

Research on the Relationship between Social Media and Gender Inequality

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ABSTRACT

Many experts have found that social media is a very big part of people's lives and entertainment. Compared with traditional media, social media is different in some aspects, such as one-way communication mode. Nowadays, the communication of social media shows a multi-dimensional trend of short, efficient and strong communication, which provides great help for women's right to speak. However, these experts did not study the process of building images of women on social media, where women's voices are still often misunderstood and will remain so for a long time to come. And then to explore is exactly this aspect. The combined action of these factors can help women express their views, thus promoting the social identity of women. At the same time, realizing gender equality is an important part of constructing socialist harmonious society. The research method of this subject is synthesis and induction. In the end, my conclusions are mostly descriptive or reveal certain laws in the description process.

Keywords: Social media; Gender equality; Gender; Consciousness to construct

1. INTRODUCTION

Many experts have found that social media is a very big part of people's lives and entertainment. Different from the traditional media, social media is different in some aspects, such as one-way communication mode, which gives enormous convenience for women's right to speak. However, these experts did not study the process of portraying women on social media, where women's voices are often misunderstood, and not just for a while, but for a long time. People live in a world of social media, and a lot of times feminists face a lot of abuse. It's not that most people don't want to support feminist views, the main reason is because they don't want to fall into the misunderstanding and prejudice of many Internet MOBS in these four words, and even don't want to fall into the angry and radical expressions. So the overwhelming majority of the public will not participate and will just sit on the sidelines. The methods used in this subject are synthesis and induction. Finally, the conclusions are often descriptive or reveal some laws in the process of description. At the same time, the author participated in the activities investigated and participated as an observer.

2. GENDER INEQUALITY PROBLEMS

Nowadays, various media such as Weibo and wechat give many women a very good platform to express their views and opinions. You can see that many websites and accounts dedicated to promoting women's rights are maturing. It is worth noting that some media will greatly reduce the living space of women if they focus on women's private parts and external images and origin in their creation. To be sure, social media is a big deal. On the one hand, social media plays a strong role in breaking female stereotypes, which is conducive to improving women's status [6]. On the other hand, if improper promotion is carried out through the current controversial topic, it will have a great negative impact. Therefore, good use of social media, a strong voice of positive energy, truly speak for women, and help citizens to establish gender equality awareness.

However, the more relaxed the environment we face, the more vigilant they need to be. When "media" and public accounts frequently publish articles defending women's rights, the public needs to raise their vigilance. Also be wary of social networks that directly advise women on how to stand up for their rights. Because in the age of social media, people can't accurately determine whether they really care about women's rights. Maybe

media are more interested in how many clicks they get, how many rewards they get and how many emotions they stir up[1].

There are five women and one man, but there is a serious imbalance between the male and female ratio. A professor said on the Internet that few female students pursue scientific research after graduate school, and he thought the quota should be reserved for students who really want to pursue an academic career. These seemingly hundreds of words of speech but reflects a very big problem -- gender discrimination. It is not uncommon for sexism to trigger public opinion on various social media. The professor's complaint is dwarfed by the public outcry on social media. A lot of sexism is blatantly posted on social media, which reinforces gender inequality in society.

According to a psychological study of gender discrimination of gender inequality problems caused by the separate reports women could produce the feeling of isolation, while women spontaneously form a discussion group on Weibo, to discuss, which can attract a common experience of women to join, produce the feeling of attention, and improve women happy and well-being. It's a plausible result, but when compared to discrimination on social media, fleeting happiness isn't enough. Because, more rooted in a patriarchal society, discrimination is also unimpeded on social media. The open Internet has shattered the traditional "celebrity image" of people like professors as knowledgeable, open-minded and forward-thinking people. These idealized images are disintegrating, with occasional jaw-dropping remarks by some professors.

It is precise because social media has infiltrated our social lives with such ferocity that we should pay attention to it. At the same time, social hot issues related to the protection of women have emerged frequently. Taiwanese writer Lin Yi-han , she wrote a novel about her teacher being seduced by her when she was a teenager. On social media, girls often come forward to describe their experiences of sexual assault. As victims, their bravery should be respected, but inevitably harsh words will still be said. This inevitably leads the public to believe that women are already high status. But in practice? Who is really fighting for women's rights in real life? Women who cut their hair and took part in politics, women who resigned after being sexually harassed, women who stayed unmarried, single mothers, and women who came out of the closet. Those who are working for women's rights are being looked at. Introspection is especially important at a time when many of these people are reposting articles on social media, both real and fake, that emphasize women's rights.[2]

A lot of people would think that Middle-aged men are more popular than women, and women must make more efforts to get recognized by the board. These strange

phenomena increase with experience. But the best can cross gender boundaries.

3. INEQUALITY BETWEEN MEN AND WOMEN

3.1. Economic Roots

According to the basic principles of Marxism, the economic base determines the superstructure. A woman's wealth determines her value and personal status. Generally, there are three ways for women to obtain property: income from their own labor, inheritance or bequest, and joint income of husband and wife. In the form of property, it is manifested as the right of housing, the right to control the common property of husband and wife, the right to profit from land contracting and the social resources owned by women. Among them, land rights and housing rights are the most direct and convenient parameters for assessing women's property rights.

In reality, due to the public and private patriarchy in the distribution of space resources, the male centrism of "living with your husband" has resulted in the hollowing out of women's housing rights in law and policies in housing practice. For most urban women, their homeownership is positively correlated with their occupation and economic income as well as that of their parents, but as a group, women's housing travel is much lower than that of men. And rural women's home ownership because marrying "Cong Fu" tradition of the rural women from birth to migrate to get married, their basic no their own house property, at the same time, rural "married women" land rights in law has been a breakthrough, but the arrival of the local rules and traditions, however, is generally difficult to enforce. "According to the third Survey on The Social status of Chinese Women, the proportion of women who own a house is 37.9%, 29.2% lower than that of men. The percentage of married women who own a home is 13.2 percent, lower than 38.5 percent of men. The percentage of unmarried women who own home was 6.9 percent, lower than 14.9 percent of men. The weak position of women's property can be analyzed and excavated from the perspective of human social production [4]. There are two main kinds of production in human society, one is the production of material materials and the other is the production of population. The reason why women are finally reduced to the subordinate of men is that they passively or naturally give up the social labor engaged in the production of material materials and are confined to the domestic labor of population production. From the perspective of women's overall social status, women are generally endowed with social roles as teachers, nurses, secretaries, and domestic servants. For a long time, men had absolute ownership of property, so women's dominance was inevitable.

3.2. *Material Roots*

When productivity is not so high, strength is the most basic productivity, men naturally begin to control wealth and dominance, women surrender, because there is an essential difference in physiological structure, even if women are sold as a commodity, they cannot resist on a large scale. To rule more stably, it is natural to start from culture. The people at the bottom are tired all day and have no spare energy to resist, while the people at the top exploit the surplus value of the people at the bottom to live a comfortable life. To brainwash these leisure women, female morality was born. Male superiority, son preference, crown right, from thousands of years of culture handed down, no matter how sharp the stone is also grinding out a round shape. Why didn't they before? They didn't realize that they could fight, that they had a chance to fight.

Since the Industrial Revolution, productivity has smoothed the gap between men and women in social production, and women can also be competent for what men do. Then, ignoring the difference in social contribution, there is the biggest obstacle to the difference between men and women. Bearing children, the difference in biological reproduction has become the original sin of male and female antagonism. The feminist movement has been around since the beginning of the Industrial Revolution.

Now, the arrival of the information age has smoothed the productivity of local and local areas, as well as the information gap. More and more women begin to snatch benefits from men's mouths. What men did not need to make much effort to get the return, they now must pay twice or even three times as much effort. They don't have to contribute as much as they did before to have a much better life.

3.3. *Political Roots*

Leading role in the process of the government in promoting equality between men and women is crucial to state the status of women's overall regulation, advanced gender culture to carry forward, and the equality between men and women in the field of legal consciousness is the main political roots, affecting the equality between men and women legal policy, ideology, women's federations should be the trinity of equality between men and women push mode.

First, women's participation in politics is not strong enough. Women's participation in politics is not only an expression of equality between men and women, but also a factor in promoting it. It can be seen that China's policies and laws have clearly stipulated equal participation of men and women in politics, and these policies have helped improve the status of women. However, in the practice of

recent decades, it is worrisome to find that there are three problems in China's women's political participation:

Second, the fixed proportion cannot be guaranteed and the proportion cannot be increased for a long time. Despite low proportion, women are still satisfied with the proportion stipulated to strive for in the field of without institutional regulation and campaign process, women can't even give up competition psychology and phenomenon is widespread, while men are taken for granted that besides the institutional regulations are women not tread, and resolutely resist women together with their competition.

Third, in fact, the rule of the proportion of women is very low relative to men, and mostly in policy makers and the edge of the executive power, in the cadre selection rules "at least equipped with a female leading cadres" became a reality in the "armed with a female leading cadre, separately", on the one hand, the pursuit of equality between men and women become women, Men are on the fence and resistant. Words such as "appropriate proportion", "appropriate quota" and "higher than that of the previous year" in policies and laws are mostly obsolete due to the lack of operational and oversight and accountability mechanisms. The essence of this institutional arrangement is to promote the expedient and effective choice of equality between men and women in view of the overall weak position of women in the traditional gender culture. The pace of women's participation in politics is extremely slow. As a result, women, who make up 50% of the population, have a weak voice in the political arena with a much lower participation rate than men. According to the third survey on the social status of Chinese Women, only 11.2% of Chinese women have participated in management and decision-making at all levels [4]. Third, the position is marginalized, with a low proportion of top leaders entering the core decision-making level. Deputy leaders are generally in charge of relatively light departments such as culture, education, health, and family planning. Some female top leaders oversee the Party under the division of the Party and the government, and do not engage in professional and administrative work.

Finally, any one can see that there are many loopholes in the policy and law. Gender equality is self-evident for women. It means more leadership roles, better pay, more support at work and at home. Some men may fear that their status will decline as women rise higher and higher. But in fact, gender equality is good for men, too. If men want their teams to succeed, one of the best things they can do is recruit more women. Last fall, Alibaba, the Internet giant and China's largest e-commerce company, went public after years of extraordinary growth in China. "One of the secrets of Alibaba's success is that there are so many women in the company," said Its founder, Jack Ma. At the company, women hold 47 percent of positions and 33 percent of senior positions.

Research backs him up. Some research suggests that women bring new knowledge, skills and networks to teams, reduce unnecessary risks, and may contribute in ways that are more beneficial to teams and organizations. Among VC-backed startups, the median percentage of female executives at successful companies is more than twice as high as at failed ones. A study that analyzed more than 15 years of data from 1,500 Standard & Poor's companies found that when companies pursued innovation, the higher the proportion of women in senior management, the more market value they created.

A persuasive study led by Alyssa Croft, a psychologist at the University of British Columbia, shows that when fathers do an equal share of housework, Daughters are less likely to confine their aspirations to traditional female roles. What matters most is what my father did, not what he said. "Seeing dad cooking" has a huge impact on whether girls believe they have the same opportunities as boys. The reverse is also true - boys benefit if their mothers play an important role in the workplace. A few years ago, psychologists found that a surprisingly high number of America's most creative architects had mothers with "high levels of autonomy"; These mothers are leaders in their communities or successful professionals. A recent study by Kathryn H. Dekas of Google and Wayne E. Baker of the University of Michigan found that when parents are highly engaged at work, Children are most likely to find their work enjoyable and meaningful.

Since 1970, 25 percent of the growth in U.S. GROSS domestic product has been the result of more women entering the paid labor market. Today, economists estimate that equal participation of women in the labor force could raise GDP by 5 percent in the United States, 9 percent in Japan, and 34 percent in Egypt. "We've seen what can be achieved when we use 50 percent of human energy," the investor Warren Buffett said. "Think about what happens when you reach 100 percent, and you share my boundless optimism about America's future."

3.4. Cultural roots

Culture, as an ideology, which has a deep-rooted influence on causing and maintaining gender inequality, mainly reflected in:

First, the long-term existence of backward gender culture. Advocating gender equality is a kind of ideology, a kind of proposition and value pursuit, which needs advanced gender cultural consciousness. Men's awareness of gender equality is far lower than women's, and they even resist gender equality, which is due to their own interests. For example, after the establishment of the basic national policy of gender equality, the awareness rate and acceptance rate are not high. In the advanced gender culture, the situation that men dominate everything no longer exists, the increasing competition factors caused by the entry of women in the field of work, the increasing

amount of men's housework caused by the entry of women into the social field, etc., all make men stick to the traditional gender culture and tend to be indifferent to the modern gender consciousness.

Second, the difference between male and female gender consciousness is not only due to physiological factors, but also due to social factors. A happy and comfortable family will suppress women's sense of self-reliance and self-improvement. Traditional culture also stifles women's consciousness of rising by positioning women as family roles.

Third, the low level of social civilization affects the realization of gender equality. Issues concerning women's vital interests and women's development are difficult to enter the decision-making horizon and are even regarded as "personal affairs". This situation is ultimately due to the low level of social civilization. Fourier pointed out: "a certain historical period of development can be moved by women to the extent of freedom, because in the relationship between men and women, men and women, the most striking expression is the triumph of nature in the animal. The degree of women's liberation is the natural measure of universal liberation." Marx and Engels fully affirmed Fourier's thought that he revealed "the secret of women's liberation". It is true that the status of women is not an isolated social phenomenon, but a measure of the degree of civilization in a society. On the contrary, the degree of social civilization directly affects the development speed of gender equality.

Much of the rhetoric on social media about gender inequality or gender antagonism is slowly provoked. According to information, NED has given \$193,000 to women's rights groups in China. Behind this organization is the operation of American foundations. Most of the people hope we can think deeply about the purpose of the operation. On major social platforms and media, we often see all kinds of heated public accounts using the Internet as an outlet. It is true that the society is progressing when the public opinion of gender equality is popular on the Internet. However, when public opinion gradually becomes extreme, there are even large-scale, organized, and purposeful attacks and harassment of others with extreme words, which has become the nature of "extremist organizations" and is an illegal act that disturbs social order. The reason why women's rights occupy the heights of public opinion and humiliate ordinary men is because of the endorsement of capital. Capital supports women's rights, because women have stronger consumption power and more purchasing power, so capital is in great demand. To sell goods or rewards, various marketing accounts and "media" will try their best to please women and belittle men. Women do not have to save, but can rest assured that the moonlight, because the future love and marriage will bear the main expenses. Women dare to spend money and are willing to spend money, without worries and to gain the love and pursuit

of capital, thus gaining widespread support from public opinion, which advocates those men should buy for women and support the existing marriage model favorable to women. Women enter the virtuous circle of public opinion support, thus becoming more and more proud and arrogant. To get married, men need to save money, dare not spend money, and have low consumption ability. They are despised by capital, suppressed, and belittled by public opinion, and thus feel inferior, which leads to the lower status of men. There is nothing wrong with seeking equality in this society. Women's rights organizations pursue their own rights, which must be established on a reasonable basis, rather than confusing contradictions to achieve their own goals.

In this society, more and more people call for and recognize equality between men and women, and gradually abandon the idea of favoring boys over girls and men over women. In fact, when people say that men and women are not equal today, most people do not want people to excessively pursue feminism, but because they believe that society should respect women.

Report in today's society, we will find that in many criminal cases, a large part of the victims are female, and the treatment of many moral events of men under the pressure of public opinion is usually less than women, this evidence suggests that women are usually relatively general ordinary people in society is weak, the weakness of the female is not only a physical condition, still have a kind of the weakness of the psychological attitude, This is partly because of traditional female aesthetic concepts, and partly because of traditional moral concepts that women are a protected group. When we were young, Parents might tell us: similar, the boy is in order to protect the girls generally deal with problems or to make a choice, we will be in the female female subjective, the weak side, they think that the idea of weak is a large part of the reason for the female tragedy, for example, we often hear about domestic abuse of his wife, the husband should seldom or never heard of her husband's home to his wife Division of violence. Also, in some job listings, women have more boxes than men. A few days ago, there was a story about a man stabbing a girl to death in the street. It's just because of the men's emotional problems and the reason the girls don't get stabbed is because the girls who get stabbed are prettier. Time event of male and female inequality of society, we cannot change this situation, immediately produce a subtle impact can change, we are not feminists, too much but think we should respect women, and believe in women, and women, in the strong themselves, learn to protect themselves. For gender equality to become a reality, we need to change the way we advocate for it. Often the focus is on equity: to achieve justice, we must provide equal opportunities for women. Instead, we need to go further and be specific about why gender equality is good for everyone, not just women.

In social media, feminists often challenge some topics, such as the right to education, reproductive rights, abortion rights, domestic violence, maternity leave, wage inequality, sexual harassment, gender discrimination, sexual violence, and objectification of women. Feminism is so noble and great, why don't some women identify themselves as feminists? Feminism is a very sensitive topic, and it is easy to put it at the forefront of public opinion. On social media, feminists have even been called "feminists" by some[3].

In the absence of voice, in social media, where face-to-face communication is impossible, individual voices are often weak, pale, and powerful, and will be crushed. Because some people just think you are radical and radical and think that feminists are mostly the enemy of men, indirectly devaluing marriage, family, procreation, and even the division of labor and interdependence between the sexes. At present, some women have the cognition and consciousness of women's rights, but a considerable number of women still do not realize the significance of women's rights.

In fact, many women are also against feminism, because they believe that women will eventually depend on men, so women should be obedient and obedient, and they should marry themselves in their prime, or they will be labeled as "leftover women" by society. No matter how successful a "leftover woman" maybe in her career, she is viewed under social scrutiny as an unmarried failure. Therefore, in this predicament, many feminists feel powerless, because people who accuse others of being "feminist bitch" or "feminist cancer" are not necessarily asleep, but they are pretending to be asleep, and we cannot wake a person who is pretending to be stupid. The only thing feminists can do is to become strong and fight for the right to speak.

If social media and mass media do not actively establish gender equality awareness, they will inevitably fall into the trap of gender inequality and commercial supremacy, thus affecting the survival and development of Chinese women in society. In the era of social media, it is important to strive for the right to speak, and it is particularly important to speak rationally. The construction of women's self-consciousness and the reduction of women's "being seen", "being fantasized", "being objectified" and "being consumed" are not only an indispensable part of gender studies, but also an indispensable proposition of media studies, in which social media plays a crucial role.

4. CONCLUSION

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important to strive for the right to speak, and it is particularly important to speak rationally. The construction of women's self-consciousness and the reduction of women's "being seen", "being fantasized", "being objectified" and "being consumed" are not only an indispensable part of gender studies, but also an indispensable proposition of media studies, in which social media plays a crucial role. And while social media can help create a "community" where sexism and other social discrimination can be discussed, achieving true equality requires the collaboration of universities, governments and other institutions[6]. Compared with the immeasurable and indescribable discrimination on social media, momentary happiness is clearly not enough to defeat enemies. Because, more rooted in a patriarchal society, discrimination is also unimpeded on social media. The open Internet has shattered the traditional "celebrity image" of people like professors as knowledgeable, open-minded and forward-thinking people. These idealised images are disintegrating, with occasional jaw-dropping remarks by some professors. Professors, literati and cultural practitioners are better at conveying values through words than ordinary people. Successful people such as businessmen and stars also have a wider range of influence, and have gained numerous followers through social media. In the upper half of the social class, even if there is discrimination, it is not low and straightforward, but in the silent display. More subtle is the reality of the narrative and the discrimination of the position, both of which are difficult to define and make breaking through this "senseless discrimination" even more difficult. The fermenting effect of the online environment and anti-discrimination pressure on social media should not be underestimated. Although social media's rejection of discrimination is just an attitude, it requires the joint efforts of the whole society to make the views of respecting gender differences and pursuing gender equality more valuable, so as to form a virtuous circle and inspire more people to participate in the action against gender discrimination.[7].

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