

Research On the Promotion and Hindrance of The Concept of Gender Equality Under the Background of The Internet Era

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Abstract. In the context of the Internet era, the problem of gender inequality between men and women has been widely discussed, but there are still shortcomings in promoting the concept of gender equality. This paper analyzes the importance and hindrance of promoting the concept of equality between men and women under the background of the network era. This paper concludes that the concept of gender equality plays an important role in the development of society, which can promote social fairness, enhance social stability, and promote economic development. At the same time, in the Internet era, the development of gender equality has also been hindered by many obstacles, including gender stereotypes, the influence of Internet public opinion, and the quantification of gender flow. Based on this, this paper puts forward the following suggestions: to carry out education and publicity on the concept of gender equality, to enhance the awareness of gender equality; strengthen relevant policies and strengthen the control of gender discrimination on the Internet; make full use of web technology to create a female-friendly platform.

Keywords: The Internet era; the concept of gender equality; the importance of promotion; obstacles.

1. Introduction

With the development of today's society, the progress of people's thoughts, and the popularization of network communication in the information age, the concept of gender equality has received great attention from the public. However, although the spread of the principle of gender equality is more widespread because of the development of society, there are still many difficulties in the real development of gender equality. This paper mainly studies the development of the idea of equal rights for all genders in the context of the Internet era and its impact on society, as well as the social phenomena that promote and hinder gender equality and the optimization suggestions and solutions.

First of all, the development of the idea of equal rights for all genders plays a very important role in the development of society. Gender equality can promote social fairness, and eliminate the spread of gender stereotypes in online media and sexist remarks in social media. Gender equality can also enhance social stability and harmony and reduce conflict. At the same time, gender equality not only promotes the discovery of female talent but also promotes productivity and economic growth. However, although the principle of gender equality is widely spread around the world, the realization of the idea of equal rights for all genders in the Internet era is very challenging. Gender stereotypes and the spread of sexist remarks in online media have become major obstacles to the development of gender equality concepts.

In addition, the influence of Internet violence and distorted public opinion makes people's understanding of gender worse and hinders the development of the idea of equal rights for all genders. At the same time, the network platform uses gender topics to divert, quantify, and commercialize the concept flow of gender fairness, and reduce the influence of gender parity concepts.

In the context of multiple obstacles, how to effectively promote gender equality in the network era has become an important unsolved social problem. This paper mainly studies the development of the concept of gender equality in the context of the Internet era and its impact on society, as well as the social phenomena that promote and hinder gender equality and the optimization suggestions and solutions. This paper puts forward some enlightenments and suggestions to deal with obstacles in the aspects of education, policy, and optical path technology.

2. The Importance of the Development of the Idea of Equal Rights for all Genders for Social Development

2.1. Promote Social Equity

Social justice is one of the most concerned social problems, and the inequality between men and women is the main cause of social injustice. Therefore, to solve the problem of social justice, the development of the idea of equal rights for all genders is one of the important directions. The advancement of gender equality principles plays a crucial role in eradicating gender discrimination and fostering equal relationships between men and women across various areas, including education and employment. In terms of education, Ezekwe F, and Enweani U V proposed that even though education policies have been introduced or improved in various regions, there is still a significant education gap in the current society, especially in the education received by males and females [1]. In some areas where education is immature or gender inequality is serious, men and women cannot receive the same education, including teacher resources, educational environment, etc., and even in some areas, women cannot receive education, or many women will drop out of school due to various reasons, such as family and money. This social phenomenon of unequal education between men and women will lead to the extreme development of gender inequality. Women may be stereotyped as the instruments responsible for managing the family, which leads to less likelihood of female education and promotes the development of a patriarchal society. In terms of employment, Newman C pointed out that people usually have gender bias, which leads to long-term labor inequality and gender discrimination in the workplace. Employers often prefer male applicants when they hire because of their inherent effeminate, weak-working stereotypes of female applicants and their reluctance to provide paid maternity leave which women are legally entitled to. At the same time, due to people's discrimination against women's working ability and women's legal leave, women's wages are generally lower than men's in terms of salary. Moreover, when the proportion of female workers in an occupation continues to increase, the social status and salary scale of the occupation will continue to decline [2]. This indicates that as the number of women in the workforce rises, the perceived value of their jobs diminishes, suggesting that women's skills and contributions are undervalued in the labor market. This phenomenon also leads to the extreme development of gender inequality. Women's position in the workplace will continue to decline, and men may eventually dominate the workplace, reducing women's personal development and potential for independence. From these social phenomena, gender equality is very important in today's times. Developing the concept of gender equality and reducing the prejudice and injustice caused by gender differences can form a fair and inclusive environment in society, thus promoting the development of education, employment, and so on.

2.2. Enhance Social Stability

Gender equality between men and women can reduce social contradictions and conflicts caused by gender inequality, to be more beneficial to social development. Gender inequality often leads to division and tension in society. For example, when people are subject to gender discrimination or unequal treatment in employment, medical resources, etc., they will spontaneously organize some marches or strikes, to raise the social issue of gender inequality, call on society to promote change, achieve gender equality, and reduce more conflicts caused by gender inequality in the future. However, the formation of these social activities will also lead to the closure of roads, traffic jams, and people's daily lives being disrupted; Causing conflicts with opponents, leading to violence, vandalism, and other problems, affecting social order and other issues. This will not only have a great negative impact on individuals but also pose a threat to the overall stability and harmony of society. Therefore, to enable society to operate more harmoniously, promote social sustainability and sustainable development, reduce social conflicts caused by gender discrimination, and enhance the overall stability of society, promoting the development of the concept of gender equality is important, which can make society more united [3].

2.3. Promote Economic Development

The power of women cannot be ignored in today's society. Women are showcasing exceptional abilities and influence in various fields such as education development, artistic innovation, political participation, economic development, and family building, with their unique perspectives and styles. They are driving social change and promoting more comprehensive and sustainable development. The development of gender equality can fully utilize all human resources in society and enhance the potential for economic development. With the development of gender equality and the increasing number of women receiving higher education, the number of career opportunities available to women has grown significantly, and the proportion of women playing a role in economic development has also increased [4]. Gender equality not only enables women to fully participate in economic activities but also brings more innovation and productivity. According to Dezső C L and Ross D G, women tend to use communication more to promote teamwork and enhance the intrinsic motivation and innovative ability of their work [5]. Therefore, gender-diverse teams are often able to generate innovative solutions through the collision of different ideas, thereby driving economic growth. It can be seen that the role of women is indispensable in economic development, and promoting gender equality can help ensure that both men and women are fully engaged in economic activities and thereby promote overall economic prosperity.

3. Obstacles to the Development of Gender Equality in the Context of the Internet Era

3.1. Gender Stereotype

In the process of disseminating information, network media often inadvertently or intentionally reinforce gender stereotypes. Videos and advertisements on network platforms are all spreading the traditional concept of gender roles, that is, people's general expectations for the specific social groups of men and women [6]. For example, women are family-oriented and men are work-oriented; women are physically weaker than men; women are generally shorter than men, and so on. At the same time, the power orientation of male roles in patrilineal society has continuously strengthened the consolidation of the concept of differences between men and women and also affected people's cognition of gender roles [7]. For example, women's status in the workplace is low, their salary is low, and they are not respected; men are less involved in housework and more heavily weighted in decision-making. Finally, anonymity in cyberspace and the lack of effective network supervision have led to the continuous spread of sexist remarks on online platforms, which further aggravate gender bias and discrimination in society through some derogatory remarks about women.

3.2. Influence of Public Opinion

Information dissemination in the Internet age is prone to network violence and distortion of facts. In discussions about gender equality, women frequently face online violence when they voice their opinions on the subject. At the same time, there is a lot of unilateral online violence by men against women on the Internet, such as body shaming, sexual harassment, threats of sexual violence, etc. [8]. The study found that among victims of online violence, the proportion of women (27.6%) was higher than that of men (22.7%) [9]. These acts of violence not only hurt individuals but also inhibit open discussion and attention to gender fairness issues and hinder the development of gender fairness concepts in society. At the same time, the dissemination of information in the Internet era is prone to distortion of facts. For example, some Internet public opinions usually confuse "extreme feminism" with gender equality, misunderstanding the concept of gender equality, seriously affecting the public's understanding of gender equality, creating differences in gender concepts, and preventing the development of gender equality between men and women. The spread of Internet public opinion will also lead to antagonism between men and women and prevent the development of the idea of equal rights for all genders in society. The network environment promotes the group identity of men and

women, which leads to the exclusion of other groups. Such confrontational thinking makes both men and women lack understanding and tolerance in communication or deliberately extreme their views, provoke contradictions, and strengthen gender opposition.

3.3. Network Flow Quantization

In the Internet age, attracting traffic has become the primary goal of many media. In this context, some media may choose to use gender-related topics or create some gender controversies to gain more attention and traffic. This practice has a great probability of reinforcing people's gender stereotypes and increasing people's discrimination against gender, which is not conducive to the promotion of true gender equality between men and women. At the same time, the topic of gender is sometimes commodified as a way for brands to profit from marketing. For example, some brands may use the topic of gender to attract people's attention, thereby increasing customer consumption of products. The research finds that beautiful female waiters are usually widely publicized as a commodity and a feature of the store, and this publicity is indeed echoed by the masses in reality, which increases the number of consumers in the store [10]. This practice only serves the interests of individuals and does nothing to help the development of society itself and the development of the concept of gender equality, and may even hinder its progress.

4. Enlightenment

4.1. Carry out Educational Publicity

To develop the concept of gender equality between men and women, schools can carry out publicity and education on gender equality to enhance students' awareness of gender equality. In terms of curriculum content, schools can add content related to gender equality to the curriculum, such as explaining important gender equality movements in history, introducing relevant laws and regulations, and exploring issues related to gender equality. In terms of themed activities, schools can regularly organize gender equality-themed debate competitions, class meetings, and other activities, so that students can have a deeper understanding of the importance of gender equality in the process of interaction. In terms of student associations, schools can set up associations related to gender equality and organize students to conduct volunteer services to enhance self-awareness in the process of publicizing the concept of gender equality to the public. At the same time, communities can also take action to promote gender equality. The community can conduct regular educational talks regularly, organize interesting social activities such as fun quizzes and craft teaching, and produce and distribute publicity materials on gender equality to help people eliminate gender stereotypes and gender discrimination. Finally, as an important medium and core for People's Daily interaction and communication and an important medium for the evolution of the notion of gender equality, online platforms can promote the importance of gender equality to people and promote the process of gender equality through videos and articles [11]. Forums on gender equality can also be created to share people's views and perspectives on gender equality and promote mutual understanding and common progress between different genders.

4.2. Strengthen Policy

To advance the evolution of the concept of gender equality, the government and official online platforms must implement a range of specific measures to ensure its effective enforcement. The government should formulate and improve relevant laws and regulations, comprehensively covering all fields such as education, employment, and media, clearly prohibiting all kinds of speech and behavior of gender discrimination, safeguarding the evolution of the notion of gender equality, and promoting friendly relations between people. At the same time, the government can carry out public education and publicity activities to raise people's awareness of the concept of gender fairness, eliminate social phenomena of gender discrimination, and strengthen the good atmosphere of mutual respect and equality in society. In terms of online platforms, official platforms can strengthen the

control of online gender discrimination by establishing a comprehensive complaint and reporting mechanism, setting up easy-to-understand and easy-to-operate complaint channels, ensuring the openness and transparency of the complaint process, and protecting the privacy of whistle-blowers. Platforms should also develop clear penalties for the spread of sexist speech online, and constantly update them. At the same time openly and timely dealing with the source of sexist information, increases the user's sense of trust and satisfaction on the Internet.

4.3. Use Network Technology

In terms of network technology, society should actively encourage technology companies to create women-friendly platforms and establish a safe and good network environment by strengthening artificial intelligence's ability to filter gender discrimination, and fully consider the needs of women. Technology companies can design more inclusive interfaces based on the usage habits and needs of female users in the design of the platform, and provide diverse content and functions to ensure that the different needs of different users are met. At the same time, technology companies can encourage women to take leadership positions or key roles in technology development, product design, and management to fully showcase the capabilities of female workers and ensure that women's needs are fully represented. In terms of artificial intelligence, technology companies can set up and constantly update intelligent filtering systems to automatically identify and filter sexist comments and behaviors, improve the satisfaction of female users, and maintain a peaceful atmosphere on social platforms. Technology companies can also understand different cultural backgrounds, set up different languages, accurately identify various forms of gender discrimination, and avoid misjudgments caused by cultural differences. And platforms should provide women with the necessary security tools, such as privacy settings, blocking features, and emergency help services, to keep them safe online.

5. Conclusion

In today's digital society, the advancement of gender equality is crucial for societal progress. Promoting social equity is the fundamental goal of achieving gender equality. By eliminating gender discrimination, it can provide equal opportunities and rights for everyone, thus enhancing social justice. At the same time, gender equality can enhance social stability. By reducing gender-based conflict, societies can become more harmonious and promote understanding and cooperation between different groups. In addition, the development of gender equality is also beneficial to economic development. By focusing on the power of women and effectively utilizing all human resources, it can drive rapid economic development and innovation. However, in the Internet age, the development of the concept of gender equality faces many obstacles. Gender stereotypes are widely spread in online media, leading to a large number of sexist remarks spread on the Internet, which intensifies gender bias and discrimination in society. The influence of public opinion, especially online violence and distortion of facts, such as "extreme feminism", further deepens the social problem of gender antagonism. The online environment of stream quantification makes the discussion of gender equality often become attention-grabbing content that only benefits individuals and hurts society. To address these challenges and address the problems caused by gender inequality, society can strengthen education on gender equality and increase public awareness and understanding of gender equality. At the same time, the government should strengthen the formulation and implementation of policies, strengthen the control of sexist speech on the Internet, and protect the legitimate rights and interests of victims. Finally, using online technology to create female-friendly platforms can provide safer spaces for women to communicate and promote more speech about gender equality. To sum up, promoting the evolution of the notion of gender equality is not only respect for individual rights and interests but also a necessary condition for achieving social equity, stability, and economic development.

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