

Research on the Image of Female Food Bloggers on the Douyin Platform

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ABSTRACT: As a new media form and a new way of information transmission, short video represented by Douyin has become an important carrier for the audience to use fragmented time for social and entertainment consumption. The short video circle is continuously subdivided, extending a large number of vertical contents, and food is one of the subdivision fields of the short video category. As the most image of food bloggers, female food bloggers account for a lot, and its image construction has become the main factor attracting attention. This research is based on the image construction of female food bloggers on the Douyin platform, explores the image characteristics of women food bloggers in the current short video industry, and studies the relationship between the reasons behind them and the social background, expanding the in-depth research on the topic of "food bloggers" programs. This paper is based on Goffman's "Dramaturgical Theory", and its theoretical framework comes from the "media user experience model" proposed by Chinese scholar Yu. It uses the content analysis method to construct the category and analyze the content of the sample video. It is found that although the Douyin platform provides a free and personalized space for the voice of the female group, the self-awareness of the female group continues to awaken. However, the appearance characteristics of female food bloggers image created in the current Douyin platform reflect the "pseudo personalized" online celebrity production under commercial capital. In the online social networking platform, women's consumption is still the mainstream, and the task of awakening women's consciousness and pursuing gender equality is still arduous.

1. INTRODUCTION

Douyin is a social software for music creative short video in China. The software was launched on September 20, 2016. It is a short video community platform for all ages. Users can choose songs, shoot music works and form their own works through this software. It is social software. People can share their life through the Douyin short video app. At the same time, people can meet more friends here and learn about all kinds of anecdotes. Douyin's playing method is not completely new, but this short video product is in the limelight: The number of Douyin users reached 809million in 2022, the average daily video playback volume is more than 100 million, and various stars have forwarded it one after another. Daily Active User of Douyin has reached the order of millions.

With the rapid development of short video industry, the circle is continuously subdivided, extending a large number of vertical contents, and food is one of the subdivided fields of the short video. Its exquisite picture presentation and rich food connotation create the content loved by the audience. Therefore, it has also created a creative upsurge, making the image of "food bloggers" an important field in the Douyin short video. In addition to the video content itself, female image is also a major factor

in attracting the audience. The female images of short food videos on the Douyin platform are different, and they are important character symbols. The anchor uses symbols to interact in the video to form a social mechanism that has entertainment functions and meets the needs of the audience and society, as well as a key mechanism that has economic functions and realizes the realization of interests.

As the image of the vast majority of food bloggers, female food bloggers account a lot. Its image construction has become the main factor attracting attention. However, the images of women's food bloggers are different. It can be seen that many food bloggers anchors with the label of "big stomach king" easily surpass the Guinness world record. Many women's food bloggers rely on vision and hearing to impact the senses of netizens, obtain hundreds of thousands or even millions of praises, and earn millions a year by carrying goods, exploring stores and other operations. In order to obtain a high amount of traffic, some "big stomach kings" eat fake food or induce vomiting, which makes netizens believe it through a splicing lens. On the other hand, they say that they only eat fat because they have the secret of body management, and the so-called secret of body management is to sell weight-loss drugs to netizens. In addition, there are a large number of anomie behaviors such as vulgar behavior, wandering along the edge of the red line and spreading wrong ideas among women on the Douyin platform,

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which have brought certain negative effects on the audience and society.

2. LITERATURE REVIEW

At present, the domestic research results of "food bloggers" programs can be roughly divided into three categories. One is the study of the audience. Han Chuanxi and Yin Xiaoyu explored the psychological motivation of the audience to watch "food bloggers" programs from the perspective of structuralism and summarized that the psychological factors for the audience to choose to watch "food bloggers" programs include curiosity seeking psychology, compensatory psychology, group loneliness, the sense of urgent need for companionship and the acquisition of their own sense of superiority [1]. Chen Yuyi believes that the audience's private desire, the "vulgar" view and body attention are also the main psychological factors when watching "food bloggers" programs [2]. The second is the research on the content production mode and communication mode of "food bloggers". From the perspective of communication, Bai Shana analyses and studies the content production mode of live meal programs from the content, essence and basic attributes of live meal programs [3]. However, in terms of content generation, it is not that the "food bloggers fever" anchor carries out one-way information output to the program audience. The program audience is also generating new content in the process of watching the program and communicating with the anchor. Wang Yanling, Liu Ke, Chen Xueying believe that this is a process of two-way interaction at the emotional level and the repeated action of symbolic elements [4]. Chen Yu studied the production and dissemination process of "food bloggers" programs by taking Muxia Youbi's "food bloggers" video as an example, so as to increase the support of typical cases for the academic circles to study the single form of "food bloggers" programs [5]. The third is to study the reasons for the rapid popularity of "food bloggers" programs and the formation of "food bloggers fever". Wang Yingying attributed the popularity of "food bloggers show" to the self-realization psychology of the anchor and the psychological company needs, body expectation needs, and appetite stimulation needs of the audience [6]. When analysing the reasons for "food bloggers for all" based on the theory of "use and satisfaction", Nie Yan said that the food bloggers on the "food bloggers" short video platform have three effects on the audience, namely mood conversion effect, interpersonal relationship effect and self-confirmation effect [7]. Cao Xiran believes that the non-threshold of communication subject makes the whole people participate; Diversified communication contents to meet the needs of different groups; The main reason for the phenomenon of "food bloggers fever" is that the curious broadcast meets the audience's food agent and lonely company [8].

To sum up, although the academic circles have studied the content production, communication status, prevalence reasons and audience psychology of "food blogger" programs, and many people are studying various video

contents and anchor images in Douyin video, there are relatively few studies on the female images of "food bloggers" in short video platforms. On the whole, most of the studies on women and the media are from a macro point of view and lack of focus. As an important subdivision of the short video platform represented by Douyin, there are few scholars to study it, and there is a lack of in-depth discussion and analysis at the theoretical level. Therefore, this study is based on the research on the image construction of women food bloggers on the Douyin platform, explores the image characteristics of women food bloggers in the current short video industry, studies the relationship between the reasons behind them and the social background, and also expands the in-depth research on the topic of "food bloggers" programs.

3. METHODOLOGY

Content analysis is used in the study. From the perspective of the realizability, feasibility and scientific of the research, the samples of this research are selected in the index ranking on the website "Xinshuo". "Xintiao" is the Douyin full scene AI data tool under "Xinbang".

One column of the index ranking list is expressly listed in "Xin Dou." It is sorted by the account's new list index throughout the statistical time period. The new list index refers to the performance of the Douyin platform's counted accounts. The five data points utilized to calculate the new Douyin list index are the number of fans, the increment of fans, the number of shares, the number of comments, and the number of likes. Although Douyin users can pay to boost their account video works' exposure in the traffic pool, the increase in the number of fans' attention and likes is uncontrollable.

In the Xin Dou app, "food blogger" and "female" are used as keywords to retrieve relevant users and topics respectively, determine their female food blogger identity and select samples in combination with the gender and location displayed on the main interface of the account and the published content. Make a systematic and quantitative analysis of the selected samples and contents, draw a conclusion through data analysis, investigate the characteristics of the image presentation of women food bloggers in Douyin, then explore the motivation behind the image presentation about the use of short videos, and pay attention to the social significance behind the phenomenon.

Specific video sample selection methods: first, according to the comprehensive data, 16 women in the top 200 are food bloggers. From March 20 to May 20, 315 videos of these bloggers were collected to ensure that the selected video samples are representative and real-time. Then the category analysis is carried out.

4. RESULTS

The theoretical framework comes from the "media user experience model" proposed by Chinese scholar Yu. He found that user experience emphasizes all the experiences established by users in the process of using media,

including cognition, emotion, attitude, etc. Its object is media content, and its subject is users in a specific environment. Therefore, after combing the representative studies in the field of user experience at home and abroad, he put forward the model of user experience research. His model is divided into three main indicators: media or product characteristics, user characteristics and environmental characteristics. Under the primary indicators, there are 7 secondary indicators and at least 16 tertiary indicators [9].

The focus of the research is mainly to explore what the image of food bloggers, as the main content, shows in the Douyin platform, which has no direct relationship with the user characteristics, that is, the audience attributes of different media. How to maintain the media operating environment is also the main feature of the media operating environment. To sum up, from the perspective of the audience, the only use the media feature dimension, that is, the main indicators of the "media user experience model", to analyse the research content from the content and image levels.

Different from the reference model, the content layer of this study includes the narrative content, that is, what the specific story is, and the narrative framework, that is, the writing framework of the content or the user's use process. The image layer mainly analyses the visual design and removes the brand. The reason for this is that this research mainly focuses on a platform of Douyin. The brand factor is more a comparison under the same media, so it is not considered.

Firstly, at the content level, it analyses the content and framework construction of video content, explores and understands the meaning production activities behind the symbolic meaning directly revealed by female food bloggers, and analyses how the media sets the agenda to express the content. Among them, the main content mainly belongs to creative skills, which mainly inspects the value consciousness of female food bloggers. On the one hand, the concept of female food bloggers is a reflection of the real society; On the other hand, it will also affect the value consciousness of the audience.

In this study, the content narrative framework displayed by women in the selected samples was coded and analysed according to the following three indicators:

Table 1. Category construction of content and framework construction analysis

Serial number	index	Category
1	Theme and content	1= Food evaluation; 2= Visit gourmet restaurants; 3= Food recommendation; 4=daily food; 5= plot
2	Food category	1=Desserts; 2=Fat reducing food; 3=High calorie food; 4=regular food; 5=Curious food
3	Scene	1= Tony restaurant; 2=Corner shop; 3=elaborate home; 4= home of ordinary decoration

Secondly, at the image level, the audio-visual symbols directly revealed by the author of Douyin are analysed. The specific method is to select samples and construct categories for them. Based on the adoption of Goffman's

description of "personal front desk", according to the definition, he believes that people's behavior in daily life conforms to the "self-performance" characteristics of "pseudo drama". People regularly display the part of the individual performance that defines the scene for the observer in a general and fixed way in the front desk, so as to form and shape their own social image. Goffman divides the components of personal front desk into: the marks of official position or rank; clothing; gender, age and ethnic characteristics; figure and appearance, instruments; way of speaking, Facial expression, Manners, wait and so on.

According to the preliminary sorting of female food bloggers videos on the Douyin platform, this study encodes and analyses the female images in the selected samples according to the following six indicators:

Table 2. Category construction of female image content analysis

Serial number	index	Category
1	Age	1=children/adolescents; 2 = youth; 3 = middle age; 4 = old age
2	Makeup	0 = not obvious / not reflected; 1 = make-up; 2 = no makeup; 3 = half makeup; 4= makeup change
3	appearance	1 = eyes (large / small / not reflected); 2 = nose (high / medium / low / not reflected); 3 = face shape (oval face / oval face / round face / square face / not reflected) 4 = figure (slim / normal / obese)
4	Clothes& Accessories	1 = professional wear; 2 = daily wear; 3 = sportswear; 4 = special clothing; 5 =home clothes; 6 = cross dressing
5	role	0 = unknown occupation; 1 = student; 2 = family role; 3 = leader; 4 = ordinary workers
6	Character / temperament	1 = active wave; 2 = gentle and considerate; 3 = fierce, impulsive and perceptual; 4 = adventurous spirit; 5 = sexy and cute; 6 = funny nonsense; 7 = mean; 8 = shy; 9 = enterprising; 10 = simple and virtuous; 11 = low self-esteem; 12 = weak and resourceful

4.1. Content layer

4.1.1. Video theme and content

On the Douyin platform, the themes and contents of women's diet broadcast videos are mainly divided into five categories, of which daily cooking and diet videos are the most, accounting for nearly half. The second category is "Visit gourmet restaurants", that is, at the invitation of merchants or the recommendation of fans, or spontaneously go to some restaurants to order and taste food. Such videos account for 29%. The third category is food evaluation, accounting for 12%. Such videos are usually used to meet the needs of fans, or bloggers evaluate the special food discussed more on the current Internet platform. Finally, there are as many recommended videos as videos combined with plot, accounting for 6%.

It can be seen that there are a lot of daily food

displayed by female food bloggers on Douyin. In other videos, it is affected by the current trend culture or consumption to some extent

4.1.2. Food category

In the short video on the Douyin platform, 42% of the food eaten by female food bloggers is high calorie food, which is in contrast to the fat reducing food with the least proportion (6%). The second is normal food. It is worth noting that novelty food accounts for nearly one fifth of the total, and the protagonists of such videos are usually sweet and lovely girls. It can be seen that the content displayed by female food bloggers on the Douyin platform is, to some extent, to cater to the audience and satisfy the audience's fantasy about the food they can't access to.

4.1.3. Scene

In the short video on the Douyin platform, about two-thirds of the shooting scenes where female food bloggers eat and broadcast are at home and one-third are in restaurants. Among them, the exquisite and ordinary ones account for about half respectively. It can be seen that the female food bloggers broadcasting on the Douyin platform also takes the shooting environment as an important performance symbol, combining the exquisite environment with the well-dressed appearance.

4.2. Image layer

4.2.1. Age

Young women account for the largest proportion, reaching 90%, and far more than women of other three age groups. Followed by middle-aged women, children and adolescents, accounting for 10% and 0% respectively. It can be seen from this that the age of the female image shown in the short video of female food bloggers broadcasting in Douyin mainly has the following characteristics: The first is to show the image of young women, and the image of the elderly women group has been greatly ignored. Second, it conforms to the positioning of the Douyin platform. The presentation of female food bloggers images in short videos is the choice of the audience.

4.2.2. Appearance and makeup

In the short video, netizens themselves are the core symbols in the video transmission process, and the facial features of the characters in the video will determine the attractiveness of the video to the audience at the first time. Therefore, this section makes statistics on the makeup, eye size, straightness of nose, face shape and figure of women in the video, and discusses the aesthetic standard of women in the short video from the makeup and appearance of the human body.

Table 3 Proportion of women with different appearance

Appearance type	features	Proportion (%)
eye	large	67.1
	small	31.4
	not reflected	1.5
nose	Roman nose	1.5
	middle	98.5
	flat nose	0
	not reflected	0
face shape	heart-shaped face	82.8
	oval face	2.8
	round face	11.6
	square face	2.8
	not reflected	0
figure	slim	34.3
	normal	51.4
	obese	14.3
	not reflected	0

It can be seen that 67.1% of the women in the sample short video have big eyes, and almost all women have high or medium bridge of nose, without collapsing bridge. 82.8% of the women had oval face and 69.1% had slim figure. Therefore, the social aesthetic judgment standard for women is very obvious: a young woman with big eyes, double eyelids, high nose, sharp chin and slender figure is the most popular female image in the current online world. It can be seen that 70% of the women who appeared in the video chose to make up, and 28.5% chose to wear eyebrows or lipstick in front of the camera. Women's pursuit of their own external image is always on the way. The change from maintaining "patriarchal interests" to "self-centred" expresses women's attempt to pursue dual independence in life and spirit.

4.2.3. Clothing

The analysis of the female food bloggers clothing can reveal the influence of clothing on the image building of them from three aspects: clothing characteristics, fashion trends and clothing wearing psychology, and then explore the symbolic significance behind it. 71.4% of the women chose to appear in the video in their daily clothes, and loose clothes, T-Shirts, jeans and other clothes were the most common; The second is the characteristic clothing which accounts for 17.1%. Based on the analysis of the sample data, the following characteristics of the construction of women's image shown in the short videos of female food bloggers broadcasting can be obtained: first, the choice of daily dresses is mainly based on the leisure clothes of the tide flu; Second, girls' pursuit of characteristic clothing is becoming more and more obvious, and characteristic clothing may also become the symbol label of female food bloggers.

4.2.4. Professional role

The development of mass media has always been accompanied by the development of economy, society, science and technology, constantly changing the public's cognition of different social roles and reflecting real life. The analysis of women's professional roles in eating and broadcasting videos can reflect some current situations of women's social professional roles in the real society, so as to reveal the current gender equality issues. In general, the short videos of the female food bloggers are vague about the display of women's professional roles. The number of women who appear in short videos as housewives or family members is much higher than that of professional women; Up to 80% of women have no job.

Here are some features of the short video about women's professional roles: First, the presentation of women's professional roles in short videos is not the key point. Most of the time, women's roles are only needed. Therefore, 17.5% of women appear in the videos as family roles, and 80% of women's careers are unknown; Secondly, the role of women in the workplace is not emphasized, and there is no plot performance about work content and work ability in the video. Second, the proportion of women with unknown occupation and family is much higher than that of professional women. To some extent, this indicates that online popularity is still influenced by traditional concepts.

4.2.5. Character / temperament

In the short videos broadcast by female food bloggers, women are usually described as such personality traits as sunshine, self-confidence, living wave, sexy and cute, and emotional impulse. The expectations of traditional social concepts such as simplicity, virtue, gentleness and consideration still exist. Some images of depression are also reflected. It can be seen that the media still adhere to stereotypes in disseminating traditional female images and belittling female images.

5. DISCUSSION

Using Douyin as an example, short video is a new product of visual communication's rise. Every user is subtly influenced by Douyin culture, whether they participate in the creation and production of short videos or simply watch as an audience. The findings show that:

1. The appearance characteristics of the female image created in the Douyin platform reflect the "pseudo personalized" online celebrity production under the commercial capital

Young women with big eyes, double eyelids, high nose, sharp chin and slim figure are the appearance characteristics of the female image created in the Douyin platform, which has been recognized by most traffic online celebrities. They also shape the female image based on this. The "MCN organization" of the professional incubation weblog company has joined the short video production. The large-scale and reproducible assembly line short video has overwhelmed users. It is unavoidable that the audience will focus on their interests, necessitating

the selection of niche bloggers who are experts in specific fields. In the "information cocoon room" environment, the strong emotional connection and narrow cognition make the "pseudo personalized" network celebrities under the commercial capital have a great impact on the cognition of the audience, and it is difficult to get rid of the restrictions of the consumer society.

2. In the online social platform, women's consumption is still the mainstream, and the task of awakening women's consciousness and pursuing gender equality is still arduous.

On the one hand, the sharp and lively images of female food bloggers fill the lack of traditional media images in which such occupations only belong to men. The media images presented by de feminization provide imagination space for women to choose future development opportunities. The technical empowerment of short video makes the female image more diversified.

On the other hand, through the problems presented in various short videos, it can be seen that the gender inequality hides in an open-minded society. Women who pursue diversity are always asked about their families or compared with men's achievements when they are affirmed. The rationale is still the suppression of developing female consciousness, and women constantly distinguish between sexual and familial roles. The patriarchal culture still suppresses the creation of a free and independent female character and image that purportedly adheres to women's self-expectations and is willing to be under the monitoring of gaze.

3. There are two main reasons for the above characteristics of female images:

Firstly, the Douyin platform gives female groups a free and individualized platform to express themselves. It supports the presence of diverse aesthetics and allows women to preserve their appeal at a time when female groups' self-consciousness is continually waking. Some women who are aware of their own independence and the concept of gender equality begin to work to dismantle the male-dominated social power system. Second, on the one hand, netizens who were born in the "grass roots" have brought many illusions for ordinary people to "become famous". Women want to be perceived in a positive light, anxious to be recognized and validated; commercial marketing, on the other hand, puts pressure on the reality of popular online celebrities. The more the commercial value, the more admirers there are. The influencers can only achieve the commercial value by catering to the aesthetics of the majority of people. Women fall into a physical consumption of imagination and imitation as a result of the combination of the two. The more the commercial value, the more admirers there are. The influencers can only achieve the commercial value measured by traffic by catering to the aesthetics of the majority of people. Women fall into a physical consumption of imagination and imitation as a result of the combination of the two.

Legally, China has achieved gender equality between men and women. How to transfer sworn equality to instrumental value requires relevant institutions to continue to promote gender equality supervision. What

women need more is to have independent female consciousness, pursue advanced gender culture on the basis of respecting differences, so as to get rid of the trap of patriarchal culture and consumerism and the body discipline of male gaze, and promote the common development of gender equality between men and women. As Friedan said, "what a woman needs is not to act and dominate as a woman, but to develop as a kind of nature, defend as a kind of reason, and freely exert her natural ability as a kind of soul in a free life [10].

6. CONCLUSION

Based on Goffman's "Dramaturgical Theory" and referring to the "media user experience model" proposed by Chinese scholar Yu, this paper analyses it from the image level and content level. The content layer encodes and analyses the sample video from the three aspects of theme and content, food category and shooting scene, and the image layer encodes and analyses the sample video from the five aspects of age, appearance and making, clothing, professional role and character / temperature. It can be seen that the video of female food bloggers conforms to the platform positioning of Douyin, and its image presentation is still influenced by social culture to a large extent, and comes from the choice of the audience. Although the Douyin platform gives a free and individualized environment for female groups to express themselves, it also supports the presence of diverse aesthetics and helps women to keep their allure at a time when female groups' self-consciousness is on the rise. However, in the online social platform, women's consumption continues to be the norm, and the work of raising women's awareness and achieving gender equality remains difficult.

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