



# The Sanitary Napkin Movement on Weibo

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Tianlan Xia, From ZJU, Jan20,2023



## Part 1

Brief Introduction to the Sanitary Napkin Movement



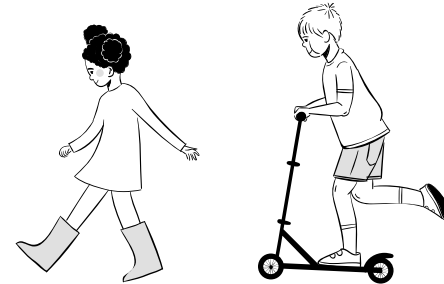
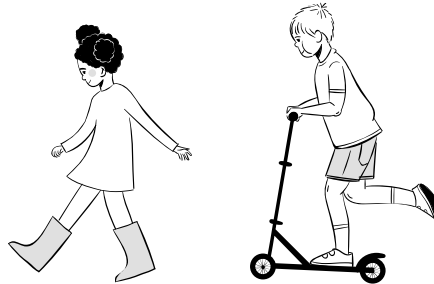
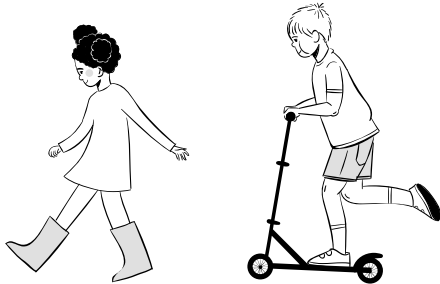
## Part 2

The Role of Social Media in this Social Movement



## Part 3

Conclusion





# PART 1



# Brief Introduction to the sanitary napkin movement



First: During the Covid-19 outbreak in Wuhan

- On February 6, 2020, @梁钰 stacey called for public attention to the lack of sanitary napkin supplies for frontline female health care workers.
- Some netizens felt that sanitary napkins were not important or were uncomfortable with the name "sanitary napkin" appearing on social media.



Second: CCTV news dropped the word "menstrual cycle"

- On February 18, the topic **#RejectMenstrualShame** was grayed out on Weibo, with the page saying "According to relevant laws, regulations and policies, the topic page is not displayed,"
- On February 19, **@莓辣-色阿** released a microblogging article "Menstruation in the eyes of the boys: can hold it, is blue, only come one day"



Third: the topic of "Sanitary napkins sold in bulk" sparked much controversy on social media

- bulk sanitary napkins on an e-commerce platform: **100 napkins** are sold for only **21.99 yuan**.
- The consumer asks: It is advisable to buy branded ones, how dare you use such cheap products? How dare you buy them even if they are used on your private parts?
- Two answers were given: "**Life is hard**" and "**I have a hard time**".





## PART 2



# The Role of Social Media in this Social Movement



# Ease of community formation.

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In the current Internet age, where social media are prevalent, the low-cost, convenient, and highly diffused nature of social media provides a social structure conducive to online mobilization, where mobilizers use the Internet medium to **coalesce participating individuals into communities** and **spread individual behavior into collective behavior**, thus expanding the scope of social movement mobilization and accelerating its development process.

*(Kelly Garrett R, 2006)*





# Facilitating social mobilization

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With the integration of Internet technology, social movements are different from the previous ones in terms of internal structure and behavioral structure, especially in the form of mobilization. While traditional social movements are usually organized in a top-down manner to achieve hierarchical linkage, the Internet **allows social movements to develop and spread from decentralized individual participation to common collective action.**

*(Vegh S, McCaughey M. 2003)*



# Improving the communication skills of Internet users

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Technology empowerment provides Internet users with more access to new media communication power, which not only enhances their communication power, but also **improves their communication ability.**

*(Yicheng Luo, Dangyi Wang, 2016)*

Social media is an important tool and behavioral venue for public participation in social mobilization, and the public can use social platforms to share ideas and **help the public achieve access to their own rights and interests and discourse capacity in social movements.**

*(Ren, M., and Zhu, Z., 2009)*





# PART 3



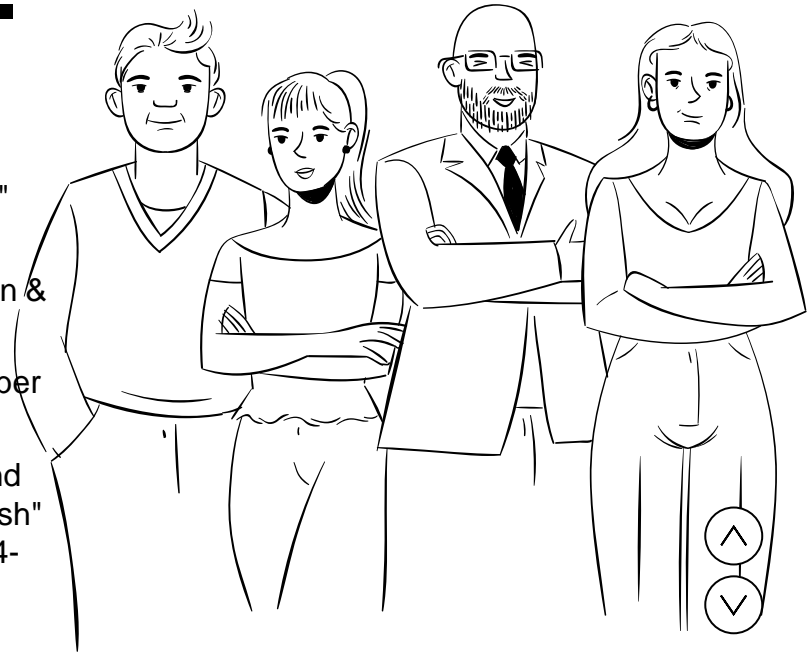
# Conclusion



# Reference

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# THANKS!

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Do you have any questions?  
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