

# ***Research on High School Students "Melon-Eating Masses" Behavior***

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**Abstract:** The current trend of enthusiastically watching videos or live streams featuring individuals consuming fruit (especially watermelons) has emerged as a common behavior among the high school student population, a trend known as "melon-eating masses". And the popularity of this phenomenon has raised concerns among educators and parents about adolescent development. Therefore, it is necessary to investigate the reasons associated with the emergence of this phenomenon and the related behavioral patterns. Using the qualitative research method, this research provides an in-depth exploration of high school students' fascination with the "melon-eating masses" and attempts to understand the underlying reasons that drive this interesting trend. The allure of the "melon-eating masses" among high school students stems from a blend of social, psychological, and cultural factors. This study reveals the correlation between stress alleviation, social emulation, and content novelty. Furthermore, it highlights the necessity for a nuanced understanding of modern media consumption patterns and emphasizes the significance of proactive engagement by educators and guardians to address emerging trends influencing adolescent behavior.

**Keywords:** Relaxation and de-stressing, indulgence and satisfaction, Stress issues, The drive for Social media, Limitations

## **1. Introduction**

In recent years, a cultural phenomenon known as the "melon-eating masses" has emerged in Chinese society. The concept of the "melon-eating masses" refers to a cultural phenomenon in which individuals, often via online platforms, derive satisfaction or entertainment from watching videos or live streams of people consuming fruit, particularly watermelons [1]. The term has gained traction in Chinese society and has become especially popular among high school students in recent years. The increasing popularity of the "melon-eating masses" trend among high school students can be attributed to several factors. Firstly, the rise of social media platforms and the widespread availability of internet access have facilitated the dissemination of such content to a younger audience. Additionally, the calming and sensory appeal of these videos may resonate with high school students who seek relaxation and stress relief in their daily lives. While comprehensive statistics specific to the prevalence of this behavior among high school students may be limited, reports from educators and parents indicate a notable increase in interest in this behavior [2]. Not only do students spend a significant amount of time watching melon-eating videos, but they also discuss among peers about popular content creators in this genre, and trends such as creating and sharing their own melon-eating

videos have emerged. Furthermore, the proliferation of related content on social media platforms frequented by high school students, such as short video apps and streaming platforms, underscores the trend's growing influence on this demographic. The emergence of the "melon-eating masses" phenomenon among high school students also reflects a broader societal shift in media consumption patterns and evolving nature of entertainment preferences. As such, it has implications for educators, parents, and mental health professionals who seek to understand and address the impact of such trends on adolescent behavior and well-being. This essay aims to analyze the behavior of high school students who fall in love with it and explore possible reasons behind it. An analysis of this phenomenon can help educators and parents keep abreast of the academic and psychological status of high school students.

## **2. Reasons for "melon-eating masses"**

### **2.1. The psychological appeal of "melon-eating masses"**

#### **2.1.1. Relaxation and de-stressing**

ASMR refers to the pleasant tingling sensation that some people experience in response to specific auditory or visual stimuli [3]. The sounds and visuals associated with eating fruit, such as the crunching of the fruit, the juiciness, and the vibrant colors, can trigger ASMR in individuals, leading to feelings of relaxation and pleasure. In today's fast-paced world, many young people seek ways to unwind and de-stress. The sounds and visuals of fruit consumption can provide a soothing and calming experience, offering a temporary escape from the pressures of academic and social demands. High school students, like many others, may find comfort and relaxation in observing these mundane yet satisfying activities. The appeal lies in the simplicity and authenticity of the experience, which can serve as a form of escapism from the complexities of daily life. The soothing nature of observing someone enjoying a simple pleasure like eating fruit can provide a sense of calm and contentment, making it an appealing concept for high school students who may be facing academic pressure and other stressors [4].

#### **2.1.2. Indulgence and satisfaction**

The appeal of "melon-eating masses" to high school students may also stem from the desire for sensory stimulation and relaxation. The vibrant colors, textures, and sounds associated with eating melons can evoke a sense of indulgence and satisfaction, adding to the trend's psychological appeal. Moreover, the trend may tap into a broader cultural fascination with food and eating experiences. Thus, the "melon-eating masses" trend appeals to high school students through its ability to foster a sense of community, trigger ASMR-like responses, provide sensory stimulation, and tap into a broader cultural fascination with food [3].

## **2.2. Stress issues**

High school students often face a myriad of pressures and stressors, both academically and personally. Academically, students are burdened with heavy coursework, demanding exams, and the constant pursuit of high grades. The pressure to excel academically and secure a spot at prestigious universities can be overwhelming. Furthermore, many students also participate in extracurricular activities, aiming to enhance their college applications and stand out among their peers. The competition and rigorous demands of these activities can increase stress levels. In addition, high school students also experience personal stressors. They navigate complex relationships, including friendships, romantic interests, and family dynamics, while grappling with the challenges of adolescence and personal

development. Balancing social life, personal goals, and familial expectations can become a source of stress and anxiety for many students [4].

Engaging in the "melon-eating masses" trend may serve as a form of escapism for high school students, providing them with temporary relief from the pressures and stress they encounter in their daily lives. Watching melon-eating videos offers a break from academic and personal worries, allowing students to momentarily escape their responsibilities and immerse themselves in an entertaining and light-hearted activity. Melon-eating videos can act as a temporary distraction for high school students, diverting their attention from overwhelming academic or personal concerns. By focusing on these videos, students can temporarily shift their thoughts and alleviate stress. The playful nature of the trend, coupled with the creativity and humor displayed in the videos, provides a welcome respite from the seriousness of their daily lives. Moreover, watching melon-eating videos offers a source of relaxation for students. The rhythmic sounds of crunching, the vibrant colors, and the overall sensory experience can have a calming effect. This type of sensory engagement can help reduce anxiety levels and promote a sense of tranquility and well-being [5].

Participating in the "melon-eating masses" trend also fosters a sense of social connection and community-building among high school students. Sharing common interests and engaging in similar activities can create a sense of camaraderie and belonging. Students who participate in the trend may feel a sense of unity and shared experiences, which can help alleviate feelings of isolation or loneliness [6]. Moreover, social media platforms provide a space for students to interact and engage with others who share their interest in the trend. Comment sections and online discussions allow for social interaction and the formation of virtual communities centered around the "melon-eating masses" trend. These connections further contribute to the development of a support system and a sense of belonging among participants [7].

### **3. The drive for Social media**

In recent years, the "melon-eating masses" trend has become increasingly popular on social media platforms in China. The trend has gained significant traction in China, particularly among high school students, who are heavily influenced by peer pressure and the desire to fit in with their peers. Social media platforms play a pivotal role in promoting the "melon-eating masses" trend, particularly within the high school demographic. The visual and auditory appeal of content shared on these platforms, coupled with the influence of peer pressure, the desire to fit in, and celebrity endorsements, creates a fertile environment for the trend to take root and thrive. Understanding the dynamics at play within social media ecosystems and their impact on adolescent behavior is crucial for educators, parents, and policymakers seeking to support young individuals in navigating the complexities of online influence and shaping positive digital experiences.

#### **3.1. Media platforms**

One of the key ways in which social media platforms promote the "melon-eating masses" trend is through the creation and dissemination of visually appealing content. Platforms like TikTok, Instagram, and YouTube have become popular channels for sharing ASMR videos and other sensory experiences, including the consumption of fruit. The captivating nature of these videos, often accompanied by pleasing visuals and sounds, can draw high school students into the trend, as they seek out content that provides relaxation and comfort [5]. These platforms provide a space for content creators to showcase such mundane yet satisfying experiences, thereby influencing the behavior and preferences of their audience, including high school students.

The algorithmic nature of social media platforms also contributes to the trend's spread, as engaging content is often prioritized and recommended to a wider audience, amplifying its influence. Peer

pressure and the desire to fit in are influential factors in high school environments, and social media platforms play a significant role in magnifying their impact.

### 3.2. Social circles

As students consume content related to the "melon-eating masses" trend, they may feel compelled to participate in or endorse the trend in order to align themselves with their peers and social circles. The desire to fit in and be part of a shared experience can drive high school students to emulate the behaviors and preferences they observe on social media, further perpetuating the trend within their communities. Students who do not participate in the trend may feel left out or ostracized from their peer group, which can lead to feelings of anxiety and social isolation. Furthermore, the trend has become a way for high school students to express themselves and show their personalities [7].

### 3.3. Celebrity

Celebrity endorsements and the imitation of popular figures engaging in "melon-eating masses" behavior can also have a substantial impact on high school students [8]. When influential personalities, including celebrities and social media influencers, showcase their participation in the trend, their actions can serve as powerful endorsements that validate and popularize the behavior. High school students, often influenced by the actions and lifestyles of public figures, may seek to emulate the behavior of these individuals in a bid to connect with their idols and gain acceptance within their peer groups. The visibility and validation provided by celebrity endorsements can significantly contribute to the trend's proliferation among high school students. Many celebrities have created their own melon-eating videos and posted them on social media platforms, which has helped to increase the popularity of the trend and encouraged others to participate [8]. The imitation of popular figures engaging in this behavior has also contributed to the spread of the trend. People may feel that by participating in the trend, they are emulating their favorite celebrities and demonstrating their fandom. This has further increased the desire to participate in the trend and has helped to solidify its position as a cultural phenomenon [8].

## 4. Limitations

While the "melon-eating masses" trend may provide temporary relief and relaxation for high school students, it is important to consider the potential negative consequences that can arise from excessive engagement with this trend.

### 4.1. Health

Excessive engagement with the "melon-eating masses" trend can contribute to the development of unhealthy eating habits or disorders among high school students. Constant exposure to food-related content, particularly videos showcasing excessive consumption, has the potential to influence students' attitudes and behaviors towards food. Continuous exposure to large quantities of food being consumed may desensitize students to portion sizes. This could lead to an increase in their own food consumption, potentially contributing to overeating or binge-eating tendencies [9]. Moreover, the trend's emphasis on consuming large quantities of food without apparent consequences can distort students' perceptions of body image. Regular exposure to individuals who seemingly indulge without weight gain or health issues may create unrealistic expectations and pressure to conform to a specific body ideal [10]. In addition, high school students facing stress or emotional challenges may turn to excessive food consumption as a coping mechanism. The constant exposure to melon-eating videos

as a form of escape may reinforce this behavior, making it harder for students to adopt healthier coping strategies [11].

#### **4.2. Academic Performance**

Students engrossed in the trend may spend significant amounts of time consuming melon-eating content. Consequently, they may struggle to allocate sufficient time to studying, completing assignments, or preparing for exams. And constant exposure to melon-eating videos and associated discussions can disrupt students' ability to concentrate on their studies. This lack of focus can hinder information retention and comprehension, ultimately affecting their academic performance [6]. Moreover, frequent engagement with the trend can lead to procrastination and reduced productivity. Students may find it challenging to manage their time effectively, resulting in incomplete assignments or subpar work quality.

#### **4.3. Social Interactions**

Excessive engagement with the "melon-eating masses" trend can also impact high school students' social interactions in several ways. Excessive focus on this trend may affect their ability to form meaningful connections and engage in a balanced social life [6]. Spending excessive time online, consuming melon-eating content, and participating in related discussions can limit students' opportunities for face-to-face social interactions. This can lead to feelings of isolation and hinder the development of healthy relationships. At the same time, over-reliance on online platforms for social interactions may hinder the development of essential communication skills. Students may struggle with effective verbal and non-verbal communication, as well as the ability to navigate complex social dynamics [9]. Furthermore, excessive immersion in the trend may lead to a narrowing of interests and conversations, limiting the diversity of topics students engage in with their peers. This can hinder their ability to connect with individuals who do not share this particular interest.

#### **4.4. Overall Well-being**

Engaging excessively with the "melon-eating masses" trend can have negative implications for high school students' overall well-being. Firstly, balancing academic responsibilities, social interactions, and engagement with the trend can generate additional stress for students. The pressure to keep up with the trend while meeting other obligations can lead to heightened anxiety levels. Next, constant exposure to curated melon-eating content may foster feelings of inadequacy or self-comparison among students. Comparing oneself to individuals showcasing excessive consumption can lower self-esteem and contribute to negative self-perception. In addition, excessive engagement with the trend may disrupt students' routines and healthy habits, including sleep patterns, exercise regimens, and other self-care practices. Neglecting these essential aspects of well-being can impact physical and mental health negatively [9].

### **5. Discussion**

The intriguing phenomenon of high school students gravitating towards the "melon-eating masses" reflects a multifaceted trend deeply embedded within modern social and digital landscapes. This behavior, while initially perplexing, offers a window into the intricate interplay of psychological, social, and cultural influences shaping adolescent preferences and habits.

Through a comprehensive analysis of this phenomenon, it becomes evident that various factors contribute to the allure of fruit-eating content among high school students. Psychological drivers, such as stress alleviation and the appeal of novel experiences, intertwine with social dynamics, where



peer emulation and the need for a sense of belonging play pivotal roles []. Additionally, the cultural context, including the evolving digital media landscape and changing trends in content consumption, further accentuates the appeal of such seemingly unconventional content. This exploration not only sheds light on the reasons behind the attraction to the "melon-eating masses" but also underscores the necessity for educators and parents to comprehend and engage with these emerging trends. Awareness and understanding are the linchpins to addressing the potential impacts of such phenomena on adolescent behavior and mental well-being. Educators possess a unique opportunity to integrate discussions around healthy media consumption habits into curricula. Encouraging critical thinking and media literacy skills equips students with the tools to navigate digital content responsibly. Simultaneously, parents can foster open dialogues with their children, creating spaces for discussions on the influences of online trends while guiding them towards a balanced approach to technology usage.

Therefore, the fascination with the "melon-eating masses" epitomizes the evolving nature of media consumption patterns among today's youth. By recognizing and deciphering the underlying motivations behind these trends, educators, parents, and society at large can proactively engage in shaping healthy habits and ensuring a well-rounded development for the next generation. The journey towards understanding and addressing these trends is ongoing. It necessitates collaborative efforts, continual research, and adaptive strategies to navigate the ever-changing landscape of digital influences on adolescent behavior and well-being.

## 6. Conclusion

The phenomenon of secondary school students falling in love with "melon eaters" is a complex issue that requires attention and understanding. By analyzing the psychological, social, and cultural factors behind this behavior, insights can be gained into why students are attracted to this trendy phenomenon. Educators and parents should be aware of the potential impact and engage in an honest dialogue with students to promote healthy habits and balance in their lives. However, this paper was mainly analyzed from a theoretical point of view using literature and other resources in the research process, without obtaining relevant data through social research. In addition, the research object of this study is mainly high school students, while the influence of media platforms on social phenomena is simultaneously highlighted after other age stages or other social identities. Therefore, in future analysis and research, we will increase the research on social realization and the analysis angle of the influence of media on behavior.

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