

# *Analysis of the Impact of New Media on Gender Equality Development*

Xinyi Song<sup>1,a,\*</sup>

<sup>1</sup>Nanjing Number 13 High School, Nanjing, Jiangsu, 210018, China

a. yuki\_songxinyi@outlook.com

\*corresponding author

**Abstract:** In the era when new media has become mainstream, more and more people are beginning to pay attention to gender equality through new media. Therefore, this paper mainly studies the impact of new media on gender equality and how new media play a role in the field of gender equality. This paper will study the topic through case analysis, data analysis, and theoretical elaboration. Through these research methods, the paper can draw a conclusion that new media has an impact on gender equality, and has a positive impact, which is reflected in the fact that people can correctly view gender through new media. Although the new media is a mainstream information distribution channel, there are currently some areas for improvement, such as the media's sometimes disseminating incorrect or controversial information, partially manufactured news gimmicks, etc. As a consequence, new media can be used as a tool to influence the development of gender equality, which is a good trend for both women and men, as well as for society.

**Keywords:** gender equality, new media, COVID-19, women's education, female employment

## 1. Introduction

In this era, although the topic of gender equality has been frequently mentioned by the public and the media, there is still a lack of action, which is reflected in the neglect of the contributions of women in some fields, such as politics and society. At the same time, it is accompanied by prejudice and unfriendliness towards women in society. For instance, Dr. Meltem has studied gender equality in Turkey. He has studied women's violence, workplace opportunities, paid and unpaid labor, etc. His research findings show that Turkey has made significant progress in gender equality over the last two decades, particularly in legislation that is more in line with EU standards [1]. In addition, in the articles of Eleanor E. MacPherson, Esther Richards, Ireen Namakhoma and Sally Theobald, they studied the issues of gender equality and sexual health in Eastern and Southern Africa. According to the results, there are still widespread inequalities in women's health [2]. The focus of this article's research is different from that of previous studies, focusing mainly on the impact of new media as a medium on gender equality. At the same time, the author also drew on some previous research results and court cases on gender equality to make the paper more convincing. This paper will study how new media affect the development of gender equality through case analysis, theoretical analysis and data analysis. The article will present the results through the public and media response to the case of beating incident in Tangshan barbecue shop,

the theoretical views on the topic of new media and gender equality, and some data. The significance of this study is reflected in the following. The value of women can be demonstrated in the research process. The public's view of women is not limited to stereotypes, but can look at women in a correct and unbiased way and see the advantages and potential of women, which is conducive to improving women's status and rights in society.

## **2. Dissemination and Shaping of Female Images — The Influence of Tangshan Barbecue Shop Case on People's Ideas**

On June 10, 2022, there was a conflict in a barbecue restaurant in Tangshan. Several men accosted girls and verbally harassed them for no apparent reason while intoxicated. After being rejected by the women, they became drunk and disorderly and assaulted and abused the women for no apparent reason. They dragged women into the alley for continuous beating and insulting, which resulted in extremely violent behavior and a very bad social impact. After the matter was made public, it caused public indignation and heated discussion in society. As of June 14, 2022, mainstream media and government departments including Xinhua News Agency, the Communist Youth League, People's Daily, the Central Commission for Discipline Inspection, CCTV News and other mainstream media collectively spoke out and criticized the incident severely. The cumulative total reading of the event has exceeded 10 billion, and related topics such as Weibo, Tiktok, WeChat and other major social platforms have been on the hot list. The public opinion volume is huge. Internet celebrities, celebrities and a large number of netizens all spoke in support of punishing criminals severely [3]. Some people think that women do not protect themselves well, while others think that men do not respect women, which leads to accidents. But the latter prevailed. Of course, the public's sympathy for the injured girls is greater. This news has dominated the hot news on various platforms for a week, and the media and reporters have reported it one after another. Unfortunately, the event was not reported on TV news but only widely spread on the Internet. The group with the most direct impact on this issue is women, who account for the majority of the vocal population. There is also a saying on the Internet: "Girls help girls."

In the whole process of this event, new media played a very important role, not only allowing people to understand the development and trend of the event from multiple perspectives but also giving guidance to public opinion. However, it is worth noting that there are also some false reports and unreliable information in the whole event, and the spread of these information is extremely fast. When people face controversial news, most are more willing to believe the information that is more in line with their values, which is also the source of people's misconceptions [4].

In the general environment of COVID-19, people often learn about news and developments through the media, which also makes some people lose their ability to judge themselves. For example, in this event, some people have polarized attitudes towards onlookers, some people blame those onlookers for not coming forward to help girls, and others express understanding of the behavior of onlookers. The Internet, with its high speed, high efficiency and high coverage, makes information widely spread [5]. As a consequence, it will bring about many controversial remarks, such as the above-mentioned attitude of people towards onlookers. These comments are mixed, but some extreme comments can even slander people. In this case, not only the bystanders but also the victims, namely the girls, were vilified by the remarks. However, when some remarks full of criticism against women came out, most netizens gave a rebuttal and forwarded a large number of articles that should be protected for female victims, accusing those patriarchs. This has greatly affected the trend of the incident, and with the help of new media, more and more people can learn the truth in due time.

In general, in the Tangshan Barbecue incident, the public saw the characteristics of women. Women are not weak and incompetent, but strong and brave. At the same time, the mass society can

directly look at the status and attitude of women through this event, and women's right to speak has been fully displayed in this case. In addition, from the beginning to the end of the event, the power of new media can not be underestimated. It is precisely because of the efficient communication of new media that people learned about this matter at the first time. The high coverage of this matter in the new media pushed this matter to the peak of public opinion, which also aroused heated discussion among the public for a while. It can be seen that the new media, as the mainstream culture of today's society, has a strong power and position. It can even be said that the new media dominates the public's ideology and culture. More importantly, in this case, the new media has changed people's understanding of the concept of women, allowing people to see a new image of women. Women are no longer cowardly, but dare to speak up, and can make the public face up to the image of women. The above expression can reflect the advantages of new media.

### **3. The Impact of New Media on Women's Education**

As we all know, in the era of gender inequality in the past, the education rate of men was far higher than that of women. For example, in India, women are regarded as a burden and often do not receive blessings. When they moved into their husband's home after marriage, medical care and education became their husband's distribution. The result is the low literacy rate of women in rural areas [6]. What's more, the same phenomenon exists in Pakistan. In Pakistan, men dominate, while women are neglected in all fields. According to the research results, women in Pakistan are restricted to go to school, which leads to many women's illiteracy. At the same time, women also face discrimination in obtaining professional degrees [7]. From a worldwide perspective, women's educational advantages first appeared in developed countries, followed by developing countries. Research shows that women have a faster ability to receive education than men, to a certain extent because the brain development ability of a 5-year-old boy is equivalent to the intelligence of a 3-and-a-half-year-old girl. Since childhood, men and women have had different levels of education. In Britain, the industrial revolution in the 19th century pushed the development of women's education to a climax. The industrial revolution made more and more people realize the importance of education, especially the government. The government has strengthened its control over education, coupled with the awakening of women's power. Many girls came forward during the industrial revolution, and women also appeared in many positions, laying the groundwork for the initial development of women's education in the future [8]. It can be seen that the development of women's education is a milestone in the long history, and the new media has also played a crucial role in it.

The use of new media can let more people know the importance of education for people, especially women. The use of new media can also help women in need. In the modern era of rapid development of new media, the Internet is highly covered and popular, more and more voices are spread through the media, and people's demands are easier to meet. Now the paper will talk about the development of women's education in China. In the past 30 years, China's female education has made great progress in terms of opportunities and quantity. On the one hand, it is about the class discourse of the liberation of working women, and on the other hand, it is about the claims of rights from the international community. The feminist trend of thought was introduced into China in the 1980s, and feminist educational thought also came along. These are the important factors and fundamental reasons for changing the thought of female scholars [9]. In the past, women's education in China was influenced by reform and western trends of thought, while modern women's education has been more widely disseminated with the help of new media. More and more people realized the advantages of developing women's education, and also realized that women's contribution to education was very huge. At the same time, for women, the development of education means a great improvement in social status and influence. With reference to past

experience and methods and the help of new media, women can also gradually break their own ground in education and no longer be trapped in other obstacles, which is indeed something to be proud of. In addition, women have made remarkable achievements in the education field.

In this case, the significance of the existence of new media cannot be ignored, since it provides a suitable and authoritative platform for women to speak out for women. It is precisely because of the help of new media that women will not have difficulties and obstacles on the road of educational development. Women also tell the public through their achievements that they are a powerful group that cannot be looked down upon, which can be seen from the British Industrial Revolution. What's more, what women have done is not to gain recognition from others, but to make their status higher. With the help of the new media, they can become stronger. The new media has well promoted the development of women in the field of education and successfully affected the status of women in society, which is a positive impact of the new media. In the future, women will continue to use the new media as a good helper to help them achieve more and greater excellence.

#### **4. The Impact of New Media on Female Employment**

In modern times, the topic of female employment has been discussed repeatedly and has become a hot topic on numerous occasions. Women have also experienced public opinion because of this topic, but due to the rapid development of new media, many people have new views and opinions on it. Men were supposed to farm and women were supposed to weave in ancient China. This custom has been passed down. Today, some people still mistakenly believe that women should be good housewives and should not interfere in men's affairs. In fact, in today's world, some professions and companies have discriminatory attitudes towards female candidates. It can be seen from the research data that in 2020, the proportion of female executives will only be 2.1%, while the proportion of men will be 5.8%, almost three times that of women [10]. It can be seen that women have far fewer opportunities for promotion in the workplace than men. Most female employees can only engage in low-end jobs, such as secretaries, receptionists, etc., and even some women will be marginalized in the workplace after production. All these unfair treatment of women shows that women have low status in the workplace and are easy to look down upon. However, with the rapid development of We Media, women's employment opportunities have gradually improved. Among them, it should be mentioned that the digital economy, which has changed people's production and lifestyle, has brought new business forms and new employment models. Driven by the digital economy, there are many jobs, which also provides convenience for women's employment. In diversified digital application scenarios, women's employment will usher in more opportunities and choices [11].

Furthermore, on the labor market, there is little difference in the work content of female labor at the low level of digitalization. However, with the gradual development of digitalization, women's physical disadvantage in the production process will no longer be significant, and enterprises will also use more female labor [12]. Digital has brought many benefits to women, which is also due to the development of new media. With the widespread popularity of new media, many vacant posts have been created. In addition to digitalization, We Media itself is a good example. In recent years, with the rapid development of digital media, many people have started to work in the We Media industry. As new media has just become popular, many talents are needed. This field also opens a career window for women. Therefore, many women choose to engage in We Media and have made remarkable achievements. It can be said that new media have also affected women's employment opportunities. At the same time, women can use the technology of digital platforms without having to research and develop by themselves, which greatly reduces the threshold for entrepreneurship. Some public welfare projects have also provided help for the employment of poor women, enabling them to embark on the path of e-commerce [13]. From these cases and data, we can easily find that

with the help of new media, the discrimination and problems faced by women in the field of employment have been alleviated. Especially in today's era of new media, it is easier for women to have a voice. Compared with the past, women now are more likely to find jobs, not only because of the development of the times but also because of women's unremitting efforts and the prevalence of new media. The future employment prospects of women will also be better than they are now, because there will be more areas of development and progress in the future, and they will also provide jobs for female applicants, which will greatly reduce the barriers women face in employment. On the whole, women's difficulties in employment are also steady. They have been discriminated against from the very beginning, but now they face more opportunities and choices, not only because of the changing times but also because of the spirit of women not giving up. More importantly, the new media era provides them with a new opportunity — an opportunity to succeed.

## 5. Conclusion

From the above three points, it is easy to see that new media has deeply affected the development of gender equality. After analysis, the author can draw a conclusion that the impact of new media on gender equality is reflected in three aspects in this paper, namely, the dissemination of social hot news, the promotion of women's education and the popularization of women's employment. It is clear that new media have a great positive impact on gender equality. Through the Internet and news, gender equality will be seen by more people, and women's values and advantages will also be seen. Although it is still very difficult to fully realize gender equality, more and more people can see the shining point of women through new media. At the same time, women themselves are also trying to achieve gender equality. However, new media also has some negative effects in this field. For example, the media sometimes spreads wrong or controversial information, so the media should check and verify the accuracy of the news. Some bad media will also create some gimmicks for the public's benefit and incite their emotions. The state should also punish such media. In a word, women still have a long way to go on the road to gender equality. This article also has some shortcomings. For example, the case analysis is one-sided, and more data should be added or more previous studies should be cited. In the future, the author will continue to study relevant topics on gender equality and explore what efforts women need to make on the path to gender equality.

## Acknowledgment

First of all, I would like to thank all the teachers who have helped me since I studied this topic. Thank you for your guidance and dedication. I have learned a lot. Secondly, I want to thank the teacher who guided me to finish my thesis. Then, I would like to thank my parents and friends for their encouragement and support. Your inspiring guidance and long-term encouragement have given me great strength. Finally, I want to thank myself for walking slowly but always moving forward. I hope that in the future I will be able to stop at distant scenery and walk firmly to become a better person.

## References

- [1] Mifti üler Ba ç M. (2012). *Gender equality in Turkey*.
- [2] MacPherson, E. E., Richards, E., Namakhoma, I., & Theobald, S. (2014). *Gender equity and sexual and reproductive health in Eastern and Southern Africa: a critical overview of the literature*. *Global health action*, 7(1), 23717.
- [3] Xiao Kan. *Public opinion report on the attack at Tangshan Barbecue: gang-related, gender and confusion in the public opinion field*. [www.163.com/dy/article/H9QQ1DLH0538KF2M.html](http://www.163.com/dy/article/H9QQ1DLH0538KF2M.html).
- [4] Cinelli, M., Quattrocioni, W., Galeazzi, A., Valensise, C. M., Brugnoti, E., Schmidt, A. L., ... & Scala, A. (2020). *The COVID-19 social media infodemic*. *Scientific reports*, 10(1), 1-10.

- [5] Ni Xiazi. (2020). *Analysis on the impact of new media on public behavior and guidance strategies under the COVID-19* *Journalist observation* (23), 118-119.
- [6] Jain, P., Agarwal, R., Billaiya, R., & Devi, J. (2017). *Women education in rural India*. *International Journal of Social Sciences and Humanities (IJSSH)*, 1(1), 21-26.
- [7] Batool, S. Q., Sajid, M. A., & Shaheen, I. (2013). *Gender and higher education in Pakistan*. *International Journal of Gender and Women's Studies*, 1(1), 15-28.
- [8] Xu Dongliang. (2022). *Discussion on the Development of British Women's Education in the 19th Century* [J]. *Journal of Jiangsu Second Normal University*, 38 (04): 26-30.
- [9] Zheng Xinrong, Lin Ling. (2020). *Women's Education and Social Development Space* [J]. *Journal of Shanxi Normal University (Social Science Edition)*, 47 (05): 31-39. DOI: 10.16207/j.cnki.1001-5957.2020.05.003.
- [10] Liu Yuyan. (2022). *On the Predicament and Solution of Women's Equal Right to Employment in China* [J]. *Heilongjiang Human Resources and Social Security*, (15): 47-49.
- [11] Song Yueping. (2021). *Opportunities and Challenges for Women's Employment in the Digital Economy* [J]. *People's Forum*, (30): 82-85.
- [12] Lu Chuan. (2022). *Research on the Impact of Digitalization on Women's Employment in China* [J]. *Business Culture*, (09): 27-31.
- [13] Gao Xiujuan. (2022). *Digital Platform Empowers Women's Entrepreneurship and Employment* [J]. *China Human Resources Social Security*, (03): 27-28.