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# *Research on Trending Algorithms of Digital Platforms: A Case Study of Little Red Book and Instagram*

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***Abstract:*** In the digital age, the rapid development of digital technology has profoundly impacted the trending dissemination mechanisms of social media platforms. This paper examines the algorithmic recommendation mechanisms of trending topics on little red book and instagram, as well as their effects on user social interaction and content dissemination. The study finds that both platforms utilize aggregation algorithms to capture users' collective attention, enhancing the social interactivity and topic expansion of the platforms. However, algorithm-based personalized recommendations also lead to issues such as "information silos" and "algorithm manipulation," which hinder the free flow of information and limit users' exposure to diverse perspectives. Therefore, to balance user needs with information diversity, platforms should optimize their algorithmic recommendation mechanisms, increase content variety, and prevent the formation of information islands. Additionally, it is essential to strengthen content review and governance, improve algorithm transparency, and ensure content security and user rights on the platforms.

## 1. Introduction

The rise of digital platforms has transformed the global landscape of information production, dissemination, and consumption into an integrated whole. Previously passive audiences have evolved into "users," and the communication activities centered on individuals have reshaped the relationships at various levels—local, regional, and national (Shen, 2021). Many significant social public opinion events initially become focal points within the information sphere of online media, gradually attracting more and more internet users and public attention, eventually escalating into broader societal discourse. The generation of online public opinion is mutually reinforcing with user media usage, gradually merging into a unified process (Jiao, 2018) [1-4].

Platforms have introduced algorithms to play the role of traditional gatekeepers. These algorithms classify, filter, and prioritize content to determine visibility, deciding "who" and "what" will be displayed on users' recommendation pages (Liang, 2022). This algorithmic recommendation mechanism not only influences the availability of information but also reshapes users' perceptions and behaviors. When browsing social media, the content users encounter is often recommended based on their historical behavior and preferences. This personalized recommendation enhances

user engagement but also leads to the homogenization and limitations of information, causing users to easily fall into an "information cocoon." This phenomenon is particularly evident among younger users, whose social interactions and content consumption are profoundly influenced by algorithms, creating specific discussion circles and interest communities.

In this context, examining the trending mechanisms and content dissemination characteristics of platforms like little red book and Instagram, particularly the social interactivity and topic expansion of aggregate hotspot algorithms, will provide critical insights into understanding user behavior and public opinion formation in the contemporary social media environment. Through this analysis, we aim to elucidate how these platforms shape the digital landscape and influence the collective consciousness of users.

Social networks have become extremely effective platforms for disseminating the latest news to an increasingly broad audience, particularly among young people, for whom these channels are the preferred means of socializing and understanding their environment (Tuominen and Haanpää, 2022). At the same time, contemporary youth are experiencing an "atomization" of individual lifestyles, characterized by increased isolation from one another, leading to a heightened dependence on social networks. The trending lists on these platforms satisfy their emotional expression and social interaction needs by focusing discussions on specific topics, enabling them to quickly integrate into group conversations or trending discussions. This is one of the reasons why features like the trending topics on platforms such as little red book and Instagram are so popular.

Building on this foundation, this paper selects the "trending topics/hot lists" of little red book and Instagram as the research subjects. By focusing on trending topics and algorithms, and using "algorithmic recommendations" as a theoretical thread, we will comprehensively explore the algorithmic outcomes of trending topics on different platforms, as well as the audience's algorithmic perceptions and practices surrounding these trends. The goal is to provide deeper insights into the platform-based ecology of online public opinion[5-9].

## 2. Literature Review

The hot search feature has become an important component of many social media platforms. Conceptually, "hot search" refers to "popular searches," which, in a narrow sense, are the trending content formed by user search behaviors on online platforms. However, the mechanisms behind it are often more complex. Hot searches are keywords pushed and distributed after algorithmic processing, taking into account users' search, browsing, and interaction behaviors (Wang, 2020). Taking Weibo, the most well-known platform, as an example, its official introduction states: Weibo hot search is calculated based on the real behaviors of a vast number of users, creating a real-time list of trending topics that are widely discussed on the Weibo platform. This illustrates that the hot search function represents a further refined operation of platform content, utilizing data and algorithmic guidance to once again centrally expose content that already has a certain level of popularity to users, making it a hybrid information system (Xu and Huang, 2022).

Research on hot searches, or trending topics (hereinafter collectively referred to as hot searches), focuses on two main aspects: the dissemination characteristics of hot search topics and the content style characteristics presented by these topics.

The first category of research is based on positivism, conducting quantitative studies on who participates in communication, how they participate (behavioral characteristics), and the factors influencing communication. For example, Wang et al. (2022) compared the demographic distribution of overall Twitter users with that of hot topic promoters, finding that marginalized groups (such as Black individuals and women) rarely manage to push a topic into the spotlight. Meng et al. (2023) discovered that traditionally marginalized groups lack representation in trending

topics on Twitter, while negative remarks online are more easily amplified than ever before. Pond and Lewis (2019) analyzed the diffusion process of trending topics on Twitter, revealing that follower count and posting frequency are not correlated with a topic's popularity; rather, the number of retweets by users is more critical. Most trending topics originate from traditional media, which are then repeatedly shared and amplified on Twitter, turning them into hot topics. Subsequent studies found that extreme emotional polarization (whether positive or negative) of an issue is a more significant feature in global trending themes (Urman, 2020). In other words, Twitter trends emerge as emotional rather than rational outbursts in response to events, where emotions are largely quantifiable rather than confined. This indicates that discussability, ease of participation, and topic extensibility represent new manifestations of news value in the social media age (Xu and Huang, 2022)[10-17].

The second category of research focuses on the content analysis of trending topics themselves, examining the basic characteristics of hot topics from dimensions such as topic type, content inclination, and content form. Existing studies have utilized large sample data and methods such as lexical analysis, trend replication, and linguistic analysis to validate Twitter's strong capacity to reflect many public activities, elections, and market changes (Bail et al., 2020; Xue et al., 2020). Millet et al. (2024) attempted to derive news values within the social media environment from Twitter's trending topics, investigating whether four values—necessity, preference, immediacy, and authenticity—are effective in influencing user news consumption and dissemination. Wang (2020) summarized the algorithmic gatekeeping standards for trending topics on Weibo: timeliness, popularity, interactivity, and correct guidance. Liu (2020) found that trending topics exhibit a trend toward entertainment, strong emotional appeal, and that sensational topics are more likely to become popular. Du (2020) analyzed the communicative function of Weibo's hot searches during the COVID-19 pandemic, asserting that hot searches serve as a news presentation window, a public expression channel, and a stabilizing emotional space during significant public health events[18-24].

## 3. Digital Technologies Accelerate the Transformation of Platform Hot Search Communication Mechanisms

The power of technology drives social change, continuously injecting new vitality into information dissemination activities. Internet technologies represented by artificial intelligence, cloud computing, and big data collectively construct the current digital space, reshaping various aspects of society, including politics, economics, and culture, leading to a comprehensive transformation of communication models in human society. As the digital society undergoes accelerated transformation, digital platforms are gradually emerging as new ways to organize and construct various fields of society. The emergence of digital platforms represents a revolutionary reconstruction within the new communication ecosystem, profoundly impacting the structure, organizational forms, and power distribution of global communication. Digital platforms, which hold vast resources in terms of economy, users, and data, are increasingly becoming the infrastructure of the internet era.

In an era where attention has become a scarce resource in online media, the ability to influence what people think is undoubtedly the most powerful leverage for platforms in the online public opinion market. The "hot search" function of platforms serves a role similar to that of mass media's agenda-setting function, helping users filter information and enhancing information retrieval efficiency. "Hot search" refers to popular content formed based on user search behaviors (Liu, 2020). The algorithmic logic behind hot searches is, to some extent, a reflection of the participatory observation of internet users, creating a complex and intertwined relationship between hot searches

and audiences (Zeng and Yang, 2022).

From both domestic and international practices, algorithmic distribution systems shape the content circulation network and social networks of platforms like little red book and Instagram, making these platforms algorithmically attractive and providing users with pleasurable emotional experiences (Chen and Yin, 2023).

Taking little red book and Instagram as examples, these social platforms, which primarily focus on images and short videos, are reshaping the ways content is produced, distributed, and consumed through the introduction of artificial intelligence technology, thereby altering the processes of social interaction and information retrieval for users. By analyzing vast amounts of data with AI algorithms, platforms automatically filter and recommend content that best aligns with user preferences, allowing for a precise grasp of user interests. In this process, the involvement of AI not only enhances the efficiency of information dissemination but also accelerates the generation and diffusion of trending topics, changing the traditional modes of discourse dissemination.

The application of AI technology has improved the efficiency of content production and distribution on platforms like little red book and Instagram, promoting innovation in both social interaction and commerce. On one hand, artificial intelligence has facilitated the integration of social commerce. Little red book is renowned for its "grass-planting" model, where users promote products and brands while sharing their lifestyle. AI technology enables precise product recommendations by analyzing user interests and purchasing behaviors. Businesses and brands can leverage platform data analytics to understand consumer needs and optimize marketing strategies. This integration of social interaction and e-commerce has opened up new business models and promoted consumption upgrades.

On the other hand, artificial intelligence has enhanced content review and governance. In the face of massive amounts of user-generated content, platforms need effective content moderation mechanisms. Advances in AI technology in natural language processing and image recognition have made automated moderation possible. By training models to identify sensitive words, violence, pornography, and other violations, platforms can quickly filter harmful information and ensure the healthy development of their communities. Additionally, AI can assist in identifying false information and rumors, maintaining the authenticity of information[25-29].

Whether it is the trending searches on Weibo, Douyin, and little red book, or the hot topics on Twitter, Facebook, and Instagram, they share similar characteristics. They aggregate and present information through hashtags, reflecting the latest and hottest discussion trends. Based on this logic, trending algorithms can quickly elevate topics to the top of the rankings or cause them to drop just as swiftly. The underlying logic shifts from the aggregation of 'dispersed individual search traces' to 'interaction and communication among the public': it is both private, individual, and equal, as well as public, relational, and hierarchical, increasingly moving towards a human-machine union (Wang et al., 2024).

## 4. Analysis of Trending Mechanisms and Content on little red book and Instagram

### 4.1. Trending Mechanisms of little red book and Instagram

As representative social platforms in their respective markets, little red book and Instagram both detect and extract topics and events that generate maximal interaction behaviors among specific groups at specific times, ultimately presenting them through features like "hot topics," "trending," and "hot lists" (Zhou, 2022). Although their trending mechanisms appear similar in function, significant differences exist at the technical logic and user experience levels.

Little red book, as a homegrown lifestyle sharing and social platform in China, relies on a robust content review and recommendation system for its trending mechanism. Behind the scenes, it uses

multi-dimensional data such as user search behaviors, browsing habits, and community interactions, employing content distribution and aggregation algorithms to showcase popular topics to more potential users. Little red book's trending topics not only reflect the consumption trends and lifestyles of young users in China but also embody their aesthetic preferences. For instance, little red book often promotes content related to beauty, fashion, and lifestyle, adapting to changing user needs, and strengthening interaction with social hot topics through relevant policies and operational strategies.

In contrast, Instagram's trending mechanism is based on its global social network and uses the Instagram Explore feature to recommend personalized content. Instagram's recommendation algorithm relies not only on users' likes, comments, and browsing history but also integrates data across platforms. Unlike little red book, Instagram's recommendation mechanism utilizes behavioral analysis from its parent company, Meta, including Facebook data, to provide more precise content recommendations, leaning towards creating a personalized information flow (Perreault and Hanusch, 2024).

### 4.2. Content Analysis of Trending Topics on little red book and Instagram

The trending content on little red book is more localized and community-oriented, filled with topics closely related to the consumption lifestyles of young people, such as beauty, fashion, and travel. This is closely tied to the lifestyle and consumption habits of the platform's user base. Additionally, little red book has a strict content review mechanism, and the platform actively promotes content related to social hot topics to enhance its dissemination effect.

For example, on little red book, through algorithmic recommendations, strangers from all corners of the country connect through a subtle bond expressed as "sisters." Users care for, encourage, and warm each other. In today's digital platforms, this specific operational strategy is encoded into the algorithm, linking users' emotions, experiences, and feelings closely to the algorithm. little red book's algorithm places greater emphasis on community attributes, often recommending content related to beauty, fashion, and lifestyle, aligning with the consumption habits and aesthetic preferences of young users in China. By aggregating emotional connections among users, little red book has gradually formed an interactive space dominated by "sister culture," where users establish subtle social relationships through the virtual platform.

### 4.3. Platform Social Interactivity and Topic Expansion Under Aggregated Trending Algorithms

Despite differences in content composition and technical implementation, little red book and Instagram share a significant commonality in utilizing aggregated trending algorithms to capture users' collective attention. Both platforms identify users' social interaction behaviors, such as likes, comments, and shares, to form trending content. Whether it's discussions about beauty and fashion on little red book or global entertainment and social topics on Instagram, the formation of these hot topics is closely related to users' collective behaviors. These aggregated trending algorithms not only capture social hotspots but also help transform focal discussion topics into centers of social interaction. Driven by the algorithm, users are not only consumers of content but also promoters of it, and this social interactivity further enhances user engagement on the platforms.

The trending aggregation algorithms of little red book and Instagram not only guide users' social interactions but also, to some extent, shape their emotional consumption behaviors. On these platforms, users' emotional experiences are often closely tied to their consumption behaviors. For example, on little red book, recommendations for beauty products and users' life-sharing have become core content on the platform. By browsing others' shopping insights and product

recommendations, users develop a desire to purchase while also constructing their own emotional identities to some extent. Users drive the popularity of certain topics through actions like likes and comments, facilitating rapid dissemination of these topics via social interactions. For some trending events, such as celebrity outfits or the release of new fashion items, little red book users actively engage to push related topics to the trending lists, consequently attracting more attention and participation from other users. Similarly, Instagram's Explore feature adjusts recommended content in real-time based on user behaviors and collective interactions, ensuring that users see the most interesting and up-to-date trending topics in their information feeds (Djafarova and Bowes, 2021).

However, this consumption-based emotional identification is often superficial and temporary. When users purchase products or engage in trending topics, they achieve a fleeting sense of emotional satisfaction, but this emotional experience does not provide a lasting sense of belonging. While users participate in the dissemination of topics through likes and comments, it is difficult for them to engage deeply in emotional exchanges. The emotional experiences of young people in online social interactions are gradually becoming a form of "lonely pleasure," where they engage in numerous emotional interactions in virtual spaces yet consistently feel an unresolvable sense of loneliness (Lin and Luog, 2022). This loneliness further drives young people to exhibit a tendency towards "atomization" in virtual spaces, where individuals gradually detach from traditional social structures and become independent virtual entities. However, this "atomized" state also leads to emotional alienation.

On little red book, users create a unique sense of community belonging through interactions such as likes, comments, and shares. Users' emotional experiences are expanded and amplified, allowing them to receive positive feedback and emotional resonance from others while sharing their lives. This collective emotional experience helps young people find a sense of belonging in virtual spaces, compensating for feelings of loneliness and emotional deficiency in real life. For example, posts expressing body anxiety are pushed to users' feeds, where people connect with others who share similar anxieties, establishing emotional connections between them. This specific emotional resonance is often closely related to the algorithmic recommendation mechanisms. Through algorithmic optimization, interactions among users are amplified, creating an emotional resonance effect within the community (Guo, 2022).

Unlike little red book, Instagram's emotional interactions are more rooted in a globalized social network. The diversity of social interactions is reflected in cultural exchanges and the extension of personal interests on a global scale. Users can connect with people from around the world through likes and comments, and this interaction manifests not only in the consumption of content related to fashion and entertainment but also in cross-cultural social experiences. The platform recommends personalized content through its Explore feature, allowing users to form unique emotional expression systems based on their interests (Tafesse and Wood, 2021). Instagram relies heavily on users' personal behavioral data, such as likes, comments, and browsing history, to construct personalized emotional symbols.

However, Instagram also exhibits some issues in shaping virtual emotions. Users often create a virtual self-image through carefully curated photos and videos, and this virtualized emotional expression can weaken the authentic emotional interactions between users to some extent. Additionally, the platform's algorithms have strong topic expansion capabilities. For instance, a global social issue on Instagram can quickly expand into a worldwide discussion through different users' shares and comments. However, this expansion often lacks depth, as users tend to engage in topic discussions more out of a desire to follow trends or express fleeting emotions rather than based on long-term reflection or emotional resonance.

Undeniably, social media platforms provide a space for young people to express emotions and seek a sense of belonging. On little red book and Instagram, young users can gain emotional support

and a sense of belonging through sharing and interaction. This construction of virtual emotions not only alleviates feelings of loneliness in real life but also provides users with a channel for emotional release. However, emotional expression in virtual spaces is often fleeting and superficial, making it difficult to replace genuine emotional interactions. The emotional fulfillment that young people gain in virtual spaces is limited and cannot truly substitute for the emotional needs present in real life. Therefore, how to achieve more authentic emotional interactions in virtual spaces and avoid emotional alienation has become an important issue for young people to consider when using social media[30-32].

## 5. Analysis of the "Pseudo-Neutrality" and Limitations of Platform Trending Topics

### 5.1. The "Information Cocoon" Restricts the Free Flow of Information

The "information cocoon" refers to a phenomenon where users, influenced by personalized recommendation algorithms, gradually only encounter content that aligns with their existing viewpoints and interests, leading to the formation of a closed information environment. This phenomenon is particularly evident in the trending algorithms of little red book and Instagram. Although platforms display the topics through aggregated trending algorithms, the heavy reliance on user behavior data, along with the limitations of personal interests and social circles, can lead to a closed information flow. Content similar to users' own viewpoints is continually reinforced, while opposing perspectives are weakened or filtered out.

Personalized recommendations and selection preferences themselves are not the problem. Personalized recommendations are an inevitable trend in information distribution in the internet era, and we cannot reject them; while selection preferences are a natural manifestation of human psychology when faced with information overload, and we cannot avoid them. The real issue is how to ensure that selection preferences do not become obstacles to the establishment of social consensus and trust (Yu and Liu, 2024).

The "information cocoon" also provides a breeding ground for the spread of misinformation and rumors. In closed circles, the lack of multi-faceted verification of information makes it easy for erroneous viewpoints and false information to be accepted as truth and rapidly disseminated, leading to misconceptions and poor judgments. This not only affects individual decision-making but can also pose risks to society. For example, Facebook exhibits biases toward specific social categories, selectively matching different types of job postings to users based on stereotypes of particular groups (Nieborg and Helmond, 2019). Facebook has been shown to effectively manipulate the number of positive and negative posts in users' information streams, which can lead to large-scale emotional contagion. As algorithms dictate the visibility of content and can be altered arbitrarily, the "opaque algorithms" of Facebook and Twitter have significant political implications. This means that power is increasingly expressed implicitly through algorithms (Striphas, 2015).

### 5.2. The Phenomenon of "Algorithm Manipulation" Triggers Content Security Risks on Platforms

Compared to other agenda-setting entities, trending algorithms do not directly produce original content; rather, they serve as gatekeepers in the agenda-setting mechanism, calculating, collecting, and presenting hot information within the platform. This leads audiences to receive fragmented information provided by the platform, subtly shaping their perceptions and judgments of social reality (Tan, 2019). Ultimately, it is the computer algorithms that determine whether content is distributed to users, selecting and assessing the value of trending information. In a sense, platforms have gained significant control over discourse in cyberspace, as well as the authority to define,

judge, and interpret rules, allowing them to amplify or suppress specific voices and exert control over platform content (Liu, 2020). The manipulability of algorithms means that platforms can influence the display order and scope of trending content through technical means, raising concerns about content manipulation. Some users or organizations may attempt to influence algorithm outcomes through methods such as purchasing trending spots or manual interventions, resulting in the spread of false or misleading information and potentially exacerbating content security risks.

As algorithms increasingly become the digital infrastructure of society, scholars in the humanities and social sciences have focused on the social forces hidden behind algorithms, asserting that "algorithms are power." The formation of algorithmic power begins with the digitization of audiences, which includes social relationships, interests, information searches, locations, and emotional responses. The rise of algorithmic dissemination signifies a new model of understanding "users" through "data," where audience behaviors on platforms are tracked, abstracted, and categorized into identifiable data points within automated programs. Personal data has become a form of "natural resource," emerging as a new type of raw material comparable to capital and labor. When individuals are tracked and data is extracted during social interactions, people are abstracted and commodified, and the audience becomes digital labor for the platform (Chen, 2023).

Current data acquisition models have transformed from targeted, purposeful, and discrete information collection to a form of data acquisition that is always online, omnipresent, and continuously expanding. This omnipresence of algorithmic control leaves audiences with nowhere to escape. Even taking extreme measures such as deactivating social media accounts does not truly free users from data monitoring; instead, it generates new algorithmic data (Bucher, 2020).

By manipulating algorithms, certain entities can artificially intervene in the dissemination of content, leading to the overexposure of specific viewpoints or positions while drowning out others. This information bias may result in an "echo chamber" effect, exacerbating divisions and oppositions among social groups. Moreover, algorithm manipulation can also impact the earnings and rights of content creators, undermining the fair competition environment of the platform. An online experiment conducted by Kalsnes and Ihlebæk (2021) on Facebook's news feed demonstrated that algorithmic explanations can make users more aware of the influence of algorithms. Platform algorithms can conceal problematic statements without users' knowledge, thereby significantly impacting public opinion.

Current demands for algorithmic transparency rely on platforms' public disclosures and functionality settings. Some scholars argue that enhancing algorithm accessibility through "transparency" is idealistic, as the opacity of algorithms is, to some extent, insurmountable due to reasons such as platforms intentionally keeping secrets for competitive purposes, the dynamic and inexplicable nature of algorithms, and limitations in algorithm literacy (Edwards and Veale, 2018). Furthermore, the continuous recommendation and repeated exposure of trending content can have profound effects on users' value judgments. Through algorithmic recommendations, platforms can shape users' perceptions and attitudes toward certain topics, even guiding their consumption choices and behavior patterns. This phenomenon is particularly evident on little red book, where many users develop specific consumption tendencies based on the platform's recommendations.

## 6. Conclusion

Trending topics, as a platform agenda dominated by algorithms, cannot be separated from the existence of the platform and, in this process, reinforce the characteristics of media platforms. For social media, this perspective allows for insights into the different platform attributes and content ecosystems, partially explaining the significant content differences between trending topics on little

red book and Instagram.

On one hand, from the social process of public opinion formation, the complex communication purposes and value systems behind trending topics make them part of media power. It is noteworthy that "algorithms as power" is also reflected in the discourse of trending topics on platforms. Different platforms promote trending topics as "hot lists calculated based on the real behaviors of massive users," continuously emphasizing the "authenticity" of trending topics while completely omitting the mention of human intervention, thus constructing a legitimate discourse of "technological neutrality" and "algorithmic neutrality." Such discourse construction leverages the legitimate power of technology to serve the platform's hidden media power operations.

On the other hand, users are not entirely passive in being swept along by algorithmic power. Trending algorithms quantify user behavior into computable metrics, and users play multiple roles: as providers of traffic, participants in topic discussions, and viewers of trending topics. Users' perceptions and understandings of trending topics further influence their media practices, resulting in interactive engagements with algorithms and generating active trending practices.

To balance user needs with information diversity, platforms need to take a multi-faceted approach, addressing technical optimization, institutional development, and social responsibility. By optimizing algorithms, enhancing transparency, strengthening content review, and protecting user rights, platforms can build a healthy and diverse content ecosystem, preventing the formation of information cocoons and promoting the free flow of information.

First, although trending topics do not strictly represent a "public sphere," they play an important role in public space. As a non-personalized list, "publicness" is the core concept of trending topics. In designing trending algorithms, it is essential to optimize the algorithmic mechanisms with a focus on public interest, emphasizing algorithmic ethics, and actively fulfilling the platform's social responsibilities. As an important channel for information dissemination, trending lists significantly influence social public opinion. Platforms should proactively pay attention to major social events and public issues, presenting relevant information in a timely and accurate manner to guide users toward rational thinking and discussion. When faced with the risks of content bias and the spread of misinformation that algorithms may bring, platforms need to establish a robust content review mechanism. They should take prompt action to address inappropriate content, false information, and harmful speech, maintaining a healthy online ecological environment.

Second, the algorithmic recommendation mechanism should be optimized by introducing diversity indicators to avoid excessive reliance on users' historical behavior data, which can lead to content homogenization. Specifically, exploration factors can be incorporated into the recommendation algorithms, moderately suggesting content that slightly differs from users' areas of interest to broaden their horizons. For example, introducing features like "random recommendations" or "you might be interested in" can encourage users to engage with different types of information and promote the dissemination of diverse content. Through these measures, users can break through interest barriers and access a broader content landscape.

Third, enhancing the transparency and explainability of algorithms is crucial to building user trust. As the online space continues to thrive, tensions arising from algorithmic opacity will become increasingly pronounced, with ongoing external doubts and dissatisfaction regarding the platform's power dynamics and human intervention. Users are also engaging in "boundary-testing" behaviors to experiment with the implicit rules of trending topics. Platforms should appropriately disclose the basic principles and recommendation mechanisms of their algorithms, allowing users to understand how content is recommended to them. This not only helps enhance the platform's credibility but also enables users to better manage their information intake. Additionally, providing users with options for algorithmic preference settings empowers them to adjust the recommended content, allowing them to find a balance between personalization and diversity and to choose topics and

areas of interest autonomously.

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