

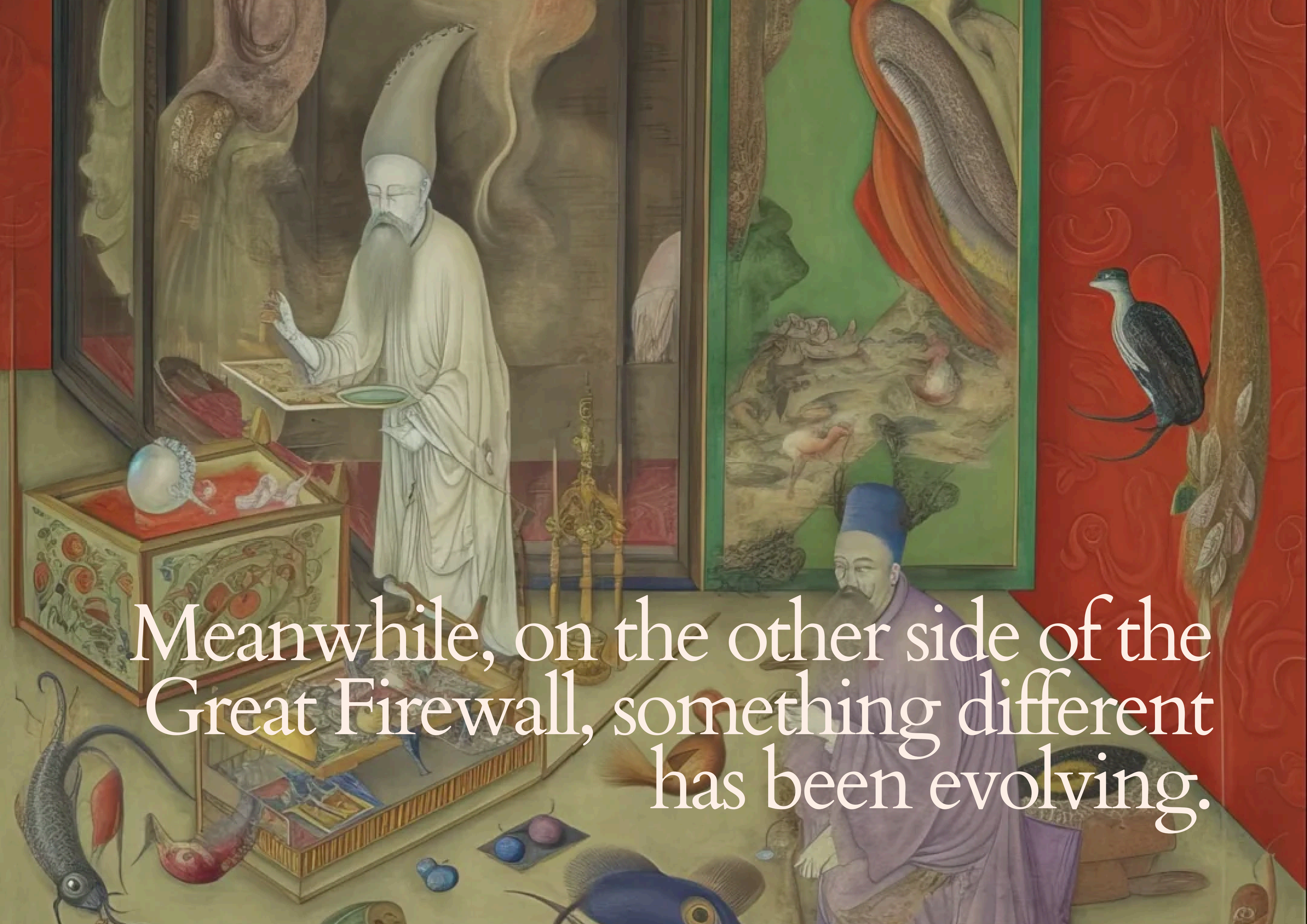


doomscroll 1996

INTERSECTING SUBCULTURES OF CHINESE
INTERNET CULTURE

Jan 2025, American TikTok refugees fled to Xiaohongshu and encountered an internet that had developed entirely different survival strategies for existing under surveillance, platform capitalism, and state control.





Meanwhile, on the other side of the Great Firewall, something different has been evolving.



GHOST FIRE BOY



TUCOOL



SLOW FEET



TUAN BO



TONY LC



CHINA JIRAIKAI

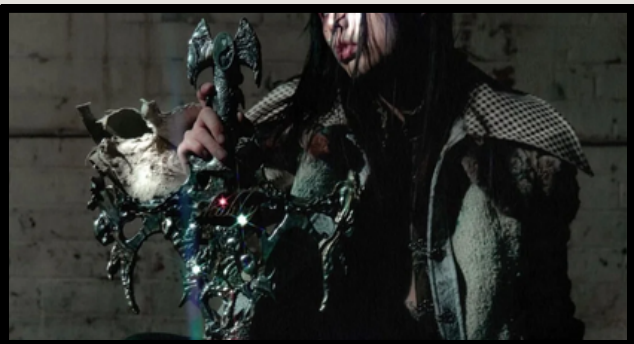
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SISTER HONG



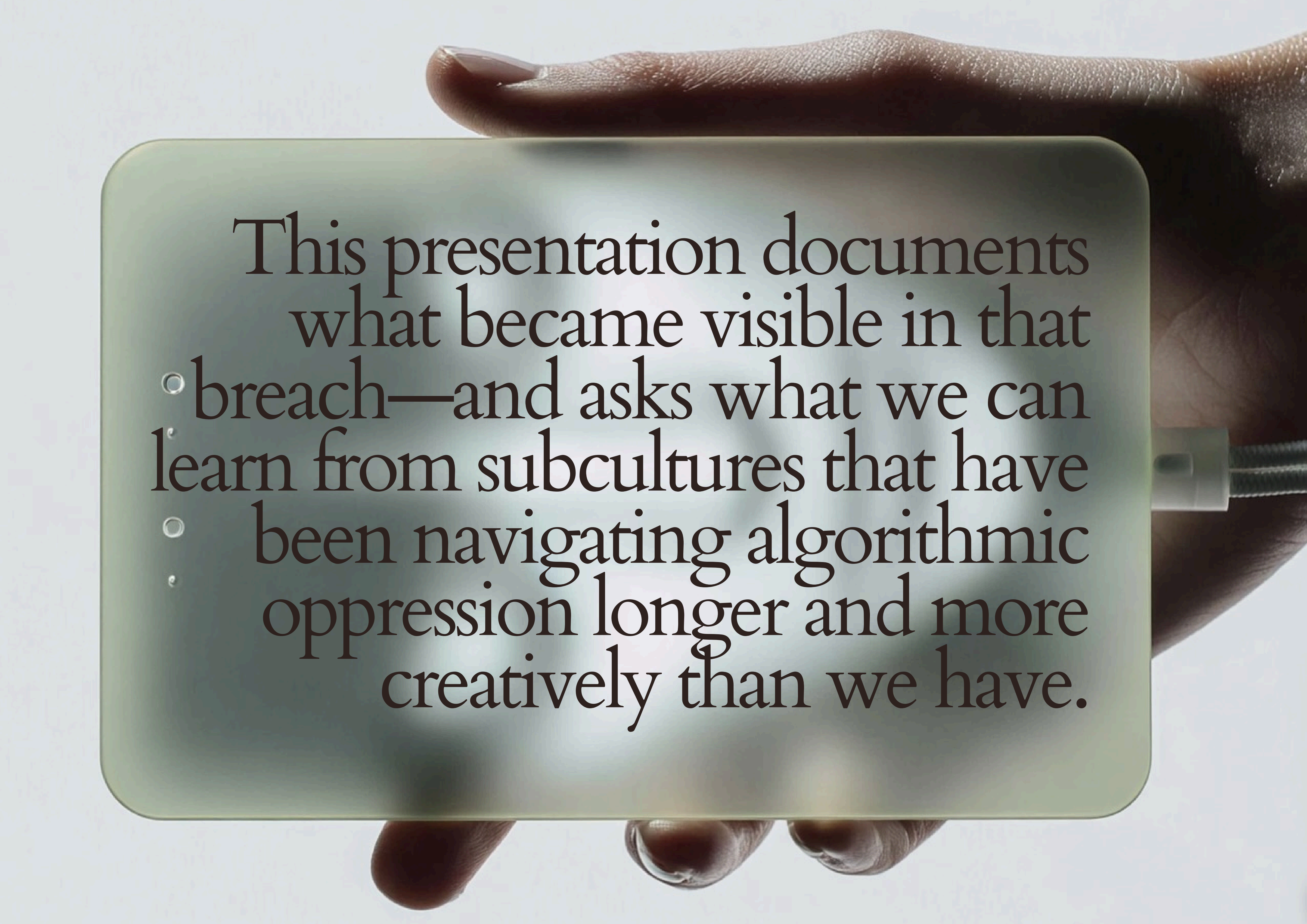
TINGJU



GUANGDONG VK



YABI

A close-up photograph of a person's hand holding a small, green, rounded-corner notepad. The notepad is held between the thumb and index finger, with other fingers visible at the bottom. The notepad has a light green background with a faint, repeating pattern of the words "NOTES" and "JOURNAL" in a light blue or green color. The text on the notepad is written in a dark, serif font. The background is a plain, light-colored surface.

This presentation documents
what became visible in that
◦ breach—and asks what we can
learn from subcultures that have
◦ been navigating algorithmic
oppression longer and more
creatively than we have.



ENTER THE PARALLEL
INTERNET

IT'S TIME FOR A
REALITY CHECK

SHIRAZ

NEPHILA

FOR THE

ISOTRYN



SUBCULTURES



A young man with dark hair, wearing a black t-shirt, and a young woman with blonde hair, wearing a light blue shirt, are holding a large, white and purple toy gun. The man is holding the gun with both hands, and the woman is holding it from the side. They are both looking at the gun with interest. The background is a plain, light-colored wall.

These “Ghost Fire Boys” often represent youth who feel marginalized by China’s rapid modernization, those who missed development opportunities or can’t see clear paths for social mobility.

Caught between disappearing traditional values and unfulfilled modern promises, their pursuit of immediate thrills, rule-breaking, and destructive expression becomes a form of postmodern rebellion against a system that has already written them off.





NEPHILA

CHINESE INTERNET CULTURE REPORT 2025



SUBCULTURES



Jiraikei

地雷系女子



JIRAIKEI







ミゆちゃん



砂糖みうちちゃん



こるろりちゃん



kuwaちゃん
アイメイク



匿名にころされ

アイメイク

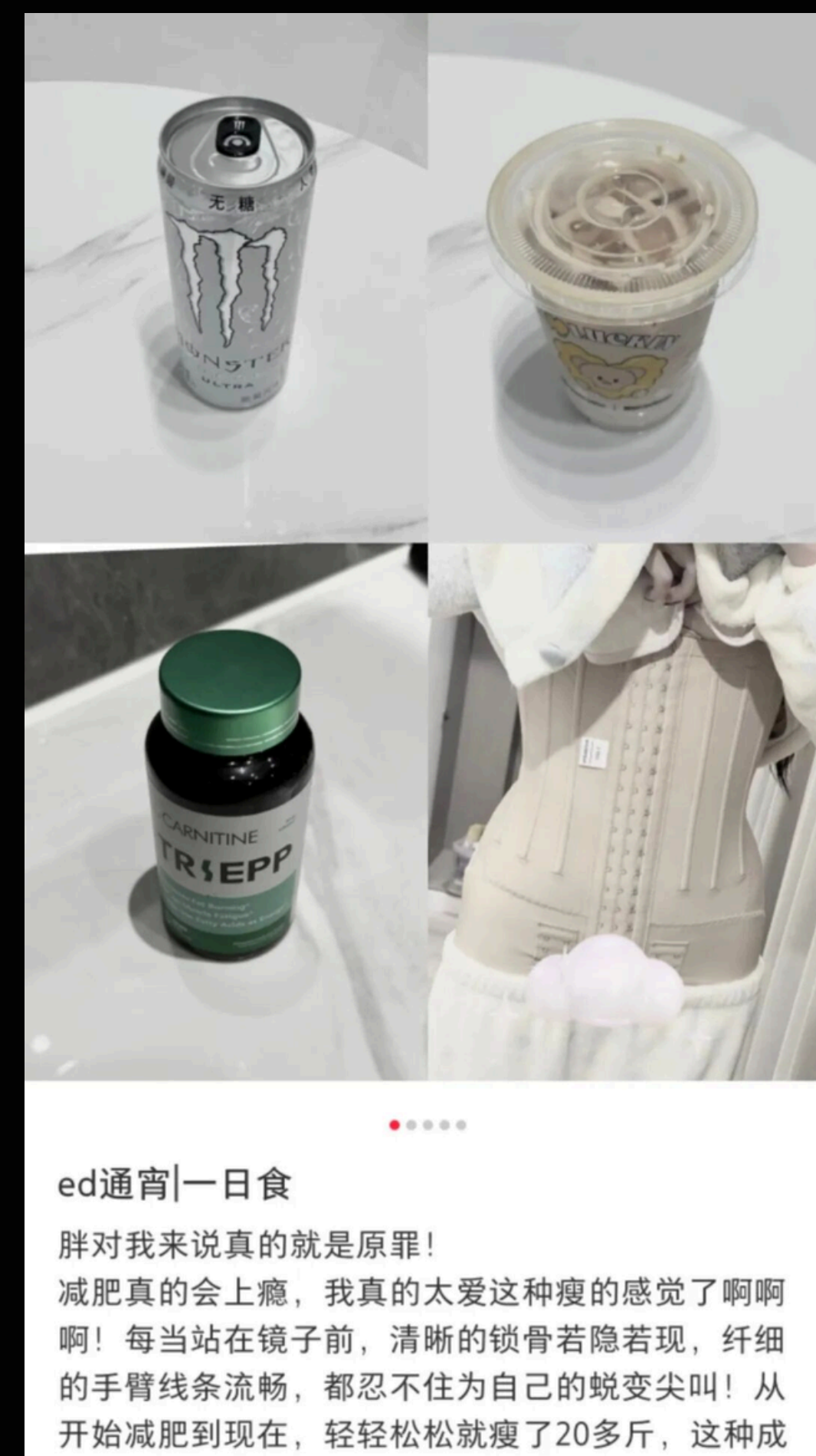
小红书号: Hime_Ch







Because performing psychological instability generates social capital in communities that valorize "morbid beauty" and emotional intensity as markers of depth/authenticity





哈饱鸽

关注

#od #地雷系

04-10

共 13 条评论



Deneb.

哥哥，我刚炫完一瓶



04-10

♡ 1 💬 2



哈饱鸽 作者

omg，你是广东视觉系长发男

04-10

♡ 4 💬 回复

展开 1 条回复



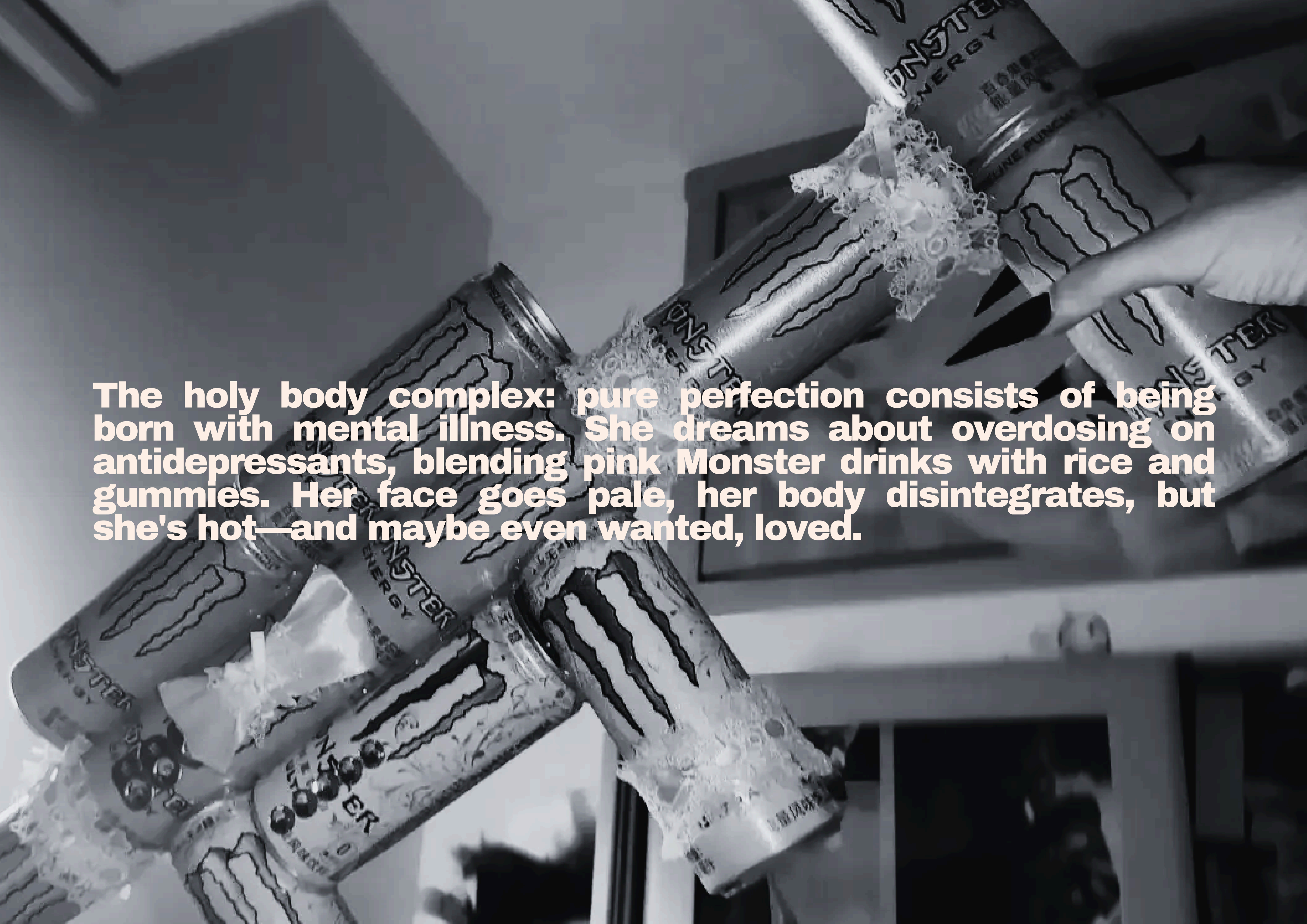
Karl Schwarzschild

overdose不如overdrive



说点什么...

♡ 58 ☆ 6 💬 13 📎



The holy body complex: pure perfection consists of being born with mental illness. She dreams about overdosing on antidepressants, blending pink Monster drinks with rice and gummies. Her face goes pale, her body disintegrates, but she's hot—and maybe even wanted, loved.



Revolution'disciple 关注

喝东鹏特饮 做中国地雷

#比那名居天子 #东方 #东方project #北京百校天则

04-05

共 3 条评论

Gatt.
抖m天子因为没人调教所以变成了地雷女.....
04-06
赞 回复

道神花天
04-06
赞 回复

全然不信
为什么没人啊
04-05

说点什么... 43 1 3

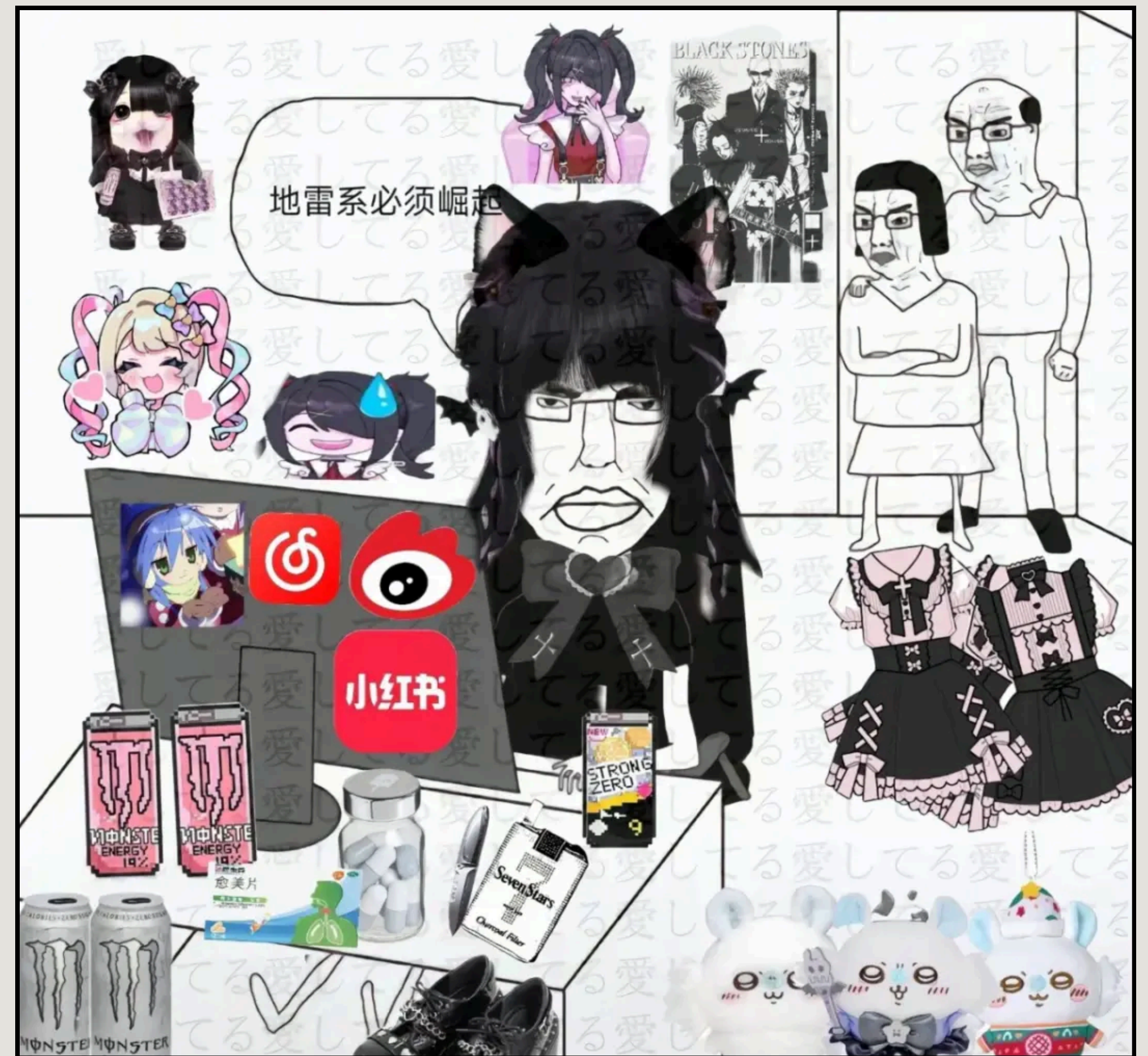
分享图片



情人的眼泪：神经病我对着这张图笑了三分钟

[illegible]

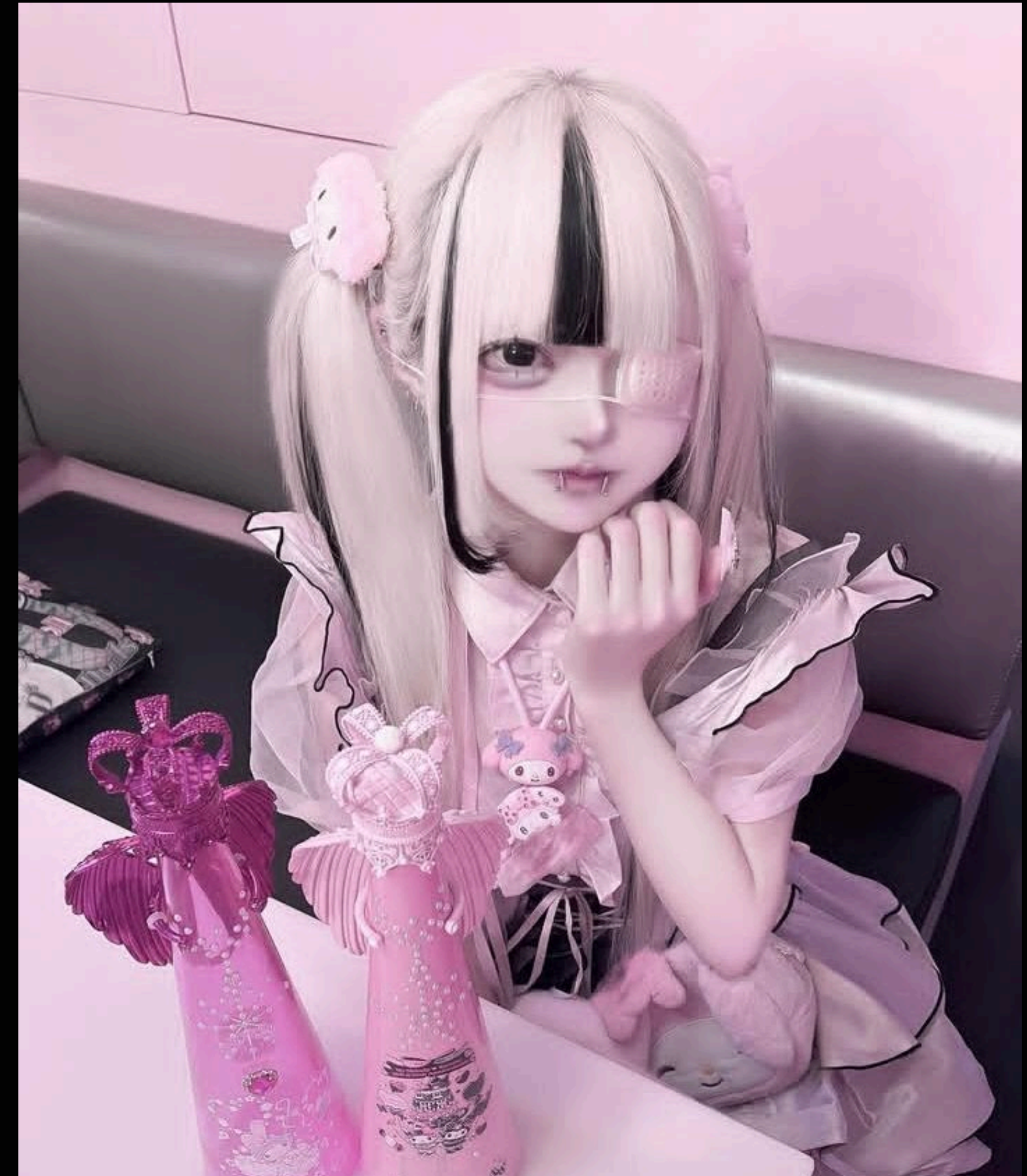
■ 时空枢纽限定iPhone 12 (5G)



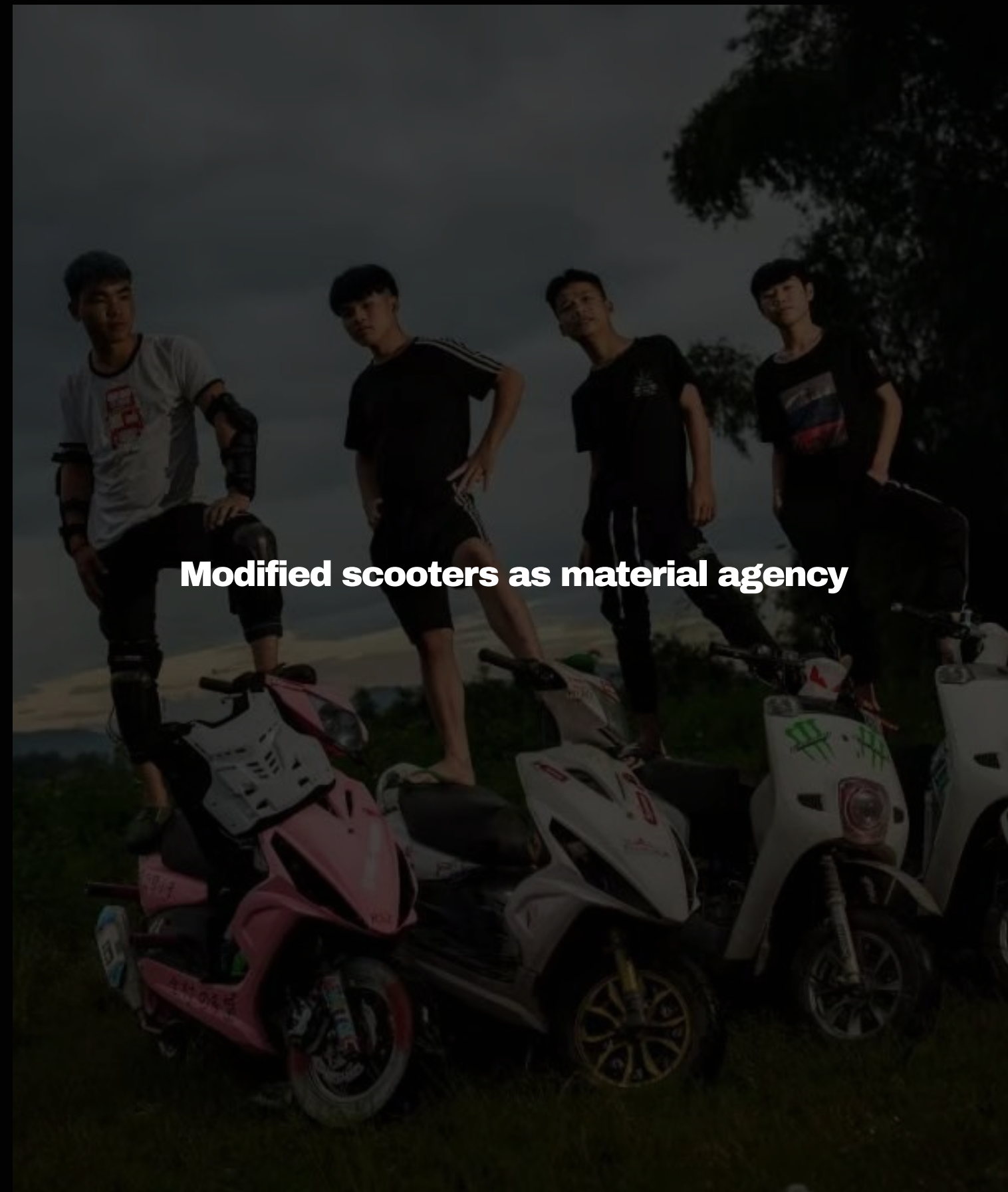
Ghost Fire Boys



Jiraikai

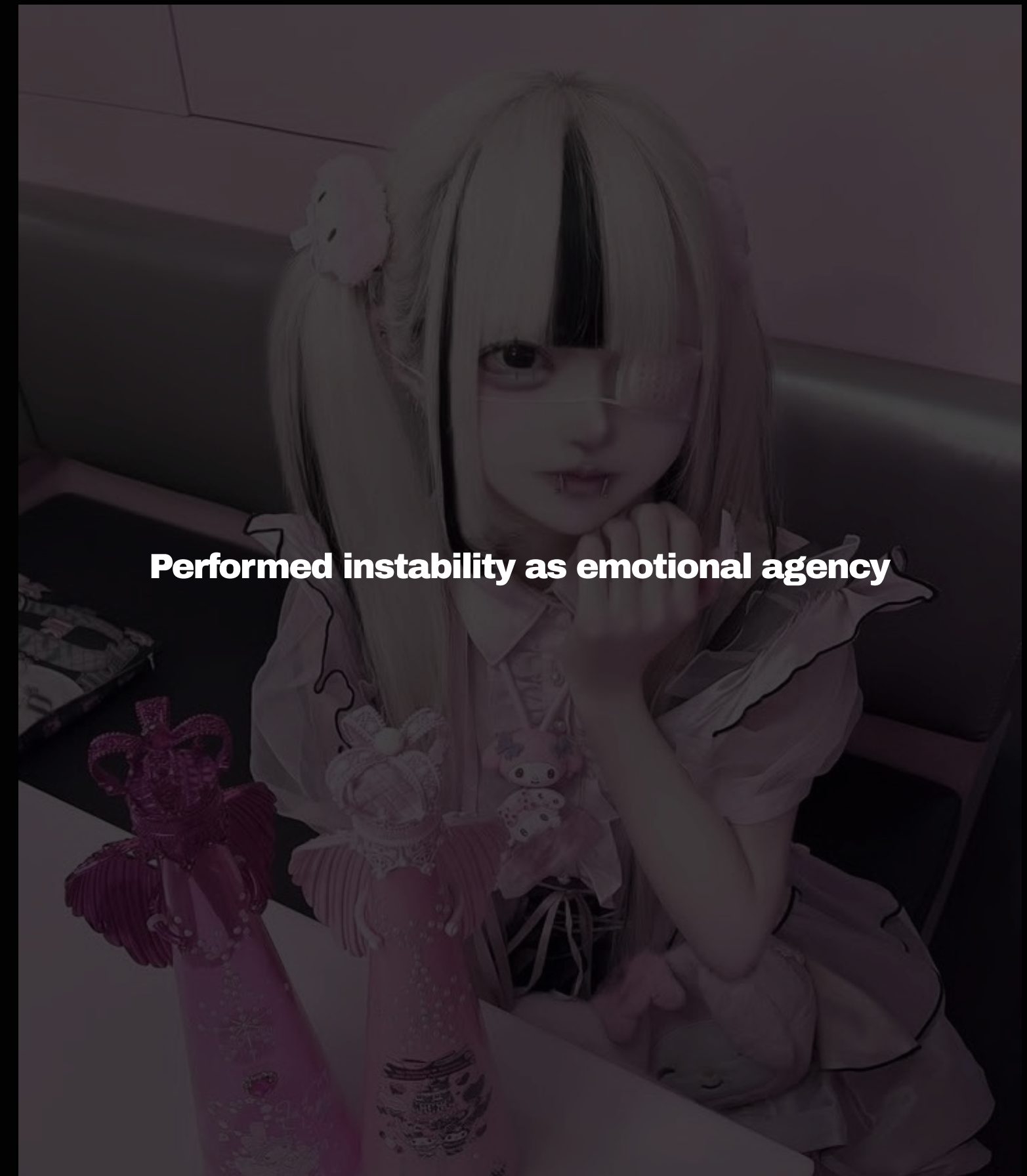


Ghost Fire Boys



Modified scooters as material agency

Jiraikai



Performed instability as emotional agency

CIVIL SERVANT STYLE

Tingjufeng (厅局风, bureau-hall style) originates from Chinese bureaucratic dress culture, describing fashion that mimics the aesthetic of mid-to-senior government officials. The literal translation: "department-bureau vibe." The concept: dressing to project institutional legitimacy and authority.

People confuse this with simple professional attire, but key differences exist: Professional dress aims for

competence and polish. Tingjufeng specifically institutional authority and the symbolic power of government employment. Professional wear allows individual expression. Tingjufeng demands conformity to unwritten rank-appropriate codes. The appeal lies in borrowed legitimacy: looking stable and credible, signaling access to power structures, projecting the coveted "institutional boyfriend" (体制内男友) energy that

dominates dating market discourse.

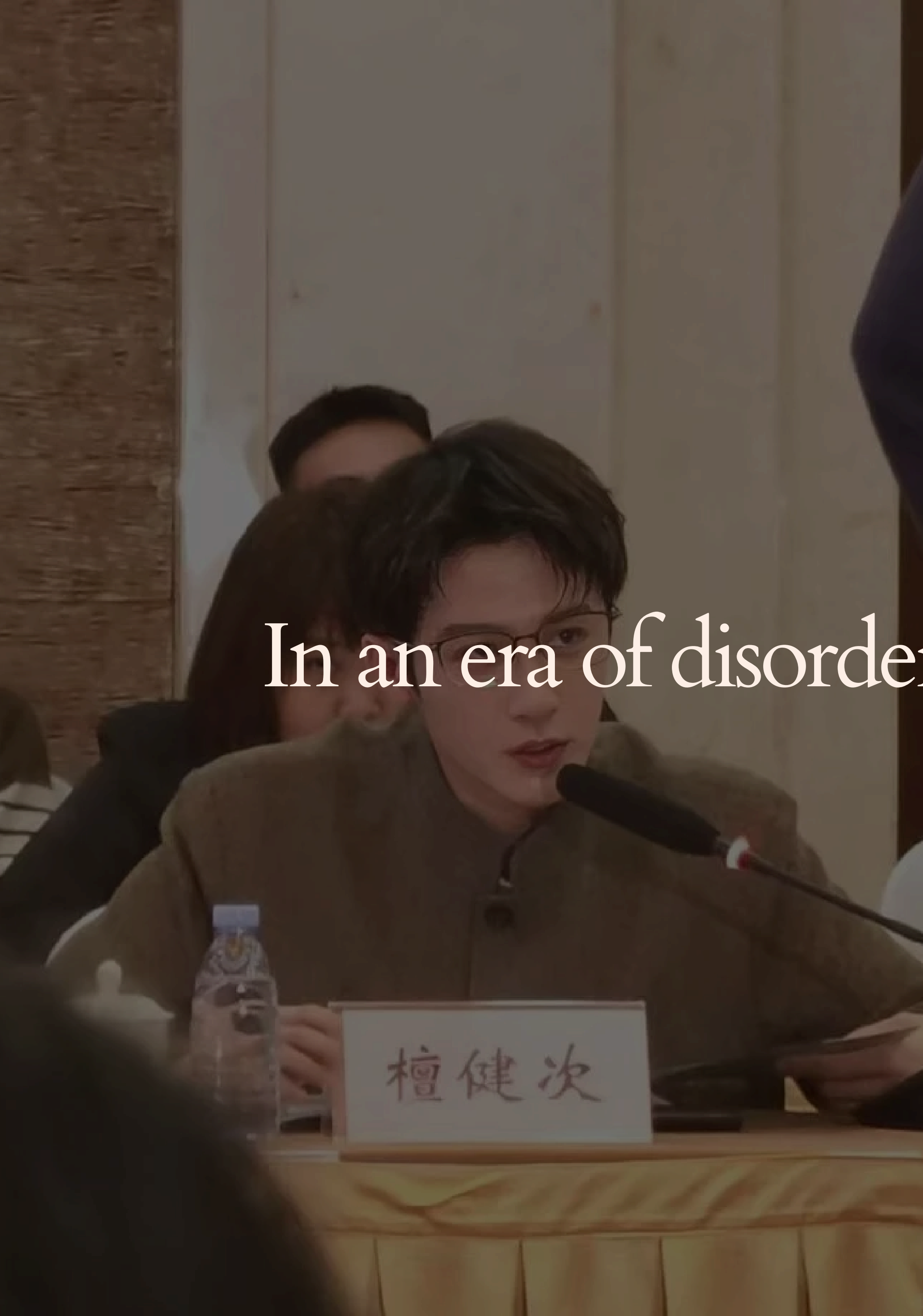
In China's context of extreme career competition, civil service exam intensity, and job market anxiety, this aesthetic resonated immediately with young professionals seeking to project institutional credibility and the stability associated with government employment—even if they work in the private sector or remain outside the system entirely.



The appeal lies in borrowed legitimacy: looking stable and credible, signaling access to power structures, projecting the coveted “institutional boyfriend” (体制内男友) energy that dominates dating market discourse.



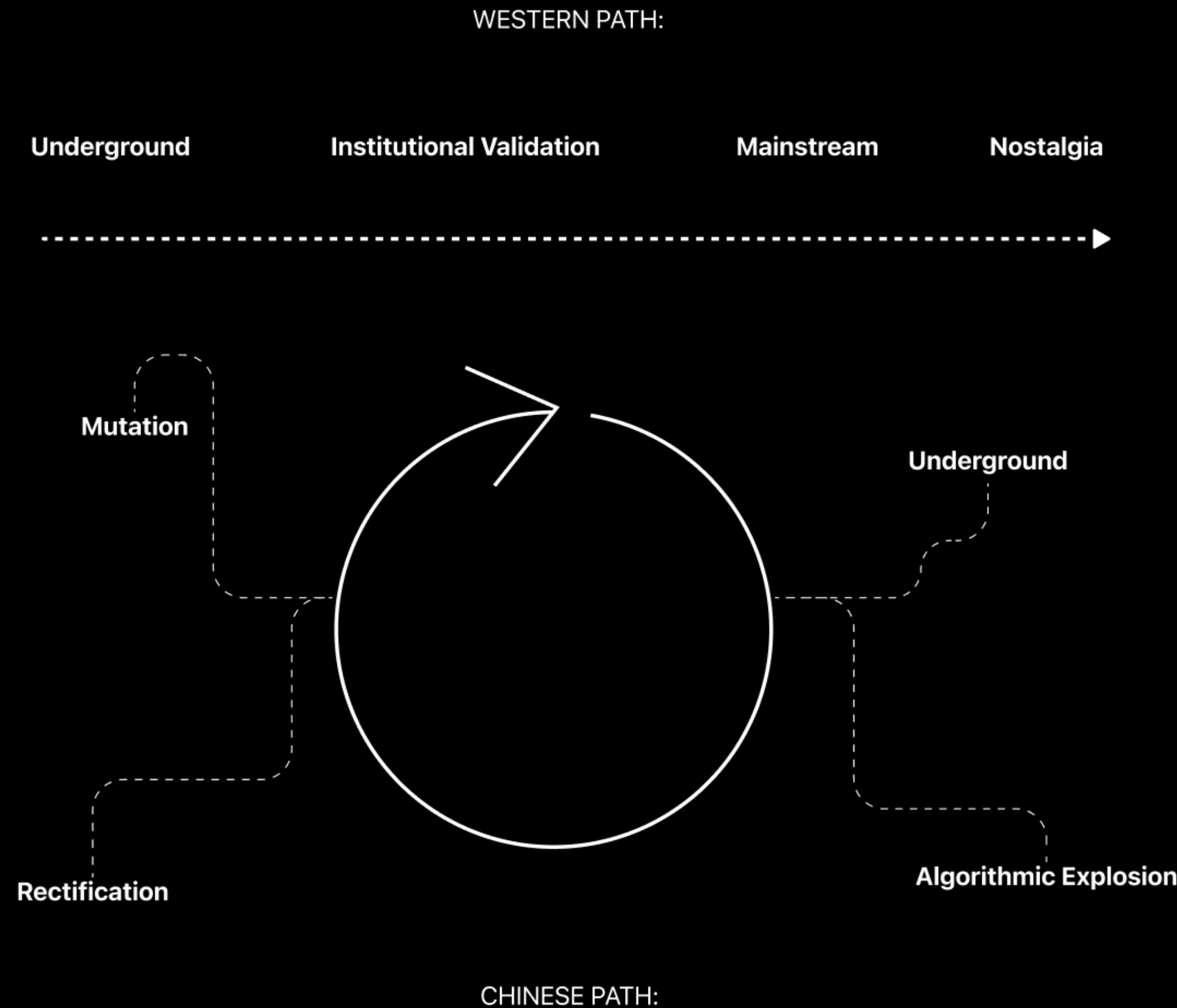
In an era of disorder, cosplay the Order



In the West, subcultures have a career. In China, they have a cycle. One moves through stages and dies. The other mutates infinitely to survive

Western subcultures have funerals, they die into nostalgia. Chinese subcultures have mutations, they adapt infinitely.

INSTITUTIONAL VS EMERGENT





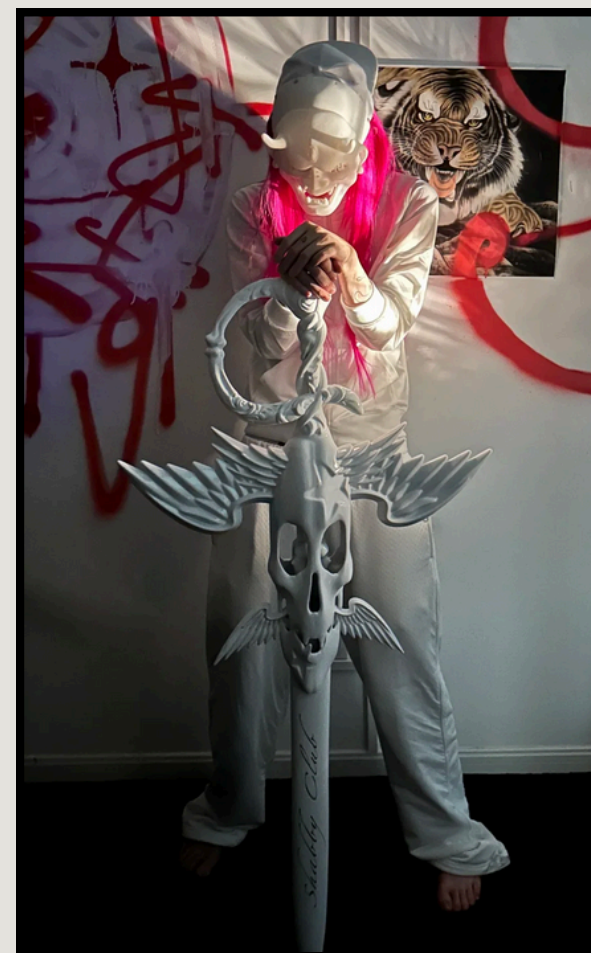
TUCOOL



YABI



SHAMATE

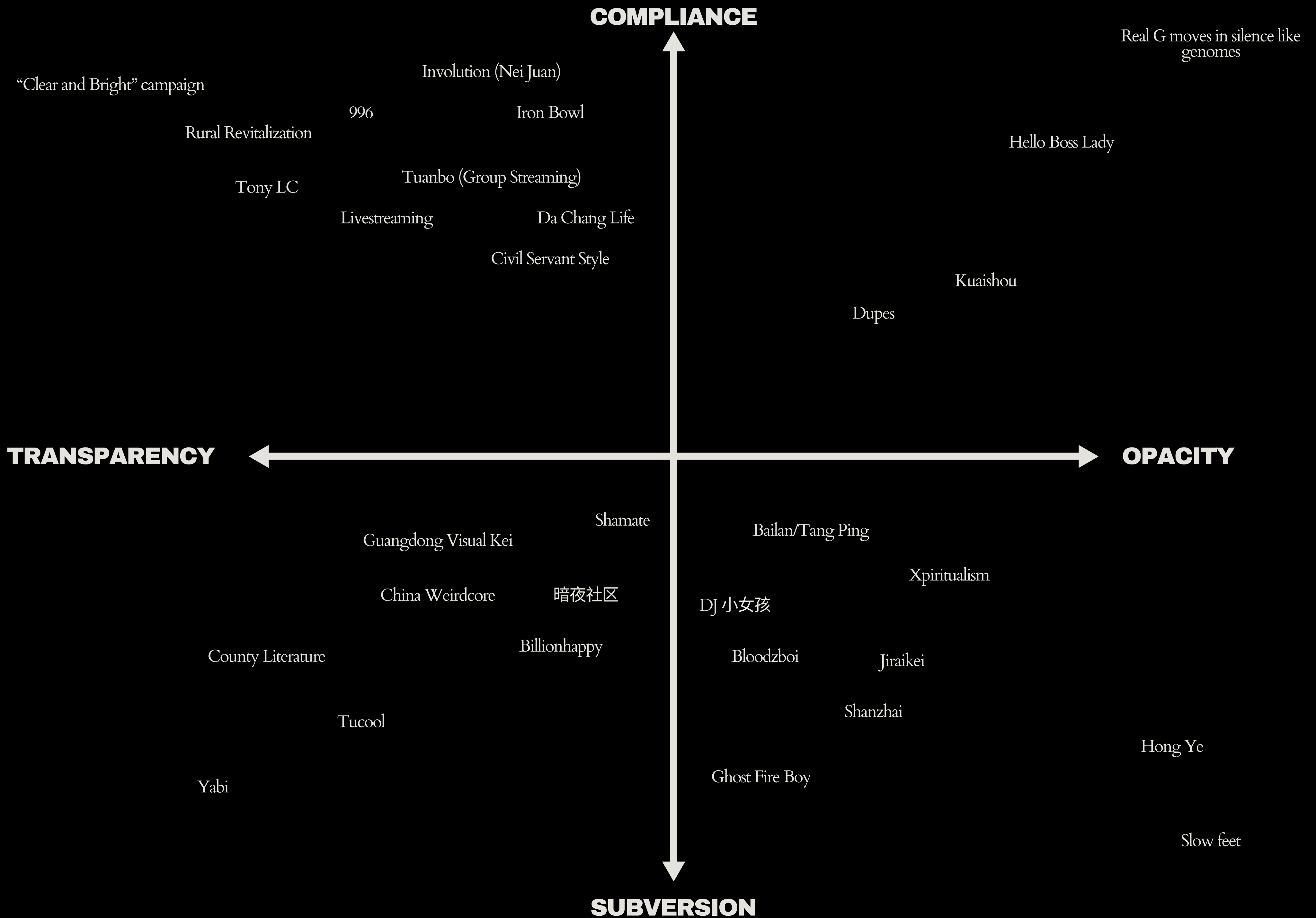


GUANGDONG VK

Evil doesn't die, it reinvents itself



GUANGDONG VK



Thank You

JY, 2025 NOVEMBER
@FABRICANT_FANG