The Post-Epidemic Era Media Literacy Perspective: A Study on the Influence of Female Fitness Videos on Women's Willingness to Work Out

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Abstract: Health literacy has become a major social concern in the post-epidemic era, and this article focuses on the rise of women's fitness videos as a specific and ongoing phenomenon. Through the survey of current situation, this paper finds that women's fitness videos contribute to the improvement of women's health literacy, that gender group identity does not significantly affect women's willingness to watch fitness videos, and that women's body perception is not an accessory to aesthetic activities in media products. Finally, this paper summarizes and reflects on women's discourse power and image shaping in the new media era, the positive influence of women's media literacy on their health literacy, the discourse style presented by women's image breaking through the traditional thinking pattern, and the opinion leaders who enter the construction of women's media discourse power.

Keywords: Fitness video, media literacy,health literacy, feminism.

1. Introduction

Since the outbreak of the new crown pneumonia epidemic in 2019, gyms and other public places have often been forced to close due to policies related to epidemic prevention and control, and videos of fitness exercise have become the first choice for people to exercise at home, and the rising demand of the public to improve their physical fitness and relieve anxiety has directly contributed to the rise of videos of fitness exercise. At the same time, online fitness is gradually becoming one of the trends of popular sports participation in contemporary society, a phenomenon that is not only a showcase for social and technological development, but also closely related to policy support and sports cognitive transformation. Due to the regulation of gender temperament, fitness is usually considered to be a male domain. However, this paper focuses on the popularity of female fitness bloggers such as Pamela, J0 Sister, Tang Tang and other female fitness bloggers on the internet in recent years, and female fitness short videos are also widely loved. The demand for women's fitness has also risen significantly compared to men's, and the diversity of demand and the diversity of women's fitness videos are still being explored and developed further. This shows that gender is a variable that cannot be ignored in the improvement of health literacy education based on media use.

This paper focuses on the factors influencing this particular and ongoing phenomenon:

has strength and beauty, which used to be the exclusive domain of men, become the aesthetic orientation of women's bodies? Do female fitness bloggers have a significant impact on women's willingness to work out? If so, what are the mechanisms?

2. Literature review

2.1 Reasons and effects of the rise of fitness videos

The regular prevention and control of the epidemic has given rise to a wave of at-home fitness through fitness videos, and in related studies scholars have focused on the powerful support of Internet technology in the new media era for this phenomenon, as well as the socio-cultural aspect that the online fitness model is more in line with the needs of cultural individuals in the contemporary new media era. However, the discursive power and image shaping of women in the new media era have not been sufficiently emphasized in the new media era online phenomenon of the home fitness boom. Some scholars have also noted that the diverse needs of subjects at the micro level have also contributed to this phenomenon. Scholars point out that the perception of the body and sports had already changed before the epidemic, and that the arrival of the epidemic and the home fitness craze not only implies an awakening of body consciousness, but also the representation of body indexing and consumption presents a technological and rationalization shift of the body. However, the social mood of recent years has also seen a shift in women's consciousness, and the rise of feminist movements can also have an impact on women's sports. Current research has not yet considered the specificity of women's body consciousness awakening and the representation of body indicators and consumer culture.

The current analysis of the fitness boom driven by Liu Genghong is mainly based on the online attractiveness of the communication subject's vivid image, the online participation rate of the communication audience's diverse needs, and the online recall rate of the emotional content of the communication process. These analyses are based on the transformation of the fitness industry in terms of subjectivity, but the phenomenon of "VV girls" that emerged after the "Liu Genghong girls" is not noticed, and the study of female audiences' fitness intention in Liu Genghong's case is not emphasized. It can be seen that the study of women's perspective has been neglected. The study on the transformation of fitness industry also explains the trend of home fitness supported by policy, technology and demand, as well as the development direction of fitness brands based on audience perception, demand and technology matching. However, the subjective motivation of the masses, i.e., the mass participation in online fitness in addition to the influence of fitness videos on the audience, is not fully considered, and the audience is also involved in active feedback and communication. Popular initiative is closely related to health literacy in this period, and the current study has not fully realized that the rise of fitness videos will inevitably have an impact on the level and structure of public health literacy, and this phenomenon should be included in the study of health literacy transformation. In studies on health literacy in China, researchers have mostly included age, education, occupation, and income as influencing factors in empirical studies; however, gender is not considered in such studies, which is inconsistent with

the reality of health awareness and health practices, especially the gender differences presented in the dissemination of fitness videos. Also, such health literacy studies do not consider the influence of media literacy, which is an influential factor that cannot be ignored in the age of mediatization.

2.2 Media literacy research from a female perspective

Through a review of media literacy research, this paper notes that media literacy is deeply related to gender, and this paper focuses on female media literacy research. Wang Qin points out that cyber violence has become an important form of gender violence, which confirms that women may have certain disadvantages compared to men in fitness video practices. At the same time, some scholars also point out that the new requirements of online cultural safety on media literacy education is to enhance gender perspective. Therefore, it is of special significance to study the rise of fitness videos and the transformation of media literacy in the post-epidemic era from a female perspective.

In related studies, the tension between traditional social concepts and new media technology empowerment has made the presentation of women's image and discourse construction in the new media perspective a focus of attention. Some scholars have clearly pointed out the problems that need to be solved in the construction of women's image and discourse in the new media era, namely, the deep-rooted influence of patriarchal culture and the fact that male consciousness is still the dominant mode of thinking in the whole society and culture. Although new media has the potential to become a communication platform for gender equality, its discourse construction still follows the traditional style of discourse, and it is still difficult to establish a way of speaking that truly reflects gender justice. However, the diverse images of female fitness bloggers today may indicate a breakthrough in the style of female discourse to a certain extent in the presentation of female images, and the removal of the "white, young and thin" aesthetic and the downfall of films and TV showed objectification of women in recent years also indicate that gender equality has developed to a certain extent. As for the solution, some scholars believe that we need to stimulate women's subjectivity, promote women's self-shaping, self-improvement and self-expression, and actively participate in the construction of public discourse with a sense of presence. The power moving work and image display of female bloggers in fitness videos is also a reflection of female subjectivity. The level of media literacy directly determines the taste and effect of mass communication. To comprehensively improve media literacy, we must strengthen the education of gender consciousness for media makers and reverse the tradition of gender discourse. This provides a reference for the study of this group of female fitness bloggers in this paper. Meanwhile, the collusion between health literacy and media literacy in today's post-epidemic context deserves attention.

2.3 Problem formulation

A study of the phenomenon of the rise of fitness Videos in the post-epidemic era, health literacy based on media literacy should be taken into consideration.This study reviewed the

research on fitness videos and media literacy and found that gender variables reflected in the impact of fitness videos on health literacy have not received attention. At the same time, media literacy research from a female perspective reveals some of the problems and influences and suggests corresponding pathways to address them; however, does this dissimilation continue in female fitness videos? Do sexual fitness bloggers with some opinion leadership significance have the potential to enhance women's media literacy in the post-epidemic era? This is the focus of this paper.

Therefore, this paper will study media literacy in the post-epidemic era from the perspectives of health literacy and female media image, focusing on the body regulation of female fitness video communication, gender identity and communication effects, audience research, and online opinion leaders to consider the issue of media health literacy education. The specific research questions are as follows: (1) Can female bloggers' short videos bring about a more significant impact on women's fitness intentions compared to male fitness bloggers? (2) If female bloggers' short videos have an impact on women's fitness intentions, what is the mechanism of their impact?

3. Research Methodology

3.1 Hypothesis building

Based on the questions above, the corresponding hypotheses are presented here:

H1:The better the female fitness blogger's body is, the stronger the female audience's willingness to watch her fitness videos.

H2:The higher the practical value of female fitness bloggers' videos are, the stronger the female audience's willingness to watch their fitness videos.

H3:The female audience prefers female fitness bloggers.

To prove the hypothesis, this study used a questionnaire method to sample the total population and create a questionnaire.

3.2 Sampling method

The study population corresponding to this hypothesis is the group of women who have viewed fitness videos in the last six months. This survey completed the process of data collection, organization, and analysis on October 21, 2022. The survey was mainly based on closed-ended questions, with the following main components: (1) Basic information confirmation: gender. (2) The descending statement part of the independent variable X (3) The descending statement part of the dependent variable Y. This questionnaire contains 18 questions, including 14 single-choice questions, 2 multiple-choice questions, and 2 matrix questions. A combination of online and offline methods was used, through WeChat Moment, Qzone, Questionnaire Star sample bank and offline distribution.

The survey collected a total of 208 valid questionnaires, from the descriptive analysis, female respondents focus on the majority of female fitness bloggers, the proportion reached 61%. And

more than 45% of the respondents said that they have a strong willingness to work out in the past six months, and their reasons for working out are focused on "beauty and shaping" and "enhancing physical fitness".

From the Pearson correlation analysis, the body shape of female fitness bloggers and the audience's willingness to watch showed a significant positive correlation (r=0.502, p=0.000), which indicates that the better the body shape of female fitness bloggers, the more attractive they are to the audience, and the more willing the audience is to watch their fitness videos, and the research hypothesis H1 is supported. The practical value of female fitness bloggers' videos and the audience's willingness to watch them showed a significant positive correlation (r=0.74, p=0.000), which indicates that the stronger the practical value of female fitness bloggers' videos, the more helpful they are to the audience's fitness, and the more the audience is willing to watch their fitness videos, and the research hypothesis H2 is supported. From the data, the practical value of fitness bloggers' videos has a stronger influence on the audience's willingness to watch than the attractiveness of fitness bloggers' body, which also proves that the "practicality" of fitness videos is more important to the audience than their "viewability".

4. Research findings and discussion points

4.1 Women's fitness videos contribute to women's health literacy

From the survey data, most women have browsed fitness videos in the past six months, in which most of them have a general and better willingness to work out, and have a strong tendency to take the initiative to get the behavior of fitness videos.

In the survey on the usefulness of women's fitness videos, respondents believe that the main changes after using women's fitness videos to participate in exercise and fitness activities are reflected in relieving mental stress, enhancing self-confidence, and broadening the mind, which shows that women's fitness videos have a particularly obvious effect on improving women's mental health literacy. Secondly, the proportion of respondents who think it helps them improve their quality of life is also high, reflecting that women's fitness videos has a significant impact on many aspects that help improve the quality of life, such as physical, mental health, social practice, social interaction, etc. Most of the respondents can clearly feel the specific physical changes after using women's fitness videos to participate in sports and fitness activities, which shows that they already have better health literacy at the cognitive level and have actually improved their physical health through women's fitness videos.

In the survey on the influence of women's fitness videos on women's fitness perceptions, attitudes and behaviors, a higher percentage of respondents thought that "women's fitness videos convey a positive attitude toward fitness" than those who thought that "women's fitness videos convey correct fitness concepts to me and that I feel very good after exercising with women's fitness videos. This shows that women's fitness videos have a significant impact on women's health literacy at the attitudinal level, as well as on their perceptions and actions. We can assume that the body perceptions and health literacy issues previously reflected in women's new media can be

positively influenced by women's fitness videos, first in terms of attitude.

4.2 Gender group identity did not significantly affect women's willingness to watch fitness videos

The proportion of female fitness bloggers who follow more female fitness bloggers is slightly dominant among the female audience, indicating that the influence of gender on female attention to fitness bloggers is not significant. There was no significant gender difference in women's attitudes toward fitness and no significant gender preference for female fitness bloggers, indicating that women do not reflect a significant group identity tendency in fitness, and it cannot be assumed that gender consciousness, feminist concepts, and other gender concepts have a significant impact on women's choice of fitness videos. However, we found that the proportion of the study subjects who were more willing to watch female fitness videos accounted for 50%, and the proportion of those who were not willing was very low, which shows that female fitness videos do have an effect on the audience, and the degree of liking to follow female fitness bloggers is mostly "more like", "general ".Although women's fitness videos are not highly favored, and the percentage of survey respondents with negative attitudes toward women fitness bloggers in general and in general is much higher than the percentage with extremely positive attitudes, women's fitness videos are generally in line with the preferences of the female audience.

4.3 Female body perception is not an accessory to aesthetic activity in media products

In terms of the survey respondents' concern about the body shape of female fitness bloggers, the slim body tops the list of disapproving options; among the approving options, superior shoulder and neck line, leg line are the most common features receiving attention. It is worth noting that most of the female fitness bloggers concerned by the survey respondents with firm muscle, overturning the traditional notion that muscle is exclusive to men, and the ratio of disapproval and general in all types of body features is close to the ratio of more approval, and even more than the more agreeable ratio in terms of slim body.It is evident that women do not have a strong will to regulate their bodies as embodied by institutes for female body anxiety in the new media age, reflecting a better turn in the respondents' perception of the female body.

In the investigation of the purpose of using female fitness videos of the research subjects, most of the research subjects have the need to improve their health literacy, and the rest of the needs also reflect a certain factor of psychosocial needs for the popular phenomenon of female fitness videos, including the fear of being out of the social group and socialization. The use of fitness purposes to beauty and shape, enhance the quality of the god figure, develop exercise habits and increase knowledge of sports and health, reflecting the better fitness literacy and media literacy of the investigators, that is, the investigators were able to improve their physical quality through the viewing of women's fitness videos and paid to the cognitive and action. It can be seen that the general psychology of women in contemporary society with body image anxiety does not have a strong influence on the purpose of fitness.

New media technologies inevitably produce new discursive power structures, and ZhangWenyan points out that women's media discourse in the new media context often intensifies sexual orientation and deviates from the subjectivity of women's existence. Notable among them are the body expression under the regulation of media power, the objectification of values driven by commercial utilitarianism, and the self-talk in the midst of voyeurism. Scholars have observed that in the prevailing new media context, some media products have reinforced the subordinate status of women in aesthetic activities and weakened their pursuit and realization of self-worth as independent subjects. For the construction of women's media discourse, ZhangWnyan argues that we should enhance the concept of gender equality, awaken women's self-subjective consciousness, cultivate the role of female opinion leaders, and enhance women's initiative to participate in the online public sphere.

5. Summary and Reflection

5.1 Women's discourse power and image shaping in the new media era

This study addresses the problem of neglecting the awakening of women's body consciousness and the representation of body metrics and consumer culture in previous fitness video studies by innovatively including female fitness video users as research subjects, in order to corroborate that women's attitudes toward fitness videos and the impact they have are positive. Although this study provides a glimpse of some of the mechanisms influencing women's fitness intentions based on women's fitness videos in terms of practicality and body image concerns, it does not empirically explore the significant changes in women's body consciousness in the post-epidemic era, nor does it delve into the socially significant question of whether the representation of female body metrics under consumer culture shifted significantly in the post-epidemic wave of home fitness.

5.2 Positive effects of women's media literacy on their health literacy

This study is based on the theorization of media literacy and health literacy based on female gender. Through a questionnaire survey, we studied the influence of female fitness videos on female fitness intention, and tried to answer the question of the transformation and improvement path of female media literacy and health literacy in the post-epidemic era.The study found that the stronger the practical value of female fitness bloggers' videos, the more they help audiences' fitness, and the more audiences are willing to watch their fitness videos; the practical value of fitness bloggers' videos has a stronger impact on audiences' willingness to watch than the attractiveness of fitness bloggers' figures. This is mainly because in the post-epidemic era, the figure anxiety and body discipline that were not conducive to health literacy that women used to have due to the commercialization of new media have been transformed, and under the phenomenon of the rise of women's fitness videos is the gradual improvement of women's healthy body perception, and they have already had a more rational perception of the presentation of women's figures in media products, and their ability to improve their physical and mental health

and life status through media has also being strengthened. However, the relevance and validity of this study are still immature and need to be further improved and deepened.

5.3 The discourse style of female image presentation breaks the traditional thinking pattern

This study also found that the better the body shape of female fitness bloggers are, the more attractive they are to the audience, and the more willing they are to watch their fitness videos, and the more diverse their perceptions of body shape are, which to a certain extent reflects the trend of improving the concept of social gender equality and the awareness of female subjects. For example, some women in this study no longer use harsh body standards as indicators for choosing female fitness bloggers, and have abandoned the "white, young and thin" aesthetic. In addition, the portrayal and dissemination of female medical workers in the epidemic and the removal of films and videos that objectify women are also worth studying.

5.4 Opinion leaders in the construction of female media discourse

As feminism evolves, the normalization of the epidemic to inspire women to take health literacy seriously may be an opportunity. Through their professional fitness knowledge and video creation skills, female fitness bloggers are shaping up as opinion leaders who have a positive impact on the female audience and are used to fight back against the objectification of women and female body gazing in commercialized media. More diverse, confident, and healthy women will continue to shine in the age of all-media video.

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