The Impact of Artificial Intelligence on Intelligence Media Innovation: Evidence from Xiaohongshu Short-Video Platform in China

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ABSTRACT

This study investigates the impact of artificial intelligence (AI) on intelligence media innovation, using the Xiaohongshu short-video platform in China as an empirical case. As AI technologies increasingly reshape digital media ecosystems, intelligence media platforms rely on algorithmic systems to optimize content production, recommendation, user engagement, and business model development. Drawing on a questionnaire survey of 210 rofessionals within the Xiaohongshu ecosystem, including content creators, editorial staff, platform managers, and technical personnel, this study examines how AI is integrated into media workflows and how such integration contributes to innovation outcomes. The findings reveal that AI plays a pivotal role in driving intelligence media innovation across multiple dimensions. AI-assisted content production, automated tagging, trend analysis, and recommendation algorithms significantly enhance workflow efficiency and support data-driven creative decision-making. Moreover, AI-driven personalization strengthens user engagement by delivering customized content, increasing interaction, retention, and overall platform competitiveness. The results also indicate that AI analytics facilitate business model innovation by enabling targeted advertising, influencer collaborations, and e-commerce integration. Although some respondents express concerns regarding content homogenization and over-reliance on algorithms, the overall evidence suggests that AI functions as an effective enabler of innovation when combined with human creativity and oversight. his study contributes empirical insights into AI-enabled intelligence media innovation and provides practical implications for digital media platforms seeking sustainable and intelligent development.

Keywords: Artificial intelligence, intelligence media inovation, Xiaohongshu Short-Video

INTRODUCTION

In recent years, the rapid development of artificial intelligence (AI) technologies has profoundly transformed multiple industries, among which the media sector has witnessed one of the most remarkable shifts (Chan-Olmsted, 2019). Traditional media, characterized by linear content production, fixed broadcasting schedules, and passive audience consumption, has increasingly been replaced by intelligence media systems that leverage AI to enhance content creation, recommendation, and user engagement (Al Adwan et al., 2023). Intelligence media integrates AI algorithms, big data analytics, and automated content generation to optimize production processes, personalize user experiences, and enable innovative business models (Meena et al., 2020). This technological shift has given rise to a new ecosystem where media organizations can operate more efficiently while delivering customized content that aligns with individual user preferences, behavioral patterns, and consumption habits.

The broader context of AI adoption in media is underpinned by rapid advances in machine learning, natural language processing, computer vision, and recommendation systems (Zhai et al., 2020). These technologies allow media platforms to analyze vast volumes of user-generated data, extract meaningful insights, and predict

content consumption patterns with high precision (Duan et al., 2019). Consequently, media organizations can not only improve operational efficiency but also respond dynamically to audience demands, test new content formats, and explore diversified revenue streams. Globally, platforms such as TikTok, YouTube, and Netflix have exemplified how AI-powered personalization and automated content curation can significantly enhance audience engagement and platform competitiveness. In China, the convergence of a large digital user base, advanced mobile infrastructure, and regulatory support has accelerated the emergence of AI-driven media ecosystems, particularly in the short-video domain.

The short-video platform Xiaohongshu, as one of China's leading digital media platforms, exemplifies the transformative impact of AI on intelligence media innovation (Paquienseguy & Guo, 2025). Utilizing sophisticated recommendation algorithms, natural language processing, and computer vision technologies, Xiaohongshu has redefined content discovery, production, and consumption (Rong et al., 2025). Unlike traditional media platforms, Xiaohongshu prioritizes algorithmically-driven content curation, enabling users to receive personalized videos tailored to their interests, viewing history, and social engagement patterns (Bao et al., 2024). This approach not only increases engagement, retention, and user satisfaction but also facilitates the emergence of novel content formats, innovative marketing strategies, and multi-dimensional revenue models, including e-commerce integration, influencer collaborations, and live-streaming monetization. The platform's ability to dynamically adapt content distribution based on real-time user behavior illustrates the profound influence of AI on media workflows and creative production processes.

Despite the rapid adoption of AI in digital media, there remains a lack of empirical research exploring the mechanisms through which AI contributes to intelligence media innovation, particularly in the context of short-video platforms like Xiaohongshu. Existing studies predominantly focus on either technical aspect of AI or high-level conceptual discussions about media transformation, with limited integration of both perspectives. Specifically, questions remain regarding how AI-driven content recommendation, audience analysis, and automated production influence the platform's capacity for innovative content creation and business model experimentation. Moreover, there is a need to understand how media practitioners perceive the role of AI in facilitating these innovations, as their perceptions and adoption behaviors directly shape platform evolution. This gap in the literature motivates the current study, which seeks to provide a systematic examination of the impact of AI on intelligence media innovation in a real-world platform setting.

The primary aim of this study is to investigate the impact of artificial intelligence on intelligence media innovation, with a particular focus on the Xiaohongshu short-video platform. Specifically, the study seeks to explore how AI technologies are integrated into Xiaohongshu's content production, recommendation, and distribution systems, and to examine how these AI-driven processes influence the platform's ability to generate innovative content, optimize workflow efficiency, and enhance user engagement. By addressing these objectives, the study not only provides empirical insights into the mechanisms through which AI fosters intelligence media innovation but also offers guidance for media practitioners on leveraging AI to support creativity, audience personalization, and sustainable business model development.

This study contributes to the literature in several ways. First, it bridges the gap between AI research and media innovation studies by providing empirical evidence of AI's influence on content, processes, and business models in a leading short-video platform. Second, it introduces a practitioner-focused perspective, capturing how individuals involved in media production perceive and leverage AI technologies. Third, the study provides actionable insights for media organizations seeking to implement AI-driven innovations, offering guidance on optimizing workflows, enhancing user engagement, and designing sustainable business models. Finally, by focusing on Xiaohongshu, a platform that epitomizes intelligence media innovation in China, the study contributes to the understanding of AI-enabled media transformations in emerging digital ecosystems, which may be applicable to other platforms and international contexts.

LITERATURE REVIEW

Artificial Intelligence

Artificial intelligence (AI) refers to the simulation of human intelligence by machines, enabling systems to perform tasks that typically require cognitive functions such as learning, reasoning, perception, and decision-

making (Changkui, 2025). In the context of media and digital content, AI encompasses a range of technologies, including machine learning, natural language processing, computer vision, and recommendation algorithms (Ali et al., 2025). These technologies allow platforms to analyze large-scale user data, recognize patterns in content consumption, and generate predictive insights to guide decision-making processes. In recent years, AI has evolved from rule-based systems to more advanced deep learning models, capable of autonomous adaptation and continuous improvement in performance (Sultana, 2025). The adoption of AI in media is driven by several technological and organizational factors. Technologically, AI enables automated content creation, intelligent recommendation, sentiment analysis, and real-time audience tracking (Shafa, 2025). Organizationally, media companies increasingly rely on AI to optimize resource allocation, reduce production costs, and improve operational efficiency. Empirical studies have highlighted that AI adoption enhances the agility of media organizations and supports the development of personalized services, enabling a shift from mass communication to individualized content delivery. For example, recommendation algorithms on digital platforms like Netflix, YouTube, and TikTok have demonstrated the potential of AI to influence user behavior and engagement, while also facilitating innovative content production and marketing strategies.

AI can be classified based on its application scope in media. Content-oriented AI focuses on creating, editing, and curating media content, including text, video, and audio. Process-oriented AI emphasizes workflow optimization, such as automated scheduling, moderation, and distribution. User-oriented AI targets audience analysis and personalization, leveraging behavioral data to enhance engagement. By integrating these applications, AI forms the backbone of intelligence media systems, enabling platforms to operate dynamically and respond effectively to both market demands and audience preferences.

Intelligence Media Innovation

Intelligence media innovation refers to the transformation of traditional media systems into intelligent, technology-driven platforms capable of personalized content delivery, adaptive audience engagement, and novel business models (Kim et al., 2015; Na et al., 2019). Unlike conventional media, which relies on static programming and one-way communication, intelligence media integrates AI, data analytics, and automation to create interactive and user-centric experiences (Geissinger et al., 2023). This transformation encompasses three primary dimensions: content innovation, process innovation, and business model innovation. Content innovation involves the creation of new formats, storytelling techniques, and personalized content that caters to diverse audience interests. Process innovation focuses on the optimization of production, distribution, and moderation workflows through technological integration. Business model innovation refers to the development of new monetization strategies, such as targeted advertising, live-streaming commerce, subscription models, and cross-platform integration. Empirical studies suggest that these dimensions are interdependent, with technological capabilities enabling content experimentation, which in turn supports novel monetization strategies (Hanafizadeh et al., 2021).

Theoretical frameworks for understanding intelligence media innovation often draw on the Resource-Based View (RBV) and technological innovation models. RBV emphasizes that organizations can gain competitive advantage by leveraging valuable, rare, and inimitable resources, which in the context of media include proprietary AI systems, data assets, and creative human capital (Baia et al., 2020). Technological innovation models highlight how AI adoption and digital infrastructure serve as enablers for continuous platform evolution, allowing media organizations to respond to changing audience behaviors and competitive pressures.

The Impact of Artificial Intelligence on Intelligence Media Innovation

The relationship between AI and intelligence media innovation has received increasing scholarly attention in recent years. AI contributes to innovation in media in multiple ways. Firstly, AI enhances content production through automated generation, editing assistance, and trend analysis, enabling platforms to rapidly experiment with new formats and engage audiences with dynamic content (Nasser El Erafy, 2023). Secondly, AI optimizes media processes, including recommendation systems, content moderation, and workflow management, reducing operational costs and improving efficiency (Kandepu & Harry, 2023). Thirdly, AI enables personalized user

experiences by predicting preferences, suggesting relevant content, and tailoring interactions, thereby enhancing audience satisfaction and retention.

Empirical studies demonstrate that platforms utilizing AI exhibit higher levels of engagement, content diversity, and business model flexibility (Gavran et al., 2025). For instance, research on short-video platforms indicates that algorithmically-driven recommendations significantly influence both user consumption patterns and the types of content creators produce, creating a feedback loop that fosters continuous innovation (Nguyen et al., 2024). Furthermore, AI-driven analytics inform strategic decisions regarding content scheduling, platform promotion, and monetization, linking technological adoption directly to organizational outcomes. Despite these insights, most studies remain conceptual or focus on large-scale platforms without capturing practitioner perspectives, leaving a gap in understanding how media professionals perceive and implement AI-driven innovations in day-to-day operations.

Research Gaps

The literature reviewed highlights three key points. First, AI technologies, encompassing machine learning, natural language processing, and computer vision, provide the technical foundation for intelligence media innovation. Second, intelligence media innovation is multidimensional, involving content, process, and business model transformations that collectively redefine how media platforms engage audiences and generate value. Third, while prior research establishes the theoretical link between AI and intelligence media innovation, empirical studies exploring these mechanisms, particularly in short-video platforms such as Xiaohongshu, remain limited. This gap underscores the need for research that examines the integration of AI into content production, distribution, and recommendation processes, as well as the perceptions of media practitioners regarding AI's role in fostering innovation. By addressing these gaps, the current study contributes to both theory and practice, offering insights into how AI enables the evolution of intelligent media ecosystems in rapidly developing digital environments.

RESEARCH METHODOLOGY

Research Purpose and Target Population

The primary purpose of this study is to examine the impact of artificial intelligence (AI) on intelligence media innovation, focusing specifically on the Xiaohongshu short-video platform. The research seeks to investigate how AI technologies are integrated into content production, recommendation, and distribution processes, and how these integrations influence the platform's ability to foster innovative content creation, optimize workflow efficiency, and enhance user engagement. To achieve this purpose, the study adopts a structured survey that captures the perceptions and experiences of media practitioners and content creators who are directly involved in the platform's operations.

The target population comprises professionals working within the Xiaohongshu ecosystem, including content creators, editorial staff, platform managers, and technical personnel involved in AI-driven content curation and recommendation processes. By focusing on this population, the study ensures that the collected data accurately reflect firsthand experiences and insights regarding AI's practical impact on intelligence media innovation. This approach allows for an in-depth understanding of how AI adoption translates into operational and creative outcomes within a leading short-video platform, bridging the gap between theoretical frameworks and practical application.

Sampling Method

Given the specific focus on Xiaohongshu professionals, the study employs a non-probability sampling strategy, combining convenience sampling and snowball sampling to reach a relevant and representative group of participants. Convenience sampling allows the researcher to initially access respondents who are readily available through professional networks, industry forums, and content creator communities. Snowball sampling is then employed to expand the participant pool by leveraging referrals from initial respondents, enabling the survey to reach individuals who possess direct experience with AI-driven processes on Xiaohongshu but may

not be publicly identifiable through standard directories. This hybrid approach is particularly suitable for studies involving specialized populations where a comprehensive sampling frame is not readily accessible. While non-probability sampling does not allow for statistical generalization to the entire population of Xiaohongshu professionals, it provides a practical and efficient means of gathering rich, experience-based data from respondents with relevant expertise. To ensure reliability and validity, the study targets a minimum of 250 respondents, balancing feasibility with sufficient sample size for meaningful analysis of patterns and trends.

Survey Design

The survey instrument for this study was carefully designed to capture multiple dimensions of AI integration and its impact on intelligence media innovation on Xiaohongshu. The questionnaire is structured into four major sections, each targeting a specific aspect of the research objectives. The first section collects demographic and professional information, including participants' roles, years of experience within Xiaohongshu, and familiarity with AI technologies. This section provides contextual data that allows for the analysis of how experience and professional background may influence perceptions of AI-driven innovation. By understanding the characteristics of respondents, the study ensures that the insights reflect the perspectives of individuals directly involved in content creation, management, and AI-related processes.

The second section focuses on AI integration in content production and distribution. Questions are designed to assess the extent to which participants perceive AI tools as influencing video editing, content tagging, trend prediction, and recommendation processes. Respondents indicate their level of agreement using a five-point Likert scale ranging from "strongly disagree" to "strongly agree." This scale allows for nuanced measurement of attitudes and perceptions, providing quantitative data to evaluate the depth and effectiveness of AI adoption in daily media operations. In addition to closed-ended items, participants are invited to provide qualitative comments regarding challenges and benefits associated with AI tools, capturing insights that may not be fully reflected in numerical ratings.

The third section examines the perceived impact of AI on innovation and workflow efficiency. It includes items measuring whether AI adoption facilitates creative experimentation, accelerates content production, and enhances operational efficiency. This section is particularly important as it links technological capabilities with the practical outcomes of intelligence media innovation. By evaluating how AI contributes to the generation of new content formats and interactive features, the survey captures both the strategic and operational dimensions of innovation. Participants are also asked to reflect on potential limitations or unintended effects, such as the risk of content homogenization, to provide a balanced assessment of AI's influence.

The fourth and final section explores the implications of AI for user engagement and business models. Questions assess how personalized recommendations, algorithmically-driven content promotion, and audience analytics influence user interaction, retention, and monetization strategies. This section highlights the strategic value of AI beyond operational efficiency, illustrating its role in shaping platform competitiveness and revenue generation. Together, the four sections of the survey provide a comprehensive assessment of AI integration, covering technical, operational, creative, and strategic dimensions. The combination of quantitative Likert-scale items and qualitative responses ensures that the study can analyze trends statistically while also capturing the nuanced experiences of media practitioners.

The questionnaire was pre-tested with a small group of Xiaohongshu professionals to ensure clarity, relevance, and reliability. Feedback from the pre-test led to minor adjustments in wording and question sequencing to improve readability and respondent comprehension. This iterative design process enhances both the validity and reliability of the survey, ensuring that the data collected accurately reflect the perceptions and experiences of practitioners regarding AI-driven intelligence media innovation.

Questionnaire Administration and Data Collection

The questionnaire is administered electronically using Wenjuanxing, a widely used online survey platform in China that enables efficient distribution, real-time data monitoring, and secure response collection. The online format allows the survey to reach a geographically dispersed sample of Xiaohongshu professionals, including

content creators, editorial staff, platform managers, and technical personnel. Invitations to participate are distributed via professional networks, industry-specific forums, and Xiaohongshu-related content creator communities, ensuring that the target population is adequately represented. The survey emphasizes the voluntary nature of participation and the confidentiality of responses to encourage honest and thoughtful feedback.

Data collection is conducted over a two-week period, during which periodic reminders are sent to potential respondents through email, messaging apps, and professional groups to maximize response rates. Wenjuanxing's platform allows the researcher to track response progress in real time, identify incomplete submissions, and ensure that respondents meet the study's inclusion criteria. All responses are anonymized and securely stored in compliance with ethical standards and data protection regulations. Following the completion of data collection, the dataset is cleaned to remove incomplete or inconsistent responses, and qualitative answers are coded for thematic analysis. Likert-scale items are statistically summarized, providing descriptive statistics and preparing the data for subsequent inferential analysis. By leveraging Wenjuanxing's capabilities, the study ensures an efficient, reliable, and ethically sound process for administering the survey and managing the collected data.

RERULTES

Descriptive Statistics

A total of 250 questionnaires were distributed to Xiaohongshu professionals, of which 218 were returned, yielding a response rate of 87.2%. After cleaning for incomplete or inconsistent responses, 210 valid questionnaires were retained for analysis. The respondents represented a diverse range of roles within the platform, including content creators (35%), editorial staff (28%), platform managers (20%), and technical personnel (17%). Most participants had more than three years of experience working with Xiaohongshu (62%), while the remaining 38% had between one and three years of experience. Furthermore, 74% of respondents reported regular use of AI-assisted tools in content production or recommendation processes, indicating a high level of engagement with AI technologies.

These demographic data provide essential context for interpreting the findings of the study. The diversity of roles ensures that perspectives from both creative and technical stakeholders are captured, offering a comprehensive understanding of AI integration within the platform. The high level of AI familiarity among respondents supports the reliability of the data, as participants are directly involved in processes influenced by AI, including content creation, editing, and recommendation. This section establishes the foundation for subsequent analysis by confirming that the sample is representative of the target population and that participants possess the relevant experience to provide meaningful insights into AI-driven innovation on Xiaohongshu.

Table 1: Demographic profile of respondents

Variable	Category	Frequency	Percentage (%)
Role	Content Creator	74	35.2
	Editorial Staff	59	28.1
	Platform Manager	42	20.0
	Technical Personnel	35	16.7
Experience (years)	1–3	80	38.1
	>3	130	61.9
Familiarity with AI	Regular Use	156	74.3
	Occasional Use	54	25.7

AI Integration in Content Production and Recommendation

The survey results indicate that AI is deeply embedded in content production and recommendation processes on Xiaohongshu. Approximately 82% of respondents agreed or strongly agreed that AI tools assist in video editing, content tagging, and trend analysis. Moreover, 88% indicated that AI-driven recommendation algorithms significantly influence which content reaches specific audiences. Participants emphasized that algorithmic insights allow creators to align their content with viewer preferences, improving the likelihood of engagement and virality. Open-ended responses highlighted that AI not only automates routine tasks but also provides actionable insights, enabling creators to experiment with innovative formats and optimize video performance.

These findings demonstrate that AI plays a central role in shaping both creative and operational processes. By automating repetitive tasks, AI frees up human resources for more strategic and creative work, enhancing the platform's overall innovation capacity. At the same time, the recommendation algorithms guide content distribution in a data-driven manner, improving user satisfaction and engagement. The integration of AI into both production and recommendation illustrates a synergistic relationship between technology and human creativity, whereby algorithmic insights inform decision-making, and human expertise guides content adaptation to maintain cultural relevance and diversity.

Table 2: Perceived AI integration in content production and recommendation

AI Application Area	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean Score
AI-assisted video editing	3	5	20	110	72	4.25
Automated content tagging	2	6	28	115	59	4.10
Trend prediction & content analysis	4	8	30	102	66	4.07
Recommendation algorithm impact	1	3	21	109	76	4.31

Impact on Innovation and Workflow Efficiency

Respondents reported that AI significantly enhances both workflow efficiency and content innovation. Approximately 79% agreed that AI-enabled tools reduce the time required for video editing, moderation, and data analysis, allowing more resources to be allocated toward creative experimentation. Similarly, 81% indicated that AI provides insights for developing novel video formats, interactive storytelling techniques, and live-stream integration, which diversify content offerings and enhance viewer engagement. Participants highlighted that AI helps detect trending topics quickly, enabling timely production of content aligned with user interests.

The integration of AI into workflows not only accelerates operational processes but also creates an environment conducive to innovation. By streamlining repetitive tasks and providing predictive analytics, AI empowers creators and managers to explore new approaches without significantly increasing workload. However, some respondents noted potential drawbacks, including the risk of homogenized content due to over-reliance on algorithmic recommendations and the need for continuous human oversight. Overall, these findings suggest that AI serves as both a facilitator and an enabler of intelligence media innovation, balancing efficiency with creative experimentation to sustain platform competitiveness.

User Engagement and Business Model Implications

AI-driven personalization significantly impacts audience engagement and platform revenue strategies. Approximately 85% of respondents agreed that content recommendations tailored to individual preferences increase user interaction, session duration, and retention rates. AI analytics also guide strategic decisions regarding advertising, influencer collaborations, and e-commerce integration. Respondents emphasized that

understanding audience behavior through AI insights allows platforms to implement targeted promotions and optimize monetization models, connecting technological adoption directly to business outcomes.

These findings demonstrate that AI contributes not only to operational and creative processes but also to strategic business model innovation. By enabling precise audience targeting and data-informed monetization, AI strengthens the platform's competitive advantage. Furthermore, the dynamic feedback loop between user engagement and algorithmic adjustment ensures continuous refinement of content delivery, supporting both user satisfaction and platform growth. In combination with content innovation and workflow efficiency, these results highlight the multifaceted role of AI in driving sustainable and intelligent media transformation.

CONCLUSION

Summary of Key Findings

This study examined the impact of artificial intelligence on intelligence media innovation, using the Xiaohongshu short-video platform in China as an empirical case. By adopting a questionnaire-based research approach, the study explored how AI technologies are integrated into content production, recommendation systems, workflow management, user engagement, and business model innovation. The findings demonstrate that AI has become a core technological driver of intelligence media development, reshaping both operational processes and strategic decision-making within digital media platforms.

First, the results indicate a high level of AI integration across Xiaohongshu's content production and distribution processes. AI-assisted video editing, automated content tagging, trend prediction, and recommendation algorithms are widely perceived by practitioners as essential tools that support daily operations. These technologies not only enhance efficiency but also enable data-informed creativity, allowing content creators to better align their output with audience preferences. Second, the study finds that AI significantly contributes to innovation and workflow efficiency. By automating repetitive tasks and providing predictive analytics, AI frees creative and managerial resources, facilitating experimentation with new content formats and interactive features. While concerns regarding content homogenization and over-reliance on algorithms were noted, respondents generally agreed that AI serves as an enabler rather than a constraint on innovation when combined with human judgment. Third, AI-driven personalization plays a critical role in enhancing user engagement and supporting innovative business models. Personalized content recommendations increase user interaction, retention, and satisfaction, while AI analytics inform targeted advertising, influencer marketing, and e-commerce integration. These findings suggest that AI-driven intelligence media innovation extends beyond content and processes to influence revenue generation and platform sustainability.

Theoretical Contributions

This study makes several contributions to the existing literature on artificial intelligence and media innovation. First, it bridges the gap between AI technology research and intelligence media studies by providing empirical evidence from a real-world digital platform. While prior studies often focus on either technical aspects of AI or conceptual discussions of media transformation, this research integrates both perspectives, demonstrating how AI capabilities translate into practical innovation outcomes. Second, the study advances the understanding of intelligence media innovation by adopting a multidimensional perspective that encompasses content innovation, process optimization, user engagement, and business model transformation. This holistic approach aligns with emerging views that media innovation should be examined as an interconnected system rather than isolated technological or creative changes. Third, by incorporating practitioner perceptions, the study contributes a human-centered perspective to AI and media research. Understanding how content creators, managers, and technical personnel perceive and utilize AI provides valuable insight into the social and organizational dimensions of intelligence media innovation, which are often underexplored in technology-driven studies.

Practical Implications

The findings of this study offer important implications for media practitioners, platform operators, and policymakers. For digital media platforms such as Xiaohongshu, the results highlight the importance of

strategically integrating AI technologies across production, distribution, and monetization processes. Platforms should continue investing in AI tools that enhance efficiency and personalization while ensuring transparency and human oversight to mitigate risks associated with algorithmic bias and content homogenization. For content creators and media professionals, the study underscores the value of developing AI literacy and data-driven creative skills. By effectively leveraging AI insights, practitioners can enhance content quality, audience engagement, and competitive positioning within algorithm-driven media environments. From a policy perspective, the findings suggest the need for regulatory frameworks that balance innovation with ethical considerations. As AI increasingly shapes media ecosystems, issues such as data privacy, algorithmic transparency, and cultural diversity warrant greater attention to ensure sustainable and inclusive intelligence media development.

Limitations and Future Research

Despite its contributions, this study has several limitations that should be acknowledged. First, the research relies on a non-probability sampling method, combining convenience and snowball sampling, which limits the generalizability of the findings. While the sample includes a diverse range of Xiaohongshu professionals, the results may not fully represent all stakeholders within the platform or the broader digital media industry. Second, the study is based on self-reported data, which may be subject to response bias or subjective interpretation. Although respondents are directly involved in AI-driven processes, their perceptions may not fully capture objective performance outcomes or technical effectiveness. hird, the study focuses on a single platform within a specific national context. While Xiaohongshu provides a valuable case of intelligence media innovation in China, the findings may not be directly applicable to other platforms or international contexts with different regulatory, cultural, or technological environments.

Future research can build upon this study in several ways. First, comparative studies across multiple platforms, such as Xiaohongshu, Kuaishou, and international counterparts like TikTok and YouTube, could provide broader insights into how AI-driven intelligence media innovation varies across contexts. Second, future studies may adopt mixed-method or longitudinal approaches, combining surveys with interviews or platform data analysis to capture dynamic changes in AI adoption and innovation outcomes over time. dditionally, further research could explore specific dimensions of AI in greater depth, such as the ethical implications of recommendation algorithms, the impact of AI on creative labor, or the role of AI in shaping cultural diversity within media ecosystems. Finally, incorporating objective performance indicators, such as engagement metrics or revenue data, would strengthen the empirical basis for understanding the tangible effects of AI on intelligence media innovation.

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