

A Research of Impact of TikTok on Gender Stereotypes in China

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Abstract: Now, with the development of the Internet, advanced communication technology continuously extends and expands people's senses. Notwithstanding such a mind-boggling data society, individuals are handily caught in the pseudo climate developed by mass correspondence. The orientation jobs characterized by society are additionally communicated in various ways in the media. The media often portrays men as strong, brave, and capable of decision-making, while women are portrayed as weak, dependent, and gentle. This media promotion not only affects people's way of thinking but also affects society's perception and evaluation of gender roles. When orientation generalizations are shaped, they are hard to break and can altogether affect individuals' mental cycles. Through small-scale interviews, this study aims to investigate TikTok's gender stereotypes. The examination subjects were a 17-year-old male and a 17-year-old female secondary school understudy, a 40-year-elderly person and a 40-year-elderly person. The results show that Tiktok has a positive impact on male and female stereotypes of high school students. The two high school students agreed that watching Tiktok helped them eliminate some inherent stereotypes. The two middle-aged people unanimously said that watching Tiktok eliminated some of their inherent stereotypes. The significance of the research is that the images of men and women presented by the media become more realistic and reasonable in terms of social roles, allowing women to truly break free from the stereotypes brought about by this deeply rooted patriarchal discourse.

Keywords: gender stereotypes, TikTok, high school students, middle-aged crowd

1. Introduction

Albeit the communist framework has reestablished the capability of ladies as friendly subjects at the ongoing social level, as a profound social idea and social brain research, the male cognizance of male predominance over female is as yet gathered in the profound social and social brain research, which limits the social assumption and worth assessment of female roles [1]. Advanced communication technologies are constantly expanding and expanding people's senses. Faced with the overwhelming information society, it is simple as far as we're concerned to fall into the pseudo-climate built by mass correspondence. Socially defined gender roles also play out in different ways in the media [2]. Orientation generalizations are normal convictions or generalizations about the character qualities, appearance, conduct, and jobs of a specific orientation. Generalizations can be positive or negative. positive stereotypes like men who are "strong" and women who are "gentle" Men are the foundation of the family, while ladies are the partners of upright families. Negative generalizations, for example,

“aloofness” in guys and “shortcoming” in females. Yet, whether it’s sure or negative generalizations, their quintessence is something very similar. Due to factors such as social environment, education, and historical traditions, the phenomenon of fixed cognition of gender characteristics and its profound impact on our lives may limit diversity, opportunities, and ability development for different genders. Frequently causing certain individuals who break orientation generalizations to endure profoundly and bear the strain of popular assessment. The effect of orientation generalizations goes through all phases of life. For instance, from understudy days to work hunting, there might be contrasts in the capacity decisions of people because of generalizations. During the understudy stage, orientation generalizations bring about ladies being seen as second rate compared to men in different areas of science, and their possibilities acquiring open doors are restricted. For instance, in 2012, American researcher Greenery Lacusin CA and others concentrated on the effect of orientation generalizations on college staff. The findings demonstrated that, despite the fact that the applicant’s resume and application letter are identical, the applicant’s gender can result in different evaluations by the staff, affecting their chances of obtaining opportunities [3]. Daniel Z. Grunspan et al., scholars from the United States, utilized informal community investigation to concentrate on the effect of orientation generalizations on science understudies and tracked down that in any event, when ladies’ grades were really higher, men were viewed as unrivaled [4]. In this study, 17-year-old senior high school students and 40-year-old middle-aged people were selected as the research subjects. The gender stereotypes of senior high school students and middle-aged people were investigated, and the influence of Tiktok on them was tested. The paper speculates that Tiktok has a more negative impact on gender stereotypes, that is, to deepen some stereotypes.

2. Literature Review

Generally individuals will depict men as confident, guarding convictions, free, athletic, emphatic, solid character, powerful, insightful, pioneer, able to face challenges, go with the choice effectively, independent, prevailing, ready to stand firm, forceful, competitive, individualistic, ambitious. He found people always describe women as gentle, loves children, avoiding harsh language, childlike, gullible, tender, thoughtful, delicate to other’s necessities, understanding, empathetic, mild-mannered, calms put in a bad mood, steadfast, yielding, influencing, warm, flatterable [5]. Most roles on social medium demonstrate “traditional gender roles, even though the professions women represent on TV has changed dramatically since the 1950s, children’s programming, especially, remains dominated by gender stereotypes. Studies show kids are influenced by such portrayals.

The Parasocial Contact Hypothesis, As social learning suggests, we can learn about other groups through mass media. Contact is “parasocial” or “mediated” . Learning = reduced stereotyping. Multiple studies show that intergroup prejudice can be reduced thru mediated contact. TV shows like Queer-Eye and Will&Grace reduce prejudice toward gay men, for example [6-7].

Media Representation: Social learning theory----essentially all social, mental, and successful, close to home learning comes structure direct experience can be accomplished vicariously by noticing individuals’ activities and outcomes. This theory was response to TV, all mass media. Cultivation theory---- TV, Film and mass social media are our biggest “culture storytellers” . Albert called this social cognition, observational learning, or Vicarious Operant conditioning, he thought part of the learning process is pure imitation [8]. So both the cultivation theory and Social learning Theory state that we learn about people from media portrayals [9-10].

3. Research Design

This study adopts the form of an interview. The research subjects include a 17-year-old male high school student studying at Los Angeles High School, a 17-year-old female high school student studying at Chengdu High School, a 40-year-old female teacher, and a 40-year-old male businessman.

Research questions are listed. How long do you use TikTok? How long does the average day spend on TikTok? What stereotypes do you have about men and women? Do you think TikTok has influenced your understanding of gender stereotypes? The average interview time of each person is 8-9 minutes, which is conducted in the form of an interview recording.

After the interview, the content is sorted out, and the influence of TIKTOK on gender stereotypes is obtained according to each person's answers.

The simulation results of this study are as follows: two subjects (male and female high school students) who brush TIKTOK for a long time may reduce gender stereotypes, and gender stereotypes have a positive impact; The gender stereotypes of the two subjects (40-year-old men and women) who had a short time of TIKTOK may not change or even deepen, and gender stereotypes have no or negative impact.

4. Results

David Hu, a male high school student, studied in Bishop Montgomery High School in Los Angeles. He spent an average of four hours a day at TIKTOK, and kept it for six years. He felt men are more open, women are more conservative. He believed that TIKTOK had an impact on his gender stereotype, which weakened his gender stereotype. He replied that in TIKTOK, there were many videos encouraging women to show their bodies bravely, rejecting body anxiety and body humiliation, and women became more open and confident, which reduced his stereotype of women in the past, that is, TIKTOK had a positive impact on gender stereotypes.

Summer Xia, a female high school student studying at Golden Apple JinCheng No.1 Secondary School, who watches TIKTOK for an average of 15 hours a day and kept doing it for 5 years, has a strong gender stereotype of "Men are stronger than Women". She believes that TIKTOK has an impact on her gender stereotype and has weakened this gender stereotype. Through watching the short videos, she found that more and more women are voicing the inequality between men and women and bravely expressing their dissatisfaction. Many women on TIKTOK have successful careers and happy lives. They are more capable than men, gradually eliminating the stereotype of strong men and weak women, that is, TIKTOK has a positive impact on gender stereotypes.

Chunying Peng, a teacher in a Golden Apple JinCheng No.1 high school, a 40-year-old woman, watched TIKTOK for an average of two hours a day and kept it for two years. She thinks that TIKTOK has an impact on her gender stereotype, which weakens the gender stereotype, through her own experience as a teacher and many videos of professional women on TIKTOK, such as female lawyers, policewomen, cooks, actresses, singers, even female bosses. She found that many women work outside to manage their families, while many men take on the role of "housewives", which significantly weakened her view of the stereotype of "men working outside and women supporting their families inside", that is, TIKTOK has a positive impact on gender stereotypes.

Bing Yang, a businessman, a 40-year-old male, watching TIKTOK for an average of one hour a day and did it for one year. He has a gender stereotype that men are superior to women because he was born in a merchant family and men always earn money outside his family. But through TIKTOK, he knew many great women entrepreneurs, women investors, and women businessmen, which changed his mind. He realized that women's capability and social status were gradually improving. There were many women who were more successful and better than him. In the process of watching

TIKTOK, he eliminated his stereotype that men were superior to women, that is, TIKTOK had a positive impact on gender stereotypes.

5. Discussion

All four subjects reported that TIKTOK weakened their inherent gender stereotypes and had a positive impact on gender stereotypes.

TIKTOK has brought about positive development by transmitting positive information and outputting positive ideas. TIKTOK has promoted women's successful entrepreneurship invisibly. Men take their babies at home and women make money outside. Women boldly appeal to others to be brave and refuse to worry about their appearance and body, etc., gradually breaking the stereotype of visitors on gender. For example, in TIKTOK, China, in June 2023, there was an upsurge of discussion about women's freedom of dress. Most female bloggers actively released videos that encourage women's freedom of dress and reject body anxiety". In order to cater to the popularity and audience groups, TIKTOK greatly promoted this title and eliminated some netizens' stereotype of women as "open men and conservative women.

Therefore, people should make reasonable use of new media and the internet, optimize their mechanisms, create positive energy based on the characteristics of the public, guide people to view gender issues positively and establish a correct understanding of gender. Both male and female individuals are diverse and diverse. The solidification of gender characteristics is an inherently abnormal phenomenon, and this stereotype should not become a means and means of spreading male consciousness in today's social media. Media professionals should change the public's thinking and understanding so that our society can continue to develop and move forward. To make the images of men and women presented by the media more realistic and reasonable in terms of social roles, and to modify the female images created to cater to men, so that women can truly break free from the stereotypes brought about by this deep-rooted patriarchal discourse.

6. Conclusion

This experiment explored the impact of TIKTOK on gender stereotypes through small-scale interviews. The conclusion is that TIKTOK has a positive guide to gender stereotypes, eliminating the stereotype of some people on gender, such as "men are solid and ladies are frail, men are superior to women, men work outside and women support their families at home, men are open and women are conservative", so as to help the public who has correct values and cognition, and improve the deep-rooted patriarchal law of society. The positive dissemination of new media aims to establish correct gender concepts and perceptions among the public, as well as establish excellent values. However, there are still two problems with the experiment: firstly, the number of participants is small and not fully representative, which can increase the number of participants to a thousand, making the experiment more representative and reference value; Second, TIKTOK has the function of pushing videos and big data according to preferences, which may affect the structure of the experiment. Future research will mainly focus on the impact of media software similar to TIKTOK, such as Instagram, YouTube, Facebook, and Little Red Books, on orientation generalizations, and can zero in on unambiguous orientation generalizations, for example, "men are better than ladies", "men are solid and ladies are feeble" Conduct in-depth research.

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