

Same Code. Two Universes.

How a quiet **developer tool** in the US became a nationwide social movement in China

United States

Status: Quiet developer tool.

Mainstream awareness: 0%.

Hacker News Consensus: MCP is a fad. Simpler alternatives cover 99% of real-world use cases.

Media: Zero coverage on mainstream networks.

China

Status: National social greeting
(Have you raised your lobster yet?)

The Scene: Tencent HQ sees 1,000+ queuing for free installation.

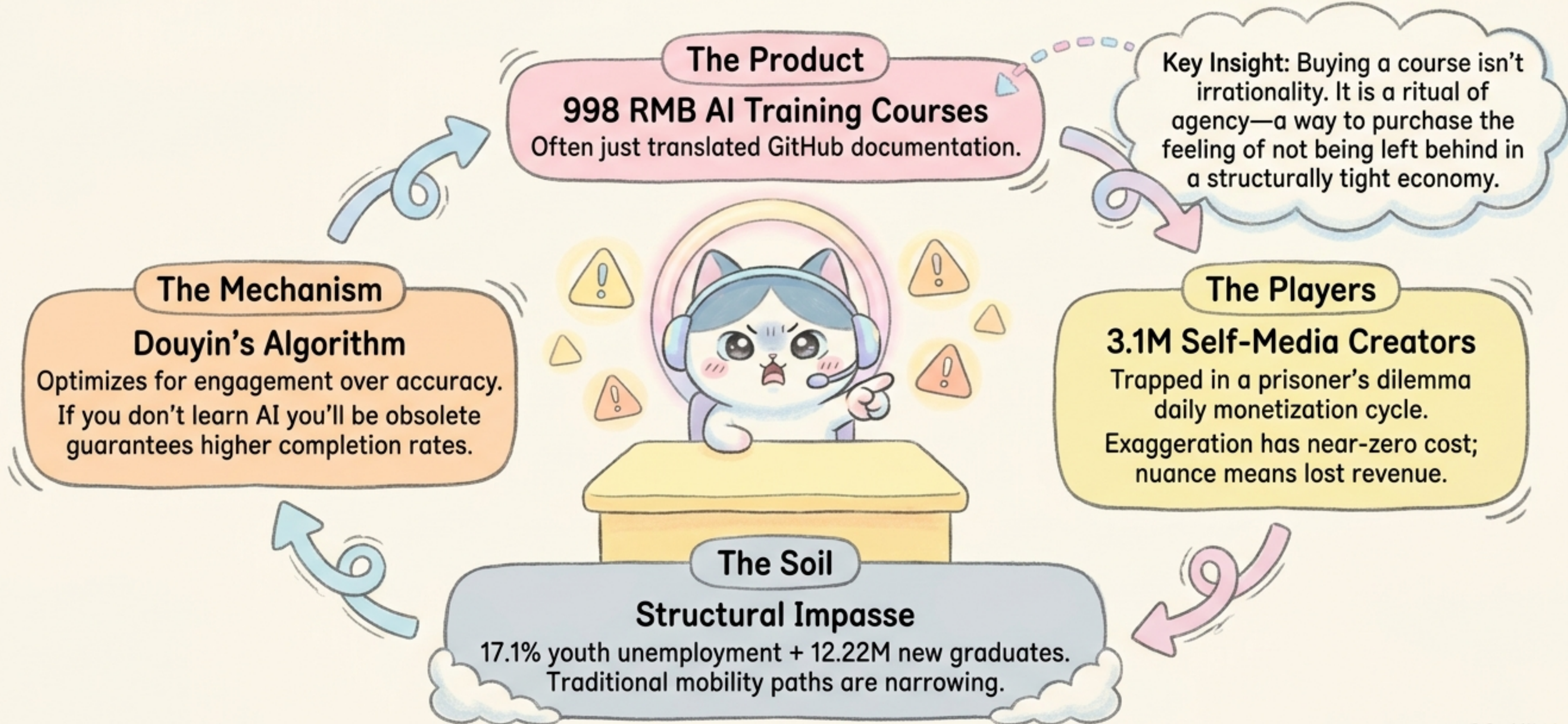
The Economy: Remote installs cost 50-100 RMB RMB; house calls cost 500-1,000 RMB.



This isn't a knowledge gap—China has world-class AI engineers. This is Gustave Le Bon's crowd psychology in action: individuality vanishes, replaced entirely by emotional contagion and group suggestibility.

Monetizing the Fear of Falling Behind

The deep soil of economic anxiety, watered by 3.1 million self-media creators.



The Infrastructure of Speculation

Who actually benefits when millions rush to install open-source code?



The A-Share Anomaly



Retail Investors:
China (99.76%, ~240M) vs. US (~4%)



Average Hold Time:
~30 days (China) vs. >10 months (US)



The Result: Pure concept speculation.
UCloud hits a 20% limit-up in 11 minutes
based entirely on lobster concept vibes.

The Platform's Real Game

- 🔥 **Token Black Hole:** Power users burn up to 50M tokens daily. Companies buy usage data for fundraising narratives.
- 🧠 **Free Labor:** Millions unwittingly provide high-quality RLHF data for free.
- 💬 **DAU Lock-in:** Tech giants fight to become the dominant messaging channel of the AI era. Free installation is the razor; locked-in servers are the blade.

Information Cascades and the Pressure of Face

Why the fear of missing out acts as a mandatory social tax



Key Insight:
Have you raised your lobster?
is not a technical question.
It is an emotional check-in
asking if you are obsolete.

Cultural Symbol:
Naming it Little Lobster
bypassed technical intimidation

Social Proof:
Five tech giants launched free
installs simultaneously

Policy Endorsement:
Subsidies up to 5M RMB

**Individualism
(US)**

Adopting tech is a
personal efficiency
calculation.
Criticizing hype earns
respect.

(Data: 1:1 willingness to
share AI data)

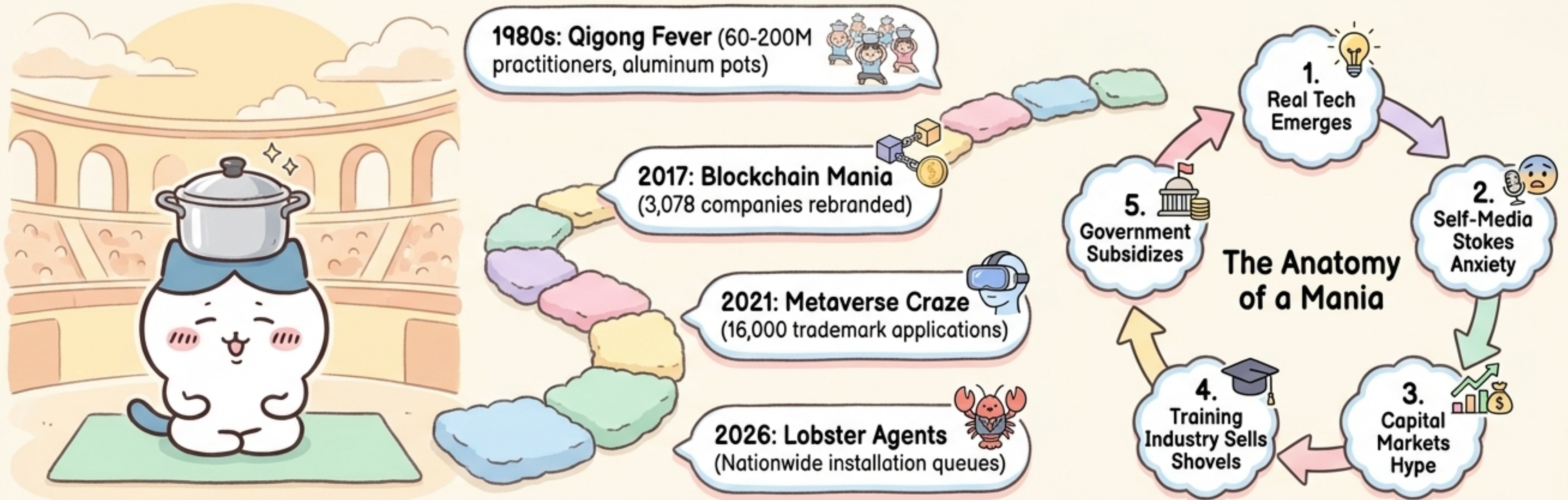
**Collectivism
(China)**

Adopting tech is a
mandatory social
signal. Not using it
equals losing mianzi
(face).

(Data: 5:1 willingness to
share AI data)

Same Cycle, Different Headgear

The amplifier stack is structural. Only the technology changes.



American FOMO concentrates in financial assets (Nvidia, GameStop). Chinese FOMO penetrates daily consumer life. The technology is real, but the mass movement is just the latest mask on an eternal psychological structure.