The Influential Factors on Gender Inequality in Social-media

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Abstract: Due to the rapid spread of the epidemic, Chinese people have been asked not to go out during holidays or even undergo mandatory quarantine, so the way of public entertainment has changed from offline to online. The Tik Tok social platform is an increasingly popular online social platform in recent years, where the public can post and watch other people's daily life and some hobbies. This investigate aimed to investigate whether content posted by video creators of different genders in social media received respectful comments from users, whether male or female video creators. This paper analyzed the reasons for the persistence of gender inequality in social media by applying theory of reasoned action. Among them, algorithm theory was utilized to find short video reviews as samples. The conclusion of this investigate was that the follow-up behavior of some Tik Tok users perpetuates gender discrimination in social media. This had led to the occurrence of female short video creators being subjected to speech attacks and online violence. Instead of empathizing and fully accepting the idea of gender equality. Therefore, the concept of gender equality in today's public has not really been integrated into life, but only in written expression.

Keywords: Covid-19 pandemic, home isolation, Web surfing, Tik Tok, Comments, Theory of reasoned action.

1. Introduction

1.1. Research Background

As the Covid-19 pandemic spreads across the world and is not under control, the general public has been asked to reduce the speed and possibility of spreading the disease by reducing going outside during the holidays in China. Therefore, due to being restricted from going out, the leisure and entertainment activities of the public during the rest time have changed from offline activities to online activities. For example, playing games, surfing the Internet, etc. One of the most popular online entertainment activities is watching short videos on social platforms. So Tik Tok this social platform has gained more attention all over the world [1]. As the application continues to evolve, the public's preferences for it have also shifted. A decade ago, the most popular app in China was a search engine. But in recent years, short videos (especially Tik Tok short videos) have been utilized and liked by more and more people [2].

This paper has observed incidents of gender inequality on social platforms. It found that when Tik Tok users watch short videos on social platforms, they will make different evaluations of the same type of videos posted by short video creators of different genders. For example, when a female Tik Tok short video shooter posts a short video about her appearance, users of Tik Tok social platform,

especially female users, will make some slanderous and insulting remarks on the short video, while male users on Tik Tok social platform will comment on the short video about some harassing remarks. After a male Tik Tok short video creator posted a piece of content on social platforms, female Tik Tok users' comments tended to praise the male Tik Tok short video creator's appearance, clothing, body, etc. On the other hand, male Tik Tok users tend to envy male short video creators for their looks, outfits, figures, etc. Comparing the evaluations of male and female Tik Tok short-video creators after they posted their works, it can be seen that the deep-rooted notions of gender inequality in society are manifested on social media. So, the idea of social inequality has not only persisted, it has also resurfaced on social media [3].

1.2. Research Gap

Today, citizens on social media have different opinions on videos uploaded by video publishers of different genders, and women are more likely to receive affect comments than men. This is already the case. In 2016, Banet-Weiser and Miltner found that users on social platforms displayed an inherent perception of gender essentialism when they commented [4]. Especially when they comment on videos posted by female video shooters, there are harassment and demeaning remarks. The root generates this situation is the affect publicity against women in the past in terms of education, film and television, and the social environment. For instance, in film and television dramas, women are described as tools to please others and only rely on men to live. Over time, this publicity deeply affected the public and made them expound that woman are please others and incompetent images. Therefore, a social construction in which women social status is low and men are dominant is formed. It can also be called gender inequality.

1.3. Fill the Gap

Moreover, in China, gender inequality is even worse. As in ancient China, a social system in which men are superior to women has always been practiced. This concept has been deeply rooted in people's hearts and passed down from generation to generation, and it is difficult to fundamentally change this concept. Nowadays, although a series of laws have been promulgated to protect women lives and reputations, in education, they have strengthened the publicity of ideas such as protecting women, respecting women and gender equality, and filming more about women in film and television are excellent, capable image. In addition, increasingly people realize that women as a group need to be protected and respected. However, there is still no complete equality between men and women in today's society. Generating it is deeply rooted in the mind's inherent concept of women low social status and male dominance. Today, this gender inequality is reflected in all aspects of society. In the home, women remain solely responsible for child-rearing and household chores [5]. This shows that women have no voice in the family and have not stepped out of the role of the family. In terms of work, women are more likely than men to be cut short and temporarily unemployed during the outbreak [6]. Therefore, in the workplace, men are more valued and exploited more than women. To sum up, from the aspects of family and work, it shows that women still do not receive the same treatment as men in society. In conclusion, although the Chinese state and society have made a lot of efforts to accomplish gender equality, people are also aware of the necessity of gender equality. But the current situation of gender inequality still exists, without a big improvement.

Therefore, this investigate will collect data collection, classification and analysis of the public comments on the related short video contents posted by male or female video creators on the Tik Tok social platform. In the data collection part, when watching short videos on Tik Tok, the types of short videos are biased towards the content about appearance, outfit and body published by male and female short video creators, and large data classification samples are obtained by applying algorithm theory.

The screening part after that to find a small sample of authenticity and reliability. In the summary section, the data is first summarized and then classified. In the analysis section, categorize and summarize the already categorized data.

The purpose of this investigate is to explore the issue of gender inequality in the Tik Tok social platform, so that more people can see and realize that the concept of gender inequality has infiltrated social media unknowingly. And its significance is to make more people realize the need to change the concept of gender inequality, and then make the social atmosphere more positive, and women will be more loved and protected in society.

2. Literature Review

2.1. Theory of Reasoned Action

The theory of rational behavior was first proposed by Ajzen and Fishbein in 1980, and it consists of three parts, including attitudes, subjective norms and behavioral intentions. The purpose of this theory is primarily to decipher what is the relationship between attitude and behavior in human action [7]. Among them, the attitude aspect refers to a person's point of view on a certain matter, the subjective norm refers to the unified concept held by the public about a certain matter, and the behavioral intention refers to a person's desire to do something about a certain matter. what kind of behavior. Moreover, according to the original theory of reasoned action, it can be concluded that attitudes and subjective norms are mainly controlled or influenced by behavioral intentions [8]. For instance, when a person wants to do something, he will be influenced by other people's evaluation of this thing and the public's inherent concept of this thing in society. Therefore, after the continuous development and improvement of theory of reasoned action, its extended behavior-self-efficacy is proposed, which refers to the fact that a person can perceive a certain behavior and have the ability to execute it even if there is an obstacle to solving it [9]. Its conclusions can also be understood to some extent as a combination of empathy and high execution. Further speaking, it means that when a person cannot understand the whole picture of the event or even any relevant information for some reason, but the person can understand the meaning according to the strong perception ability and empathy ability, and then exploit it. Efficient execution tries to solve things.

After that, the theory of rational behavior was developed by Ajzen in 1985 into the theory of planned behavior. Among them, the main framework is attitude, subjective norm and perceived behavior control to summarize behavior intention, and finally infer behavior [10]. Among them, after testing, there are three important parts in the theory of planned behavior. Including attitudes, subjective norms, and perceived behavioral control. They are all important parts of considering behavioral intent [11]. That is to say, in the theory of planned behavior, a person's thoughts and actions about an event are closely related to himself, others' views of the event, and the general public's conception of such events. Furthermore, numerous researchers have utilized the theory of planned behavior to address a flaw in the original theory: it can forecast behavior that a person can control outside of his conscious sphere [12]. Although the theory of planned behavior evolved from the theory of rational behavior, and gradually demonstrated in the subsequent development. The analyze content of this article is more in line with the three important measures in the theory of rational behavior: attitude, subjective norm and behavioral intention.

2.2. Important Results

The importance of the three factors in the theory of rational behavior is as follows: the public's evaluation of an event (attitude) is greater than the public's general conclusion (subjective norm) about an event, which is greater than people's behavioral intentions for a certain event. In other words, the behavior of the public is most easily affected by their own perception of something [13]. Based

on the example above, these examples demonstrate that interacting with others can construct a person's perceptions and evaluations of the others interactions, which can then influence her or his future behavior [14]. Specifically, after some male and female users want to give a benefit evaluation (such as praise, envy, etc.) to the content of female video creators, they may be met by male users with gender inequality and jealous women. Then, comments by other users (the general public) about video creators can be considered subjective norms. It also has a certain degree of influence on a person's behavior towards the event. For example, verbal attacks by female users of video creators. In other words, when they see the comments on the content of female short video creators, the consequences of publishing the comments and the comments they see are equivalent to establishing a platform for communication between users (through the comment area). Furthermore, individual choices and decisions are influenced by group behavior [15]. And through other users' affect comments on their cyber violence and other users' affect comments on female short video creators, they will have different views on this event or even change their own views through interaction, and then they may change their views on this generate these interactions. Women short video creators' perceptions of content and their different evaluations.

Moreover, this shift in their behavior and attitude can also be described as the rules by which their behavior and attitude are found to affect their personal subjectivity [16]. That is to say, when their remarks are criticized or even rise to cyber violence, they will doubt or even change their concepts and views on the incident. Therefore, the subjective norm can be understood as the follow-up behavior of the public, and it is correct to follow the public and behave the same as the majority of the public, and at the same time, it will not be excluded.

2.3. Summary

Since male and female users who want to positively rate female short video creators are ostracized and verbally attacked by most negatively rated users, it leads to a change in their behaviors and attitudes (not speaking out or following the majority of the public to post affect remarks). This kind of behavior does protect one's own reputation, but it condones affect evaluations to a certain extent, and promotes the concept of gender inequality and jealousy. At the same time, these female short video creators are harmed by cyber violence.

3. Methodology

3.1. Research Design

In terms of experimental design, whether the content posted by video creators of different genders in social media will receive respectful comments from users, whether male or female video creators, this analyze question was further interpreted using a content analysis type. Generating these populations do not have access to all forms of testing or analyze in the form of questionnaires. In particular, the ethical constraints would be inaccurate and more difficult to publish results [17]. There are three reasons for choosing to set the type of problem analyze as content analysis: First, the problem of sexism still exists in ancient China, and after the rise of social media, the inherent concept of sexism has gradually infiltrated the public into social media. Therefore, according to this situation, this phenomenon can be better demonstrated by analyzing user comments on short videos on social media platforms. Secondly, using theory of reasoned action, combined with the comments of users below the short video, this paper can further analyze the reasons why sexism persists and grows in social media. The last point is also the most important point, although China has now attached great importance to the concept of gender equality, the changes include the promulgation of relevant laws and regulations, education and media publicity. However, these measures only make the public realize gender equality at the conscious level, and do not make the public make events with the

concept of gender equality in the true sense. Therefore, through content analysis, this article not only makes the public aware of the importance of gender equality, but also makes the public feel how painful some women are in the midst of sexism. The steps of the research process are as Figure 1:
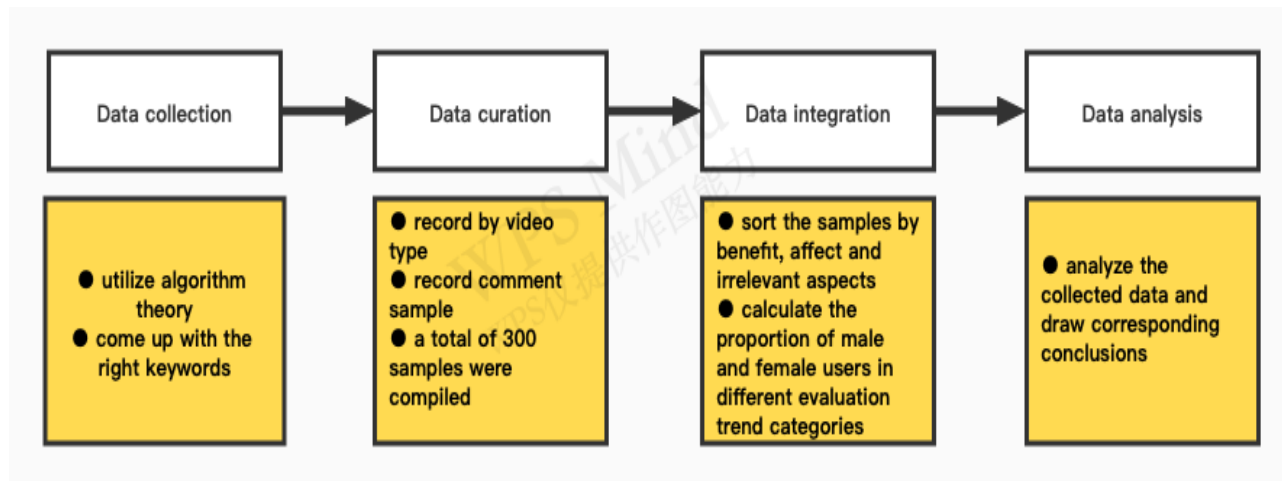

Figure 1: Research process.

3.2. Data collection

In terms of data collection, by applying the principles of algorithm theory, then go to Tik Tok to search for the type of video people want to get. In this way, In the context of computers, an algorithm is an instruction that manipulates the search aspect of the computer to give the public a particular conclusion [18]. So, the algorithm theory can more accurately locate the desired content, which is more convincing and reliable. Among them, when looking for 300 comment sample data, firstly, this paper needs to find the video content of 50 groups of male and female short video creators, and then find the top five comments in each video content as a sample. This can make the found data more comprehensive and facilitate subsequent data analysis.

3.3. Data Analysis

In terms of data analysis, first make a macro comparison of the comments under the content of male and female video creators, such as the proportion of benefit comments and affect comments, so that it can be more intuitive to determine which gender of short video creators is more Vulnerable to user speech attacks. Secondly, the remarks of users of different genders are compared, and in the same type of short video content, male or female users are more likely to leave affect comments. On the other hand, among different types of short video content, it is possible to compare which gender has the most affect comments under which short video creator content between male users, between female users, and between male and female users. Using theory of reasoned action, it refers to a person's behavior is influenced by the benefit or affect attitudes in these behaviors and the inherent perception of behavior in other people's minds [19]. It combined with the comments of different users on the content of short video creators on social platforms, this research analyze the reasons why gender discrimination has continued and gradually strengthened.

4. Results

4.1. Describe Research Findings

In the 4 short videos on girls' appearance (See Figure 2 & Figure 3), 52% of the 60 comments were positive, of which one third were comments from male users, and the rest were from female users. Another 22% of the reviews have nothing to do with attitude, and 26% of the content is affect reviews, all of which are made by 75% female users. Among the 12 short videos of girls wearing outfits, of the same number of 60 comments, 35% of them have benefit comments, of which 14% are comments by male users, and the rest are comments by female users. There are also 20% of the reviews that are not directly related to attitudes, and 35% of the affect reviews, all of which are female user reviews. In the 10 videos of girls playing games, 63% comments are not directly related to attitudes, 10% of the benefit comments and 27% of the affect comments were 84% comments from females.

Among the 60 comments on the 12 short videos of boys' appearance, 60% are benefit comments, 17% of which are male user comments, and the rest are female user comments. 13% of the comments are not directly related to attitudes, and the remaining 27% are affect comments, of which 26% are comments by male users and the remaining 74% are comments by female users. Among the 60 comments on the 12 short videos of boys wearing clothes, 43.3% were benefit comments, of which 27% were male users and the rest were female users. 3.3% of the reviews were neutral, with 50% of both male and female users. 23.4% of the comments have nothing to do with attitude, and the proportion of male and female users is evenly divided. The remaining 30% were affect reviews, 61% of which were male users and 39% from female users. Among the 30 comments on the 6 short videos of boys playing game clips, 53% of them were benefit comments, only 12.5% of them were male users, and the rest were female users. Another 10% and 37% from affect reviews and users who write comments that not directly related to attitudes. By the way, male user reviews all of the affect comments. The data of 150 comment samples by female or male video creators as follows:
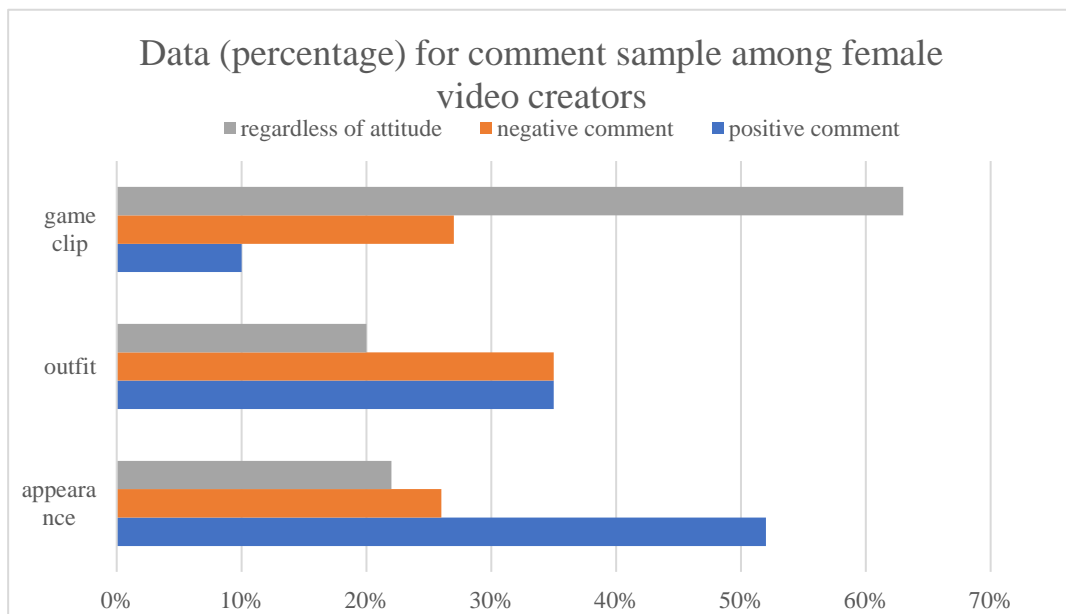

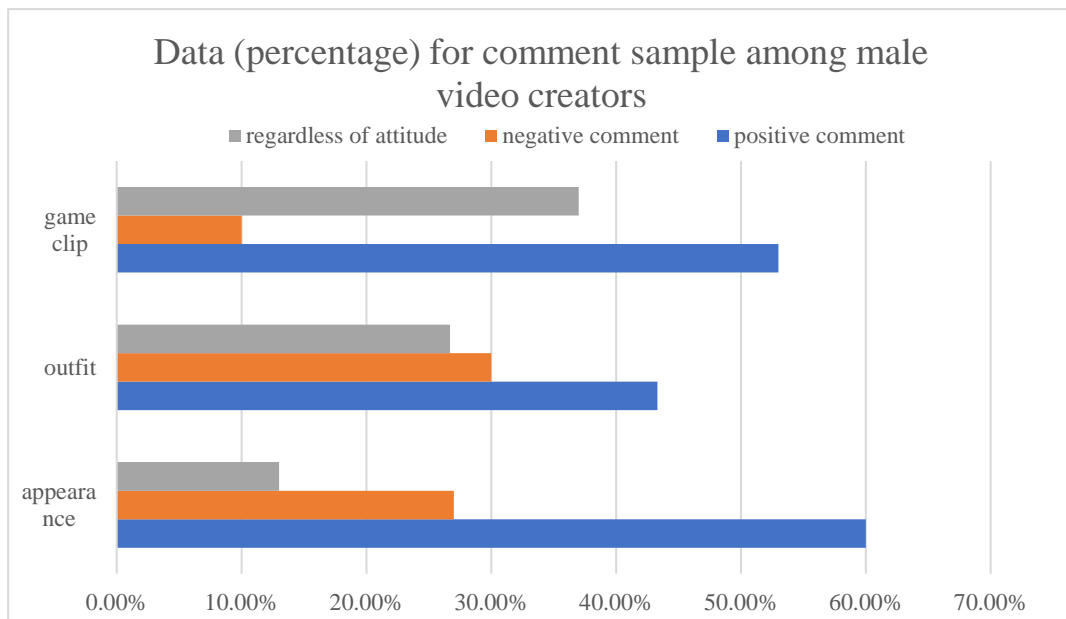Figure 2: 150 comment samples among female video creators.

Figure 3: 150 comment samples among male video creators.

4.2.   Analysis Research Results

To sum up, except for the short video comments on male and female outfits, the proportion of affect comments is higher than that of benefit comments, and the remaining short videos about male and female appearance and game clips have a higher proportion of benefit comments than affect comments. It shows that users on the social media (Tik Tok) platform are not very satisfied and like the outfit content posted by male and female video creators. The conclusion that can be drawn here is that in the content comments of female short video creators, compared with the comments obtained by male short video creators, it is easier to obtain comments that guide the public to expound about events. This kind of comment with a direction that guides the public's expounding will affect the public's perception and view of the event. This point of view is confirmed by the small proportion of affect reviews and the extremely high number of likes these reviews have. At the same time, confirming that there is evidence in it that there is a certain connection between the theory and the influence of the same type of people [20].

5.   Discussion

To sum up, the proportion of female users' malicious comments on three types of videos (appearance, outfit and game clip videos) published by female video creators is 75%, 96% and 84% respectively. Shows that women struggle for the status of women in a male-dominated society leads to competition among women [21]. From the perspective of theory of reasoned action, female users only leave comments that are unfavorable or even malicious to female video creators yield the content of female video creators makes them feel jealous and other emotions. Moreover, looking at this incident from the perspective of subjective norms, the fundamental reason why female users leave affect comments to female video creators is due to the current social stereotypes about gender. Among them, popular women are subtly influenced by this popular inherent concept in their daily life, so many female users leave offensive comments to female video creators, which is why female video creators have more affect comments than male video creators. The reason for the high number of affect reviews. In terms of behavioral intentions, the high number of likes on these comments reflects the general user's approval of the thoughts of the users who left the comments. Further, the act of liking a comment is

equivalent to liking the user's comment on the commenting user. Combined with the proportion of affect comments made by female users to women mentioned above, it can be shown that most female users, like female users who leave malicious comments, are also malicious towards female video creators.

Among the three types of videos posted by male video creators about appearance, outfits and game editing, the proportion of male users in affect comments was 26%, 61% and 100% respectively. The reason why men are more hostile towards same-sex is that analyze on aspects such as gender identity and courtship show that there is a high level of competition among the same sex [22]. Next, this conclusion is analyzed from three aspects of theory of reasoned action. In terms of attitudes and behavioral intentions, like female users who leave affect comments for female video creators, male users are also motivated by jealousy and high recognition of affect comments that lead them to leave affect comments for male video creators or it's to upvote these actions for affect reviews. In addition, in terms of subjective norms, male users have been influenced by the notion that men are territorial, which has persisted since ancient times, and when a man perceives that his status is threatened, he will attack. Furthermore, when male users feel threatened after seeing videos posted by male video creators, they will apply affect comments to attack male video creators.

Similarities between social media commentary and banking analyze on gender are, from the book published in 2022, the laws and regulations of gender diversity in the banking industry, voluntary rules, the view of the central bank trying to realize gender balance, the concept of gender equality is seen in it [23]. The concept is not only limited to the banking industry, but also reflected in the evaluation of male users by female users on social platforms. Although two-thirds of the reviews were positive, one-third of female users dared to give a affect rating to male users. At the same time, when commenting on the content of female short video creators, male users all gave benefit comments. These phenomena show that the concept of gender equality has been accepted by some people and implemented in daily life.

However, 80% of the game clip-type content released by female video creators has affect reviews, all of which are female user reviews. Compared to the overall benefit rating of male game clip short video creators, women are still sexist in gaming, believing that women don't play games and don't play games well. The most important point is that all malicious comments come from female users, which means that the thoughts of these female users have been assimilated by deep-rooted sexist concepts, and then they publish some malicious remarks. While the malevolence towards women in social media comments is not reflected in banking, the reason for this different perception is generate gender stereotypes [24].

The findings are roughly the same as previous hypotheses, such as female short video creators receiving more malicious comments than male short video creators. But a content analysis of social media comments revealed some aspects that were not considered before completing the analysis. For example, male short video creators suffered malicious comments from a small number of male and female users. There are also female short video creators who did not suffer malicious comments from male users.

6.   Conclusion

In conclusion, this paper found that after short video creators of different genders posted content on social media, 26.4% of male and female users still made malicious comments. In terms of methods, primarily, it utilizes algorithm theory to find relevant short videos and their comments as samples, and then summarize and classify the data. Then analyze the classified data (according to the gender of the short video creator, the gender of the user, the benefit or affect comments, etc.). By using the theory of rational behavior, the analyze results are analyzed from three aspects: attitude, subjective norm and behavioral intention. Afterwards, it can be obtained what attitude users have towards short

video content, the default public stereotypes in society, and what behavioral intentions users have towards the content. Finally, through theory of reasoned action, it is found that female users' comments can guide the public's views and attitudes towards events to a greater extent. From the analyze, it can be seen that the concept of gender equality has gradually changed the public perception of different gender creators in social media, especially women. But there are still some unfavorable remarks against women, especially in short video games.

However, the limitation of the analyze is that it can only analyze the content of social media comments, and only this way can reveal why the phenomenon of gender inequality still exists on social media after the concept of gender equality is raised. Also, the interesting conclusion is that male and female users will conduct malicious speech attacks on creators of short video of the same sex. Therefore, in future analyze topics, it can investigate the phenomenon that yield male and female users to attack same-sex short video creators.

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