

# Elements of Zhihu Users' View of Moral Rights in the Case of Female Medical Staff's Rights and Interests Being Encroached

## A Grounded Theory Study Based on Zhihu Answer Text

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### ABSTRACT

Moral rights usually refer to the legitimate rights granted by the moral system and guaranteed by the corresponding obligations. Sorting out the generation and origin of the concept of rights and moral rights, then, by reviewing three news reports about the encroachment on the rights and interests of female medical staff, conducting word frequency analysis on Zhihu users' answers under relevant topics, and encoding the text by grounded theory on the premise of the core elements concerned is clarified. It can define the possible components of Zhihu users' view of the moral rights of female medical staff's rights and interests.

**Keywords:** Female medical staff, moral rights, Zhihu, grounded theory, word frequency analysis.

### 1. INTRODUCTION

As a group with the dual label of female and medical staff, whether the female medical staff is treated fairly and gets the social status matching their contributions is an important window to observe the progress of social civilization and morality. However, the rights of female medical staff have been undermined during the COVID-19 pandemic. This article reviews three news reports on female medical staff during the epidemic period (a nurse fell from a building in Wuhan Union Hospital, hospital authorities: True, the situation is being investigated [1]; Controversy over Gansu nurses being shaved, Women's federation of Gansu province: We should respect and care for women on the front line[2]; What do you think of the expression was removed "I'm in menstruation and my stomach hurts a little" when CCTV interviewed Liu Hongjuan at Wuhan Jinyintan hospital on February 17? [3]), and analyzes the related topics and answers, and tries to make a preliminary evaluation and analysis of the moral rights of users, hoping to provide help for the research on the public opinion interaction characteristics of the online Q & a community and the promotion of the protection of the rights and interests of female medical staff.

### 2. THE ORIGIN OF RIGHTS AND THE CONCEPT OF MORAL RIGHTS

As the affirmation and interpretation of the subjective value of human beings, rights have become the essential elements of modern society.[4] It originated in the ancient Greek era and entered the center of the historical stage in the 17th and 18th centuries, and it was often connected with natural rights or natural rights, especially by the enlighteners. As an early theoretical form of the view of rights, the concept of natural rights, while affirming the existence and legitimacy of rights, focuses on whether rights are in the priority position, the connotation and extension of rights, and what is the extension of rights. This view is also concentrated in the works of modern thinkers such as Locke, Hobbes, and Rousseau. From the diachronic perspective, The rights of the early generation emphasize the traditional right to exist, freedom, and citizenship, and are closely related to specific public events, such as freedom of speech, voting power, religious tolerance, etc.; The second generation of rights expression is based on social and economic rights, and the demands for development rights and interests are embodied in the sacred inviolability of private property, the right to occupational choice, and the right to health. The third generation view of rights points to specific

ethnic groups and communities, which has the forms of ethnic development equity, narrowing the gap between the rich and the poor, and ensuring the rights of national language and culture.

And the Marxist view of rights[5]believes that human rights are historical and concrete and are limited by the social material structure and cultural structure, that is, individual rights cannot exceed or override the society; At the same time, the interests of individuals and groups should be unified in the form of "free man union", emphasizing the ultimate realization of moral development and spiritual liberation. The right discussed in this paper, namely, the rights of groups with two labels of female and medical staff, is a group and social right, that is, moral right, which is usually the right granted by the moral system and guaranteed by the corresponding obligations[6]It is to realize the interests of the individual in the body, which means the self-realization of personality and dignity. The concrete realization and embodiment of moral rights can be divided into two aspects: implicit identification and explicit praise[7]. First, implicit recognition is the right that the right holder passively receives the recognition of others and society. When it is specified to the context of medical staff as the main body, namely, the necessity and legitimacy of the existence of professional festivals such as "International Nurse Day" and "Chinese doctor's Day", and the social reputation enjoyed by medical staff and preferential treatment under specific circumstances. This is similar to the personality right, or ownership, that is, the default of which exists, and the emphasis on the right is often carried out on the premise of infringement of the right. The second is explicit praise, which mainly refers to the individual or organization's praise and recognition of a moral subject in spirit or material. In the specific context, it is manifested as the festival of the industry participating in the celebration of medical staff, the voice of the medical staff in social media, and the indignation and criticism of the infringement of the personal and property rights of medical staff. In short, whether it is implicit identification or explicit praise, to realize the moral rights of interests in the individual body means the self-realization of personality and dignity and social realization.

### **3. REVIEW OF THREE REPORTS OF FEMALE MEDICAL STAFF'S RIGHTS AND INTERESTS BEING ENCROACHED**

This paper takes three news events involving female medical staff as examples: a nurse in Wuhan Union Hospital fell down. The hospital: true, the situation is being investigated, Gansu nurses are shaved, and the provincial women's Federation said that we should respect the first-line female medical staff. And the expression was removed "I'm in menstruation and my

stomach hurts a little" when CCTV interviewed Liu Hongjuan at Wuhan Jinyintan hospital on February 17.

The first news mainly introduces the conflict between the nurse and the director of the nursing department of Wuhan Union Hospital before she fell down. The original news refers to the basic needs of users for medical staff in the isolation area, especially female medical staff, discussing security and personal privacy. The second news introduced that the nurses in Gansu maternal and child health hospital were shaved. In response, some Zhihu users engaged in relevant professional fields pointed out that the surface of human hair is easy to carry viruses and dust. For the consideration of personal health and aseptic operation, shaving may be reasonable at the professional level. However, the focus of Zhihu users' response is that if shaving is a compulsory behavior, it will inevitably infringe on the personality rights of female doctors and nurses, and some media regard this behavior as a heroic behavior and ignore women's aesthetic rights. Female doctors and nurses "shed tears on the spot", which is interpreted as caused by being moved, causing netizens to speculate that female doctors and nurses are dissatisfied and shed tears due to compulsory shaving. The third news and related topic mainly introduced that when CCTV news interviewed Liu Hongjuan, a nurse at Wuhan Jinyintan hospital live on February 17, Liu Hongjuan said "I'm in menstrual period and my stomach hurts a little", but when playing back the recording on CCTV 13 channel, the expression of "I'm in menstrual period and my stomach hurts a little" were deleted. This move aroused public indignation and was accused of disrespect for women's physiological characteristics and rights. The common feature of the three materials is that the events involved different degrees of violations of women's rights and public opinion feedback and counterattack carried out by the online community represented by Zhihu. It should be noted that in recent years, feminism in virtual society has rapidly formed a subculture, which has played a positive role in enhancing women's voices and safeguarding women's rights and interests in social events. However, with some extreme speech and protest behavior, the stigmatization of feminism itself and its supporters has also increased, which has also had a negative impact on the advocacy and maintenance of women's rights and interests. This phenomenon also provides a possible value landing point for this paper, that is, by analyzing the correction and guidance strategies of feminism in virtual society, we can promote gender equality and the maintenance of women's rights and interests.

### **4. CURRENT RESEARCH STATUS AND INTERACTIVE CHARACTERISTICS OF ONLINE Q & A COMMUNITY**

The online Q & a community established by relying on the user production content mechanism not only

completes the creation of the public knowledge sharing platform but also has the attribute of social media, which has become a reflection index of public affairs, opinions, and attitudes. At present, this kind of online Q & a community is classified into traditional Q & a community, such as Baidu know; is a comprehensive knowledge Q & a community, such as Zhihu; vertical Q & a community, such as a stack overflow. At present, the research on online Q & a community focuses on user characteristics, content and framework analysis, algorithm governance, and so on. For example, Liu et al.(2019) took the title and content of mama.cn as the analysis text to clarify the health information needs and emotional fluctuation characteristics of pregnant women[8]; Based on the text content of stack overflow community, Zhang et al.(2018) discussed the daily discussion topics and non-functional requirements of development practitioners[9]. Wang et al.(2018) and others discussed the corresponding characteristics of Zhihu comments and Tencent News reports from the aspects of media perspective differences, change stages, and the number of comments[10]. The interaction trace and content text of online Q & a community are the feedback of the audience's views and attitudes towards specific events. Therefore, this paper takes the knowledge of comprehensive Q & a community as the data acquisition platform and studies the general views and views of such groups on women's rights and moral rights based on the public's attention and emotional attitude towards news reports infringing on women's rights. At the beginning of the above three news events, the main platforms for public participation and discussion rely on microblogs and social groups. Compared with the online Q & a community represented by Zhihu, a microblog involves the openness of the comment area, the visibility setting of users, and the shielding and deletion behavior of the platform or users, that is, after some topic subjects are deleted and "selected", Comments will no longer be saved. Douban group and WeChat group show closed characteristics, it is difficult to obtain external information, and the network user relationship structure will also lead to the escape of views. Whether microblogging or social groups, their public opinion characteristics show more implicit, and their emotional bias can only be analyzed and grasped in combination with the specific context. Therefore, the main information-bearing way is the knowledge of question-answer, especially the text content. In addition, it is the platform feature of the network question and answer community, that is, the settlement of the answer is strong, the text content is rich with time, or it can provide a more sufficient analysis basis for analyzing the audience's emotional attitude and media status to female medical staff.

## 5. DATA ACQUISITION AND PRESENTATION OF ZHIHU ANSWER TEXT

### 5.1 Analysis of word frequency based on all answer text

In this paper, the crawler provided by the Python programming language is used to automatically extract several replies from three topics of Zhihu related to the above-mentioned posts (respectively: "How to view the collective shaving of heads of nurses in Maternal and Child Health Hospital of Gansu Province?" All of the 1575 replies to the question. " A nurse fell from a building in Wuhan Union Hospital. How is the situation?" All of the 1,545 replies to the question, "How do you view Liu Hongjuan's statement that " I am in a menstrual period and have a little pain in my stomach "was removed when interviewed by CCTV in Wuhan Jinyitan Hospital on February 17?" all of the 171 replies to the question, after removing the invalid answers or the answers that have been deleted by the platform or the users themselves, a total of 3,265 replies were obtained. The following data were obtained through word frequency analysis and were mapped:

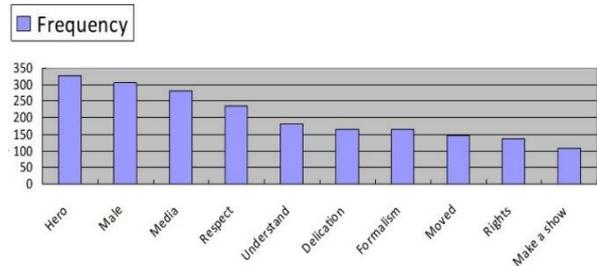


Figure 1 Representative words with frequency over 100

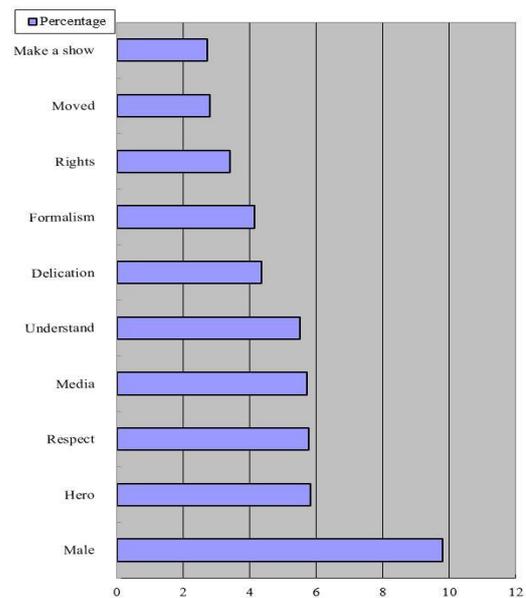


Figure 2 The percentage of comments on the above words in the total number of comments

The above words are presented after removing the fields of pure narrative and repeated event ontology such as "nurse", "hospital" and "shaved head", and selecting words with obvious emotional color. These words can be classified into:

Express a clear negative attitude: such as "show", "formalism".

Confirm the value and status of female medical staff: such as "hero", "moving", and "dedication".

Emphasize and improve the situation of female medical staff: such as "rights", "understand" and "respect".

Focus on subjects indirectly related to the event: such as "media" and "male".

Meanwhile, Rost CM6 software is used to conduct semantic network analysis on the above texts in order to clarify the factor relations between the user's focus and phrases and the structural relations of the text content, and the semantic network analysis diagram obtained is shown in Figure 3:

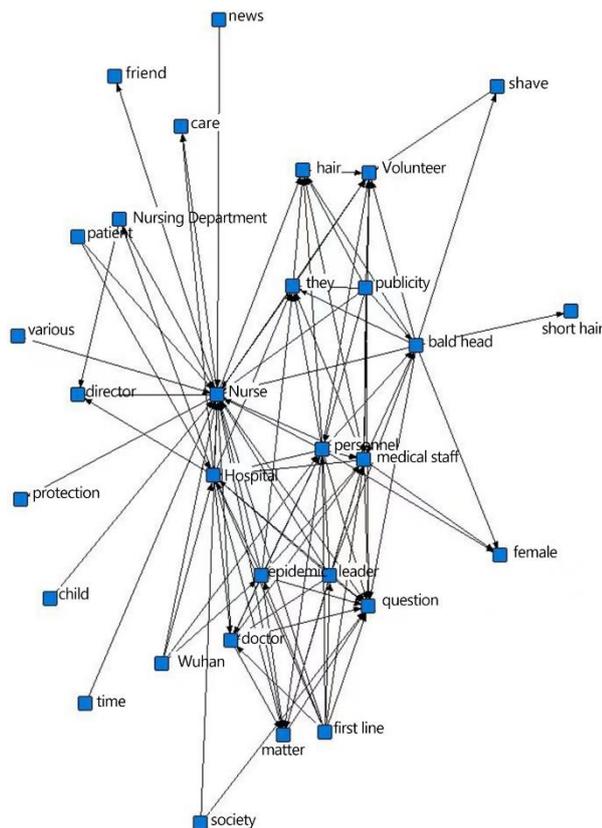


Figure 3 Semantic network analysis diagram

In Figure 3, the shorter the distance between the lines, the closer the connection between the two phrases. The more lines connecting the phrases, the higher the frequency of the phrases. "Nurse" is located at the core of the semantic network. It is a high-frequency word with the most frequent occurrence, which indicates that the nurse group has become the core of the above comments. The core circle formed around the word "nurse" mostly points to the words that constitute institutional factors such as "hospital", "personnel", "director", "nursing department" and "leader", as well as "publicity" The semantic network of "voluntary", "problem" and other words reflecting the nature of the event may show that users' attention to the event of damage to women's rights and interests focuses on institutional factors and the nature of the event.

The above word frequency analysis can clarify the main aspects of users' speech concerns, the relationship between emotional tendencies and event elements, and provide direction grasp and result verification for further analysis using grounded theory without presupposing positions.

### 5.2 Construction of a grounded theoretical framework based on the sample text

Grounded theory is a research methodology to establish theory from data. The research purpose is to generate theory from empirical data, present the behavior variation of actors when dealing with a problem, find various possible behavior patterns, and express these patterns in the form of theory.

In this study, Nvivo12 software is used as an analysis tool to encode and analyze the answer text, and gradually build a theoretical model of knowing the constituent factors of users' moral rights according to the method of grounded theory. Based on all the texts in the answer area of the above three questions, two-thirds of the answers are selected under each question, and finally, 2177 comments are obtained as the texts participating in the sampling, The remaining 1088 comments were tested for saturation.

First, open coding is carried out, and 2177 original answer texts participating in the sampling are coded one by one. After preliminary conceptualization, 35 initial concepts are obtained on the basis of merging, sorting, and generalization. The open coding process is shown in Table 1 (limited by space, only part of them are presented, and one text is cited under each concept as an example).

**Table 1. Open coding process (part)**

Answer text	Conceptualization	Categorize
The significance of making a show is greater than the practical significance.	Publicity blunt or showy	Unreasonable publicity behavior
Otherwise, it is really suspected that there will be special pressure on these lovely people.	Publicity exaggerated or sensational	
CCTV specially cut off the menstrual period. Is the word menstrual period shameful?	Misconduct of mainstream media	
The issue is not settled by some of the world's biggest spammers as a publicity stunt.	Misconduct of We-Media	

Then, the axial coding is carried out to sort out the relationships among concept words, and the above 35 initial concepts are classified, and 12 categories are identified by consensus, as shown in Table 2:

**Table 2. Axial coding results**

Categories	Concepts
Unreasonable publicity behavior	Publicity blunt or showy, publicity exaggerated or sensational, misconduct of mainstream media, misconduct of We-Media
Pointing to the institutional role	Improper decision-making, formalism or bureaucracy, lack of hospital management
History, culture, region, and other factors	Influenced by historical factors, influenced by cultural factors, is the behavior of individual regions
Questioning or bashing men	To male decision-makers, to other men in the event, to men outside the event
Women's rights are encroached	Excessive work pressure, degrading of female dignity or personality, negative emotional expression
Emphasizing female characteristics	attention to female physiological characteristics, attention to female psychological characteristics, attention to female social relations characteristics
Positive expression of affection towards female medical staff	To be moved, to respect or care for, to bless
Positive characterization of female medical staff's behavior	Stress on sacrifice, stress on lofty spirit, stress on status and role
Calls for improvement of female medical staff's rights	Calls for institutional intervention, calls for action to change, advocate rights and interests protection
Hunting for the truth	Oneself or insiders clarify, the audience call for the truth

Against arbitrary criticism	Opposing "keyboard man", is a kind of secondary harm, opposing the enlargement of the discussion
Standing for diverse values and stances	Opposing limited views, calls for understanding and tolerance

Finally, selective coding is carried out to refine the 12 categories into 4 more meaningful and conceptualized

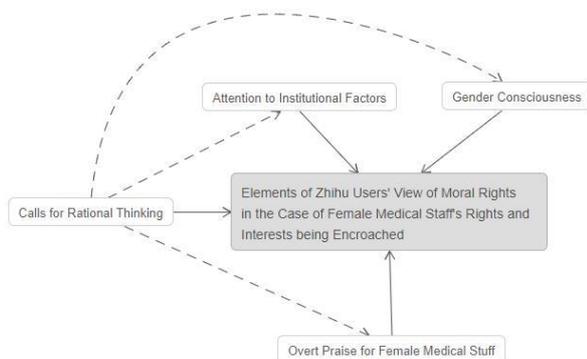
main categories through an in-depth consideration of the relationship between each category, as shown in Table 3:

**Table 3.** Selective coding results

The main categories	Categories
Attention to institutional factors	Unreasonable publicity behavior
	Pointing to the institutional role
	History, culture, region, and other factors
Gender consciousness	Questioning and bashing men
	Women's rights are encroached
	Emphasizing female characteristics
Overt praise for female medical staff	Positive expression of affection towards female medical staff
	Positive characterization of female medical staff's behavior
	Calls for improvement of female medical staff's rights
Calls for rational thinking	Hunting for the truth
	Against arbitrary criticism
	Standing for diverse values and stances

## 6. THE POSSIBLE COMPONENT MODEL OF ZHIHU USERS' VIEW OF MORAL RIGHTS

Based on the three-level coding results, this study constructed a constitutive elements model of Zhihu users' moral rights view in the face of the event of encroachments to female medical staff's rights, as shown in Figure 4:



**Figure 4** Model of elements of Zhihu users' view of moral rights in the case of female medical staff's rights and interests being encroached

The above model can reveal that the moral rights of Zhihu users in the case of female medical staff's rights and interests being encroached on are composed of four main categories: attention to institutional factors, gender awareness, and Overt praise for female medical staff and calls for rational thinking. Calls for rational thinking are not only the factor that constitutes the concept of knowing the moral rights of users but also affect and restrict the users' attention and Discussion on the other three main categories.

### 6.1 Attention to the institutional factors

As for the word "institution", it is the view of Douglass C. North of the new institutional economics school that has great influence: "Institution is the game rules of a society, or to speak more formally, they are some artificial constraints that determine the relationship between people"[11], and then there are formal rules and informal rules[12]. In the case of female medical staff's rights and interests being encroached, Zhihu users'

concern about institutional factors is focused on unreasonable publicity behavior, institutional role, history, culture, region, and other factors.

The expression of opinions on publicity behavior focuses on whether the publicity is blunt or showy, whether the publicity is sensational or exaggerated, whether the behavior of mainstream media is improper, and that of We-Media is improper. Many users give the characterization of showmanship or sensationalism to the publicity behavior, such as "the significance of showmanship is greater than the actual significance", "evaluate with righteous indignation, sadness, and indignation, and gnash their teeth more than anyone else". In addition, media misconduct has also become the focus of attention of Zhihu users in this category. Zhihu users' opinions on mainstream media behavior focus on opposing the event of damage to the rights and interests of female medical staff as a template for publicity. For example, "They went to the front line to save people, but the media matched the cruel video mixed with tears with flattering words, hoping to draw a mark on the leader's merit book and publicize it on the Internet. Is this praising them? Whose heart is it?" The opinions of we media mainly focus on obtaining flow benefits, that is, it is a kind of "human blood steamed bread" behavior that we media over publish their interpretation to obtain personal flow benefits. In the previous word frequency analysis, the word "media" appeared 281 times and the word "give a show" appeared 109 times, which can confirm each other.

On the issue of institutional role, Hardimon M. O. believes that "role obligation" is a moral requirement attached to an institutional role, its content is determined by the function of that role, and its normative effect comes from that role[13]. Zhihu users' attention to the role of the institution is reflected in Improper decision-making, formalism or bureaucracy, lack of hospital management For decision-making behavior, the opinions of users focus on unreasonable decision-making and coercion, such as "there are few things' voluntary?" It's a kind of laziness and arrogance of power.". At the same time, users also give attention to the formalism and bureaucracy, such as "this is the rise and fall of bureaucracy", "when can we reduce formalism and do more?". This also occurred 166 times with the word "formalism", and 4.134% of responses included the word's mutual reference. In the answer area of the three questions, users also focus on the absence of hospital management, such as: "a very common phenomenon: the most thing despises nurses, is the nursing departments of each hospital", and the target is directed at the hospitals which play a direct role in management and service for female medical staff.

At the same time, Users of Zhihu also paid attention to the historical, cultural and regional causes of the damage to the rights and interests of female medical staff,

such as the long-standing backward ideas of male superiority and female inferiority, the status and situation of women in modern workplace culture, and the economic and cultural conditions of Gansu province and Hubei Province, where the incident occurred. They are used by Zhihu users to explain the possible causes of women's rights encroachment.

Althusser thinks, "summon from the ideology makes individuals' submission the subject of imagination" [14]that may be able to provide a framework for Zhihu user focus on institutional factors in this event, to reflect on Zhihu user dissatisfaction with excessive consumption medical personnel lofty spirit, the opposition to female medical staff as a flow of consumption tendency of the object's position, This reflects Zhihu users' desire to the rejection of the stereotyped and routine publicity, the object to subjectively ignoring the subjectivity of female medical staff and simply incorporating the events involving the damage to the rights and interests of female medical staff into sensationalized publicity discourse.

## **6.2 Gender consciousness**

Gender is a cultural component, and it is the difference in the roles, behaviors, thoughts, and feelings between women and men developed through the function of social practice. [15]The users' awareness of gender in the response text is more intense, and there is a strong phenomenon of gender opposition.

In the three reports, the frequency of the word "male" has reached 307 times in the sample samples. This abnormal phenomenon indicates that some users point the dissatisfaction against women's current rights to men, and there are doubts or attacks on men. The research based on grounded theory further shows that the opinions of Zhihu users on men are concentrated in the following three aspects: first, attention was paid to the behavior of male decision-makers, for example, individual Zhihu users listed and dug into the information of male leaders in the departments and hospitals where female nurse fell from buildings. Second, attention was paid to other men in the incident, such as "Why do only female medical staff shave their heads, while men only need to shave round inches? Can only women sacrifice their hair and dignity to show their determination to prevent and control the epidemic? " Third, men other than related events are mainly men in the events of damage to women's rights and interests in recent years. There is not only dissatisfaction with the unequal discourse power of men and women at the social system level, but also highlights the implicit discourse hegemony in the media, that is, the construction of women's discourse power is subordinate to the traditionally male discourse and the propaganda discourse that may be based on the needs of the whole society. It shows that there is a certain degree of antagonism between individual users and gender, that is, it can also distinguish between individual users and other

users in terms of gender, which means that there is a certain degree of opposition between individual users and gender.

Knowing that users' gender awareness is also reflected in the recognition of the damage to women's rights and interests. For example, excessive emphasis on work pressure: "very squeeze employees, belonging to 7 + n class", "why so squeeze", think that women's dignity or personality are humiliated: "please face up to their efforts as workers", "this incident is trampling on women", etc.; For the negative emotional expression of female rights and interests damage, such as: "especially cold, hope good and evil will eventually be rewarded", "I have no envy, nor envy, but leave anger". But at the same time, more polarized feminist views also appear from time to time, such as "it is tantamount to a huge hidden cage, trapping all women", "women and women's bodies are accessories to show".

At the same time, Zhihu users also pay more attention to women's gender characteristics, including the emphasis on women's physiological characteristics: "if a woman's menstrual period is abnormal, then nothing is normal"; There is also an emphasis on the psychological characteristics of women: "almost deliberately challenging the limit of women's psychological feelings"; meanwhile, the social and professional status and identity of female medical staff are also the focus of attention, such as "this group is too special and poor, and you need to work hard, withstand pressure, love and constantly update knowledge".

The above text reflects that the awareness of the social gender of users is not only strong but also shows the characteristics of intensification in some aspects. A considerable number of users know that these incidents are different degrees of damage to women's rights, and require relevant departments and the public to improve the situation and call for gender equality. Therefore, it is also the meaning of the topic to establish a reasonable public opinion guidance mechanism while respecting and protecting the legitimate rights and interests of women, especially the legal rights and interests of female medical staff, and helping rational guidance and correct guidance through positive female topic leaders, and then transcending the limitation of thinking mode and thinking angle.

At the same time, it is necessary to restrain the irrational extreme speech of the leaders of bad opinions in front of the hot social events related to women issues, overcome the instantaneous unconsciousness in the collective behavior, prevent the excessive extreme anti-war behavior and ways, or become the rational response measures to relieve the encroachment on female medical staff rights.

### ***6.3 Overt praise for female medical staff***

The recognition and realization of moral rights have been explained above, that is, there are two ways: implicit recognition and explicit praise. Based on this, Zhihu users' recognition of moral rights shows explicit praise on the basis of implicit recognition, that is, they call for the improvement of women's rights on the basis of recognizing the spiritual nobility and significance of female medical staff.

In terms of explicit praise for female medical staff, Zhihu users have fully expressed positive emotions toward female medical staff. Firstly, users are moved by female medical staff's behavior, such as "tears streaming down my cheek, special touched, a special sense of mission" and "touching and distressed". Secondly, they show respect and care for female medical staff, such as "I hope this can have a good outcome, salute nurses"; Third, he expressed his best wishes to female medical workers, such as "I hope all medical workers can safely return home" and "I hope you can defeat the epidemic at an early date".

Furthermore, Zhihu users positively defined the behaviors of female doctors and nurses, such as "thank the nurses for their great sacrifice" emphasizing sacrifice and devotion. "Medical staff have noble professional spirit and deserve our praise for their behavior"; "Women are playing a vital role in the prevention and control of the epidemic," he said. "Women hold up half the sky." The two categories mentioned above and the word "hero" appeared 329 times in 5.819% of the replies, including the word "hero", the word "dedication" appeared 182 times, in 4.349% of the replies, and "respect" appeared 234 times, in 5.758% of the replies, which can be verified by each other. It shows that Zhihu users praise female medical staff for their great role and lofty spirit.

On this basis, Zhihu users called for the protection of female medical rights and interests. For example, the government, women's federations, and other organizations or mass organizations that safeguard women's rights and interests or the Law on the Protection of Women's Rights and Interests are called upon to intervene; A call to action to change the situation, such as "We should not give up on ourselves, but act on ourselves now." Some users also believe that "we firmly believe that men and women should have equal rights and opportunities" and "we need to put forward proposals to protect the reasonable rights and interests of nurses", and advocate the development of women's rights and medical rights to solve the problem.

Zhihu users care about women's dominant praise as well as the role position of female medical staff, the lofty spirit of praise, and long female staff image profiling is also quite a degree of connection, namely female nurses were shaped idealizing image of "angel", individual demand obedience to the work, dedication, and sacrifice

of big words, or form the distortion of the individual image, and then weaken the individual in the protection of personal rights and interests. In recent years, the sharp doctor-patient relationship has also resulted in the amplification of negative public opinion events related to female medical staff, and the image of female medical staff has become the object of deconstruction, which, together with the stereotype, constitutes negative factors for the construction of the objective and accurate female medical staff image in both positive and negative directions.

#### **6.4 Calls for rational thinking**

Some studies have pointed out that "polarization" speech is rare, and value judgment is based on rational argument"[16], although, with the expansion of user base, the decline of professionalism, the adjustment of market strategy, and other factors, emotional first in and polarized speech also have an upward trend in Zhihu, the rational characteristics of Zhihu users have been better reflected in the process of this study, focusing on hurting for the truth, opposing arbitrary criticism, and advocating diverse values and positions, The appeal for rational thinking restricts the discussion of three main categories: attention to institutional factors, gender awareness and overt praise for female medical staff.

In the aspect of hunting for the truth, both the self-claiming and the person familiar with the matter tried to clarify the truth according to the known information, such as "my sister is a first-line medical staff and has shaved her hair. She does shave voluntarily", "I am the family member of Liu Yilan of the hospital. I guarantee with my personality that Liu Yilan has no conflict with the nurse", There are also audiences temporarily shelving discussions on unclear situations and calling for truth, such as "hope to find out the truth of the facts" and "not very clear about the truth of the matter, but hope that we do not let the heat of the event fall down".

At the same time, users also express their dissatisfaction and opposition to arbitrary criticism. Zhihu users raised objections to the "Keyboard-man", "some keyboard-man made sarcastic remarks, it is not easy to stand up and speak" and "a group of keyboard-man is full of righteous indignation", arguing that there is no right to speak without investigation. Some users also pointed out that "sending photos and videos that others cry is a secondary injury" please stop the network secondary injury ". Besides, there are users who oppose the expansion of discussion, such as: "I can only say that some people only want to see what they want to see, and then extend it to map to expand it", "for some of the implications and attack system, I really feel terrible". They also oppose the expansion of irrelevant and sub-related elements, and further expand the scope of the discussion.

In addition, users of Zhihu also showed their opinions and acceptance of diverse values and positions. For example, they opposed the limitation view: "so many people have the same caliber to criticize and criticize each other, which is not necessarily a good thing, Zhihu need different perspectives". It calls for understanding and inclusion: "I hope to think more comprehensively, not spray it out again, and this society needs to understand and tolerate more", These all can prove the rational value that the user insists on from different aspects.

It is worth mentioning that the appeal for rational thinking of user also affects the discussion of the other three main categories, and also reflects the partial opposition within the user. For example, the opposition to the expansion of discussion has played an adjustment role in the attention to institutional factors, especially for publicity and institutional role; Opposing arbitrary criticism also affects the gender consciousness of Zhihu users, which eases the expression of gender consciousness; Advocating diverse positions and values and exploring facts can also better promote the protection of women's rights and interests and problem-solving.

## **7. CONCLUSION**

This article through the analysis of Zhihu users' answer text in the case of female medical staff's rights and interests being encroached by frequency analysis, the model construction of grounded theory, tentatively put forward the constitute model of Zhihu users' view of moral rights in the case of female medical staff's rights and interests being encroached, namely by attention to institutional factors, gender consciousness, overt praise on the female medical staff, calls for the rational thinking of four main categories, In addition, calls for rational thinking may restrict the expression of the other three main categories, playing a role of adjustment and moderation, hoping to provide help for the study of Zhihu users' moral rights awareness and gender concept, and promote the better protection of female medical staff's rights and interests. But the paper still has limitations, such as whether this article selects three news reports are representative, whether they could contain all the points of Zhihu user's view of the encroachment on rights and interests of female medical staff, at the same time three news reports have its own key points, the grounded theory may not be very good both its different aspects, there is still further research space on these issues.

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