

The Impact of New Media Information Shock on Women's Self-Awareness Construction from the Perspective of "Her Economy"

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Abstract: The rapid development of new media technologies and platforms is profoundly changing the role positioning and market consumption preferences of female users in social media, which in turn affects the way women obtain information and shape their ideas. This article argues that the dissemination of information on social media can promote economic independence and the formation of a self-satisfied consumption concept, providing channels for self-presentation and group identity. On the other hand, it also reveals the reality of consumer alienation and materialism, the homogenization of aesthetics, and the emergence of female anxiety, as well as the misleading effect of commodity feminism on women's true freedom. This article believes that social media platforms should take on social responsibility and build a good online atmosphere. At the same time, women themselves should pay attention to the improvement of their self-awareness.

1 INTRODUCTION

"Her economy" was born in the wave of globalization and has shown enormous market potential with the innovation and development of new media, becoming an important force in today's social and economic development. Currently, the rapid development of new media technology has accelerated the speed of information dissemination and lowered the threshold for dissemination, creating new opportunities for group and mass communication, and profoundly changing the way people obtain information, exchange ideas, and shape concepts. Social media, which relies on emerging technologies for rapid development, has gradually developed into a platform for capital production and recreation in the market economy, with major commodities flooding in and occupying the social media side. With the increasing economic independence and social status of women, they have become the core force in the consumer market, and their consumption preferences and payment behavior have had a profound impact on the world's economic structure and marketing strategies. According to QuestMobile data, the number of female mobile Internet users in China has reached 547 million by 2021 (News Peach Uptide, 2021). The rise of the "Her economy" in the era of new media is not only a direct reflection of the improvement of

women's economic status but also a manifestation of social and cultural progress. Female consumers are no longer satisfied with traditional social role positioning and market consumption patterns, but instead pursue more personalized and diversified products and services, and are more inclined to express themselves and realize their self-worth on social media.

On the other hand, the massive and fragmented new media information has also brought complex impacts on the construction of women's self-awareness. On the one hand, new media provides a platform for women to showcase themselves and express themselves freely, promoting the awakening and expression of women's self-awareness. Women can enhance their self-identity and group belonging by sharing their daily lives, expressing personal opinions, and participating in discussions on social issues through social media. Women can also achieve "self-indulgent consumption" on social media platforms and have more choices. On the other hand, new media can also become a tool for shaping gender stereotypes and reinforcing gender roles, ignoring the display of women's intrinsic values and abilities, leading to distorted and limited self-awareness of women. Women may lose themselves in impulse consumption and showing off mentality, leading to an imbalance between "instant gratification" and refund of regret orders.

Based on this, this study will use research methods such as literature review and content analysis to sort out the presentation characteristics of new media information under the influence of the "Her economy", and analyze how this information affects women's self-awareness, values, and behavioral choices. This study helps to supplement interdisciplinary analytical frameworks, provide new perspectives and ideas for women's self-awareness construction in consumption, and reveal the specific role of new media in shaping women's self-awareness, providing useful references and guidance for guiding the healthy development of women's self-awareness and contributing to the construction of a more equal and diverse socio-cultural environment.

2 THE CHARACTERISTICS OF NEW MEDIA INFORMATION PRESENTATION FROM THE PERSPECTIVE OF "HER ECONOMY"

The term 'Her economy' was proposed by economist Shi Qingqi, referring to a new economic phenomenon formed by the increasing purchasing power and influence of women in the consumer market. Huang Cong further pointed out in his research that with the dual improvement of women's economic and social status, women have gradually gained stronger consumption power and played a crucial role in promoting overall economic vitality, thus forming a unique economic circle and phenomenon around women's financial management and consumption (Huang, 2022).

This article will approach from the perspective of new media, analyzing in detail the characteristics of new media information presented in the context of the "Her economy". It is hoped that a more comprehensive understanding of the interaction between the "Her economy" and new media can be achieved, and the development trends and potential opportunities within it can be explored.

2.1 Characteristics of Information Dissemination on New Media Platforms

The rapid development of new media technology and the rise of social platforms have empowered the development of the "Her economy" and thus influenced women's construction of self-awareness. Based on product attributes and the proportion of

female users' consumption, the characteristics of "Her economy" information dissemination on new media platforms can be summarized as focusing on female hot topics, more equal information perspectives, diverse types, and precise marketing and information promotion.

Firstly, as women become the main force in the new media consumption market, various industries have begun to adjust their market positioning in response to women's dominant consumption position. In the context of the "Her economy", the proportion of female consumption in the market is increasing. Therefore, many businesses have settled on new media platforms, and their products and services are more focused on female hot topics. They hope to attract more female consumers to place orders by utilizing the discussion heat and women's rights among female users. In marketing strategies, brands pay more attention to emotional resonance with female consumer groups, emphasizing emotional, personalized, and high-quality products, and focusing on establishing diverse experiences with women. For example, the Lululemon brand emphasizes the concept of physical and mental balance, balancing practicality and high quality in its products. It focuses on establishing emotional connections with female consumers through brand stories and community culture and creating a marketing strategy centered around middle-class women.

The common gender stereotypes in traditional advertising are gradually being broken, and the image of women on new media platforms is more diverse, independent, and confident. Brands have begun to widely adopt a more equal gender perspective to present female images, and even some advertisements use the technique of "gender reversal" to highlight the improvement of women's economic and social status, emphasizing women's self-realization and intrinsic value, to attract female consumers to pay, thereby promoting the development of the "Her economy" and strengthening women's self-awareness.

Secondly, new media information contains a diverse range of content, which can meet the different consumption needs of women and indirectly reflect the initial construction of women's self-awareness. In addition, women often need to play the role of household purchasing managers and have strong decision-making power in many areas of household consumption. Therefore, women's participation in household consumption also has huge market potential and has become one of the types of information dissemination on new media platforms.

Finally, to effectively improve performance, much information in new media platforms appears in

the form of precision marketing and big data promotion in the view of female users, and by capturing more female users' psychology, classifying, and advertising, ultimately improving the success rate. For female consumers, the women's rights topics and "friendly sales" behaviors that appear on the homepage of new media may seem like "information encounters" of "picking up treasures", but in fact, they may be the result of big data calculation and screening.

2.2 Female Discourse Space and Interaction Patterns in Social Media

Against the backdrop of the rise of the "Her economy", the "low threshold" and strong interactivity of social media have opened up a new discourse and interactive space for female users. Major social media platforms in China, such as Weibo, TikTok, Xiaohongshu, and Kwai, have become important channels for women to show themselves and pursue personal development and communication. Female media opinion leaders have emerged as representatives of the female community in this process, actively speaking out on new media platforms. The female opinion leaders on these new media platforms not only lead the consumption trend but also become the objects of imitation and following by many female users. Some female users even believe in the information provided by female opinion leaders. As a result, the rise of women's social discourse power in social media has further shaped women's personalities and promoted the development of their economy.

On the one hand, female users are no longer satisfied with their traditional marginalized status, but actively voice their opinions on social media platforms, emphasizing the voice of gender equality. They establish connections with netizens, share consumption experiences, and opinions, and express their attitudes towards characteristic brands and products by posting their daily life, beauty and dress, emotional experiences, and other content. Driven by the 'Her economy', the interaction patterns in social media have become more diverse. On the other hand, economic-driven discourse and deep economic intervention have become important ways for women to construct themselves. In the context of the rapid development of the "Her economy", female users can pursue their self-worth through consumption intentions and behaviors, and are also willing to establish and expand their interpersonal relationships through forms such as "good product sharing" and "post-use feedback". In addition, women also

participate in discussions on social hot topics through social media, expressing their views and opinions, further expanding the influence of women's discourse space.

2.3 Product-Based Precision Marketing

In the wave of "her economy", new media platforms have achieved product-based precision marketing with their powerful data analysis capabilities and user profiling technology, which not only improves marketing efficiency but also further meets the personalized and differentiated needs of female consumers.

Firstly, new media platforms can accurately showcase these products to female users in need through targeted push notifications and other means.

Secondly, new media platforms can tailor marketing content for female users based on their interests and preferences. Personalized customized content is not only closer to the actual needs of female users but also more likely to resonate with them and stimulate their desire to purchase.

New media platforms can also enhance product-based precision marketing through social attributes. Female users on new media platforms can not only access product information, but also share shopping experiences and evaluate product quality. This social interaction not only enhances the fun and participation of marketing but also enables marketing information to quickly spread and spread among female user groups. A certain internet-famous beauty product is commonly promoted on Xiaohongshu through KOL and user word-of-mouth on new media platforms, which quickly became popular in the market and became a popular item for female consumers to purchase.

Finally, precision marketing based on products also indirectly reflects the deep cooperation between new media platforms and merchants. New media platforms, with their vast user base and powerful data analysis capabilities, have become important channels for businesses to promote their products and brand marketing; Merchants, on the other hand, jointly promote product-based precision marketing to achieve better results by providing high-quality products and services to new media platforms, as well as reasonable marketing budgets. This win-win cooperation model not only enhances the commercial value of new media platforms and promotes the sustainable development of the "Her economy", but also has a significant impact on the self-awareness of women.

3 THE IMPACT OF NEW MEDIA INFORMATION SHOCK ON WOMEN'S SELF-AWARENESS CONSTRUCTION

3.1 Female User Profile on New Media Platforms

At present, the female consumer group on new media platforms in China presents multiple characteristics of "emotional value consumption+self-development consumption + acquaintance community consumption + compensatory consumption".

Firstly, contemporary women focus on consumption that satisfies emotional values and pursue goods or services that can bring pleasure and satisfaction. Rewarding and rewarding oneself has become the primary motivation for women to consume on new media platforms. With the improvement of cultural self-confidence, more and more women began to disenchantment with foreign products, and the pursuit of domestic products set off a "national trend". De-branding has become one of the most important symbols of new media platform consumption. Secondly, modern women pay more attention to their growth and improvement, and their consumption behavior gradually returns to their true selves, pursuing diversified personal development under multiple social identities. In this process, the horizontal flow of information between the same level of demand also drives the rapid development of the 'Her economy'. Women are more susceptible to the influence of consumption concepts from people of the same level of demand and are more inclined to listen to consumption advice from peers or peers in the same circle. The trust mechanism formed by this further promotes the prosperity of the "Her economy" on new media platforms.

In addition, women also show a strong willingness to consume in familiar communities. They are willing to invest in activities such as group learning and interest payment, and highly value the community value in social media. With the revival of offline physical stores, the consumer business of new media platforms is also expanding towards physical stores, and consumer power is gradually flowing back to offline, forming a new media consumption pattern of "online feedback offline". Women are beginning to return to offline shopping venues, and "offline experience + new media shopping" has become a new way for women to seek more intuitive and enriched consumer experiences.

3.2 Positive Impact of New Media Information Shock on Women's Self-Awareness Construction

3.2.1 Economic Independence and Self-Enjoyment Consumption Concept

With the improvement of women's economic status, more and more women have taken control of their economic lifeline, and economic independence has become one of the important goals pursued by modern women. Economic independence not only means that women can independently decide their consumption behavior but also represents a significant increase in their voice in the family and society. The renowned American consumer behaviorist Hawkins pointed out that consumers do not choose products that deviate from their own beliefs, but only choose products that are consistent or reinforced with their own beliefs (Liang, 2016). Under the stimulation of the "Her economy", the concept of self-pleasing consumption has emerged, and women have begun to pay more attention to personal feelings and are willing to pay to improve their quality of life and emotional value. McGuire pointed out that almost all public media have the potential to weaken the dominant social control system, as these media can spread new ideas and concepts that challenge the existing order (Dennis, 2006). Therefore, the shift in consumer attitudes brought about by the "Her economy" empowered by new media helps women reconstruct their micro roles under multiple social identities and find their balance in real life.

3.2.2 Channels for Self-Presentation and Group Identity

The strong interactivity of social media has also made female consumption no longer a personal behavior, but an anonymous social currency. By purchasing and displaying specific goods or services, women can convey their values, aesthetic preferences, and attitudes toward life. Their self-presentation process is the way women seek group identity and construct their social image.

In traditional media, women often remain in a state of collective silence, but new media has broken this situation with its interactivity and immediacy. New media not only gives women the unprecedented right to speak but also builds a platform for them to express themselves independently, making women the core subjects in the field of gender communication in new media (Xia, 2017).

On the one hand, women can showcase their consumption choices and lifestyle to a wider audience

through social media, thereby attracting people with similar interests and values, and building a social network based on shared intentions and two-way choices. During this process, women can shape their image, express their unique charm, and strengthen their connection and identification with the group. On the other hand, new media also provides women with a window to understand and reference others' attitudes towards life, which to some extent affects women's consumption decisions.

3.3 The Negative Impact of New Media Information Shock on Women's Self-Awareness Construction

3.3.1 Alienation of Consumption and Materialism

In a capitalist society, people no longer only consume the use value of goods but view them as symbols that can highlight personal identity, help individuals integrate into ideal groups, or refer to higher social groups to seek improvement and change their social status (Goodwin, et al., 2013). Based on this, Bai Yiwen further proposed that people construct and confirm their self-identity by consuming specific goods and services. Consumption is not only an economic activity, but also a symbolic behavior, with the core purpose of establishing differentiation from other social classes (Bai, 2021).

The rise of "her economy" has had a profound impact on the new media environment. As an important group of new media users, women's consumption habits, aesthetic preferences, and values have provided significant guidance for the creation and dissemination of new media content.

At present, new media provides an excellent platform for women to showcase their "things" and themselves. Women try to highlight their female identity and reach themselves through posting, shopping, and sharing on new media platforms but inevitably give "things" a heavyweight in their lives. The mentality of conformity, comparison, and showing off, as well as impulsive consumption and regret behavior, are common occurrences. In the context of consumer culture, some women may tend to show off and forcefully pay for luxury goods that do not meet their current salary level and purchasing ability, claiming to be self-indulgent consumers, but seeking abnormal self-satisfaction by obtaining the envy of others. There are also women who follow the trend and buy popular "hot-selling products", but often regret it later. Although new media provides a place for women to utilize objects and their symbolic values, immature and irrational consumption views not only fail to grow freely and straightforwardly

under the impact of new media information but also easily breed unhealthy value orientations, affecting women's correct understanding of themselves.

3.3.2 Aesthetic Homogenization and Female Anxiety

Roland Barthes once pointed out that the fashion system transcends clothing coding, and its true purpose is to manipulate individuals' appearance choices in daily life to achieve the sale of goods (Douglas, 2005). Under the dominance of capital, the consumer market tends to shape a universally accepted aesthetic standard, which in turn guides consumers' purchasing decisions. This phenomenon is particularly evident in the field of female consumption, where women seem to be oppressed by "standard beauty" everywhere, from clothing and cosmetics to body management and even lifestyle.

With the development of this trend, many women are beginning to feel anxious about their appearance, body shape, and lifestyle. They are concerned that they may not be able to meet the "perfect" standards set by society, thus being at a disadvantage in the consumer market, family status, and even social status. Women will compare their appearance with the carefully dressed internet celebrities in short videos, from makeup to clothing and shoe styles and brands, as a basis for judging their attractiveness, and constantly adjust, improve, and even reshape their external image based on this. The widespread spread of "appearance anxiety" originates from the "aesthetic persuasion" delivered by new media platforms such as TikTok, Xiaohongshu, and Weibo, which is imperceptibly changing the value judgments of users (Zhu, 2022). This anxiety not only hurts women's mental health but may also lead to the loss of their unique personality and self in the pursuit of standardization, affecting the results of self-awareness and evaluation.

3.3.3 Commodity Feminism Cannot Buy True Freedom

Behind the homogenization of women's aesthetics is the proliferation of commodity feminism, and behind the collective frenzy of new media platforms are the specific marketing strategies implemented by advertisers who combine feminist concepts or symbols with goods and services based on women's consumption motivations. Although commodity feminism supports women's rights through economic empowerment, symbolic marketing and excessive emphasis on female role attributes can only create an illusion of equality and freedom for women, and consumption cannot truly enhance women's social status.

Merchants can be seen everywhere on new media platforms linking their products with symbolic keywords, using "independence" and "freedom" to evoke empathy and recognition from women; Some merchants deliberately create "popular products" to create an "ideal self" for women on social media, making them consciously or unconsciously see themselves as "objects of gaze" (Mu & Zeng, 2013). Women have begun to adopt the perspective of others to examine and perceive themselves, that is, to construct their self-image from external observations and evaluations. However, when they discover a gap between their "real self" and their "ideal self" through comparison, they will develop feelings of "self-hatred". This self-hatred stems from the mismatch between the pursuit of self-perfection and reality and is a dilemma and challenge that women do not need to face in the process of self-identity.

4 CONCLUSION

In the context of the "Her economy" era, new media not only provides a platform for women to showcase themselves and pursue diverse development but also has a profound impact on women's self-awareness construction. New media information has played a positive role in promoting women's economic independence, the formation of a self-pleasing consumption concept, self-presentation, and group identity, driving women's awakening and the sustained prosperity of their economy; However, women's self-awareness can also develop unhealthy under consumer alienation, aesthetic convergence, and extreme commodity feminism, which hinders and prolongs women's path towards true and complete independence.

The rise of "her economy" essentially reflects the improvement of women's economic and social status, as well as the transformation of consumption concepts. In this process, women achieve self-expression and identity through consumption, but excessive reliance on consumption to construct self-awareness may lead to distorted values and self-loss. Therefore, women need to rationally view the relationship between various marketing and interpersonal interactions on new media platforms and their self-awareness. They should be encouraged to bravely pursue themselves and express their personalities, as well as guided to establish correct consumption concepts and avoid falling into the trap of consumerism. At the same time, as an important channel for information dissemination, new media platforms should assume social responsibility, promote more diverse, independent, and confident female images, break gender stereotypes, provide a

healthier and more positive self-construction environment for women, and help them maintain clear and independent self-awareness when facing aesthetic homogenization and consumption pressure.

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