

# ***Impact of New Media Publicity on the Improvement of the Situation of Migrant Women: Current Situation, Challenges and Prospects***

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**Abstract:** Globalization has become a significant phenomenon in today's world, influencing various aspects of society. One area where its effects are increasingly apparent is in the challenges faced by migrant women. These women often find themselves in marginalized positions, encountering economic, social, and health difficulties. Additionally, they can hardly find efficient access to information and social support, leading to worse conditions. This paper explores how new media promotion can positively impact the lives and rights protection of migrant women through enhanced social media engagement. By employing literature review and case study methods, this study evaluates the effectiveness of different new media platforms in improving migrant women's living conditions. It investigates whether new media promotion can effectively raise social awareness among migrant women and enhance their working environment and health conditions. The findings indicate that new media promotion has substantially improved the protection of migrant women's rights and social participation through effective information dissemination and social interaction, though it also faces challenges related to information authenticity. This research is significant because it underscores the potential of new media to enhance migrant women's living conditions and rights protection, and it provides insights into how addressing information authenticity can further improve social participation and welfare support for this group.

**Keywords:** New media, migrant women, social awareness.

## **1. Introduction**

Globalization and economic development have not only increased opportunities for migrant women but have also exacerbated their living burdens. These women often face various pressures stemming from social structures and cultural biases, which can render them in a disadvantaged position when it comes to accessing information and receiving online social support. Consequently, this situation can really limit their ability to access help from society and do not improve their living conditions [1]. Taking China as an illustrative example, this study examines the potential and practical effects of new media promotion on enhancing the living conditions of migrant women. Additionally, it explores how different types of new media platforms can help boost migrant women's social participation and protect their well-being. Using a combination of literature review and case studies, this paper analyzes the influences of new media promotion on migrant women's behavior and social status through

information sharing and social interaction [2]. The research aims to determine whether new media promotion can effectively increase migrant women's social awareness while contributing to improving job opportunities and health conditions for these individuals. By exploring these aspects, this study seeks to gain a deeper understanding of how new media can promote social equity and gender equality, as well as provide effective support for migrant women.

## 2. The Situation and Challenges of Migrant Women: A Case Study of China

In China, migrant women face considerable challenges due to social structures and cultural situations. Socially, these women often experience marginalization and exclusion of the majority because of the traditional gender roles that are common in both rural and urban areas. Cultural attitudes frequently perpetuate gender inequality, affecting how migrant women are perceived and treated by society. For example, migrant women often encounter discrimination and limited access to social resources, which can hinder their integration into urban communities [3].

Culturally, traditional Chinese values place women in roles that take family responsibilities without economic independence in the society. This cultural backdrop can restrict migrant women's opportunities for social mobility and influence how they are viewed in professional contexts. The expectation for women to fulfill domestic roles can contribute to their undervaluation in the labor market, further increasing their vulnerability and economic dependency [4]. These cultural norms not only affect their employment prospects but also impact their situation and quality of life.

Economically, migrant women in China face significant challenges, particularly regarding job quality. Many of them are employed in low-paying jobs with few benefits, such as domestic work, construction, and various service sectors. For example, the 2021 China Labor Market Report indicates that approximately 70% of migrant women work in sectors with average monthly incomes of around 3,000 yuan, or approximately 450 dollars, which is significantly below the average income for urban workers [5]. Additionally, the 2019 China Women Labor Market Report reveals that 65% of migrant women are excluded from social insurance programs due to their hukou status, leading to a lack of access to health, pension, and unemployment benefits [6].

Occupationally, migrant women face barriers related to their educational background and professional qualifications. *The 2022 China Labor Statistical Yearbook reports* that over 50% of migrant women have only completed middle school education, which severely limits their employment opportunities and confines them to lower-wage jobs. Specifically, the average monthly wage for these women is about 2,800 yuan (approximately 400 dollars), compared to 5,500 yuan (approximately 800 dollars) for women with higher educational qualifications [7]. Despite their significant contributions to the economy, these women frequently lack access to formal labor protections and career advancement opportunities.

## 3. Media and Its Role in Social Change

New media refers to digital forms of communication and platforms that have emerged with the advancement of technology, particularly the internet. New media consists of a wide range of digital channels, such as social media platforms, blogs, and podcasts. These platforms are characterized by their interactive nature, which allows users to engage in two-way communication rather than just consuming content passively [8].

Key characteristics of new media include immediacy, accessibility, and user-generated content. New media enables real-time sharing of information and provides broader access to diverse audiences. Additionally, it allows individuals to create and distribute their own content, which can democratize information flow and empower marginalized groups by giving them a voice [9].

New media has increasingly been used in social movements and rights protection due to its ability to mobilize, inform, and engage people quickly and effectively. Social media platforms like Twitter, Facebook, and Instagram have played significant roles in organizing and spreading awareness about various social issues. These platforms have been used in movements such as #MeToo and Black Lives Matter, demonstrating how new media can facilitate collective action and bring attention to social issues [10].

For migrant women, new media offers a tool for advocacy and support. It provides platforms for them to share experiences in life, seek assistance from social organizations, and connect with support from society. Through online communities and social media, migrant women can raise awareness about their issues, mobilize support, and protect their rights. For example, platforms such as WeChat and Douyin are used to create networks that provide information on legal rights, job opportunities, and health services, helping to ease some of the challenges they face [11].

#### **4. Analysis of the Impact of New Media on Migrant Women**

##### **4.1. Effects of Information Dissemination and Social Interaction**

New media has significantly impacted the lives of migrant women by enhancing their ability to access information and participate in social interaction. Platforms such as WeChat, Weibo, and Douyin facilitate the dissemination of crucial information regarding legal rights, job opportunities, and social services. This access can benefit migrant women who may find it difficult to find resources due to language barriers or a lack of access to local networks [12].

Social media platforms like WeChat and Douyin enable migrant women to connect with others in similar situations, creating a sense of community and support. These interactions can help reduce feelings of isolation and provide practical assistance to society, such as sharing information about available resources or offering emotional support to each other [13]. The ability to participate in online communities also empowers migrant women to advocate for their rights and raise awareness about issues affecting them.

##### **4.2. Case Study 1: Beijing Mulan Flower Social Work Service Center**

A notable example of effective new media use in supporting migrant women is the Beijing Mulan Flower Social Work Service Center. This organization has successfully used new media platforms to enhance its outreach and impact. Through social media campaigns, Mulan Flower has raised awareness about the challenges faced by migrant women and mobilized support for their cause.

For instance, the center has used WeChat and Sina Weibo to run campaigns that provide information on legal rights, healthcare, and social services for migrant women. These campaigns have included informational videos, articles, and interactive Q&A sessions, which have reached a wide range of audiences and facilitated greater engagement with the migrant community [14]. With the power of new media, the center has been able to create a supportive network for migrant women in China and advocate for policy changes that benefit them.

Additionally, the success of Mulan Flower's campaigns demonstrates how new media can be an effective tool for social change. Their approach of using digital platforms for advocacy and support highlights the potential of new media to address social issues and improve the lives of marginalized groups [15].

##### **4.3. Case Study 2: The “Sisterhood” Campaign by Shanghai Migrant Women’s Association**

Another successful new media initiative is the “Sisterhood” campaign run by the Shanghai Migrant Women’s Association. This campaign provides platforms to support migrant women through various

online activities. The association used platforms like Douyin (TikTok in China) and WeChat to collect valuable information on employment rights, mental health, and legal aid.

The campaign included short videos and live-streamed workshops featuring experts who provided practical advice and answered questions from migrant women. These efforts have significantly increased awareness and facilitated access to resources for the migrant women. According to the Shanghai Daily, the campaign's WeChat public account attracted over 50,000 followers, and their Douyin videos garnered more than 1 million views collectively.[16]

The success of the “Sisterhood” campaign proves that the power of new media in creating virtual communities and generating support is possible. It has demonstrated that targeted digital outreach can effectively address the needs of migrant women and help them directly.

#### **4.4. Case Study 3: The “Migrant Women’s Health Initiative”**

The “Migrant Women’s Health Initiative,” launched by the China Women’s Development Foundation (CWDF), provides another significant example of new media's role in supporting migrant women. The initiative platforms, such as Weibo and the CWDF’s official website, launch health education campaigns aimed at migrant women.

Through a series of online seminars, informational articles, and interactive discussions, the initiative has provided crucial information on access to medical services, healthcare insurance, and wellness programs. According to the China Women’s Development Foundation, the campaign's online resources have reached over 200,000 migrant women, improving their access to health services and increasing their health literacy [17].

“Migrant Women’s Health Initiative” highlights the effectiveness of new media in addressing specific health-related issues within migrant communities. It showcases how digital platforms can be used to get essential health information and connect migrant women with appropriate services through the internet.

### **5. Challenges and Limitations**

#### **5.1. Challenges Facing New Media Promotion**

New media promotion also has several challenges that impact its effectiveness for migrant women. One major challenge is digital literacy. While new media offers valuable platforms for information sharing and community building, not all migrant women have the necessary skills or access to use these tools. This digital divide can limit their ability to engage with online resources and support networks effectively.

Additionally, online harassment and discrimination can cause significant problems. Migrant women may face negative comments, misinformation, or targeted attacks online, which can undermine the positive potential of new media. Such issues can discourage them from participating in online platforms or sharing their experiences, further isolating them from accessing supportive communities [18].

#### **5.2. Technical Feasibility and Information Authenticity Issues**

Technical feasibility is another significant aspect. The effectiveness of new media platforms relies on their accessibility and functionality. Challenges like inconsistent internet connectivity, particularly in rural areas, which can restrict access to online resources. Moreover, the rapidly evolving nature of technology means that keeping up with new tools and platforms can be difficult for those trying to use them for advocacy and support [19].

Information authenticity is also a concern. The vast amount of information available online includes both reliable and misleading content. The accuracy of information is vital for effective support and advocacy. Misinformation can lead to confusion and potentially harm migrant women with lower education degrees, highlighting the need for reliable sources and verified information [20].

## 6. Future Outlook and Recommendations

To effectively support migrant women through new media, several strategies should be implemented. Firstly, enhancing digital literacy is significant. Many migrant women face barriers in accessing and using digital devices. To provide targeted training programs can help them use new media platforms effectively. Community workshops, volunteers, and informational guides can fill this gap and empower migrant women to fully utilize these technologies.

Creating safe and inclusive online spaces is also essential. Migrant women may encounter harassment and discrimination online, which can deter them from participating in digital communities. Ensuring that online platforms can help create a more welcoming environment. Additionally, fostering a positive online community through supportive networks can significantly enhance the sense of belonging for those migrant women.

Moreover, improving the accessibility and reliability of new media platforms is vital. Platforms should be designed to be user-friendly and accessible to individuals with varying levels of technological and educational skills. It needs to have clear, accurate, and reliable information through verified platforms, which can help prevent misinformation and ensure that migrant women receive valuable and trustworthy support.

Besides, partnering with local organizations that already support migrant communities can also help migrant women through new media. These organizations often have established trust and understand the specific needs of migrant women, making it easier to communicate with them. Collaborations can include co-hosting events, sharing resources, and promoting new media tools that these organizations find effective. By connecting with these existing networks, new media initiatives can be more impactful and reach a wider audience among migrant women.

Lastly, encouraging migrant women to create and share their own content can be a powerful way to support them through new media. They can freely share personal stories, advice, and local resources and resonates with others in similar situations. This approach can create a sense of belonging. Promoting peer support networks online can also offer practical assistance and emotional encouragement, further benefiting migrant women.

## 7. Conclusion

This study has explored the impact of new media promotion on enhancing the living condition and rights protection of migrant women, with a specific focus on China. Through a comprehensive literature review and case study analysis, the research has found that new media platforms—such as WeChat, Weibo, Douyin, and other apps—really play a crucial role in improving migrant women's access to information, social support, and job opportunities. These platforms have facilitated greater awareness about legal rights, health services, and employment opportunities and have fostered community building and social interaction among migrant women.

However, there are still several limitations. The effectiveness of new media may also be affected by challenges such as digital literacy, online harassment, and misinformation. Many migrant women face barriers in accessing and using digital tools, which restrict their engagement with online resources. Additionally, the presence of inaccurate information and negative online experiences can further isolate migrant women from supportive networks and advocacy opportunities. Technical



issues, such as inconsistent internet connectivity and rapidly changing technology, can also be challenges for migrant women.

Looking ahead, there are several key areas for improvement and future research. Enhancing digital literacy through targeted training programs and community workshops with the assistance of volunteers is essential to empowering migrant women to effectively use new media platforms. Also, creating a safe and inclusive online spaces can help decrease online harassment and discrimination, and form a more supportive digital environment. Furthermore, ensuring the accuracy and reliability of information through verified sources will be crucial in preventing misinformation and providing valuable support.

In conclusion, while new media has proven to be a powerful tool for supporting migrant women, there are still some challenges they are facing. Future research should continue to explore innovative ways to develop new media for social equity and gender equality, ensuring that migrant women can fully benefit from the opportunities these platforms offer.

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