

# Supplementary File

Table S1. Influencer sample and corpus composition on Weibo.

| Influencer account    | Followers at data collection (millions) | Average likes | Average comments | Average reposts | Posts in full corpus (n) | Posts selected for FCDA (n) |
|-----------------------|-----------------------------------------|---------------|------------------|-----------------|--------------------------|-----------------------------|
| Zhang (@原来是西门大嫂)      | 4.63                                    | 4,000-4,999   | 500-999          | 500-999         | 278                      | 12                          |
| Kakakaoo (@Kakakaoo)  | 13.47                                   | 15,000-29,999 | 4,000-4,999      | 3,000-3,999     | 118                      | 11                          |
| Becky Li (@黎贝卡的异想世界)  | 7.09                                    | 3,000-3,999   | 500-999          | 500-999         | 469                      | 19                          |
| Feng Timo (@冯提莫)      | 16.00                                   | 50,000-74,999 | 4,000-4,999      | 4,000-4,999     | 72                       | 2                           |
| @代古拉 K                | 1.69                                    | 1,000-1,999   | 100-499          | 0-99            | 16                       | 0                           |
| @彭十六 elf              | 2.59                                    | 5,000-6,999   | 100-499          | 0-99            | 80                       | 1                           |
| Zhou Ke (@周二珂)        | 5.00                                    | 5,000-6,999   | 500-999          | 100-499         | 16                       | 0                           |
| Xing Xiaoyao (@邢晓瑶)   | 5.88                                    | 2,000-2,999   | 100-499          | 100-499         | 26                       | 0                           |
| Hanan Ran (@Abby-韩安冉) | 4.76                                    | 10,000-14,999 | 500-999          | 100-499         | 65                       | 2                           |
| Yalan Mu (@穆雅斓)       | 10.80                                   | 10,000-14,999 | 2,000-2,999      | 100-499         | 18                       | 1                           |
| Total                 | —                                       | —             | —                | —               | 1,157                    | 48                          |

*Note.* Follower counts refer to the figures recorded at the time of data collection. Average likes, comments, and reposts are reported as intervals rather than exact counts to avoid false precision while preserving the relative scale of account engagement. The full corpus comprised 1,157 Weibo posts collected from the ten influencer accounts. The 48 posts selected for feminist critical discourse analysis (FCDA) constituted a purposively selected post-level analytical sample drawn from this corpus. Selection was guided by thematic relevance, textual richness, and response rates rather than proportional representation of each account. A value of zero indicates that the account contributed posts to the full corpus but not to the FCDA subset.

Table S2. Interview participant profiles.

| Participant ID | Pseudonym | Age group | Education level | Relationship status | Occupation category             | Region |
|----------------|-----------|-----------|-----------------|---------------------|---------------------------------|--------|
| P1             | Kang      | 30-33     | Postgraduate    | Single              | Student/postgraduate researcher | UK     |

| Participant ID | Pseudonym | Age group | Education level | Relationship status | Occupation category             | Region           |
|----------------|-----------|-----------|-----------------|---------------------|---------------------------------|------------------|
| P2             | Niuniu    | 25-29     | Postgraduate    | Married with child  | Higher education administrator  | China            |
| P3             | Shuishui  | 25-29     | Undergraduate   | Single              | Student/postgraduate researcher | China            |
| P4             | Jie       | 25-29     | Undergraduate   | In relationship     | Office worker                   | China            |
| P5             | Jue       | 18-20     | Undergraduate   | In relationship     | Student/postgraduate researcher | Outside China/UK |
| P6             | Xinzi     | 25-29     | Postgraduate    | In relationship     | Self-employed/business owner    | UK               |
| P7             | Yujia     | 21-24     | Undergraduate   | In relationship     | Student/postgraduate researcher | China            |
| P8             | Yuanyuan  | 25-29     | Postgraduate    | In relationship     | Student/postgraduate researcher | China            |
| P9             | Liang     | 25-29     | Postgraduate    | In relationship     | Student/postgraduate researcher | Outside China/UK |
| P10            | Sisi      | 30-33     | Postgraduate    | Single              | Data/technical professional     | China            |
| P11            | Vicky     | 25-29     | Postgraduate    | In relationship     | Student/postgraduate researcher | UK               |
| P12            | UU        | 30-33     | Undergraduate   | Single              | Office worker                   | China            |
| P13            | CiCi      | 25-29     | Postgraduate    | In relationship     | Student/postgraduate researcher | UK               |
| P14            | Ning      | 18-20     | Undergraduate   | Single              | Student/postgraduate researcher | China            |
| P15            | Xiaouu    | 18-20     | Undergraduate   | Single              | Student/postgraduate researcher | China            |
| P16            | Yao       | 25-29     | Postgraduate    | In relationship     | Cultural/creative professional  | China            |
| P17            | Fei       | 18-20     | Undergraduate   | Single              | Student/postgraduate researcher | China            |
| P18            | Xinman    | 18-20     | Undergraduate   | Single              | Student/postgraduate researcher | China            |
| P19            | Qiqi      | 25-29     | Undergraduate   | Married             | Office worker                   | China            |

| Participant ID | Pseudonym | Age group | Education level | Relationship status | Occupation category             | Region           |
|----------------|-----------|-----------|-----------------|---------------------|---------------------------------|------------------|
| P20            | Chenchen  | 21-24     | Postgraduate    | Single              | Student/postgraduate researcher | UK               |
| P21            | POC       | 25-29     | Postgraduate    | In relationship     | Self-employed/business owner    | China            |
| P22            | Zhaojing  | 18-20     | Undergraduate   | In relationship     | Student/postgraduate researcher | China            |
| P23            | Yovd      | 18-20     | Undergraduate   | Single              | Student/postgraduate researcher | China            |
| P24            | Jiaojiao  | 25-29     | Undergraduate   | In relationship     | Self-employed/business owner    | China            |
| P25            | Hao       | 18-20     | Undergraduate   | Single              | Student/postgraduate researcher | China            |
| P26            | April     | 21-24     | Postgraduate    | Single              | Not specified                   | China            |
| P27            | Zoo       | 21-24     | Undergraduate   | In relationship     | Student/postgraduate researcher | UK               |
| P28            | YY        | 21-24     | Postgraduate    | Single              | Student/postgraduate researcher | Outside China/UK |
| P29            | Lily      | 25-29     | Undergraduate   | Married             | Cultural/creative professional  | China            |
| P30            | Yang      | 21-24     | Postgraduate    | In relationship     | Student/postgraduate researcher | China            |
| P31            | Kaixi     | 21-24     | Postgraduate    | In relationship     | Seeking employment              | China            |

*Note.* Participant names are pseudonyms. Age, occupation, and location information have been grouped to reduce deductive disclosure risk while preserving analytically relevant sample characteristics.