

Exploring Women's Self-Expression and Social Interaction on Social Platforms

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Abstract:

With the rapid development of technology, social platforms have become an integral part of people's daily lives. On these platforms, female users are not only large in number but also highly active, and they actively participate in social interaction through sharing, communication, and expression. Social platforms provide women with unprecedented space for self-expression and opportunities for social interaction, enabling them to connect with others and share their views and experiences across geographical and time constraints. Therefore, it is of great practical significance to explore women's self-expression and social interaction on new media social platforms. By reviewing relevant literature and selecting some platforms using the case study method to gain a deeper understanding of women's specific behaviors, feelings, and motivations on these social platforms, the thesis aims to deeply explore women's self-expression and social interaction behaviors on new media social platforms, analyze how female users present themselves, express their views, and build up their social networks through social media platforms, and explore the challenges and trends facing new media social platforms. It also discusses the challenges and trends of new media social platforms.

Keywords: New media; social platforms; women.

1. Introduction

In today's digital era, social platforms have profoundly changed people's lifestyles and social interaction patterns with unique charms and infinite possibilities. These platforms provide a convenient way for people to obtain information, exchange ideas, and share their lives, and become an important stage for women's self-expression and social interaction. With the popularization of the Internet and the continuous advancement of technology, female users are becoming increasingly active and influential on social platforms, and their voices and images are being heard and seen in unprecedented ways.

With their open, inclusive, and instant characteristics, social platforms provide female users with a communication space that crosses the boundaries of geography, age, and occupation. In this space, women are free to express their thoughts, feelings, opinions, and experiences, whether they are about workplace challenges, family life, emotional experiences, or social hotspots, they can find empathy and support. At the same time, through likes, comments, retweets, and other interactive methods, female users can establish and maintain their social networks, connect with like-minded people, and share each other's life moments and spiritual insights.

However, women's self-expression and social interactions

on social media are faced with challenges. While enjoying the convenience and opportunities brought by the platform, female users also face many challenges and dilemmas, such as privacy leakage, cyber violence, and content homogenization. These problems not only affect the social experience and mental health of female users but also constrain their self-expression and social interaction abilities on social platforms. Therefore, an in-depth exploration of women's self-expression and social interaction behaviors on social platforms not only provides a better understanding of women's state of being and psychological needs in the new media era but also provides an important reference and basis for promoting the healthy development of new media social platforms and safeguarding the rights and interests of female users. This study will analyze women's self-expression and social interaction characteristics on new media social platforms from multiple dimensions, exploring the motivations, influencing factors, and social significance behind them, to provide useful references and inspirations for research and practice in related fields.

2. Self-Expression of Female Image on Social Platforms

Compared with traditional textual symbols, the appearance of images video, and other audio-visual symbols

greatly shorten the decoding time of the content in people's minds and grab the audience's eyeballs intuitively and compulsorily. In the context of the attention economy, bloggers pay more attention to the audience's primacy effect in the dissemination of audio-visual or video and hit the user's pain points directly [1]. Today in the rapid period of development of various platforms, the content and form of the platforms have begun to converge, take Xiaohongshu as an example, it is not only limited to the form of graphics, there are also videos also appear accordingly. On platforms such as TikTok, Weibo, WeChat, and Xiaohongshu, women can display facial images, body language, and clothing styles through images, videos, and other audio-visual symbols, breaking the boundaries of traditional aesthetic standards [2]. In addition, by recording their daily lives, women show their true state in different life scenarios, ranging from parenting, and family to living alone, all of which have become an important part of women's self-expression. This display of diversified beauty not only makes women more confident but also promotes society's re-conceptualization of women's beauty and attitude towards life.

It is noteworthy that women in the workplace have also begun to use social media to showcase their expertise and skills, such as sharing work tips, professional articles, and industry news. This not only enhances their professional image but also attracts more attention and recognition. On TikTok, female creators are not only limited to beauty and fashion but also cover a wide range of fields such as technology and education, demonstrating their expertise in different fields. Social media provides a platform for women to showcase their interests [3]. They can share the competition results they have achieved, the books they have read, the areas they are interested in, etc. so that more people can understand their multi-faceted nature. Through continuous output and interaction on social media, women can gradually build up their brand. This brand not only represents their image and reputation but also brings them more business opportunities and collaborations.

Due to the attributes and characteristics of the female community on social platforms, the image of women presented on social platforms is characterized by 'entertainment' and 'consumption'. Unlike the traditional image of women in the news, due to the unique 'grassroots' and 'participatory' nature of the platforms, the grass-roots notes on social media platforms emphasize more on 'sunshine' and 'life'. 'In addition to professional bloggers, many of them record what they see and hear in a simple way [4].

3. Social Platforms Construct Women's Social Interactions

With the boom in social media, it has provided an unprec-

edentedly broad stage for women, significantly amplifying their voices, and enabling them to engage in diverse public expression for the public. In the process, the image of women is ostensibly portrayed as confident, independent, free, uninhibited, and optimistic, which is undoubtedly a manifestation of social progress. However, it is necessary to face the reality that, under the influence of unequal gender concepts and commercial interests, the image of women on social media is undergoing a subtle transformation, sometimes even being alienated into a 'commodity' for consumption and viewing, and the trend of commercialisation is becoming more and more obvious. Many social platforms use mere graphic notes to evolve into full-fledged platforms, creating a one-stop shop for comprehensive services. To be able to introduce the form of streaming media, many platforms, from building group chat plazas, to using a variety of forms to strengthen interaction, many social platforms are committed to creating a multi-functional, diversified, multi-format comprehensive social platform that integrates sharing, interaction, shopping as a whole.

3.1 Platforms for Self-Expression and Sharing of Experiences

Social networking platforms provide women with a virtually limitless space for expression, enabling them to freely share their views, emotions, and life experiences. This freedom of expression not only helps women to release their inner pressure but also enhances their self-confidence and sense of belonging. Women share their experiences and insights on various aspects such as cooking, fashion, parenting, workplace, etc. through social platforms, and such sharing not only enriches the platforms but also promotes mutual learning and growth among women.

In addition, the liking, commenting, and sharing functions of many social platforms allow female creators to interact more directly with their audiences and build closer social relationships. This interaction not only enhances women's social influence but also allows them to gain more support and recognition.

3.2 Building Emotional Support and Social Networks

When facing life pressure, work challenges, or personal distress, women can seek understanding and support from other women on social platforms. Such emotional support plays an important role in easing anxiety and enhancing mental resilience. Social platforms have helped women build a vast social network that enables them to connect with like-minded people across geographical and time constraints. This social network not only enriches women's social lives but also provides them with more resources and opportunities. Communities and circles on social media provide a space for women to communicate and

share. They can join communities related to their interests discuss topics and share experiences with like-minded people.

3.3 Promotion of Social Issues and Women's Rights

In traditional patriarchal societies, the image of women is often fixed in a set of established templates, and any attempt to deviate from this may result in criticisms such as 'not being a woman', 'violating traditional feminine virtues', 'not abiding by the ways of women', or 'losing the essence of femininity', 'or 'losing the essence of femininity'. This one-dimensional portrayal not only restricts the diversity of women's images but also hinders society's comprehensive and realistic perception of women, which tends to summarize the whole through only a limited number of women around them. In the traditional portrayal of women, they are often a masked, monolithic presence, and the general public's understanding of women is limited to the women in their immediate neighborhood.

However, with the rise of social platforms such as TikTok, Weibo, WeChat, and Xiaohongshu, a change in women's image and discourse is quietly taking place. These platforms give the community a glimpse into the colorful world of women. No longer confined to traditional roles, women post videos, share their views, and express their thoughts, showing their unique charms and deep thoughts in a vivid and lively way. This process has not only contributed to the awakening of women's self-awareness but also prompted society to begin to re-examine and adjust its stereotypes of women. The arrival and development of the new era have allowed more women to recognize the repression of women under the patriarchal system, enabling them to recognize and even take action to change the stereotypical discrimination that has been carried for thousands of years, and the emergence of platforms has given both a platform and a way for society as a whole to look squarely at the rise of women's discourse and changes in their roles. Through social platforms, women pay attention to and discuss social issues such as gender discrimination, domestic violence, workplace inequality, etc., and promote society's attention to and resolution of these issues. Their voices have converged on social platforms to become a powerful force for social progress and change. At the same time, social platforms have become an important position for women to fight for their rights and interests. Women have spoken out for gender equality and women's rights and interests by organizing rallies, launching petition campaigns, and sharing experiences. Such endeavors have not only raised society's attention to women's issues but also promoted the improvement and implementation of relevant laws and regulations [5].

3.4 Promoting Career Development Opportu-

nities

Social platforms such as Weibo and WeChat have enabled individuals to easily connect with professionals across the globe. This way of communicating across geographical and industry boundaries greatly broadens an individual's network of contacts. By proactively connecting with industry insiders, peers, potential employers, and mentors, participants can gain valuable career advice, industry insights, and professional development opportunities. Individuals also shape their professional image and brand by publishing professional insights, sharing industry knowledge, and showcasing project results. This personal branding helps to increase an individual's recognition and influence in the workplace, thereby attracting more career opportunities. In addition, social platforms are an important channel for accessing industry news, trends, and developments. By following industry leaders, and company pages and participating in group discussions, individuals can keep abreast of industry developments and make more informed decisions for career development. On social platforms, individuals can interact and engage more with others, which can help improve their communication and social skills. These skills are also crucial in the workplace, helping to build better interpersonal relationships and teamwork. It is worth noting that more and more companies and recruitment agencies are using social platforms to post job openings, through which job seekers can quickly access job information and connect with recruiters. At the same time, job seekers can also attract the attention of potential employers by showcasing their professional skills and work experience on social platforms.

4. Challenges and Trends in Social Media Platforms

While social platforms offer women many opportunities for self-expression and social interaction, they also face several challenges.

4.1 Protection of Privacy

The sharing of social media information is highly bidirectional and instantaneous, which facilitates communication between users, but is also accompanied by a series of potential privacy risks, especially for female users, and the problem of cyber violence and harassment is particularly prominent. Therefore, it is especially important for women to pay more attention to the control and privacy protection of their virtual identities on social media. In the age of social media, women need to pay more attention to the control of their virtual identity and privacy protection [6]. Measures such as enhancing privacy settings, sharing content with caution, building a safe social circle, and guarding against cyber violence and harassment can be effective in reducing privacy risks and protecting one's online safe-

ty. It is also important to raise awareness of self-protection and utilize the features of social media platforms.

4.2 Social Pressure

In the highly visual and instant feedback environment of social media, women face pressures and expectations from many aspects of society. These pressures may stem from the pursuit of a perfect appearance, a successful career, and an ideal life, as well as traditional definitions and stereotypes of women's roles in society [7]. Therefore, women need to maintain a clear and firm self-awareness when presenting themselves on social media, and not be easily swayed by external voices. By clarifying their values, recognizing their strengths and weaknesses, setting personal goals, developing critical thinking, building a positive social circle, learning to say no, focusing on inner growth, and seeking professional help, women can take better control of their image and life on social media.

4.3 Content Homogenization

With the rapid development of social media, the problem of content homogenization has indeed become a challenge that cannot be ignored. In such an era of information explosion, where users are surrounded by a huge amount of content every day, how to stand out, attract and keep the attention of the audience has become a question that every content creator, especially female creators, needs to ponder. Therefore, continuous innovation and breakthroughs in presenting unique content and forms have become the key for female creators to stand out on social media. By digging up personal stories, focusing on social hotspots, providing professional insights, experimenting with diversified presentation methods, enhancing interaction and participation, as well as cross-border cooperation and innovation, female creators can stand out and become trend-setters on social media.

In summary, social platforms provide women with rich opportunities for self-expression and social interaction. By making rational use of these platforms, women can showcase their diverse beauty, professional abilities, and interests, build their brands, and expand their social circles. However, they also need to pay attention to issues such as privacy protection, social pressure, and content homogenization to ensure that they can express themselves safely and freely in the digital society.

5. Conclusion

With its low threshold, high interactivity, and immediacy, the social platform provides an unprecedented stage for female users to express themselves. Through text, pictures, videos, and other forms, women share their lives, express their views, and show their personalities on the platform,

realizing their self-worth and gaining a sense of identity. On social platforms, women actively participate in social activities through such interactions as liking, commenting, and retweeting, and establish and maintain close social ties with friends, family, and peer groups. This kind of cross-regional and cross-time social interaction not only enriches women's social life but also enhances their sense of social belonging and emotional support.

Although social platforms provide women with a broad space for self-expression and social interaction, there are also risks and challenges such as privacy leakage, social pressure, and content homogenization. Therefore, one need to pay attention to the protection of women's rights and interests on new media social platforms, strengthen platform regulation and self-regulation, and improve women users' awareness of cybersecurity and self-protection capabilities.

In summary, social platforms provide female users with rich opportunities for self-expression and social interaction, and at the same time bring corresponding challenges and opportunities. In the future, this study should continue to study women's behavioral patterns and psychological needs on new media social platforms in depth, to contribute to the construction of a healthier, safer, and more inclusive online environment.

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