

Metoo in China: An Analysis of the Metoo Movement in China's Social Media

Authors : Xinrui Zhao

Abstract : Connective actions acquired a completely different outlook of a social movement which credited with the rapid developed of social media technologies. New social movements amalgamate and mobilize around hashtags, memes, and personalized action frames. In 2017, the #MeToo movements from America spread to a variety of countries as a hashtag on social media. It attempted to demonstrate the widespread prevalence of sexual assault and harassment movement. It also encouraged Chinese women to participate by devoting and contributing their voices and acts. Furthermore, China's #MeToo movement shows certain characteristics which are strongly shaped by particular political and cultural backgrounds, that also need to be studied. This paper serves as supplementary materials of connective action studies by addressing the #MeToo movement issues in China, which is rarely mentioned previously in the literature, it also supports a view that suggests that ideological and cultural drivers both strategically contribute to personalized action frames. This paper combines textual analysis methods, collecting attached materials from search engines in China's social media, portrays the structure of China's #MeToo movements by showing prominent activists, scholars, organization and the public's action frame in China's social media(Weibo, wechat, zhihu, douban). In doing so, it seeks to find how China's #MeToo movements are organized and reveal diversities of social action approaches among those three subjects, digs out the correlations of their actions related to different social media platforms. This analysis suggests that while facing the government's censorship and moral judgments from the public, China's #MeToo movement combines with few influential sexual assault and harassment events and is lead by the prominent activists who also are the victims in the events. The debates and critiques among Chinese scholars concerned the outcomes and significance of China's #MeToo movement are divided into sides. Organizations still show less power in participating China's movement social media. Public's participation is varied of platforms which hugely affected by their personal experiences and knowledge.

Keywords : connective action, China, MeToo movement, social media

Conference Title : ICSMF 2019 : International Conference on Social Movements and Feminism

Conference Location : Barcelona, Spain

Conference Dates : October 24-25, 2019