

Fat Shaming, Redbook

Fat-Shaming of American Users on Xiaohongshu (Redbook)

Since 2025, following the migration of American “TikTok refugees” to Xiaohongshu, Chinese social media users have increasingly expressed negative opinions about Americans’ weight and body size. This phenomenon reflects cultural differences in perceptions of body image and has appeared in several forms.

Cultural Perceptions of Body Size

- Differing beauty standards: Traditional Chinese culture often associates thinness with beauty, health, and prosperity, while overweight individuals may face stigma. In contrast, American cultural norms are generally more accepting of diverse body sizes.
- Health and lifestyle stereotypes: Some Chinese users stereotype overweight Americans as lazy, unhealthy, or lacking self-discipline.
- Direct communication style: Chinese social interactions can include more blunt statements about weight. In some contexts, calling someone “fat” may be perceived as a factual observation rather than an insult, contrasting with American sensitivities.

Manifestations of Online Fat-Shaming

- Commenting on photos: Chinese netizens sometimes leave blunt remarks on images posted by American users.
- Viral videos: AI-generated videos have depicted overweight American workers in negative, stereotypical contexts, reflecting hostility toward perceived American lifestyles.
- Critiques of lifestyle: Comments frequently link American weight to unhealthy eating habits and lack of self-discipline, reflecting broader cultural judgments.

American Users on Xiaohongshu

- Migration of “TikTok refugees”: The potential U.S. TikTok ban led many American users to migrate to Xiaohongshu, creating sudden cross-cultural interaction.
- Reactions from Americans: Many users are surprised or offended by direct comments about weight, highlighting differences in cultural norms regarding body image.
- Chinese platform oversight: While Xiaohongshu is subject to censorship and content moderation, these measures do not specifically target fat-shaming, meaning such comments can still appear online.

*The Red Book
of
Guerrilla Warfare*



Mao Zedong