

The Violation of Adolescent Female's Rights in Today's Social Media

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ABSTRACT

At present, the infringement of social media on underage women cannot be underestimated. Girls are not only easy to be cheated and deceived on the Internet but also easy to disclose their personal privacy. Social media can even hurt women over sensitive issues. This paper explores the infringement of the rights of minor women by social media. This study can provide a comprehensive and in-depth understanding of the relationship between social media and women's rights. This paper analyzed 8 papers from digital sources. The study found that heavy Internet and social media use in teenage girls for two to three months was associated with significant depression. Social media can have a psychological impact on underage women. In addition, there will be some problems of gender inequality in social media, and gender prejudice will also cause harm to underage women.

Keywords: Adolescent female, Female's rights, Social media, Rights violation.

1. INTRODUCTION

Humanity's access to social media is expanding globally. The problem is that this isn't easy Internet users, for example, are more susceptible to online hostility, harassment, and other negative actions [1]. It is now easier than ever to be offended or irritated via social media [2]. Gender-based online abuse affects women more than twice as often as it affects men, a survey claim. Young people in China and throughout the world are rapidly adopting social media. Teenage girls are more likely than boys to suffer from negative social media influences, according to a study. 14,000 young women aged 15 to 25 who reported being cyberstalked, sent inappropriate messages and photos, or mistreated online were contacted by Plan International [3]. This left the girl to deal with the consequences of her social media misbehavior. Girls' rights may suffer if they choose silence and voicelessness. Today's teen girls are being bullied on social media. A look at the present trend of adolescent females' rights being violated by social media and the causes contributing to this trend.

By synthesizing past related papers, this research focuses on adolescent girls and explores which features of social media have violated the rights of young women.

Teenagers represent a country's future hope, and it is critical to protect their rights and interests. Nowadays, the internet and social media are advancing at a breakneck pace, and social media has encroached on the majority of adolescents' everyday social activities, which is a double-edged sword. It has the potential to improve the lives of young people, but it also has the potential to hurt them. Teenagers are in a time of development when their opinions are not fully formed, making them more prone to abuse than adults and unaware of it. This paper will examine young women's rights on social media, as it has been claimed that girls are more likely to be violated and insulted on social media [1].

The keywords "adolescent women," "social media," "women's rights," and "mass media" were used to conduct a Google scholar search from 2000 to the present, and a total of 8 papers were included in the scope of this paper after screening.

2. SOCIAL MEDIA’S VIOLATION OF ADOLESCENT FEMALE’S RIGHTS

This paper will analyze the articles from three perspectives: body and health, sweeping generalization,

and a correct leader. The classification of the articles can be seen in Table 1.

Table 1. Analysis of 8 papers of social media usage and effect

No. of papers	Context of "Social Media's Violation Of Adolescent Female's Rights"	References
4	Body and health	[4] [5] [6] [7]
3	Sweeping generalization	[8] [9] [10]
1	A correct leader	[11]

2.1. Body And Health

Certain social media trends have the potential to negatively impact young women's physical and mental health. Today's major social media platforms, such as Instagram, have largely supplanted other forms of communication between teenagers, and young people are eager to share their daily lives on these platforms. However, as social media platforms grew in popularity in the early 2010s, the majority of their users, adolescent females, began to experience an increase in psychological distress [4]. According to The Wall Street Journal, young women's heavy reliance on Instagram can have serious consequences for their mental health [5]. When compared to girls who use social media only gently or not at all, girls who use social media massively are approximately two- to three significantly more likely to report feeling depressed. In the propagation of cultural prejudices concerning the ideals of physical beauty, the mass media play a significant role. In Westernized societies, idealized female beauty includes slender body size, curvaceously slim, physically appealing, and impossibly thin, as scholarship over the last two decades has adequately demonstrated [6]. When young women view photographs of celebrities or their classmates with thin figures on social media, they may be tempted to believe that their own bodies are only ideal if they are as skinny as those depicted in the pictures. As a result, young women might quickly become nervous and self-conscious about their own physical appearance and abilities. Despite the fact that most young people nowadays are aware that the pictures they upload on the internet have been professionally altered, the majority of them are uncomfortable when they see these glorified, incredibly slim bodies on the internet. Moreover, females are more likely than males to be self-conscious or dissatisfied with their physical appearances. And it is not just girls' internal perceptions that contribute to this; the outside world also holds them accountable for the perverted aesthetics that have become common on social media. According to reports, many adolescent girls

experience body dissatisfaction as a result of comparing their close friends' bodies on social media to the slender and gorgeous bodies on the internet [7]. There are an increasing number of pro-anorexia websites and blogs supporting the dieting lifestyle, and females with low self-esteem, sensitivity, and a lack of body confidence are more likely to visit these websites and adhere to the dieting lifestyle in an attempt to look 'better.' Teenagers, on the other hand, lack the ability to discern right from wrong, and following this example can only result in a vicious circle of worsening poor health. If girls discover that dieting does not improve their appearance, they will feel more concerned, disappointed in themselves, and disgusted with their bodies; if females achieve weight loss through dieting, they will pursue their own diets more aggressively, thereby increasing their health and beauty. Teenagers struggle to discern right from wrong and are easily swayed by popular media, which can be hazardous to their physical and emotional health. This is a situation that teenage women hardly realize - social media is undermining their rights.

2.2. Sweeping Generalisation

Certain stereotypes on social media can be detrimental to girls' rights. Social media and, to a lesser extent, mainstream media portrayals of social groups tend to emphasize both recognition and respect. According to one report, the number of depictions of boys is generally higher than the number of depictions of women. And social media is far more problematic for women's respect than it is for men's [8]. A number of studies have revealed how stereotypically people of both genders are depicted, with women, in particular, is defined primarily by their physical appearance and their behavior in romantic relationships, as well as their restricted personality characteristics and social roles [9].

Girls, on the other hand, will pay more attention to these stereotypical behaviors on social media than boys [10]. In 2020, a television commercial for Yasmin, a short-acting oral contraceptive pill for women, was

shown. In this advertisement, a mistress dressed in black sits at the dinner table and says to her wife, "I can tell your husband jokes, I can discuss the news with him, and I can play games with him, can you?" And the wife proudly brings out a box of Yasmin and asks, "Are you sure you can do this?" When she realized she was her husband's mobile phone, the mistress promptly restored her natural shape. The advertisement demonstrates that wives may meet their husbands' wants and compete for their attention by using long-term contraceptives. Still, neither the concept nor the values underlying it are amusing, and women are instead viewed as "sexual companions" and "tools." This ad not only contradicts the pill's stated goal, which means to provide women with sexual and reproductive liberty - but also undercuts Yasmin's gender-affirming, respectful marketing image as a global brand worthy of female consumers' respect.

2.3. A Correct Leader

There are some possible solutions to the negative impact of social media on teenage women.

The so-called social media should be a process in which a large number of netizens spontaneously contribute, extract and create news and information, and then spread it. Two points need to be emphasized, one is a large number of people, the other is spontaneous transmission if the lack of any of these two factors will not constitute the category of social media. If the network does not give netizens more initiative, social media will lose the mass base and technical support, and lose its foundation.

If there is no technology to support so many interactive modes, so many interactive products, the demand of Internet users can only be suppressed and cannot be released. It would not have given rise to so many dazzling technologies without recognizing the desire of netizens to interact and express themselves. Social media is built on the support of the masses and technology.

Without a leader who has a correct value, young girls cannot be adapted to the information era. The theory of two-steps flow of communication suggested by Katz and Lazarsfeld stated that the flow of information and influence from the mass media to their audiences involves two steps: from the media to certain individuals (i.e.the opinion leaders) and from them to the public. Opinion leaders individuals or organizations that are experts within an industry or otherwise have views that are both widely known and trusted. As a result, they can influence public opinion—including the opinions of your customers [11].

It is clear that opinion leaders are becoming more and more important in the information era, they can be their teachers, parents, elders, etc. When a child didn't reach the age of capability of using social media, their ways of

perceiving information depends on how their parents and teachers told them. The parents will tell their children the news combined with their way of thinking as well as the value.

Younger women are more likely than men to trust online information. As women are more sensitive, they are more inclined to be swayed by a commercial advertisement, so they are easy to be deceived in some aspects and fields. It would have made a difference if parents or teachers had told them that the information was not completely reliable and taught them how to identify and use it.

An interesting point is that at certain levels, social media changes the assumptions underlying the existence of a "secondary information dissemination" model. In the environment of social media, the audience is no longer just a passive recipient of information, and it is usually difficult for a single or social media to monopolize information to achieve one-way communication to the audience.

More importantly, the role of opinion leaders as "middlemen" is blurring and weakening, and even losing the premise of existence. active young netizens are generally less discerning about information than inactive netizens. This seems to be contrary to our common sense. Perhaps as social psychology cognitive resource theory argues, being active consumes cognitive resources and instead affects judgment. Or from the perspective of their own cognitive theory, active users tend to be more perceptual in their cognitive judgments because they have more body language and positive expressions on the Internet. But these are only hypotheses and further research can be done on this issue.

The main interest in the effect research of mass communication usually focuses on the direct influence, focusing on the direct influence of the media on individuals and society including teenage girls, mass communication can also have a strong indirect influence on the audience: the audience even without direct exposure to the media can also form their own perceptions by observing whether others are affected, which indicates that the audience is indirectly influenced by the media.

As a result, it is necessary to strengthen the media literacy education of young people, help them objectively and rationally identify and analyze the source and credibility of information, improve the ability to distinguish and choose information, enhance the ability to explore the truth of the incident, not be wrapped up in the irrational emotions of the group, avoid the "information cocoon" and "echo wall effect", and strive to maintain an objective, calm and civilized vocal habits. At the same time, for the young groups among young people, it is necessary to guide and educate them to go online in a civilized manner, and in combination with the

actual situation of cyberspace governance, strengthen the language ecological governance of online information content, and avoid the occurrence of language violence in games, entertainment, social networking, and other fields.

3. CONCLUSION

This paper found that teenage girls in the information age are easily fooled by rumors and stereotypes about women. Because women tend to be sensitive, they not sure how they'll react to all kinds of bad news. The concept of gender definition is formed and disseminated by mass media. When the private and domestic lives of both sexes are discussed in the mass media, women are mainly portrayed as housewives, responsible for cleaning, cooking, and educating their husbands and children. Or women are instrumentalized, objectified, commoditized. It places more emphasis on the ornamental nature of women, a form of expression that objectifies women and places appearance above intrinsic value.

New media lacks humanistic care. With the rapid development of new Internet media, women are treated as food and entertainment objects in the name of economic interests in commercial activities, without humanistic care. Online media are mostly business models, but they must also assume social responsibilities and fulfill the obligation of reporting the truth to the public.

Media should strengthen control and establish correct gender consciousness; It should emphasize the unity of social and economic interests and disseminate accurate concepts in all aspects. When sharing information, media workers should improve their own literacy and professional ability, and avoid using biased terms and overly subjective remarks.

Without a leader with the right values, young girls cannot benefit from the information age. In today's online world, active young Internet users tend to be less good at identifying information than inactive young Internet users, which leads to the wrong guidance of the distorted thinking of the Internet for immature teenage girls. Therefore, opinion leaders are becoming more and more important in the information age. They can be their teachers, parents, and elders. When a child does not have enough ability to distinguish right from wrong and mature perspective, they need parents' active guidance and help to avoid bad ideas on the Internet.

In the future, scholars should pay more attention to how adolescent women protect themselves from such harm and how to eliminate such harm caused by media in society.

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