The Media Representation of Female Images in the New Media Era
——Taking the Female Talents of Douyin as an Example

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ABSTRACT

In recent years, video operation has always been one of the popular channels for new media operations. Highly interactive and decentralized new media such as Douyin and Snapchat have greatly changed the traditional layout of the media industry. With the improvement of women's social status, the proportion of women in the new media industry is also gradually increasing. This paper takes the most representative female talents of Douyin in 2021 as an example, combines the technical background of artificial intelligence and big data, uses the Diandian data platform, analyzes their media images through case analysis and data analysis methods, and draws the conclusion: women The multi-dimensional development of the image on the short video medium, while they obtained the gender bonus, they were also brought negative feedback by the Internet and artificial intelligence, causing some psychological crisis.

*Keywords: New media, Douyin, Female, short video, Female media image*

1. INTRODUCTION

The new media revolution is not only the transformation and upgrading of communication methods but also deeply affects all aspects of human society and psychology. Compared with the past, new media provides women with more opportunities to express themselves, and they can connect through different sensory media forms Others, construct their own gender identities on the mobile internet. The concept of HowNet is National Knowledge Infrastructure (NKI), which was proposed by the World Bank in 1998. CNKI project is an informatization construction project aiming at realizing the dissemination, sharing and value-added utilization of knowledge resources in the whole society. It was initiated by Tsinghua University and Tsinghua Tongfang and was established in June 1999. Searching for "women" and "short videos" on CNKI will find many case analysis papers from different dimensions. Among them, the research on women and Douyin short videos have a lot of page views and attention. Douyin is one of the most popular mobile short video apps in the world. This paper aims to analyze the self-image constructed by well-known female creators on Douyin, a representative short video platform, the content they create and the feedback they receive, in order to study the blending relationship between media culture and gender culture, and women's self-positioning in the context of new media. This paper counts the data of the top 150 fans on the Douchacha data website Daren List, screened out the accounts that women participated in the operation, and then further classified the results according to the different contents of the video, and finally made an analysis based on the results. Women's cognitive roles in short video culture, gender stereotypes, and contemporary women's appearance anxiety will be discussed in turn. This paper will discuss these issues in-depth and provide additional references for the self-perception and construction of female images from the new media perspective.

2. ACCOUNTS OPERATED BY WOMEN ON DOUYIN

Douchacha is a well-known domestic live broadcast, e-commerce, and short video big data analysis platform, with first-class data update speed and coverage. As of March 21, 2022, this paper counts the top 150 accounts operated by women (including the circumstance that the team has female members)on the Douchacha Big Data Website Talent List - the total fan list and analyzes the samples based on the account's self-positioning and video

content. Categorical Statistical Proportions.
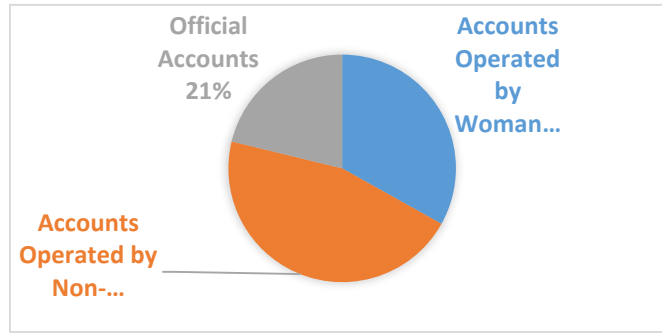
Figure 1 The proportion of accounts with different attributes of the top 150 accounts in the total list of fans[1]

Based on figure 1, the following analysis is made: Among the top 150 fans on the Doucha ChaDa Ren List, 33% of accounts are jointly operated by women, 46% are operated by non-female accounts, and those with insignificant gender characteristics account for 33%. Official accounts account for 21%. Judging by the number of fans, the total number of fans on Douyin ranks in the top 150 male accounts are more than female accounts, but the gap is not so obvious. In terms of the ability to attract fans, female creators are also very competitive.
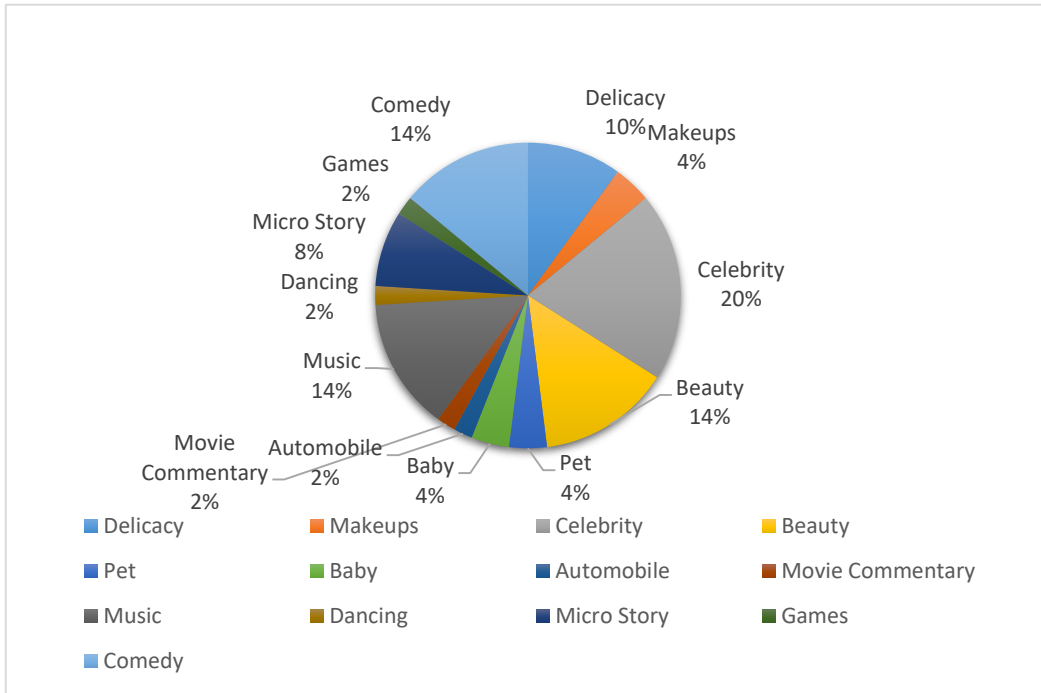
Figure 2 Number of samples of different video content[2]

Based on figure 2, the following analysis is made: Among the top 150 female-operated accounts on the Douchacha fans list, 72% are distributed in the Celebrity, Internet Red Beauty, Music, Funny and Food sections, and the rest are distributed in Beauty, Moe Pets, cute babies, cars, film and television entertainment, dance, plot, and games.

3. ANALYSIS OF FEMALE MEDIA IMAGES

The sample accounts are classified according to the images created by women in short videos.

A. A vivid and real-life female image. This type of person is very common among female talents, including wives, lovers, schoolgirls, mothers, grandmothers, etc. It is more prominent in the two divisions of sitcom and funny, and the themes are inseparable from family, husband and wife, siblings, and girlfriends. , blind date, etc. Most of the videos have script guidance, similar to a

simplified version of sitcoms, full of rich life flavor. For example, the top-ranked account "Crazy Sisters" mainly records the daily life of girlfriends. This type of female image is not strictly measured in appearance and figure, and they resonate with viewers through the plot.

B. The image of women in the workplace with an independent personality. Often appears in sitcoms. This type of female character has the following characteristics: a. The appearance is the image of the company's white-collar workers, and neat suits and exquisite makeup are standard. b. Distinctive personality. Different from the traditional feminine image, women in the workplace have the characteristics of independence and self-improvement, which attracts many female fans. For example, the vibrato number "Ye Gongzi" has created the image of a domineering and handsome beauty CEO blogger.

C. Delicate and beautiful female figure singing and dancing. This type of female character is designed to attract fans with appearance capital, and it is often found in the Internet celebrity beauty, music, and dance divisions. Women appearing on the camera show the beauty of their female bodies through cross-dressing, performances, etc., catering to male aesthetics.

D. Strongly labeled female figures. This type of female character is very distinct and different. When they operate their accounts, they pay special attention to their own character creation, including beauty and grass, cute pet daily, car commentary, film and television commentary, etc. The video content is shot around this center. For example, "Li Ziqi", who is ranked 11th, is portrayed as a beautiful woman who lives and works in the countryside and focuses on documenting the beautiful countryside. Her videos are simple in content and satisfy the local feelings of many people; she pays attention to artistic sense in shooting skills and has excellent visual effects.

E. Female Star. This category is the account of female stars on the Douyin platform, with a large number of fans.

4. SELF-POSITIONING OF WOMEN IN MOBILE SHORT VIDEOS

In the traditional mass media era, women, as the second nature of society[3], often have a right to speak in the media industry linked to men. To some extent, image is a kind of special information based on human cognition, and female media image is also information[4]. The female image reflected in mass media such as newspapers and radio can be regarded as the ideal female image in the mainstream male aesthetics. Just as in ancient China, the art of lady painting attached great importance to Shen Yun, the image of a lady has both ideal and realistic attributes. The ideal attribute is reflected in the author's beautification of the image in the painting according to mainstream aesthetic standards.

On March 8, 2021, Douyin released the "2021 Douyin Women's Data Report"[5]. The report shows that there are 13.2 million women who earn income directly from Douyin. Today, consumerism and the Internet celebrity economy occupy new commanding heights. Low-cost short videos and high-yield traffic monetization have brought dividends to women, but at the same time, many problems have been exposed.

4.1 Beneficiaries of New Media Dividends

The broad mass base of short videos allows female creators to create in many ways. For a long time, the social image of women is often linked to the private sphere of the family. In TV dramas and movies, it is generally a social image such as a gentle mother, a loving grandmother, and a virtuous wife, which is in line with women's social division of labor. But on the Douyin platform, many female creators with high traffic are also housewives, especially in the plot, food, and funny sections, many female creators show cute babies in the family, hand-made food, Harmonious and lively family relationships, such as "Grandma Pan"," Sister Peach in Shuzhong", etc. From this point of view, women are no longer just foils to the male protagonists but take to the stage to show the audience the daily life that was ignored in the past.

Short videos provide women with a world to show their individuality, and women's social images are diverse. According to Beauvoir's theory of the second sex, women tend to appear as male dependents. In the traditional film industry, whether it is a superhero movie or a sci-fi movie, no matter how powerful or independent the female characters are in the early stage, the director or screenwriter will regard marriage and family as her destination, and the most prominent thing they have in common is sacrifice. The personality of the self, and play the image of a good wife and mother in the social division of labor. In recent years, with the improvement of women's status and education, and the popularization of the mobile Internet, more and more women have displayed their diverse images on social platforms that are different from "traditional femininity". For example, Douyin master "Ye Gongzi" established a character design with the image of an independent and domineering female president, and "Baylor" in "Crazy Sisters" attracted a large number of fans with his unique character design that is funny and maverick.

4.2 The Negative Feedback that AI and Big Data Bring to Women

It is worth noting that due to the limitations of female creators in material selection, female short video creators are still unable to escape the dilemma of the female sex economy. Female stars are invited to advertise, and scantily clad girls appear on the movie posters. The visual

focus of the picture has developed to the suggestive dance moves of female Internet celebrities in the short video.

In addition, the people created by female creators can sometimes perpetuate gender stereotypes against women. McLuhan put forward that the medium is the message[6], but too intelligent medium will profoundly affect the way of thinking. For example, a personalized recommendation system based on big data algorithms aims to help users quickly obtain the information they want in the massive information flow. Personalization recommendation under large data algorithms helps customer custom preferences based on customer existing preferences and similar processes, essentially an information organic filtration[7]. Douyin's sliding switching function strengthens the control of algorithm recommendation over users, and its product positioning for entertainment consumption further deprives audiences of their ability to think actively. Short videos force audiences to focus and passively make it difficult for niche, non-mainstream creators to break out of the sturdy information cocoon, let alone creative female creators who want to express their ideas.

In addition, the aesthetic model for women's bodies and appearance promoted by short videos tends to be the same, which is more likely to cause female users' "appearance anxiety" and cause many psychological hidden dangers or diseases. The "appearance anxiety" in this paper refers to a feeling of anxiety caused by the expansion of the simple "body shape" and "physique" to a lack of confidence in one's "appearance", and "appearance anxiety" mostly occurs in young women[8]. Many short videos have the function of liking and forwarding. Appearance anxiety is not a new topic, and there have been stories of the East and the West since ancient times. But now, the high-definition selfie function, live-streaming filters with uniform makeup, clicks with economic value, and a strong public opinion field make female creators exposed to a broader gender gaze when they start to show their physical advantages. The subtle differences in appearance are magnified many times by the network. The penetration of the Internet into life has caused many women to have a strong psychological gap due to social comparison, so it is easy to have psychological hidden dangers.

5. CONCLUSION

This paper argues that there are many possibilities for female images in new media. Some of them even got rid of the shackles of gender culture, showing pure female power in a non-mainstream image. Women have gained profits from short videos, etc., but at the same time, the ubiquitous media has intensified the role of the gender gaze. Women's mental health issues in the context of new media deserve attention.

This paper believes that in various mobile internet communication methods, the female image in the mobile short video medium is becoming more diversified. On the one hand, the traditional female image that has already existed is recreated, and on the other hand, new women are facing the inherent gender impression challenge. However, appearance is still the first-factor restricting women's development. The application of big data and artificial intelligence has become an important factor in the construction of women's media image, which is related to women's mental health problems. Based on a long-time accumulation and the physiological characteristics of the female itself, the privacy safety of the female main body in the era of large data should pay more attention to.[9]

It is worth noting that men are in a secondary position in gender culture research, and the changes experienced by "male sex consumption" and "masculinity" under the influence of the Internet and new media also need to be further explored. This kind of aesthetic is propaganda by feminism through the mass media, in line with women's dual conception of men's physiology and psychology.[10]

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