An Exploration of User Politeness Experience on RedNote Social Platform in the Context of Tourism in China

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Abstract: In the context of the digital wave and the promotion of network technology, global social platforms have flourished. China's implementation of the visa-free policy has effectively promoted the prosperity of the inbound tourism market, creating new development opportunities for social platforms and driving the demand for service quality upgrades. As a representative social platform in China, Xiaohongshu, also widely known as RedNote, has successfully attracted a massive user base, including cross-border tourists, with its unique content ecosystem and community interaction mechanism.

This study employs the Critical Incident Technique (CIT) for systematic analysis and finds that users' politeness experience is mainly influenced by key factors such as content publication, community interaction, rights protection and regulation, intelligent recommendations, customer service maintenance, and information communication. Accordingly, optimization suggestions are proposed from the perspectives of the government, platform, and users to provide theoretical references for improving the politeness experience of RedNote's users.

The aim of this study is to enhance RedNote's ability to serve multicultural users, support its internationalization strategy, and attract more tourists to China's tourism industry, providing more diverse exchanges and support.

Keywords- China Tourism, Politeness, Social Platform, User Experience, RedNote

INTRODUCTION

In the context of the digital wave deeply permeating all fields of society, social platforms have sprung up rapidly around the world. Particularly in recent years, China's implementation of the visa-free policy has greatly boosted the number of international tourists. This phenomenon has not only injected new vitality into China's tourism industry but has also brought more diverse requirements for social platforms serving these tourists.Taking RedNote as an example, as the most representative social platform in China, it has successfully attracted a massive user base, including many overseas tourists, with its unique content-sharing and community interaction model. In this context, it is self-evident that deeply exploring users' human-computer interaction experiences while using the RedNote social platform is of great importance.

During human-computer interactions, not every user can obtain a good experience. Issues such as search results not matching expectations, excessive advertising, content regulation loopholes, and slow customer service response can inconvenience users and even trigger dissatisfaction. These negative situations can affect the user's experience and hinder the positive development of the RedNote social platform. Particularly in attracting and serving international tourists, optimizing the functions of the RedNote social platform to enhance user experience and meet the needs of users from different cultural backgrounds has become a pressing challenge to overcome.

This study employs the Critical Incident Technique (CIT) to deeply analyze users' overall perceptions in the processes of search discovery, content publication, community interaction, and complaint reporting on the RedNote social platform. It precisely identifies the key factors that trigger "impolite" user experiences and proposes targeted improvement suggestions, providing theoretical references for platform optimization and enhancing the service quality of the RedNote social platform.In particular, this study focuses on international tourist groups from different cultural and linguistic backgrounds. By improving the user experience, the platform's appeal to international tourists can be enhanced, thereby promoting the platform's internationalization process. The study hopes to contribute to the development of China's tourism industry by attracting more international tourists to gain deeper insights into Chinese culture and customs through the RedNote social platform, thus fostering multicultural exchange.

LITERATURE REVIEW

A. Development and Current Status of China's Tourism Industry

Before the pandemic, China's tourism industry developed rapidly and became one of the world's most important tourist destinations. According to the "2019 Tourism Market Overview" released by the China Tourism Academy, the number of domestic tourists in 2019 reached 6.006 billion, an increase of 8.4%, and the number of inbound tourists was 145.31 million, an increase of 2.9%, setting a historical record[1]. This growth benefited from the implementation of China's visa-free policy, which significantly increased the number of foreign tourists, especially those from countries such as Singapore, Australia, and Malaysia[2]. The tourism industry not only contributed significantly to the national economy but also enhanced cultural soft power.Moreover, China's visa-free policy is not limited to short-term stays but also includes the 72/144-hour visa-free transit policy, further facilitating international tourists' entry[3]. For example, the 144-hour visa-free transit policy implemented in 2019

achieved a double breakthrough on the basis of the original 72-hour policy. On one hand, it extended the stay limit to 144 hours, covering five new pilot cities including Xiamen and Qingdao; on the other hand, it expanded the entry points, allowing citizens from 53 countries to enter through designated ports with a connecting flight ticket[4]. These policies have not only increased the attractiveness of China as a tourist destination but also promoted economic growth.

However, the outbreak of COVID-19 has caused a tremendous impact on the global tourism industry. International travel restrictions and the implementation of home isolation have led to a near standstill of the global tourism industry[5]. China is no exception, with its tourism industry severely affected, and many tourism enterprises and practitioners facing survival pressure[6]. Nevertheless, China has adopted proactive measures in pandemic prevention and control to gradually restore the development of the tourism industry. For instance, the Comprehensive Group of the Joint Prevention and Control Mechanism of the State Council of China issued the "Notice on Further Optimizing the Implementation of COVID-19 Epidemic Prevention and Control Measures," which explicitly states that nucleic acid test negative certificates and health codes will no longer be checked for individuals traveling across regions, and on-site testing will no longer be conducted[7].

As epidemic prevention and control entered a regular phase, China timely adjusted its visa-free policy to revitalize the tourism market. Since March 2023, China has implemented entry facilitation measures for countries such as Hungary, Switzerland, and Ireland, and continued to expand the applicable range in 2024[8-9]. These policies have enhanced the international image of China as a tourist destination, attracting more international tourists to experience China's culture and natural scenery[10].

China's visa-free policy significantly enhanced the attractiveness of China as a tourist destination and increased the number of international tourists before the outbreak of the pandemic. After the pandemic, China's gradual relaxation of the visa-free policy has successfully promoted the recovery of the tourism industry. These changes are beneficial for restoring the economic contributions of the tourism industry, enhancing China's competitiveness in the global tourism market, and providing an important research impetus for studying the user politeness experience on the RedNote social platform.

B. RedNote Social Platform

Social media platforms, built on the internet, enable rapid information dissemination, user interaction, and the construction of social networks. Their influence is significant, as they have not only revolutionized traditional communication methods but also subtly guided consumer behavior and interpersonal interactions. Moreover, they have profoundly impacted the shaping and development of social culture. Globally, social media platforms such as Instagram, TikTok, Twitter, and YouTube have stood out among many platforms, gaining immense popularity due to their unique functional advantages and large user bases.Instagram, with its ability to present high-quality images and videos, has successfully attracted a large group of users passionate about fashion and lifestyle[11]; TikTok has rapidly become a global sensation with its novel short video format, especially among the younger generation, making it a popular choice for daily entertainment and socializing[12]; Twitter, characterized by the immediacy and interactivity of information dissemination, plays a crucial role in news reporting and discussions of trending events, becoming one of the primary channels for obtaining the latest information[13]; YouTube, leveraging its vast and diverse video content and robust community interaction features, occupies an important position in the global video-sharing domain and has become one of the largest video-sharing platforms in the world[14].

In China, RedNote, a platform that integrates social networking and e-commerce, has rapidly risen in recent years to become one of the most popular social media platforms in the country. Initially starting with overseas shopping sharing, RedNote gradually expanded into multiple fields such as beauty, fashion, and travel, forming a community centered around user-generated content (UGC)[15].The main components of RedNote include three parts: users, content creators, and platform operators. Users are the core of the platform, acting as both producers and consumers of content. Content creators, such as Key Opinion Leaders (KOLs) and Key Opinion Consumers (KOCs), attract followers and influence purchasing decisions by sharing high-quality content. Platform operators provide technical support, content moderation, and commercial services to ensure the healthy development of the platform.This tripartite model not only promotes content diversity and richness but also provides users with a convenient shopping experience and a space for social interaction[16]. The interaction relationship among these three components is illustrated in Figure 1.

Through the above analysis, it can be seen that RedNote holds a unique position and plays an important role in the field of social media. This study can further explore the user politeness experience on RedNote in the context of China's tourism industry and analyze how to enhance user experience by optimizing platform functions and content strategies[17].
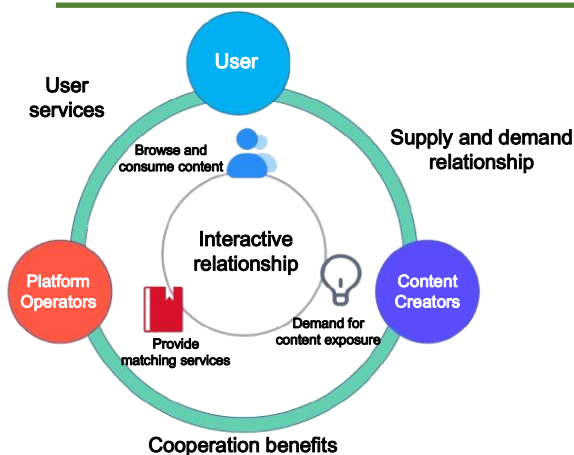
Fig. 1. Diagram of the Three-Party Interaction Relationship in Real Estate E-commerce Platforms.

C. User Politeness Experience

The study of user politeness experience is based on the integration of social signal theory and digital interaction, with its connotations constantly extending in technology-empowered virtual scenarios. Brunet et al. (2012) broke through the traditional framework of interpersonal interaction, redefining politeness as a communication state based on social signal transmission, providing a cognitive foundation for experience research in digital environments. With the popularization of social media, users' expectations of politeness have extended from interpersonal communication to anthropomorphic projections in human-computer interaction. Mulholland's (2004) media equivalence theory reveals the psychological mechanism by which users regard digital interfaces as social entities and have normative expectations for their functional design.In this context, Whitworth's (2005, 2009) "politeness computing" theory emphasizes that technological design must meet users' needs for autonomy and transparency, such as reducing intrusive pop-up interruptions and optimizing privacy protection. Design flaws in these areas are easily perceived as "impolite" behaviors by the platform, leading to a loss of trust. Recent studies have further expanded the dimensions and scenario applicability of politeness experience. For example, Chen and Huang (2025) analyzed e-commerce platform user data using the Critical Incident Technique, refining a politeness framework model based on the experience economy and revealing the moderating effect of platform types on user value co-creation paths.Chen and Hu's (2017) empirical study in virtual commercial scenarios shows that users' perception of politeness is multidimensional and context-dependent, especially in balancing indicators such as content authenticity, interaction friendliness, and platform neutrality during consumption decisions. It is worth noting that although existing literature rarely focuses directly on tourism scenarios, Skogan's (2005) research on service contact satisfaction points out that immediate experiences, such as the efficiency of information acquisition and the timeliness of feedback, have a decisive impact on user evaluations. This echoes the trend proposed by Chen and Huang (2025) that user needs in the context of the "experience economy" are shifting from material satisfaction to emotional value resonance.

As the core platform for sharing tourism information in China, the optimization of user politeness experience on RedNote should start from three aspects: technology, content ecosystem, and interaction design. From a technological perspective, this includes precise algorithm-based recommendations and privacy protection mechanisms. In terms of content ecosystem, it involves regulating the authenticity of community content. For interaction design, it includes optimizing settings such as user comment likes. The collaborative improvement in these aspects is a necessary condition for the transition of user experience from functional satisfaction to emotional resonance in the context of tourism.

RESEARCH METHODS

A. Critical Incident Technique

The Critical Incident Technique (CIT) is a qualitative research method proposed by Flanagan in 1954, originating from research on U.S. military psychology projects[25]. Its application scope has gradually expanded to multiple fields, including management, education, and medicine[26]. For example, Elisabete et al. (2022) studied the unique marketing processes and combinations formed by entrepreneurs during decision-making, further deepening the understanding of marketing strategies and practices in the early stages of business startups. Pettersson et al. (2024) analyzed the specific actions taken by healthcare professionals when providing services to children with Autism Spectrum Disorder in high-tech environments.

The Critical Incident Technique (CIT) focuses on real-life behaviors and problems. It collects respondents' descriptions of critical incidents through standardized procedures, classifies and analyzes these incidents, thereby efficiently sorting out problems, identifying key factors, and deriving solutions[29]. Compared to traditional service quality research methods, CIT has significant advantages. Therefore, this study adopts the Critical Incident Technique as its research method.

B. Research Design

Given the high efficiency, convenience, ensured response quality and depth, and enhanced data authenticity of online questionnaires, this study adopts online questionnaires for data collection. The questionnaire design is based on Bitner et al.'s research in 1990, collecting respondents' most satisfactory, happiest, most respected, or most polite use incidents or

processes while using the RedNote social platform. Conversely, it also collects respondents' most unsatisfactory, unhappiest, least respected, or most impolite use incidents or processes during their use of the RedNote social platform[30].

The target respondents of the questionnaire are current or former users of the RedNote social platform. Before filling out the questionnaire, they are clearly informed about the purpose and significance of the questionnaire collection. Participants in the questionnaire survey fill it out based on their real experiences, providing examples of satisfactory and unsatisfactory critical incidents encountered while using the RedNote social platform. The questionnaire collection will last for 20 days, after which the data will be systematically organized to lay the foundation for exploring the factors influencing the user politeness experience on the RedNote social platform.

DATA ANALYSIS

According to Flanagan's viewpoint, for activities that can be simply defined, analyzing 50 to 100 incidents is sufficient. This study conducted an online questionnaire distribution and collection from January 3, 2025, to January 23, 2025, with a period of 20 days. A total of 159 questionnaires were collected. Based on criteria such as data completeness, response quality, and relevance to the research purpose, invalid questionnaires that were blank, irrelevant, unclear in language expression, or not related to the research theme were excluded, resulting in 115 valid questionnaires.The analysis of valid questionnaire data showed 110 satisfactory critical incidents and 100 unsatisfactory critical incidents. Therefore, the sample size of respondents on the RedNote social platform in this study meets the requirements of the Critical Incident Technique[25].

A. Analysis of Respondents' Basic Information

Based on the analysis of valid questionnaire data, this study conducts descriptive statistical analysis from six perspectives: gender, age group, education level, occupation, usage frequency, and daily expenditure. In terms of gender distribution, the number of female respondents is significantly higher than that of male respondents, with 76 females and only 39 males. Regarding age structure, young respondents aged 18-25 dominate, accounting for 52.17%, followed by respondents aged 26-35, accounting for 28.70%, with the proportion of respondents aged 36 and above gradually decreasing.In terms of education level, respondents with a bachelor's degree account for the highest proportion at 67.83%, followed by respondents with a master's degree and those with an associate degree, accounting for 13.91% and 13.04%, respectively. The occupation distribution shows that the number of full-time students is the highest, with 59,

followed by employed individuals, with 48, and fewer unemployed and retired individuals. Regarding platform usage frequency, 66.96% of respondents use RedNote daily, 26.09% use it several times a week, and very few respondents use it infrequently.Overall, the respondent group of this study's RedNote platform mainly consists of young females, with a bachelor's degree or higher, who are full-time students or employed individuals, and have a high platform usage frequency.

B. Critical Incident Analysis

After a preliminary review of the satisfactory and unsatisfactory critical incidents in the valid questionnaires, this study classifies and defines them as shown in Table 1 and Table 2.

TABLE I. Classification and Definition of Satisfactory Critical Incidents

Categories	Definition Explanation
Search Discovery	The precision of user search, filtering, and discovery of other users, groups, or content creators, as well as the interface experience
Content Publication	The user experience of publishing text, images, and videos as content creators, and the platform's review of content quality according to relevant rules, as well as the intensity of its push and exposure
Rights Protection and Supervision	The process for users to appeal and report violations of community guidelines, inappropriate comments in the comments section, or unreasonable incidents, including the steps for filing a complaint, the speed of verification, and the methods of punishment and privacy protection. This also includes the platform's maintenance of order and regulatory management of comments and community content created by users
Community Interaction	The user experience of interacting with creators' content within the community, including liking, commenting, sharing, reposting, following, and bookmarking
Intelligent Recommendation	The user experience of intelligent recommendations, where the platform utilizes big data algorithms to recommend content from creators based on users' likes, bookmarks, and historical operation records
Customer Service and Maintenance	The speed of customer service response to user inquiries, complaints, and suggestions, as well as the professionalism and attitude during the communication process
Information Communication	The user experience of chatting with friends, followed individuals, or relevant people, as well as receiving platform message notifications

TABLE 2. Classification and Definition of Unsatisfactory Critical Incidents

Categories	Definition Explanation
Advertising and Promotion	The frequency of advertisements and the attractiveness of the ad content
Content Publication	The user experience of publishing text, images, and videos as content creators, and the platform's review of content quality according to relevant rules, as well as the intensity of its push and exposure
Rights Protection and Supervision	The process for users to appeal and report violations of community guidelines, inappropriate comments in the comments section, or unreasonable incidents, including the steps for filing a complaint, the speed of verification, and the methods of punishment and privacy protection. This also includes the platform's maintenance of order and regulatory management of comments and community content created by users
Community Interaction	The user experience of interacting with creators' content within the community, including liking, commenting, sharing, reposting, following, and bookmarking
Intelligent Recommendation	The user experience of intelligent recommendations, where the platform utilizes big data algorithms to recommend content from creators based on users' likes, bookmarks, and historical operation records
Customer Service and Maintenance	The speed of customer service response to user inquiries, complaints, and suggestions, as well as the professionalism and attitude during the communication process
Information Communication	The user experience of chatting with friends, followed individuals, or relevant people, as well as receiving platform message notifications

This study invites three classifiers to classify satisfactory and unsatisfactory critical incidents based on Table 1 and Table 2. The first classifier is a senior RedNote blogger, a beauty and fashion blogger with over five years of content creation experience on RedNote, proficient in content creation and user interaction, capable of providing deep insights into user behavior from a creator's perspective. The second classifier is an active RedNote social platform user, with over three years of usage and more than one hour of daily usage on average, passionate about sharing daily life, with a profound understanding of platform functions and community culture. The third classifier is a social media observer, a cultural researcher with a strong interest in the social platform ecosystem, who has long focused on content dissemination and user behavior on social media.

To ensure the consistency and reliability of the data, this study conducts reliability and validity tests on the classification results of the three classifiers. The reliability test of the Critical Incident Technique usually includes two aspects: individual classification consistency and inter-classifier consistency. Individual classification consistency refers to the consistency of classification results when the same classifier classifies the same or similar critical incidents multiple times. Inter-classifier consistency refers to the high consistency of judgment results when multiple classifiers independently evaluate and classify the same set of critical incidents. The reliability results for both individual classification consistency and inter-classifier consistency must exceed 0.8 to be considered valid; otherwise, reclassification is required[23]. The validity test mainly focuses on face validity, content validity, and expert validity.

In the satisfactory critical incidents, the first and second classifications by the three classifiers had 96, 98, and 92 consistent items, respectively. The individual classification consistency reliabilities for the three classifiers are 0.87, 0.89, and 0.84, all exceeding 0.8. In the unsatisfactory critical incidents, the first and second classifications by the three classifiers had 85, 88, and 86 consistent items, respectively. The individual classification consistency reliabilities for the three classifiers are 0.85, 0.88, and 0.86, all exceeding 0.8.In summary, the consistency of the classification results of the three classifiers in both satisfactory and unsatisfactory critical incidents exceeds 0.8, indicating that the classification is consistent and reliable.

To verify the inter-classifier consistency of the three classifiers, the formula is as follows:

$$R = \frac{(N \times A)}{1 + [(N-1) \times A]} \quad (1)$$

$$A = \frac{\dfrac{2M_{12}}{n_1 + n_2} + \dfrac{2M_{23}}{n_2 + n_3} + \dfrac{2M_{13}}{n_1 + n_3}}{N} \quad (2)$$

Where R represents reliability, N represents the number of classifiers, A represents the average of the mutual classification consistency, M represents the number of similar classifications between classifiers (e.g., M_{12} is the number of samples classified similarly by the first and second classifiers), and n represents the number of samples judged by each classifier (e.g., n_1 is the number of samples judged by the first classifier).

The number of inter-classifier consistencies for satisfactory and unsatisfactory critical incidents is shown in Table 3 and Table 4.

TABLE 3. The Number of Mutual Consistencies - Satisfactory Critical Incidents

Number	Classifier 1	Classifier 2	Classifier 3
Classifier 1	96	--	--
Classifier 2	65	98	--
Classifier 3	92	59	92

TABLE 4. The Number of Mutual Consistencies - Unsatisfactory Critical Incidents

Number	Classifier 1	Classifier 2	Classifier 3
Classifier 1	85	--	--
Classifier 2	69	88	--
Classifier 3	63	65	86

The results of the inter-classifier consistency data are shown in Table 5.

TABLE 5. The Mutual Consistency Data Results

Critical incidents	Average Mutual Consistency (A)	Reliability(R)
Satisfactory	0.650	0.848
Unsatisfactory	0.761	0.905

In summary, in both satisfactory and unsatisfactory critical incidents, the reliability of individual classifier consistency and inter-classifier consistency exceeds 0.8. This indicates that the classification is valid, and the data results are reliable and consistent.

Examples of satisfactory critical incident classifications are shown in Table 6, and examples of unsatisfactory critical incident classifications are shown in Table 7.

TABLE 6. Examples of Satisfactory Critical Incidents Classification

Categories	Examples
Search Discovery	When I search for travel guides on RedNote, the platform provides very rich and accurate content. There are introductions to popular attractions in various places, many user-shared niche spots, local food recommendations, and practical transportation and accommodation guides. These contents are beautifully formatted with text and images, making it easy for me to find the information I need. It feels like a group of enthusiastic friends are giving me advice, and the whole process is very pleasant and satisfying. I truly feel the platform's dedication to content integration and presentation, as well as its respect for and fulfillment of user needs.
Content Publication	Users can post visually rich notes, sharing their shopping experiences, travel insights, life hacks, and more. These contents often carry a personal touch that resonates with other users.
Rights Protection and Supervision	If users encounter impolite remarks when posting on the platform, they can report them, and the reports will

be handled promptly with the content taken down. The platform will impose penalties.

Categories	Examples
Community Interaction	When many American users first joined RedNote and felt lost, Chinese users quickly helped them integrate by "paying the cat tax" (showing cat photos). This initiated
Community Interaction	warm and friendly interactions between both sides. American users actively posted photos of their pets, and Chinese users responded with compliments and issued "tax receipts." This lighthearted and humorous interaction made both sides feel welcomed and inclusive.
Intelligent Recommendation	When using the RedNote social platform, what makes me feel satisfied and happy is the personalized recommendation system. It can recommend content that I might be interested in based on my browsing and liking history. This precise recommendation saves me time in finding content I'm interested in and makes me feel respected and understood during the use process.
Customer Service and Maintenance	When using RedNote, I was very impressed with the platform's quick response to user feedback. There was one time I encountered a technical issue, and the customer service replied shortly after I sent the message, helping me resolve the problem.
Information Communication	When RedNote sends us notifications about posts or publishing invitations, it is quite timely, and its way of reminding us is very acceptable. It doesn't come off as too annoying.

TABLE 7. Examples of Unsatisfactory Critical Incidents Classification

Categories	Examples
Advertising and Promotion	What I am dissatisfied with is the frequency of ad pushes on RedNote. There was a period when every time I opened RedNote, there would be a large number of homogeneous ads on the homepage, and many of them had nothing to do with my interests. This severely affected my browsing experience, and I felt that the platform was not doing a good job in terms of the accuracy and frequency control of ad placements, which made me a bit annoyed.
Content Publication	When posting regular posts, they are unjustly blocked, while some posts that clearly violate platform rules can be published. This raises concerns about the clarity of the review rules.
Rights Protection and Supervision	Some users post valuable original notes on RedNote, which are entirely based on personal sharing and experience summaries without any

Categories	Examples
	violations. However, these notes are maliciously reported and consequently taken down or no longer displayed by the platform. My friends have also encountered similar situations. After providing feedback through the complaint channels, the platform's handling speed is slow and lacks a clear response. Additionally,
Rights Protection and Supervision	some notes with obvious provocative or controversial content are difficult to be reported and taken down. Even after being reported, some notes can still be normally displayed. This situation makes these users very unhappy.
Community Interaction	The like button for video comments on RedNote has been moved to the left side, which feels unfamiliar to use. I hope it can be changed back.
Intelligent Recommendation	Sometimes the recommended content does not match the user's interest tags, leading to chaotic recommendations. This wastes my time in filtering. Even after marking some articles as not interested, they continue to be recommended.
Customer Service and Maintenance	As a user, I posted a travel experience note on RedNote, sharing some personal photos and insights. Unfortunately, my note was mistakenly deleted without violating any community rules. Additionally, when I attempted to contact customer service to resolve the issue, I encountered slow responses, vague replies, and even instances of being ignored. This left me feeling very dissatisfied and unhappy.
Information Communication	Sometimes the platform's message notifications can be misleading, such as "You have a letter," or "Someone sent you a confession," etc., making people mistakenly think it is from their friends. While it is a way to attract us to click, I find this approach and content of the platform's message notifications quite unacceptable.

From the perspective of expert validity, this study invited field experts to evaluate the questionnaire items to ensure the scientific and professional dimensions of the politeness analysis[31]. In terms of content validity, the politeness characteristics covered by this study comprehensively encompass the core dimensions of RedNote social platform user experience in the context of Chinese tourism. Based on an in-depth analysis of critical incidents, the classification results are ensured to authentically reflect the politeness performance in RedNote user experience[32]. Meanwhile, the appearance of the questionnaire items is reasonable and intuitive, highly consistent with the politeness theme, demonstrating good face validity[33].

CONCLUSIONS AND RECOMMENDATIONS

A. Conclusions

This study, based on the Critical Incident Technique, focuses on user politeness experience on the RedNote social platform in the context of Chinese tourism. The research found that although RedNote has constructed a relatively friendly user experience framework in aspects such as search discovery, content publishing, community interaction, intelligent recommendation, customer service maintenance, and information communication—for instance, users can conveniently obtain travel information, form positive interactions through high-quality content sharing, and have their personalized needs initially met by intelligent algorithms—there are still shortcomings that significantly affect user politeness experience. For example, excessive ad placement may interfere with user experience, some content may spark controversy due to cultural differences or varying quality, delayed right protection regulations and occasional conflicts in community interactions undermine user trust, the adaptability of intelligent recommendations to international users' cultural preferences is insufficient, and there is room for improvement in the response efficiency of customer service maintenance and the accuracy of platform message notifications. Optimizing the user politeness experience can not only increase the stickiness of international users but also use RedNote as a medium to convey the friendly image and cultural charm of Chinese tourism to global visitors. This will attract more international tourists to plan their trips and share their experiences using the platform, promoting the internationalization of China's tourism industry in the digital wave.

B. Recommendations

To more effectively optimize the user politeness experience on the RedNote social platform, this study proposes the following recommendations from three levels: government, platform, and user.

Government Level

Formulate and Improve Relevant Laws and Regulations to Regulate Social Platform Content Management: Develop and continuously improve laws and regulations related to content management on internet social platforms, clearly defining the responsibilities and obligations of the platform in key areas such as user content review, handling infringement incidents, and privacy protection. This is not only a constraint on platform operations but also a powerful guarantee for creating a safe and orderly online environment for users. Establish an efficient and convenient rights protection mechanism so that users can quickly find help when encountering impolite behavior, truly feeling the platform's care and protection. This can enhance users' trust and reliance on the platform.

Promote Cross-Cultural Exchange and Training to Enhance Platform Internationalization: The government should actively encourage and strongly support cross-cultural exchange and training programs to help social platforms move towards internationalization. This builds a bridge for platform content creators, operators, and users to understand the unique communication etiquette and behavioral norms in different cultural contexts. Promising platforms like RedNote can engage in deep cooperation with internationally renowned social media, actively learning from international advanced experiences to continuously optimize their functions and services.

Support Technological Innovation and Data Security to Enhance Intelligent Recommendations and Customer Service Quality: The government's increased support for artificial intelligence and big data technology in the wave of technological innovation is of great significance. This will provide strong motivation for technological innovation in intelligent recommendation algorithms and customer service on social platforms. Equally crucial as technological innovation is data security management, ensuring that user privacy is fully protected. The government can also promote the establishment of unified customer service standards, enhancing the professional quality of customer service personnel, enabling them to respond to user needs more quickly and professionally, providing users with efficient and thoughtful service experiences.

Platform Level

Optimize Intelligent Recommendation Algorithm to Balance Personalization and Content Diversity: Users are generally satisfied with the accuracy of intelligent recommendations, such as "recommending related content based on browsing history." However, there are issues with content homogeneity, such as "all content being of similar themes," and mismatches with interest tags. The platform can introduce "diversity weights" based on the existing algorithm to avoid excessive focus on a single theme and increase exploratory recommendations of potential interest to users. Additionally, providing more detailed feedback options, such as "reduce this type of content" or "want to see more similar content," allows for dynamic adjustment of recommendation strategies, enhancing users' control over recommended content. This also reduces interest fatigue caused by a singular algorithm and avoids negative experiences from "repeated appearance of uninteresting content."

Regulate Advertisement Placement Mechanism to Enhance the Match Between Ad Content and User Interests: Users are generally dissatisfied with high ad push frequency, such as "frequent homogeneous ads on the homepage," irrelevant content like "game ads in beauty tutorials," and disruptive design such as "small close button." The platform can optimize the ad tagging system based on users' search, collection, and interaction behaviors, prioritizing ads strongly related to users' interests, like recommending destination products to travel users. Additionally, limiting the number of ads per browsing session, adopting non-intrusive ad formats, and optimizing the ad closing process, such as one-click close and "temporarily block" features, can enhance the user experience. The platform should also maintain user satisfaction with search discovery and content publishing, avoiding ad interference with core functionalities.

Strengthen Transparency and Efficiency of Rights Protection and Supervision to Create a Trust-Based Community Atmosphere: Users appreciate the platform's swift handling of malicious content, such as "prompt removal after reporting," but there are concerns about the transparency of the rights protection process, such as "no feedback after reporting," vague review rules like "normal content being mistakenly deleted," and delayed processing such as "no results from reporting malicious comments." In response, the platform can provide real-time query functions for the progress of reported issues and clearly communicate the results through in-platform messages, such as "report accepted, in process" or "process completed, violating content removed." Additionally, the platform can publish detailed guidelines on content review and reporting, clearly defining violations and penalty standards, reducing misjudgments caused by unclear rules, like "posts being unjustly blocked." Maintaining the current efficient handling mechanism will enhance users' trust in the platform's fairness.

User Level

Enhance Cross-Cultural Communication Awareness and Respect Diverse Cultural Backgrounds: As an influential international social platform, RedNote's user base includes people from different cultural backgrounds. The inherent differences between cultures can easily lead to misunderstandings and conflicts during user interactions. When interacting with users from different cultural backgrounds, users should adopt a proactive attitude, thoroughly understand each other's cultural habits and communication etiquette, and avoid inappropriate behavior due to cultural differences. Users should use inclusive language in comments or interactions, avoid potentially controversial words and expressions, and respect others' viewpoints and unique cultural backgrounds. When misunderstandings arise due to cultural differences, users should actively and kindly explain and guide, creating a harmonious and orderly community communication atmosphere.

Engage Rationally in Community Interactions and Avoid Emotional Remarks: Users should always maintain a rational attitude during interactions in the RedNote community. When leaving comments or engaging in private messaging, users should effectively control their emotions and avoid making aggressive or unfriendly remarks due to emotional agitation. When opinions conflict with others, users should fully respect the other's right to express themselves and avoid meaningless arguments. This rational and respectful way of communication can lead to problem-solving and promote the sharing of knowledge and collision of ideas. In the face of malicious comments or impolite behavior, users should immediately use the platform's reporting function to avoid retaliatory arguments, jointly maintaining a healthy and orderly community environment.

Optimize Content Posting Behavior and Improve Content Quality and Authenticity: When posting text or video content on RedNote, users should ensure the information is true and reliable, avoid exaggeration or false advertising, and highly value the practicality and readability of the content. By providing genuinely valuable information, users can reduce the spread of low-quality content. Users should also thoroughly familiarize themselves with and strictly adhere to the platform's posting rules to avoid being restricted or deleted for posting violating content.

Finally, RedNote can balance commercialization and user experience, deepen content review and cross-cultural training to address cultural differences, develop multi-language service systems, and build a more intelligent, inclusive, and efficient social ecosystem. This will not only become a habitual use in users' daily lives but also serve as a "politeness bridge" connecting China's tourism resources with global tourists.

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