Chinese Female's Mental Reconstruction: A Breakthrough of Gender Role in COVID-19

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A B S T R A C T

The image of Chinese and Western women can not be separated from the family, but with the development of the times, the image of women began to diversify, not only limited to the image of housewife. COVID-19 has erupted recently in China. The outbreak is fierce, expanding rapidly and spreading to other countries and regions. In the process of fighting the COVID-19, the image of Chinese women has aroused a heated discussion among the public. Based on the hot discussion on female image in wechat as the mainstream media in China, this paper is divided into three steps to study through literature review and the theoretical framework of stereotype activation theory. Firstly, the focus of the public on the image of Chinese women in the COVID-19 is dynamically displayed in the Qingbo public opinion index; secondly, using NVivo 12.0 as the analysis tool, we find that "medical care", "women" and other words are the main keywords of the text through the vocabulary cloud. Finally, based on the grounded theory, the text content is deeply explored. Through the initial coding, it is clarified that there are 22 kinds of professional images of Chinese women in the COVID-19, including nurses, doctors, volunteers, philanthropists, etc. From the professional image to the physical image, spiritual image, social image and family image, it constructs a conceptual model for the public to activate the image of Chinese women.

1. Introduction

In this major emergency of COVID-19 has attracted widespread attention. Nurses Women, doctors, soldiers, sensory personnel, sanitation workers, police, drivers, food delivery volunteers, designers, inspectors, production workers, scientific research workers and other important anti-epidemic positions. Chinese women have made new breakthroughs in this major epidemic.

In the traditional sense, the stereotype of the female image by the public mainly includes the image of the stared beauty, the image of the rescued weak woman, the image of the disciplined lady, and the image of the demonized demon (Peng, 2019). In traditional Chinese patriarchal society, women are a symbol of humility from birth. In Xiaoya Skan, it was recorded that Naisheng women, the place to sleep, the clothes to carry, and the tiles to carry (Wang & Song, 1988). In the past, most studies on female images in China presented criticisms and reflections on women's traditional stereotypes. Most of the studies started from film and television dramas engraved with female images and examined the multiple representation and development of female roles. Therefore, under the context of COVID-19, this paper collects textual information reported on the new media in Chinese mainstream, uses the stereotype activation theory, and through real cases of female images, it can dynamically show the multiple images of Chinese women in the new era and better help the general public understanding of real image of gender role in China.

2. Literature review

Scholars' research on women's images is usually based on the descriptions of women's images in literary works, film and television works, and magazines. There are differences between the descriptions of women's images in China and those in other countries such as Europe and the United States. Therefore, to review the existing research, we will review both the image of European and American women and the image of Chinese women. Sochen (1974) found that the media portrayed women as housewives, nurses, and secretaries rather than doctors and lawyers. A study surveyed women's images in magazine advertisements, and found that between 1974-1975 and 1979-1980, advertisers were increasingly portraying women as career-oriented and non-traditional activities. Studies have also found that women are less often portrayed as dependent on men, while men are less portrayed as dominating women and authority figures (Ford, Latour, & Middleton 1999). A later study carried the description of women in print ads in 1964 with print ads in 1984 general magazines (Time & Newsweek), women's magazines (Metropolis & Redbooks), and men's magazines (Playboy and Gentleman) By comparison, there has been an increase in illustrations that publicly show women as sex toys, especially in popular magazines (Latour & Henthorne, 1994). With the development of industrialization and small nuclear families, the traditional role of women in the family has become less and less important. At the same time, ideological structures have changed, emphasizing women's access to personal achievements and equal opportunities (Gove, Walter, & Tudor, 1973). Ross, Mirowsky, and Ulbrich (1983) conducted a survey of the image of women in Mexico and Anglo. The study found that most married women hold traditional roles: 70% of women do not work outside the home, 96% of women do traditional housework, 96 % Of women hold traditional cooking roles. There is a significant difference in the employment ratio of wives between Mexican and Anglo families: 39% of Anglo wives choose employment, while only 21% of Mexican wives choose employment, which means that the Anglo-feminine image is more professional than Mexico. Geise (1979) systematically selected 160 non-fiction articles and features from Women's House magazine and the Red Book, and studied female roles between 1955 and 1976. The study found that the highest proportion of women's professional images in magazines were housewives (50%), followed by writers and editors (14.2%), actresses (7.1%), singers (7.1%), and designers (7.1%). Economists (7.1%), etc.

Li (1988) argues that Chinese women accept the traditional role of women under the Confucian principles, emphasizing obedience, sacrifice, loyalty to the family and respect for the elderly. In traditional China, women do not have equal privileges. In traditional Chinese society, a woman's main role is to have a baby boy to continue her husband's lineage. Sin and Yau (2004) also pointed out that in traditional Chinese society, the role of a woman is judged by how good she is as a daughter-wife-mother-housewife. The values associated with this role are obedience, tenderness, support and dependence. However, with the rapid economic growth of China in recent decades, the social and economic roles of Chinese women have undergone tremendous changes. Independence, enterprising, achievement and equality may have become the new values of modern women. A study on the image of women in Mainland China and Hong Kong studied the image of women in China from four dimensions: family orientation, compliance, economic and social independence, and social orientation. The study found that the mainland China sample has a higher social orientation value than the Hong Kong sample. For more than a century, women in Hong Kong, managed by the British government, have grown and educated in an environment that emphasizes personal growth and achievement rather than

nationalism and patriotism. Hong Kong women have higher family orientation, compliance and social and economic independence than women in mainland China. Generally speaking, women with higher social and economic independence have lower value in family orientation and compliance. Hong Kong actresses have more and more economic and decision-making power in their families and society, but they are still under pressure from traditional beliefs about women being good wives and mothers. Peng (2019) started from the female characters in film and television works, and pointed out that since the founding of New China, Chinese women's images have changed dramatically, mainly including the heroine with a revolutionary spirit, the image of an iron girl standing up to the sky and the female image of a professional lady . In addition, there are researches on women's images in Chinese dramas on the subject of ethnic minorities. Zhang (2019) classifies women's images of minorities in film and television dramas into four categories: first, female images as attachments: youthful girls, resolute and brave Mother or wife; the second is a female image bearing political significance: the female image of Wang Zhaojun and Princess Wencheng who bear the fate of political marriage; the third is the image of a female warrior with a rebellious spirit: the shaping of female images is often "naive"- "Suppressed and insulted"-"intolerance"-"oppressed and insulted again"-"resistance and repeated resistance"-"victory"; the fourth is the image of a strong and independent female in the new era: representing the advanced direction of the times and culture The new female role leads people to goodness and beauty.

Judging from the existing literature, both European and American women and Chinese women are inseparable from their families, but with the development of the times, women's images have begun to diversify, not only to the image of housewives. The advantage of this study lies in starting from the major epidemic situation in China, collecting textual data through the Internet, clarifying the issue of female image of public concern, and forming a conceptual model of the stereotyped activation of female public images by nurses based on grounded theory, which dynamically shows Chinese women in the face of a major epidemic. Multi-dimensional image, reconstructing the public's perception of female image. Starting from real women's cases, it has made up for the lack of analysis of female roles in film and television works and magazines.

3. Theoretical framework

The formation and spread of female images in the traditional sense has influenced modern people's thinking about female images, which can actually be explained by the stereotype of psychology. The "stereotype" was first proposed by Lippman in his work "Public Opinion" in 1922. It refers to social classification according to gender, race, age, or occupation, forming a fixed impression of a certain type of people (Wang, Yang & Zhao, 2010). From the perspective of cognitive theory, stereotype is a cognitive structure involving the perceiver's knowledge, ideas and expectations about a certain human group. Early stereotype researchers tended to focus on racial stereotypes (Katz & Braly, 1933). As research progressed, Deaux and Lewis (1983) presented evidence of stereotyped multi-structures. This study shows that many independent components of gender stereotypes can be identified, specifically, characteristics, role behaviors, occupations, and appearances, each of which has male and female versions. Although no one component is considered as the exclusive domain of one or the other gender, the male and female components have a significantly strong correlation with male and female, respectively. There is a relationship between similar gender components (such as male character behavior and male characteristics).

Scholars continue to study stereotypes. Macrae and Bodenhausen (2000) point out that when forming impressions on others, people always activate and use stereotypes related to them. The activation of

stereotypes is fast. The content of the activated stereotypes and their effects will inevitably affect subsequent information processing, that is, there is a stereotype activation effect (Bargh, 1999). The activation of stereotypes can shape human perception in two important ways: First, the perceptual can use the activated knowledge structure to guide the processing (e.g. encoding, representation) of any target-related information encountered (Bodenhausen & Macrae, 1988) Second, the perceiver can use the content of the activated knowledge structure (such as traits and behavior expectations) to obtain an evaluation and impression of the goal, which usually results in a type-based judgment. Studies have found that many stimuli can activate stereotypes, which can be weak (such as presenting a certain word) or strong (such as presenting a certain category member). Group stereotypes can be activated by members of the group (self-stereotypes) or by non-members of the group (others' stereotypes). The mechanism of stereotyped activation to produce behavioral effects has gradually become the focus of scholars' research. One of the main explanation mechanisms is the stereotype idea motor theory (ideomotortheory). The theory of ideation is that ideas in the mind automatically activate the corresponding behaviors (Bargh, Chen, & Burrows, 1996). According to this theory, if stereotypes contain information about certain behaviors, these behaviors are likely to start automatically when stereotypes are activated.

To sum up, this article attempts to clarify the following issues based on the textual information collected based on the theory of stereotype activation and concept movement:

1. What are the focus issues in the hot articles on the image of Chinese women?

2. What are the main aspects of the multi-dimensional image of Chinese women in COVID-19 ?

4. Research methods

Every citizen is not an outsider, and they need to work hard and work together to win the epidemic. Among them, women are distributed in all walks of life and contribute their own strength to fight the epidemic. In hospitals, medical staff, especially nurses, account for as much as a third of the total number. Sanitation workers, traffic police, anti-epidemic volunteers, factory workers who produce materials to fight the epidemic, etc. They represent different women in the epidemic. In particular, some typical cases during the epidemic have entered the public view through media reports and become hot topics for discussion by the public. This research is based on data collection of one of Chinese most popular self-media platforms, WeChat public account. Since Tencent launched the WeChat public account function in 2012, the number of public accounts and users has exploded. Active users have exceeded 1.1 billion. As a new form of media, it broadens and deconstructs the media ecosystem. It has strong communication, coverage, and influence in the field of public opinion (Xiang & Shen, 2019). It also has the characteristics of timeliness of information dissemination and convenience of user interaction (Luo & Wang, 2019). In this study, we selected the most influential reports on women 's resistance to epidemics in the recent New Crown epidemic, and searched for keywords such as "outbreak women", "resistance women", "female doctors" and "nurses" on WeChat , And finally select the 98 texts that meet the conditions.

The research was carried out into three stages: the first stage visualized the development process of the event with the help of Qingbo Public Opinion Index, and based on the theory of group psychology, clarified the various stages of female image development in media reports during the epidemic; the second stage was mainly based on NVivo12.O. Qualitative analysis of the 98 texts received. NVivo is an international mainstream qualitative analysis software developed by QSR Australia. Its biggest advantage is its powerful coding function, which can integrate a wide range of research topics, enabling researchers to quickly capture the literature. Information point in. First of all, the focus issues of current media reports are clarified from the word frequency statistics map. The third stage is based on the grounded theory and uses NVivo software for coding. Grounded theory is a systematic method and criterion for data collection and analysis proposed by Glaser and Strauss, emphasizing the concept of induction from the original data, the progressive registration of the data, and the continuous Sources and concepts are compared, and generative theoretical questions related to concepts are systematically asked (Chen, 2015). Based on the coding analysis of web text materials, pay attention to the multi-dimensional dimensions of the female image in the epidemic, and explore the image of Chinese women in the epidemic from multiple aspects.

5. Research results

5.1 Analysis based on Qingbo Public Opinion Index

Qingbo Public Opinion is supported by big data as its core technology. It monitors and collects public network information in real time, and provides one-stop services such as public opinion monitoring, analysis reports, and crisis warning through data mining and visual analysis technology. Qingbo Public Sentiment Index is a big data-based mobile terminal index launched by Qingbo Public Sentiment. The displayed popularity comes from a comprehensive analysis of public account articles and hot events. The study selected the time period from February 11 to February 29, 2020, and searched for the keywords "outbreak women", "anti-epidemic women" and "female medical staff". Through visual processing, it can be found that the attention to women's image is obvious Stage characteristics, and the public pays more attention to the image of female medical staff, as shown in Figure 1 below. According to social psychologist Gustave LeBon's research on group psychology, individuals in the group will show obvious herd mentality, which is called "the psychological law of the unity of group spirit". Group psychology has Three basic characteristics: one is infectivity, the other is herd mentality, and the third is emotional (Liu, 2007). Based on this theory, we divided the public's attention to the evolution of female images in the epidemic into the following three stages:

The first stage is the empathy stage (2.11-2.15). At the beginning of COVID-19, the first female images to enter the public view were female doctors and nurses. An article entitled "A Nurse's COVID-19: The Process of Healing" entered the public's view. The main content of the article was 24 years old. Jia Na, an emergency department nurse at the People's Hospital of Wuhan University, reviewed her entire process from the discovery of the infection to the isolation at home within 11 days. Overnight, she remembered more than 250,000 likes on this "self-healing" day, which attracted widespread attention and heated discussion on platforms such as WeChat public account. From the content of the collected texts, the public's description of this female image is "stubborn", "perseverance" and so on. This incident gave the public a sense of empathy, especially for those infected with new coronary pneumonia. Since then, reports of female health care workers have grown in popularity.

The second stage is the empathy stage (2.16-2.20). On February 18, the Wuhan Municipal Party Committee and Municipal Government responded to questions from netizens regarding the death of Liu Fan, a nurse at Wuchang Hospital, and his family members. Liu Fan, female, 59 years old, deputy chief nurse, was engaged in nursing at the injection room of Liyuan Street Community Health Service Center held by Wuhan Wuchang Hospital during her lifetime. Prior to her death, her parents and younger brothers also died of new pneumonia. The report that the nurse was infected with the new crown and the death of his family quickly caused heated discussions in the Internet community, and the concern for female

workers reached a climax. At the moment of life and death, this image of women who loved no bounds aroused empathy among public opinion groups.

The third stage is the critical stage (2.21-2.29). At this stage, public attention has flattened, but has not subsided. The report that female nurses were collectively forced to cut off their long hair caused a lot of public discussion, and many people are concerned that female medical workers everywhere are in short supply of sanitary napkins and safety pants. Their physiological problems cannot be solved. The response of the relevant personnel was, however, that this was not urgent. The images of women presented to the public in these incidents are helpless and the basic rights are not guaranteed. At this time, the Internet community no longer just praised the dedication of women in the epidemic, but re-examined the situation of women with a dialectical attitude and demanded to respect their legitimate rights and interests.
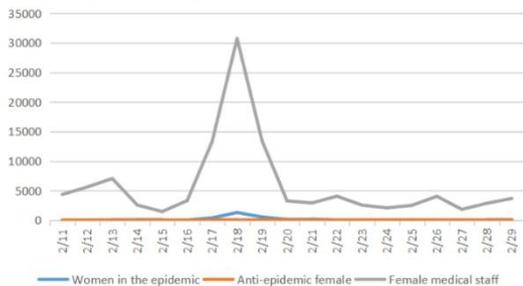

Figure 1 Keywords of Qingbo Public Opinion Index

5.2 Word frequency analysis of Chinese women's image online text

This study included a total of 98 online text materials. Based on the Nvivo 12.0 software, the word frequency analysis was performed on the text materials. The results were cleared and the results were cleared. Words and numbers form a word cloud diagram (Figure 2). As shown in the figure, the size of the word size in the vocabulary cloud indicates the frequency of related words appearing in text materials. The visual display of text materials mainly focuses on "medical care", "Li Lanjuan", "medical", "female", etc. The research theme of the "female image in China" is consistent, but the vocabulary cloud cannot reflect the specific details and distribution characteristics of the network text, and it needs to be further analyzed in combination with reference points and coding content.

Figure 2 Online report on the word cloud of female images in the new crown epidemic

5.3 Text Analysis of WeChat Hot Articles Based on Grounded Theory

Grounded theory emphasizes finding the core ideas from the original data, and constructing a theoretical framework through repeated data comparison and coding combined with practice. This article encodes 98 WeChat hot discussion articles in three steps: (1) Initial coding: The researcher registers all materials in an open state with their own status. This is an operational process that breaks down materials,

gives concepts, and reassembles them in new ways. (2) Focused coding: It means using the most important and / or most frequently used initial code, and filtering the code with a large amount of data, making the analysis clues more clear. (3) Axis coding: discover the relationship between generics and generics, and build a conceptual framework. The specific process is as follows:

Initial coding is to code the professional image of women reported online in the text. The initial coding should be open to the content of the material, close to the facts of the content, and perform the most intuitive analysis of the data. Coding found that one of the first code words that appeared in web text was a professional role. Then, the sentences related to professional roles are coded to form a coding table about women's professional image. Focus Coding is to appear five images including social image, family image, etc. To further focus on the research question, we will analyze 98 texts one by one, trying to explore the logical relationship among them, starting from the professional image, extending to society, life, From various perspectives such as family, the female image is divided into five major categories: physical image, spiritual image, social image, family image and professional image. Axial coding is to show the public's stereotype activation effect on female images. Further classify, synthesize and organize data, rearrange concepts in a new way, summarize the core categories into three aspects of women, roles and public impressions, and form a public stereotype activation concept map.

According to the coding results, the codes about women's professional image include volunteers, drivers, philanthropists, white-collar workers, doctors, nurses, midwives, cleaners, entrepreneurs, female traffic police, scientific researchers, major generals, reporters, workers, self-employed individuals, and singers. Government personnel, sales staff, vegetable farmers, community workers, infrastructure workers, students, and no clear occupation, including 22 different images. Among the top three are nurses, doctors, and scientific researchers. The total number of nurses is 100, the number of doctors is 59, and the number of researchers is 26. The specific coding nodes are shown in Table 1 below.

Table 1 Female occupation coding table

Coding node	Number of codes	Coding node	Number of codes
1.Nurse	100	12.Military general	3
2.Doctor	59	13.Reporter	41
3.Researchers	26	14.Workers	21
4.Volunteers	32	15.Self-employed	3
5.Philanthropist	23	16.Singer	3
6.Driver	12	17.Government personnel	2
7.White Collar	3	18.Sales staff	14
8.Midwife	15	19.Vegetable farmers	5
9.Cleaner	18	20.Community workers	2
10.Entrepreneur	5	21.Infrastructure workers	4
11.Female traffic policeman	21	22. Student	3

In COVID-19, the image of Chinese women is diversified. There are nurses, doctors and other medical staff who go to the front line to fight the epidemic, and head nurse Ni Dongyu has been the head nurse of intensive medicine for more than ten years. With insight into keen leadership, she is the bridge between doctors and nurses, regulates the relationship between doctors and nurses, and creates a good working environment for everyone. She always solves the problems in the department like parents. After the epidemic, she, as the head nurse, immediately took part in the battle and encouraged nurses to actively join the anti-epidemic team. There is also a scientific

researcher who is working hard in the scientific research post to fight the epidemic. Academician Li Lanjuan, 73, under pressure, first proposed to the country to "close the city" to Wuhan to stop the virus from spreading to the whole country. She also led the team to stick to the front line, rushed into research and development, and analyzed the virus strains in one fell swoop, creating an opportunity to defeat the virus. During this period, she basically slept only three hours a day. There were also various types of volunteers during the epidemic. Chong'an Temple Square, Suning Square, large underground parking lot, and Wuxi Railway Station sounded the roar of the machine. I saw the smoke lingering. Volunteers came back and forth carrying the disinfection machine and were seriously disinfecting. The middle and duty guard booths, isolation rooms, each channel, and every corner were meticulously and professionally disinfected by the professional volunteers of the 999 Rescue Volunteer Service Team of Wuxi City Volunteer Association and Wuxi Yutong Charity Foundation. There are also neglected but indispensable cleaners who are responsible for cleaning the hospital's medical waste, cleaning the hospital's hygiene, and disinfecting.

Through the coding of women's professional image, it is clearly to see the wide distribution of women in the current anti-epidemic work. In fact, women in these professions not only have a work side, but also multi-dimensional images in life and family. The text analysis results show that starting from professional image, the image of women in the epidemic can be divided into five dimensions: professional image, social image, family image, physical image and spiritual image, as shown in Figure 3 below.
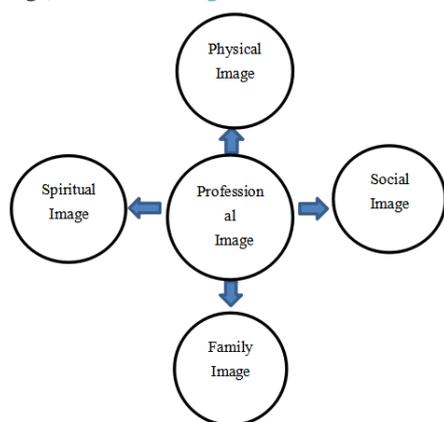

Figure 3 Generic image of female images in the epidemic

First, physical image. Through text analysis, we attribute the physical image of women in the epidemic to three aspects: dress, hairstyle, and appearance. In special periods, for strict anti-virus protection, they usually wear protective clothing and masks. They can't reveal anything except their eyes. They can't confirm their eyes through the screen and goggles. Some cleaners have added a layer of protective clothing to the already heavy clothing, and from a distance it seems that the whole person is wrapped in a rigorous package. From the perspective of hair style, nurse Du Fujia said, "short hair is easy to take care of, save time, and I am quite satisfied with my new hairstyle. I feel very handsome." Many medical staff who set off to assist Wuhan cut off many years on the day of departure. Long hair, and even some shaved directly, just for work convenience. Judging from the appearance, after working for a long time, the body is immersed in sweat, wearing protective covers, masks, etc. for a long time. When the protective equipment is removed, the indentation on the face is clearly visible, and some medical staff even have blisters on their faces. In terms of appearance, what Chinese women have shown in the fight against the epidemic is an image of plain, thick clothes without long flowing hair and clearly visible indentations on their faces.

Second, spiritual image. The spiritual image contains four aspects: fraternity, dedication, courage, gratitude, and hope. In 2012, in order to do public welfare more effectively, Han Hong set up the Han Hong Charity Foundation, which not only carried out disaster relief and relief, but also helped the needy. During the epidemic, Han Hong and his colleagues fought day and night with donations and materials. They barely closed their eyes for days and nights, just to deliver the relief materials to those who needed them for the first time. Not only that, some volunteers may not have such large-scale volunteer activities, but daily disinfection, volunteer duty in the community, and volunteer food delivery are all true portraits of the image of Chinese women's devotion and love. Sun Qing, a neurosurgery nurse at the Long March Hospital affiliated to Naval Military Medical University, is one of 43 female nurses in the "90s". After learning of the task of supporting Wuhan, the Anhui girl born in 1990 first registered and wrote the letter of determination . From design to construction, it covers an area of 36,000 square meters. The Vulcan Mountain Hospital, which was completed in 10 days, is indispensable for the "girl army". The contractor Hu Xiaohong, 32 years old, said nothing, put down two children and went to the construction site. She said: Once a helmet is worn and a shovel is carried, which men and women are there? This is the image of a brave and fearless Chinese woman. During the Lantern Festival, the hospital sent a bowl of steaming dumplings to each of the first-line medical staff. Zou Meihong said: Thank you very much for the hospital, and my heart is very warm. He Dan has six identities: mother, wife, daughter, daughter-in-law, sister and sister-in-law. During the hospitalization, she encouraged herself to cooperate with other patients to relax her mind to have better treatment results. A square dance is her horn. Beating the beat, twisting the waist, music and dance really dilutes the miserable atmosphere in the ward. She said: The days of illness are hard, but you have to give it yourself. Nod your head and think for yourself. A song and a dance supported the hope that guarded the entire ward. It is the image of Chinese women having fun and being fraternal and brave.

Third, family image. They are daughters, mothers, and wives at home. Sun Mengjie, 27, is the only child in the family and one of the youngest members of the 14 Zhangye aid Wuhan medical team members. Her lover is a police officer who is also busy these days fighting against the epidemic. Both have a daughter who is over 3 years old. When the hospital mobilized everyone to join the Wuhan Medical Team, Sun Mengjie, like other colleagues, did not hesitate to take the initiative to register for the battle. In the family, they gave up their family members. A passage from Dr. Peng Yinhua's wife shows an image of a caring family member: Husband, I will send you a text message when I want you, do n't reply to me, check it out when I 'm struggling, I will always cheer you up I will always be by your side, love you, and (in the belly) baby, we will wait for you to come back together.

Fourth, social image. There are such a group of people who have done a variety of flexible ways to carry out publicity and promotion in order to do a good job in epidemic prevention and control, and contribute half the sky to resolutely curb the spread of the epidemic and win the fight against epidemic prevention and control. This is the Guangzhou Women's Federation, in January On the 29th, they issued an open letter to the city's vast number of women and families, and once again called on the city's women's federations, women, and tens of millions of families to take action immediately and resolutely implement the party's central decision-making and deployment, and give play to the unique role of women in social and family life To contribute to resolutely curb the spread of the epidemic and win the fight against epidemic prevention and control. From January 27, the Guangdong Women's Rights Protection and Information Service Station (Guangzhou Station) / Shuxinyi Station under the guidance of the Guangzhou Women's Federation and the Guangzhou Women's

Social Work Service Center opened the Shuxinyi Station psychological counseling service hotline.

5.4 Public stereotype activation of female images

With the development of Internet communication technology, the dissemination of women's image has the characteristics of the network media given by the times. The traditional stereotypes of the public about women's images have gradually been enriched with the spread of information on the Internet. Based on the stereotype activation theory, this paper constructs a public stereotype activation conceptual model as shown in Figure 4 below. The female image displayed in the New Crown epidemic was spread through online media reports and entered the public eye, causing public perception to change. Women's beautiful images, weak female images, lady images, and demon images in traditional public perceptions (Peng, 2019) and modern The interaction between the professional image, social image, family image, physical image, and spiritual image presented in the network communication affects the public's emotional attitude towards female characters. Although the female character images in previous film and television dramas are based on prototypes, But it is not a real image of reality, but the female image in the new crown epidemic reported by the Internet is a living, real female. Starting from the female family image, it arouses public sympathy. As the daughter, wife, and mother of the family, these The experience is empathetic. The images of volunteers, cleaners, doctors, and nurses have a cross-relationship with everyone's life. While the public enjoys the services they provide, they resonate emotionally. According to the theory of idea movement, the ideas in the mind are automatically activated. Corresponding behaviors (Bargh, Chen & Burrows, 1996), CCTV News March 7 news, the political work of the Central Propaganda Department, the All-China Women's Federation, the National Health and Medical Commission, and the Central Military Commission on the occasion of the March 8 International Women's Day Yesterday (7th), the ministry jointly released the "hero spectrum for frontline medical staff to fight epidemic disease" to pay tribute to all heroes fighting in the frontline of the epidemic. There are 20 people in the "hero spectrum for frontline medical staff to fight epidemic". The public's attitude towards women's images is provided through online media. CCTV, as a more influential media, has useful feedback. The online media will pass a comprehensive female image to the public, and promote the continuous enrichment of the public's understanding of female images, which will arouse emotional resonance and activate stereotypes. The public response will also make women in the epidemic see the attitude of society through the media, and continue to encourage themselves. To form a dynamic loop.
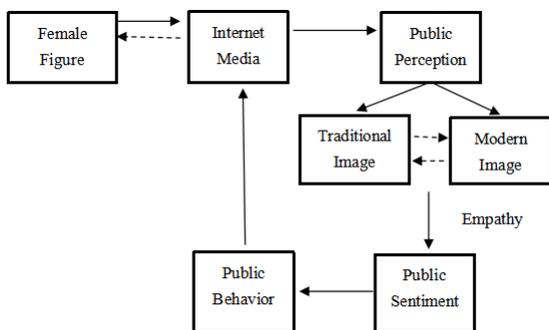

Figure 4 Conceptual model of public stereotype activation

6. Discussion

This research collects online texts based on the WeChat public account platform. First, based on the Qingbo Public Opinion index, the public's attention to the female image in the epidemic is analyzed.

The study finds that the female image's attention has shown a staged characteristic. Based on the qualitative analysis based on the grounded theory, the focus issues found in the text from the word cloud are "medical care", "Lanjuan", "medical", and "female". The primary image was used to encode the professional image of women in the epidemic. The results showed that the text Involving volunteers, drivers, philanthropists, white-collar workers, doctors, nurses, midwives, cleaners, entrepreneurs, female traffic police, scientific researchers, major generals, journalists, workers, self-employed, singers, government personnel, sales staff, vegetable farmers, community work People, infrastructure workers, students, and unspecified occupations have 22 different images. Focusing on coding is based on women's professional image, which involves aspects of life and society, and is summarized into five aspects: physical image, spiritual image, social image, professional image and family image. The research found that from the physical image, Chinese women have the image of medical staff wearing plain, short hair, with indentation on their faces, and the image of strict cleaners. From the spiritual image, Chinese women are philanthropists, volunteers, and brave. Fearless, grateful young female medical staff, the image of a caring family member of the doctor; from the family image, they are also an ordinary daughter, mother, and wife in the family; from the social image, they are walking the streets for the epidemic Members of women's federations who promote the psychological service hotline. Finally, based on the stereotype activation theory, the dynamic mechanism of the public to activate the traditional female image is demonstrated dynamically.

In today's highly-developed Internet media, researchers are able to use online public opinion to collect relevant information in a timely manner, understand the development of events, and overcome the limitation of collecting materials after the fact for research, which reflects the timeliness of the era of big data. The limitation of this article is that it only analyzes texts of hot articles on the WeChat platform. The selected sample is small. It is necessary to further expand the research sample in the future and combine other research methods to further study and explore how to more comprehensively interpret the image of Chinese women ant its gender role.

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