Social Media Representation of Female Power

--Content Analysis and Semantic Network Analysis Based on the Topic of "Michelle Yeoh Oscar Queen" on Weibo

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Abstract: With the empowerment of communication brought about by the Internet and new media technology, women's topics are receiving more and more attention, and women's subjectivity is beginning to break away from traditional biases. After winning the Academy Award, Michelle Yeoh created history, breaking the limits of Asian female identity and showing people the power of women who are unyielding to fate and not defined by anyone. Based on the media and women's perspective, this study focuses on the social media presentation of women's power. It takes the text of comments on the Weibo topic Michelle Yeoh Oscar-Winning Actress, as the research object to study the general characteristics of comment presentation. The research found that the comments mainly focused on "Congratulations" and "Michelle Yeoh", and the theme showed a high concentration ratio; Most users are very concerned about Michelle Yeoh's Asian female identity and have expressed a positive attitude towards the event. By analyzing how Weibo, a public social media platform, promotes and disseminates women's power, this study provides inspiration for related issues and women's news production and media communication.

Keywords: social media, female power, content analysis, semantic network analysis

1. Introduction

With the empowerment of communication brought about by the Internet and new media technology, women's topics are receiving more and more attention. The media coverage mainly focused on women's issues is also increasing, demonstrating the power of women in front of people. On the morning of March 13, 2023, the 95th Academy Awards were held in the United States. Malaysian Chinese actress Michelle Yeoh made history and became the first Asian actress to win an Oscar for Best Actress. There used to be many biases in the American film industry towards Asian actors, and every breakthrough by Asian actors could win more performance opportunities for this group. Michelle Yeoh has been working hard to achieve this. The fantasy film Everything Everywhere All at Once, starring her became the biggest winner of this Oscar, winning seven major awards, including best film, best director, and best original script. It has won both public praise and box office since its release last March. This movie tells the story of an Asian immigrant woman Evelyn, who is deeply

in a family crisis, unleashes her potential, travels through multiple universes, saves the world, and reconciles with her daughter. The central creative team, from the director to the main characters, is of Asian descent.

The success of Everything Everywhere All at Once is the collective honor of Asian filmmakers and gives ordinary women a chance to speak. In this movie, people see the figures of women who have been overlooked for too long. These ordinary women often exist in various corners of life, working hard for their families and handling trivial and heavy affairs, but few people pay attention to the value of their work.

As an Asian woman, people see in Michelle Yeoh the power of women who are not submissive to fate and are not defined by anyone. This is the first time a Chinese actress has won an Oscar for Best Actress and the first time an Asian actress has won this award. Yang Ziqiong broke the conventional restrictions on female identity or age, bringing an undefined female image to people on the screen. As she said, "Ladies, don't let anyone tell you that you have ever passed your prime. Don't give up." So how does social media present and spread this female power?

In recent years, research on the relationship between media and women has mainly focused on the "female image" in the media, and the research objects are mostly media forms such as movies and novels. There is little research on new media and female discourse. Nowadays, social media plays a crucial role in women's topics, and studying the presentation of women's power on social media has great positive significance. Therefore, this study will use Michelle Yeoh Oscar-Winning Actress Weibo topic review text as the research object, focusing on the overall characteristics of comments presented, the theme expression of comment content, and the emotional attitudes expressed by commentators. It will analyze how Weibo presents and disseminates female power to understand its rich connotations, and attempt to provide inspiration for related topics and female news production and media dissemination.

2. Literature Review

2.1. Media and Women's Studies

In the academic community, some scholars have defined media and women's studies, which can be summarized as follows: media women's studies are studies on the interrelationships and interactions between media and women. From the perspective of media, it is the study of women in the production mechanism of media, women in media content, and women in media audiences. From the perspective of women, it is to study how women perceive and use media and how they empower women through media [1].

The existence of women as a social term has been one of the eternal topics of humanity since ancient times. Throughout the long history, the determination and extension of the meaning of women have mostly been based on the physiological structure, which defines women as the antonym of men. Simone de Beauvoir, one of the most renowned feminists in the West, has proposed the idea that "women are shaped". She believed that femininity is formed not by biological factors but by society and culture, which endows women with certain "deserved" traits [2].

The study of media and gender can be traced back to the women's movement in the West in the 1960s and 1970s. The first wave of the women's movement came to a successful conclusion when legislation was enacted to guarantee women's right to vote at the end of World War I. From the 1960s to the 1980s, the second wave of the women's movement exploded with the New Left movement in the West, whose goal was to pursue equality in social life, with specific demands such as eliminating inequalities in the workplace, family, gender, and childbirth. The third wave began in the early 1990s and advocated for a positive conception of femininity, against domestic violence, rape culture, and sexual harassment, for abortion rights, and for the transformation of a sexist culture. The Western

women's movement has, to some extent, contributed to the attention of the mass media to women's issues and has attracted scholars in the field of communication to feminist research.

In recent years, with the development and change of media technology and the awakening and maturity of women's consciousness, research on media and gender has been further developed in China, mainly on "women as communicators", "women's image and gender issues in media", and "women's audience" [3-5]. It can be found that the media has played an essential role in empowering women and promoting women's development, but in the past five years, the research on media and women still focuses mainly on the "image of women" in the media, while other research directions are scattered, and there are few studies on women's discourse.

2.2. Research on Social Media and Feminism

In recent years, with the development of the Internet and the popularity of personal media, most scholars have shifted their attention to social media and are increasingly paying attention to the feminization of online media performance. The natural advantages of social media endow women with more discourse power than traditional media, giving them the more subjective initiative to showcase themselves and bringing society's attention to women to an unprecedented level. Nie Lu proposed that in the era of social media, women gradually have the right to speak and women's voices began to be heard by this society [6]. Zhang Jintao analyzed the reasons for the stigmatization of feminism in social media platforms through qualitative and quantitative research methods, and proposed solutions to improve the social gender system, promote feminist theory research and knowledge popularization, and strengthen the management of online public opinion, hoping that feminism can be developed in the context of China's national conditions [7]. By reviewing the literature, on the one hand, social media, characterized by pluralism, interactivity, convenience, timeliness, and autonomy, allows women to examine themselves from multiple perspectives, promoting the awakening of female subject consciousness and improving women's social status. On the other hand, as the traditional discrimination against women remains deeply rooted in social media, and with the help of the timeliness of new media, relevant content, and tweets that distort the positive image of women have been rapidly promoted, misleading women's subjectivity.

In summary, there are many media studies on women's issues in communication studies, but there is still room for expansion in this research direction. The constant maturity of women's consciousness and the transformation of media technology has made social media play a crucial role in women's topics. Studying the media presentation of women's power has positive significance in expanding the research field of "media and gender". Secondly, social media allows women to showcase their individuality and achievements in self-expression, expand their living space, and bring unprecedented attention to women in society. Social media has a strong driving effect on breaking female stereotypes but may also have serious negative impacts. Therefore, this study will select Michelle Yeoh Oscar-Winning Actress Weibo topic review text for content analysis, and propose the following research questions: 1) What are the general characteristics presented by the comments? 2) What topics are covered in the comments? 3) What kind of emotional attitude do the commenters show?

3. Research Design

3.1. Research Sample

With the rapid development of social media, the public has an equal channel to voice and exchange opinions. In China, Weibo has become the main platform for people to discuss public events and hot topics widely. By the end of 2022, Weibo had 586 million monthly active users and 252 million daily active users, with young people being the primary users of the platform. This study selected Michelle Yeoh Oscar-Winning Actress Weibo topic as the research object. This Weibo topic was initiated and

hosted by "Watch Hollywood", and the discussion continued from March 13, 2023, to March 28, 2023. During this period, official media such as "Sina Entertainment", "Global Network" and "CCTV Network Entertainment", as well as civil opinion leaders such as "Watching Movies", "Regardez", and "Fashion Models", joined the discussion on this topic, ultimately resulting in a reading volume of 1.17 billion and a discussion volume of 346000, providing sufficient data support for research. The Weibo host "Watch Hollywood" initiated received 342,000 likes, 11,000 comments, and 62,000 reposts. Through the web crawler technology, to get all the comment texts under "Watch Hollywood", 9,453 comments were obtained in total. Clean up the original data, deduplicate all data samples, remove special symbols, pure emoticons, meaningless number strings, or missing values, and finally, 7,210 Weibo comments were obtained.

3.2. Research Methods

This research analyzes samples by combining quantitative and qualitative research methods. It uses Python to segment and count the obtained comment text, uses ROST Content Mining 6 to analyze the data on the semantic network, and generates word frequency data, sentiment analysis views, and semantic network visualization images. At the same time, the content analysis method is used to summarize the comment theme, analyze the emotional attitudes displayed, and how the comment presents and disseminates female power.

4. Research Result

4.1. Basic Information of Comment Text

This study collects a total of 7,210 Weibo comments, the vast majority of which are published by individuals or self-media users. The comments from the host "Watchman Hollywood" received 34,653 likes and 806 responses, while the comments from individual bloggers "Snow Youjiu" and "Treasure Memory" received 26,423 and 14,649 likes, respectively. The rest of the statistical information is shown in Figure 1.
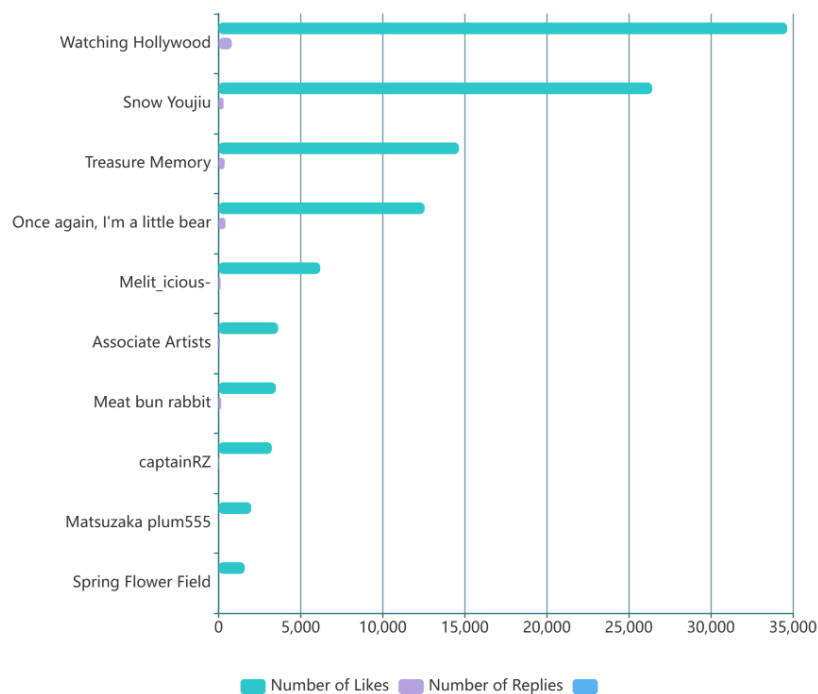

Figure 1: Comment data of the top ten likes and replies.

4.2. Semantic Network Analysis

According to Figure 2, the semantic network global map of the comment text's subject words shows that the comment content is centered on "Congratulations" and "Michelle Yeoh", and spreads out multiple themes. The degree of dispersion of the subject words is not significant. The words "woman", "best", "heroine", "anyone", "top", "movie queen" and "forever" have a high degree of weighting, indicating that the comment theme has a high degree of concentration ratio, mainly involving blessings and praise.
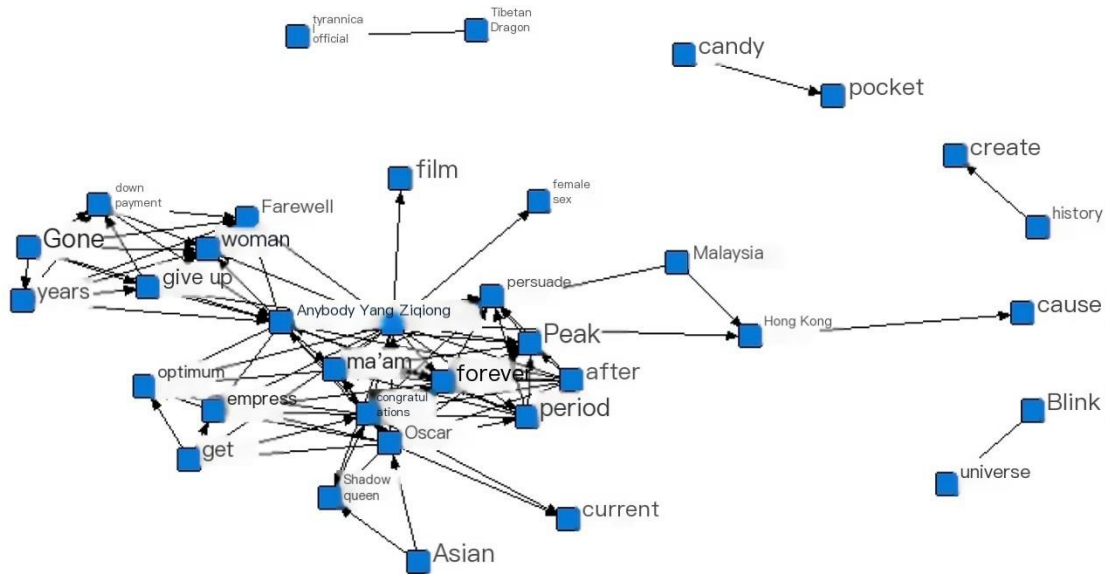

Figure 2: Semantic network global view of comment text.

4.3. Word Frequency Analysis

After conducting word frequency statistics on the collected effective comments, removing function words and meaningless content words, the top 30-word frequency statistics of comment keywords are shown in Table 1. These keywords can accurately summarize the views and attitudes expressed by the commentator during the comment process. "Conversations", "Michelle Yeoh", "Oscar", "Movie queen", and "Chinese" are all high-frequency keywords. It can be seen that comment users are very concerned about Michelle Yeoh's acquisition of the Oscar film, and most people have a positive attitude, expressing sincere blessings. Keywords such as "Chinese", "Hong Kong", and "China" fully reflect users' attention to Michelle Yeoh's Chinese identity. Keywords such as "Asia/Asia" and "Malaysia" fully reflect users' attention to Michelle Yeoh's Asian identity. High-frequency words such as "Woman/Lady", "Female", "goddess", and "queen" indicate users' attention to the female identity of Michelle Yeoh. High-frequency words such as "Excellent", "Applaud", "Worth", and "Proud" indicate users' recognition and praise of Michelle Yeoh, believing that she truly deserves to be an Asian light and feeling extremely proud of her.

Table 1: Statistics of the top 30 high-frequency words in comments.

Word	Word Class	Word Frequency
Congratulations	Noun	1446
Michelle Yeoh	Noun	945
Oscar	Noun	542

Table 1: (continued).

Chinese	Noun	402
Movie queen	Noun	392
Woman/Lady	Noun	342
Movie	Noun	335
Excellent	Adjective	327
Female	Noun	297
Asia/Asian	Noun	295
Applaud	Verb	293
Worth	Verb	266
Abandon	Verb	263
Mother/Mom	Noun	254
Everyone	Noun	249
Malaysia	Noun	245
Flowers	Noun	234
Forever	Adverb	195
Hong Kong	Noun	194
China	Noun	189
Farewell	Noun	177
Universe	Noun	144
Top	Adjective	142
Best	Adjective	142
Proud	Adjective	140
Heroine	Noun	132
Thank	Verb	130
Definition	Noun	130
Time	Noun	128
Actress	Noun	127

4.4. Theme Induction

After summarizing the high-frequency theme words, it can be found that the theme words roughly include four aspects: movies, women, politics/nationality, and emotions.

Table 2: Summary results of high-frequency commentary topics.

Topic induction	Keywords (word frequency)
Movie	Oscar（542）、movie queen（392）、movie（335）、actress（127）、history（88）、Hollywood（83）、career（77）、award（106）、star（71）、leading role（42）、acting skill（41）、character（41）、director（22）、works（20）

Table 2: (continued).

Female		woman/lady（342）、 female（297）、 mother/mom（254）、 heroine（132）、 sister（95）、 her/they（67）、 goddess（30）、 female star（15）、 queen（13）
Politics/Nationality		Chinese（402）、 Asia/Asian（295）、 Malaysia（245）、 Hong Kong（194）、 China（189）、 politics（50）、 nationality（47）、 the United States（45）、 foreigner（25）、 abroad（21）、 nation（21）、 the white race（17）ancestral home（16）、 Chinese mainland（16）、 the Chinese language（14）、 the yellow race（14）、 black people（13）、 race（13）、 the orient（13）
Emotion	Positive	Congratulations（1446）、 excellent（327）、 Applaud（293）、 worth（266）、 Flowers（234）、 top（142）、 best（142）、 Proud（140）、 Proud（130）、 cheer（126）、 effort（115）、 excited（66）、 happy（107）、 moved（73）、 beautiful（56）、 lovely（25）、 confident（22）、 model（53）、 favorable（21）、 approve（20）、 respect（20）、 brave（19）、 inspire（18）、 charm（18）、 understand（17）、 great（16）、 encourage（14）、 honor（29）、 brilliant（14）
	Negative	sad（61）、 hate（42）、 feel inferiority（14）

The theme words related to the film mainly focus on the current Oscar awards or the plot, actors, or characters of the Everything Everywhere All at Once film itself, such as Oscar, film queen, and Hollywood. Among them, 84 comments mentioned Everything Everywhere All at Once, such as "commendable, I was really shocked after watching Everything Everywhere All at Once a while ago. The plot is unconstrained and whimsical, bringing people a very different viewing experience." "Everything Everywhere All at Once is very unconstrained and extremely interesting, using multiple universes to explore Asian family and kinship, existence and nothingness. The dialogue between two stones directly elevates the idea of opposition and love, and reconciliation is like a collision of two stones. I love you in every universe." These express the audience's admiration and love for this movie.

Female-related theme words refer to the theme words surrounding female identity, such as women, mothers, heroine, and female star. It is worth noting that 21 comments mention "female power", such as "Great! Congratulations to Michelle Yeoh! This is an era where female power is constantly rising! Her power influences society! I hope we can all grow into the people we want to become through hard work"; "As an example of women's power, as long as we do our best to take every step well, there is infinite potential in the future"; "Michelle Yeoh said that women should never give up. This topic is good. Congratulations to Michelle Yeoh, it proves that women's power is regardless of age, gender, or race." This shows that users are moved and motivated by seeing the powerful power of women from Michelle Yeoh, who is not defined by anyone and never gives up.

Political/nationality-related theme words mainly emphasize Yeoh's Chinese or Asian identity, such as Chinese, Asian, Malaysian, and Hong Kong. Comments such as "too strong, Oscar's first Asian and second queen of color in nearly a century," "a scene that goes down in history, a well-deserved role model for Asian films," "Michelle Yeoh's acceptance speech inspires Asians, encourages women, and expresses gratitude to family and friends. It mentions Malaysia and Hong Kong, two places where she was nurtured and nurtured. I really like her every acceptance speech, which exudes a generous and natural feminine charm. Asian ladies have no limitations." this indicates that people love Michelle Yeoh. They recognize and admire her Asian identity and are proud of her for winning the Oscar for Best Actress.

Emotional words mainly fall into two categories: positive and negative. Overall, the comment topic on this topic is very focused, especially on topics related to females and nationality, with a higher degree of similarity in the direction of the topic word divergence. At the same time, most of the comments have rich emotional expressions, which are suitable for further emotional analysis.

4.5. Emotional Analysis

People commenting on certain things online often use emotional words and sentences to express their opinions and attitudes. This article categorizes and analyzes comments with subjective emotional colors by judging their attitude tendencies. The emotional dimensions are mainly divided into positive, negative, and neutral, and can be further divided into (1) positive emotions: happiness, love, praise, pride, respect, etc; (2) Negative emotions: anger, disappointment, disgust, criticism, negation, etc; (3) Neutral emotions: attitude is not obvious or clear.

Classify the collected valid comments into emotional categories. From the table, it can be seen that there are a total of 3,773 positive comments, 1,550 negative comments, and 1,887 neutral comments. Among these user comments, positive comments (52.333%) are far more than negative comments (21.50%), indicating that most people hold a positive attitude towards Michelle Yeoh's Oscar-winning actress, which means that the dissemination of the event has received recognition and praise from the majority of the audience.

Table 3: Distribution of comment emotions.

Emotion	Number of comments	Proportion
Positive	3773	52.33%
Negative	1550	21.50%
Neutral	1887	26.17%
Total number	7210	

5.   Research Discussion and Analysis

5.1. Empowering Social Media and Reconstructing Women's Discourse Space

With the advancement of Internet technology, social media has flourished and increasingly replaced traditional media as the main platform for people to obtain information. The empowerment of social media enables the public to freely express their personal opinions on the Internet and participate in the discussion of public issues. It allows everyone to speak up, making the dissemination subject increasingly diverse rather than being monopolized by a few people or the media. This provides a

field for ordinary Internet users to express their demands and fight for their rights and interests, and this open public opinion environment provides space for discussion of women's topics [8].

Weibo, as a public domain, is an open space where private individuals gather as public individuals to discuss public affairs related to themselves, reach consensus through consultation, and form a public discourse. Habermas believes the public sphere has political rationality and normative negotiation. However, Nancy Fraser argues that the public sphere, as discussed by Habermas, lacks a feminine perspective, and she provides a path for the realization of a feminist public sphere after reflecting on and revising Habermas' theory [9]. The increasingly active trend of feminism on Weibo reflects the strong willingness of female groups to actively strive for their discourse rights in the online public sphere and actively engage in self-speaking. The construction and formation of the female public sphere can greatly expand the power of female development and is more conducive to the construction and expression of cultural mechanisms that women identify with. It integrates the traditional privileged cultural public sphere into the multicultural and equal cultural public sphere [10].

From March 13 to 28th, 2023, the discussion on the topic of Michelle Yeoh Oscar-Winning Actress generated a reading volume of 1.17 billion and a discussion volume of 346,000. The powerful dissemination and influence of Weibo are changing the construction of women's discourse and image in the current media environment. Female consciousness can also be strengthened through continuous communication and interaction, breaking the long-standing shackles of male power, and forming an equal public opinion environment for men and women, enabling women to exercise their discourse power more actively and defend their rights [11]. Gender issues have limited communication influence because they have long been outside the mainstream discourse. In a public media platform like Weibo with a vast number of users, it is vital to have "Weibo V" and online opinion leaders with a large number of followers. The topic Michelle Yeoh Oscar-Winning Actress was started by Watch Hollywood, which has 12.638 million followers, and quickly formed a topic using phrases such as "Michelle Yeoh says women should never give up". This has created a public sphere that is conducive to gathering women's discourse, reshaping women's sense of subjectivity, and giving space to the symbolic construction of women's discourse. This will help women gain more attention and understanding in the Weibo field, encourage social mobilization, and promote the fermentation of public opinion through retweets and likes and other platform communication mechanisms.

The consciousness of female subjectivity has also evolved from breaking away from traditional biases to building the status of female subjectivity. More and more people are beginning to realize the dominant position and powerful power of women. Many users express that they can see from Michelle Yeoh the spirit of women not being defined by anyone and never giving up. This encourages more women to be themselves and pursue their ideals bravely.

5.2. Future Prospects

In the era of social media, based on the level of attention paid to women's topics, more and more people are starting to think about the inherent irrationality of cognition, and communicators are gradually responding to the demands of feminists. Of course, the low threshold of social media grants ordinary people the right to speak up and creates information redundancy. Due to the anonymity of network media and the lack of gatekeepers, a large amount of information flows in, and the quality is uneven, which requires the audience's understanding and judgment ability. Therefore, mainstream media, as an essential channel for the public to access information, can actively play its own promotional and guiding functions, change the inherent thinking mode of mass communication, avoid subjective assumptions and stereotypes, position gender awareness, emphasize women's self-awareness, and spread women's power from a broader social perspective. Only through effective communication in the social and cultural field can women's real problems be solved [12].

In addition, there is a strong feminist atmosphere in the current Weibo. It seems that the public expression of support for women's equal rights struggle has become a kind of "political correctness" behavior, and even derived the phenomenon of hatred against the male group, which undoubtedly deviates from the original purpose of communication. In the wave of feminism, mainstream media should strike a balance and not excessively promote women's rights in order to please female audiences, resulting in gender conflicts and negative social impacts [13].

Social media endows women with more discourse power compared to traditional media, giving them the more subjective initiative to showcase themselves. Women no longer appear as onlookers or ordinary participants on the Internet but increasingly enter the field of communication as communication subjects, establishing discourse authority [14]. Women's groups gradually build a community of imagination and action based on empathy, mutual assistance, and solidarity with a highly emotional call. As women themselves, they need to enhance their sense of subjectivity, prompt self-shaping, self-improvement, and self-expression, and actively participate in constructing public discourse with a more existential and active posture.

6.   Conclusion

With the empowerment of communication brought about by the Internet and new media technology, women's topics are receiving more and more attention, and women's subjectivity is beginning to break away from traditional biases. After winning the Academy Award, Michelle Yeoh created history, breaking the limits of Asian female identity, and showing people the power of women who are unyielding to fate and not defined by anyone.

Based on the media and women's perspective, this study focuses on the social media presentation of women's power, and takes the text of comments on the Weibo topic Michelle Yeoh Oscar-Winning Actress as the research object to study the general characteristics of comment presentation. The research found that the comments mainly focused on "Congratulations" and "Michelle Yeoh", and the theme showed a high concentration ratio; Most users are very concerned about Michelle Yeoh's Asian female identity and have expressed a positive attitude towards the event. By analyzing how Weibo, a public social media platform, promotes and disseminates women's power, this study provides inspiration for related issues and women's news production and media communication.

Due to limited time and energy, this study did not select all Weibo reposts and comment texts of this top. Only the comment texts under the host's Weibo were selected as representative samples for analysis, with a small sample size. In the following research, the number of samples should be increased in order to objectively demonstrate the presentation of female power on social media and provide more targeted suggestions. Meanwhile, the considerations proposed in this study are based on research on Weibo, a social media platform. However, with the rapid development of internet technology and the ever-changing network environment, there are also different situations in the presentation and dissemination of women's power on different types of social media platforms. Therefore, these considerations and suggestions should also be adjusted in a timely manner. Expanding the scope of the research sample and studying different social media platforms will be the future study directions.

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