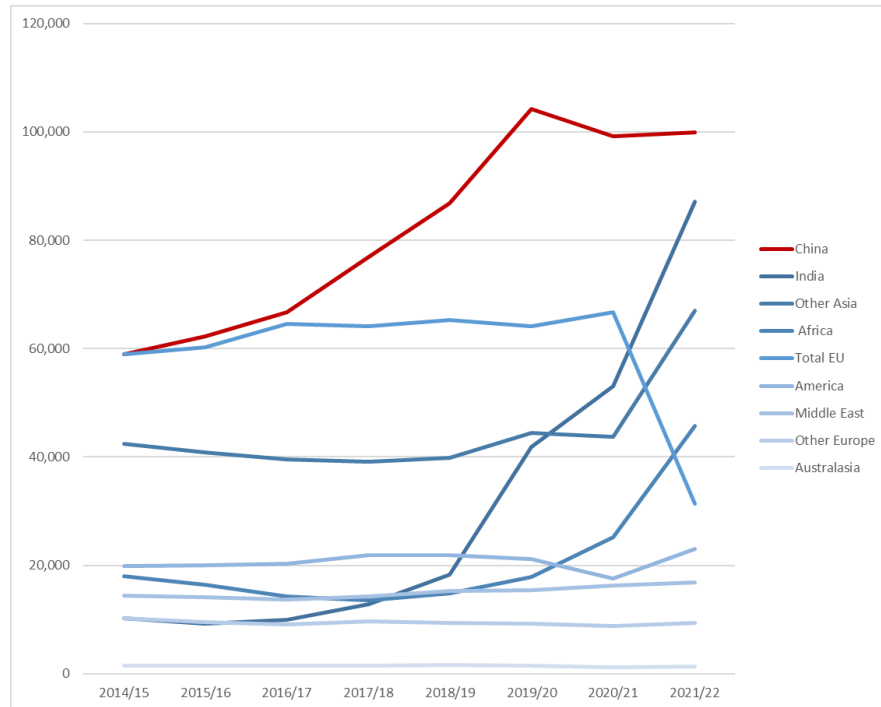
(HESA, 2023)

In which social media platform, we can find Chinese international students?



Chinese international students are a key demographic in UK Higher Education.

In which social media platform, we can find Chinese international students?



英国博士 #UK Doctorate

33.5M views

英国 PhD #UK PhD

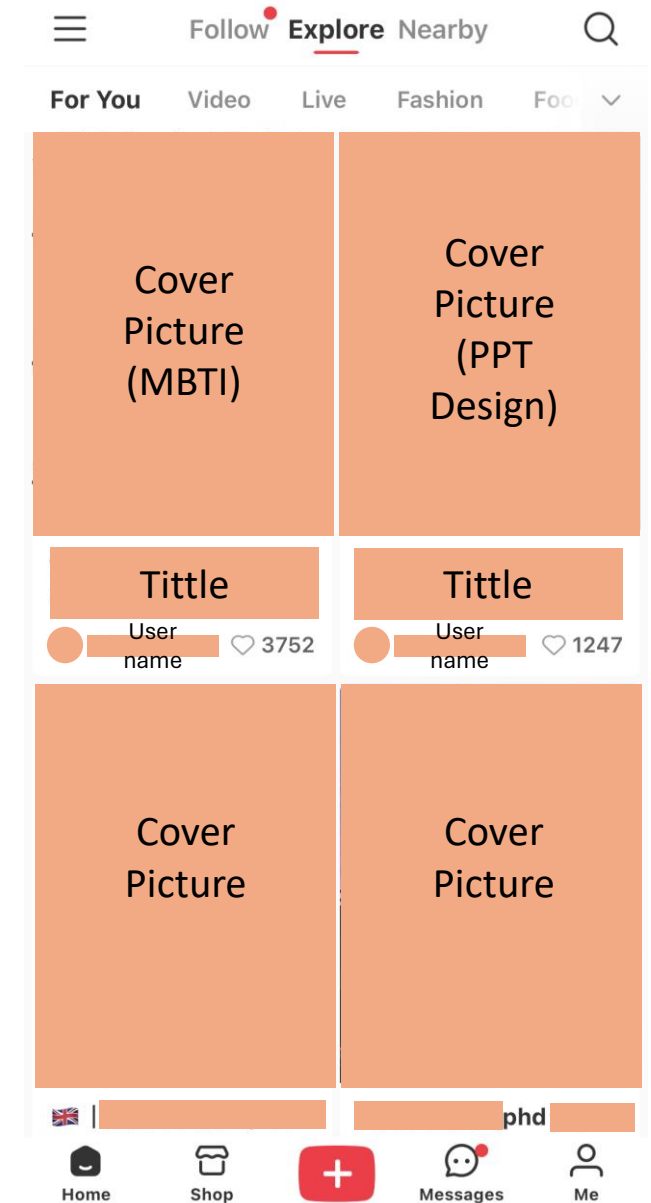
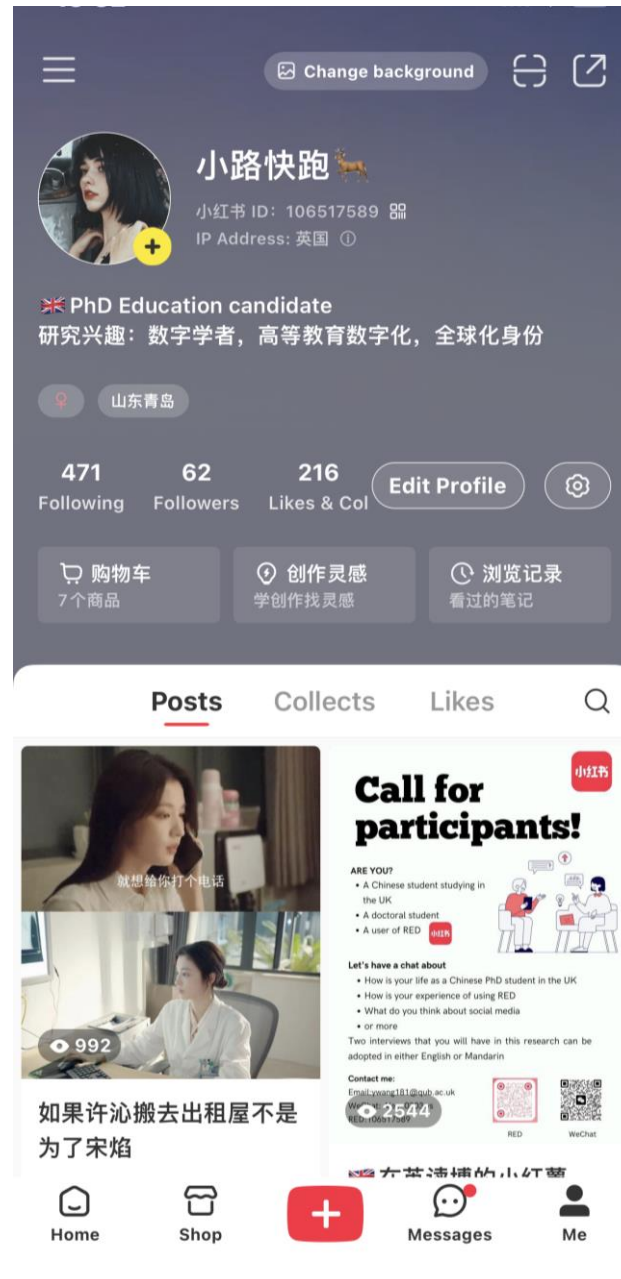
10.6M views

(HESA, 2023)

"Life Encyclopedia"
Seeding interests (种草 zhòng cǎo)
Authentic sharing

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A waterfall or Pinterest-style layout

**Narrative Interviews
&
Digital Examples
Collection**

**Studying/ied in UK for
their doctoral degree**

Active users of RED

**Chinese, Mandarin
speakers**

**20 participants from
various areas**

**Protecting
Participants from any
Undue Harm**

**Confidentiali
ty**

Anonymity

Various Discourse Practices

Formal academic writing (which is not included in this research)

Informal academic writing (Frick & Brodin, 2020)

Everyday writing

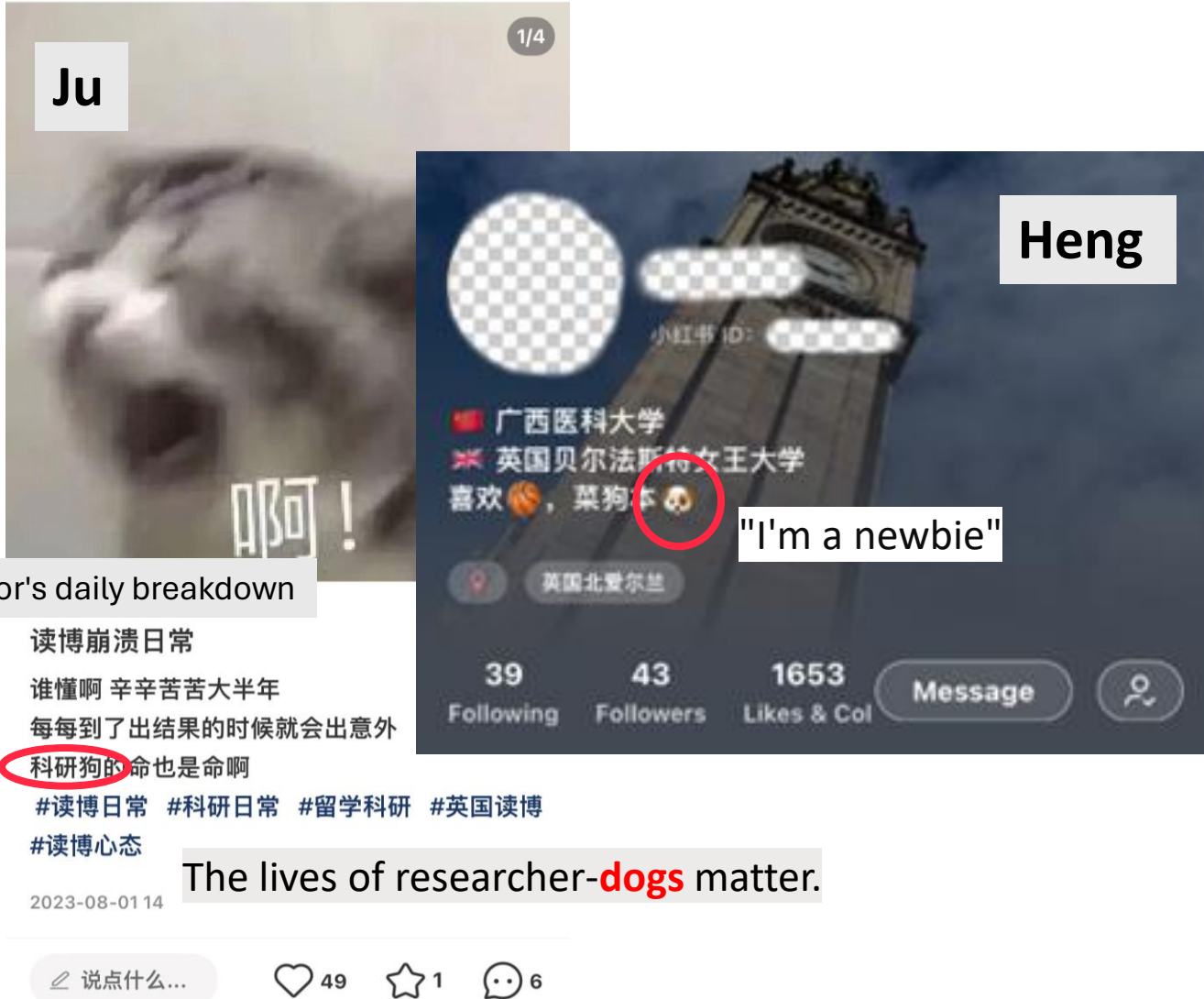
Likes, Comments, Collect and Share

Various Users

1. Sharing their life and study in other country
2. Speaking to their tribe
3. Earning money by providing academic services
4. Silent users

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Linguistic Features



Social Activities

Showing the hope to find someone who understands them but use a self-deprecating tone to protect themselves from being misunderstood as showing off.

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Linguistic Features



Lin

🇬🇧 PhD |
Doctoral
Weekly Dairy
#week xxx

Social Activities

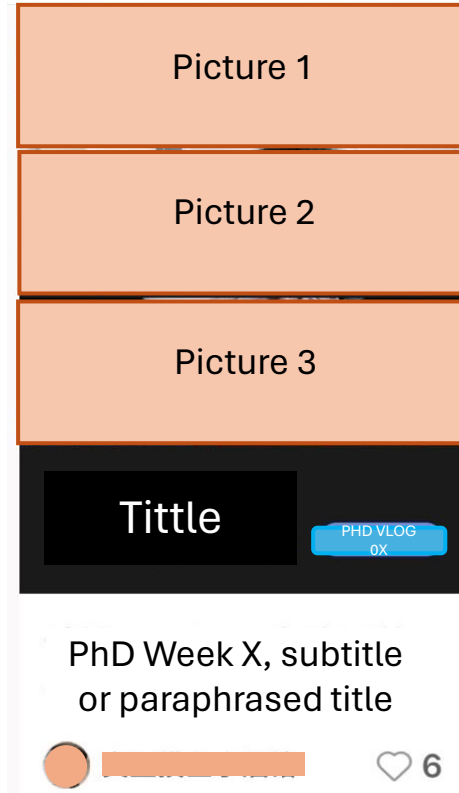
“From the perspective of mental internal consumption, we (I) need someone to talk to, but it is actually difficult to find one in real life whom you feel safe to communicate with. Keeping notes online can be a way to relieve me...This is also a way for me to maintain my mental health.”

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Linguistic Features

Long



Social Activities

Weekly Vlog--
professional exercise and
presentation

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Linguistic Features

🇬🇧 伦敦吃什么——Sollip

🇬🇧 伦敦无聊干什么——逛吃 Borough Market

🇬🇧 伦敦吃什么——OPSO

🇬🇧 伦敦吃什么 brunch
——Apple Butter Cafe

🇬🇧 无聊干什么——好书推荐 关于黑塞

Wang

🇬🇧 What can we (do) at (location)/ when-----the content of the post/the answer to the question

Social Activities

Recorded as archived and memorable experiences for Socialization and Social Identity

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Digital University

Chinese international (doctoral) students, as an example, show that the consideration of a digital university extends beyond the university itself. Students' initiatives play an important role during this digital transformation in higher education institutions. More consideration could be placed on how to utilize students' autonomy to monitor and support them.

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