

Youth Impact Communication

If There Is A Little Girl In A Boy's Mind: Removing Gender Prejudice Towards Masculinity

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Summary

Due to the popularity of cosplay culture from Japan, we observed that crossdressing has become a controversial topic in China, and large amount of people who contain untraditional masculinity have been discriminated by public in China. This phenomenon led us to consider what is the true masculinity, and should “soft” and “cute” men be rebuked.

We firstly researched the definitions of crossdressing and transvestism which confuse most people in China.

Crossdressing is the act of wearing clothes usually worn by the opposite, and it is a hobby instead of a kind of mental illness. The drag queen in America and cosplay in east Asia are both the reflection of this culture.

The illness which may make people feel uncomfortable is addressed transvestism. Transvestite will get repeated and strong sexual impulses in the process of wearing opposite-sex clothing. Transvestism refers to the fact that transvestites cause significant pain to transvestites, or to the point that they seriously interfere with their daily functions. There are two standard to decide whether a people has got this disease: 1 patients can only be sexual aroused by wearing opposite-sex clothing 2 This symptom has been lasting for six months. (From Diagnostic and Statistical Manual of Mental Disorders (DSM-5))
This disease needs treatment.

What’ s more, when people describe a boy’s behavior as a girl or dress up as a girl, they often use the word “sissy” , but in fact, we perceive it as a kind of subconscious discrimination against women: sometimes a derogatory term for boys is a commendatory term for girls, which is the subconscious inequality between men and women.

We conveyed the information about untraditional masculinity by spreading out questionnaire survey, interviewing with cuticular samples, and providing videos which concluded our essential research results in our school by uploading on social media and video platform BilliBilli. The slogan of our group was from the musical Rent: I am more of a man than you had ever be, and more of a women the you had ever met.

The feedback was collected through leaving message about their watching

experience. People who concerned cross-dressing as a disease in our school all reflected that their perspectives were changed after watching the short video.

Identify the Topic

| Topic Description

Our topic is "Removing gender prejudice towards men", which means our goal is to tell public that it's also ordinary for men to have some female characteristics, our common standard for male is stressful for some male who favor objects which are for female in people's common sense. Our choice is inspired by some sentences appearing in our daily conversation and on the media Internet: It's shameful for boys to care for their facial skin by using skin cream; it's shameful that boys favor cute cartoon characters such as "Pony". Due to thousands of years education and public-perception effect, people have formulated series standards to describe a "true man." Whatever the period men are in, men are usually suffered from the prejudice: classmates may laugh at boys who prefer the color pink; colleagues may point fingers at men with making up; family may tell their sons do not cry flabbily. People define masculinity as austerity, determination, full of strength. If a man is in the opposition of this definition, he will be mocked as a "sissy". We want that boys who are gloom about their "female" hobbies and public who are mocking at them to know: boy have the right to love cute things, and it will not affect their gender recognition. They are able to pursue beauty bravely. Public should have a right perspective about masculinity that it is not necessary for man to behave in the traditional way.

| Why it is important

The reason we chose this topic is that we observe some boys are suffering from public's evaluation, even have got some mental disease such as depression. Not only people around us, public people are also suffering from this kind of criticism. It is common to see words such as "sissy" under vlogs from men who favor crossdressing. Furthermore, public always make negative evaluation to male pop stars who have so called feminine tendency, saying that "it's disgusting boys have exquisite skin just like girls," and spread these sentences online unscrupulously. Additionally, Some boys around us are also suffered from this prejudice. They are afraid to tell that they like pink, to show that they want to dress up as female cartoon characters. Not only classmates may mock them, their parents may also regard these behaviors as ill, blaming, or even beating their children.

These boys bear so heavy mental load, and they may form self-abased mental condition, with self-doubting whether they have gender recognition impairment. We wish that less people would suffer from deep depression caused by gender prejudice, and young boys could grow up with right attitudes towards gender and healthy mental condition.

| **Project Objective**

Our research goal is to remove gender prejudice towards men, raise the awareness of gender equality, especially on the aspect of sex character.

Firstly, we will interview particular examples who are suffering from criticism due to their "female" personality and record these information in video form. Secondly, we will find some common evaluation to boy' s "female" personality online, and we will also interview people around us. Thirdly, we will compose a song and write lyric about this topic, and put on online platform. Finally, we will make a micro film and put it on video platform to let more people approach it and raise their awareness.

Identify the Target Audience

| Who Are They?

The target audiences are divided into three groups with respective watching purpose.

1.To render male with Psychological feminization, male of crossdressing lover, and male with inconspicuous male feel understood.

2.To dispel misconceptions of people who discriminates against masculine femininity

3.To inform the common public the equality of choosing gender and appeal public to respect masculine femininity, such as dragging culture.

All these people will be classmates and teachers in our school, active users of bilibili video website and CloudMusic App, and our parents who are elders.

| Why Are They?

We have three kinds of target audience with specific reasons.

First one is those men who have 'female' personalities. They sometimes dressed up like female or maybe they do not have very conspicuous masculine behaviors. Some people have bias on them, so most of them suffer from self-abasement, even serious depression. We want to tell them that they are not wield and can be understood.

The second group of people we wanted to affect is who have these bias. They think those men are crazy and they say something bad about them like they do not have masculinity which men are supposed to have. The misconception may cause the Internet bully and school bully, and the boys who have feminine behaviors will feel depressed. We hope to change their prejudice that one can do whatever they want including act like another person, even a woman, and make them stop criticizing harshly.

The last kind of people is who do not know that some men have 'female' characteristics. To prevent them from becoming the second kind of people above, we would like to inform them and make them have a proper understanding on

those men.

Most people in last two groups are not easily affected because their traditional concept is sturdy in their mind. However, we want to utilize the force of young people who are active on the Internet and love videos to change their sturdy minds, which means we can affect and change their minds more easily. Once the society accept them, the men who have 'female' personalities will benefit from it because if the society does not think they are strange, they can enjoy their life and avoid being depressed.

| What is your scope?

Our scope includes the schoolmates around us and the users on website Bilibili. Firstly, we can do something to eliminate the low self-esteem of particular examples who are suffering from criticism due to their "female" personality from our school and the website by interviewing them. Also, since we may write lyric about the topic to form a song which we have bought the copyright and make a micro film, the users on the online platform CloudMusic and website Bilibili will get in touch with them. Most of them are young groups between 15 and 35, who can accept new things more quickly. The area we will put this video will be MV which will attract a lot of young people. They will more likely to pass it on to their peers and parents. Foreign teachers in our school are also relatively easy to be affected by inviting them to watch our videos, so they will try not to discriminate against similar boys in the class and even help us spread our idea. We can impact the education field includes high school students and teachers around through this way.

| How to reach them?

Our team is going to propagate the core idea through shooting a microfilm and recomposing a song with new lyrics on this topic. Considering the audience are mainly the young generations, at the same time, videos are a kind of popular way to propagate nowadays among them, so this way (a microfilm) is both easy for understanding and surly involving profound meanings. , and we will have a in-depth conversation with some feminine boys around us in order to improve their mental condition; these conversation will be recorded in the film. As a result, the people around around us, such as classmates, teachers, and parents, when our team invite them to watch the film and help them understand this concept, will receive the concept more easily since the people in the film are friends, students, and parents' children. For the rest, we will deliver the microfilm on diverse video platforms ,such

as bilibili, and music platform, such as CloudMusic, and watchers will also consider the film is real and likely to be persuaded.

Identify the Key Message

| The Key Message

I am more of a man than you had ever be, and more of a women than you had ever met.

| The Tactics Behind

The logic behind that slogan is to stand in the shoes of people who discriminate the feminine boys and help them treat the boys correctly. The sentence we use to describe masculinity is focused on the tough spirit inside and the free appearance outside. The original sentence is derived from the musical Rent, which is a classical musical that praises the spirit of freedom, and it is the sentence from Angel, who is a brave, positive and graceful drag queen, an excellent example in that group, so this figure will be persuasive.

Choose the Platform

| The Platform Chosen

The platform we choose is Bilibili and Wangyi Music.

Bilibili is now a very popular app among the modern people, so it is the perfect way for us to spread our electronic manuscript. It is one of the most prevalent app in our life also does help for us to increase the video playback. Furthermore, China's largest live-fire video site, In June 2017, Bilibili was ranked the 5th highest grossing domestic iOS publisher in the world, this shows that Bilibili has a huge number of users. Our videos for spreading our theme will be put up on this app.

Wangyi is now a very popular app among the modern people, so it is the perfect way for us to spread our electronic manuscript. Wangyi (NASDAQ: NTES) is a Chinese Internet company, which uses Internet technology to enhance the exchange and sharing of information among people and realize "the power of gathering people online". It has launched a portal, online games, e-mail, online education, e-commerce, online music,

| The Alternative Platforms

The other two platforms we choose as alternative microblog and QQ.

Microblog is superior at their population and and the quick spreading speed. It is very convenient to forward the information, so based on the large population, it is easy to inform large amount of people. Moreover, This platform is a relatively open website comparing to other platforms, so it gains relatively more credit from the young and educated population in China, which means the concept we want to propagate is easier to be accepted. However, it is not very easy to inform a large population if our group is not popular and influential enough. Influential accounts have more chance to gain widely focus and transmission rate. In conclusion, this platform is a little risky to be chosen.

QQ is very popular among teenagers. It is easy to resonate with people who are our peers. However, the platform has a relatively small human network, which means

the people can be informed are just friends and teachers around us, so the impact will just reach the people in few cities where our friends locate.

| The Criteria to Evaluate

First, the platforms must have solid credibility. True information will make the platform more reliable. When looking for some pieces of information that may be useful, people will first check their backgrounds to make sure that they are not concocted or revised so that the project they come up with will represent more practical circumstances. One of the platforms we choose is bilibili, which is China's largest live barrage video streaming site. It has strict rules to ensure the credibility. The fake or improper messages on this platform will be carefully managed or be shielded. Thus the credibility of the information from it can be ensured.

Secondly, the information from the platforms must match our topic. Since bilibili is an open platform, all kinds of video and information that are legal and credible can be found. People can easily search the key words to gather the information they need. It is also a relatively open platform where we can discuss our topic, so it is convenient and useful to select some of the relative information from it.

Thirdly, the platforms must not be too obsolete. Some platforms may become out of date and they cannot catch up with the latest news because of the appearing of new medias. A well-known platform can make the project be seen by more people so that the problem people proposed can make the public form a notion in mind like "we should take action to help improve the condition" or "it's time to pay attention to the issue" .

Moreover, the cost and the time we spend are also taken into consideration. Bilibili do not need extra expense to upload a video. In addition, the work posted are reviewed rapidly so that people can attain the result soon and they do not need to wait for another period of time.

| The Rating Sheet

 [Rating sheet](#)

Set the Agenda

| Set the Agenda

1 Clarify the difference between crossdressing and transvestism:

A) Researching the most updated definition of transvestism from authoritative medical report

B) Researching the definition of crossdressing from authoritative paper

2 clarifying the traditional perspective that feminine masculinity is related to homosexual

A) Explain the relationship between prejudice on heterosexuality and gender expression trend.

3 Researching the stress and goals of crossdressing from social media

A) possible personality expression goal

B) The direction that media shapes "masculinity"

4 Supporting this topic by introducing the relative topic feminine rights of wearing trousers and historical context

A) The history of women seek for dressing freedom

B) The reflection of crossdressing in Beijing Opera

Design the Packages

- [📄 Lyrics of our song.](#)
- [📄 Interview record](#)
- [📄 Questionnaire](#)
- [📄 Final video 密码 : 3pyj](#)
- [📄 interview with teacher 1 密码:1tdv](#)
- [📄 melody of the song 密码:ltes](#)
- [📄 interview with student 2 密码:zmrl](#)

Create and Track the Impact

| The Execution Plan

1. The topic chosen: Discuss during club time on Wednesday (all members) —Due 2019.12.6
2. Completing “identify the Topic” (Xu yiyang) and informing members the content and meaning behind the topic:
 - reading the resources (collected by Xu yiyang) (all members)
https://v.youku.com/v_show/id_XMzUxMzM4Njk0NA==.html (vice interviewing: how to become the “Queen”) (12.25)
 - <http://web.anyv.net/index.php/article-2088572> (vice documentary: Self-made queen)
 - <https://www.douban.com/note/725403845/> (analysis about the documentary on douban)
 - Clarify the difference between crossdressing and transvestism) 12.27 (all members)
<https://en.wikipedia.org/wiki/Cross-dressing> (The definition of crossdressing)
 - <https://en.wikipedia.org/wiki/Transvestism> (The definition of transvestism)

Members can have rest during Spring Festival

3. watch crossdressing videos on Billibilli and summarize the information: all members, due 2.1
4. Complete target audience based on our school and Interpersonal circles(due 2.7 (modifying version 2.15): — Who are they? Shen xicheng
 - How to reach them? Jiang haocheng
 - why are they? Lu siyu
 - the scope Xu yao
5. Identify the key message according some advertisement title: Mao jingyi & Xu yiyang (2.15).
6. Composing the song and creating lyric Due 4.1 (final deadline) Shen xicheng, Xu yao.
 - Melody Due 2.23
 - Composing Due 3.2
 - Lyric (first version: due 3.17)
 - (Final version: 4.1)
7. Stage meeting (3.10 7:30-8:30 PM)

8. Online questionnaire survey: Do you know crossing dressing and transvestism?
Scope: school mates and their parents —Question design: Lu siyu, Li jiaxin (due 3.12)

—Data collecting: all members (due 3.15).

—Compiling information: Jiang haocheng

—Resources update: <https://www.douban.com/note/694956606/>

<https://en.wikipedia.org/wiki/Cross-dressing#Varieties>

[https://card.weibo.com/article/m/show/id/2309404430268009152767?
_wb_client_=1](https://card.weibo.com/article/m/show/id/2309404430268009152767?_wb_client_=1)

School Reopen 4. 7

—Interviewing: participated by boys who love cosplay feminine character in our school and teacher: Xu yiyang, Lu siyu, Mao jingyi, Liu pinxin (the new member of our club but does not involve in the competition) Due 4.12

— Music video shooting: all members (4. 15)

—Compiling the information and make final video: Jiang haocheng, Xu yao(final version, due 4.20)

—Collect the data and feedback information: Lu siyu, Shen jiaxin, Xu yao (4. 20)

--Fulfill the summary and things we learnt: Chen sibing, due 4.23

—Check the success we achieved and the aspect we need to improve (4.24)

 [Execution Plan](#)

| Impact Statistics

We made a questionnaire which includes different aspects like "what do think of those guys and behaviors before and after see the MV we made" and the objective impact of the Drag culture. About twenty students and their parents participated in our preliminary collection of the question "is cross-dressing a disease?" and found that all the students answered that cross-dressing is not a disease. While 40% of the parents thought it was not a disease, and 60% thought it was a disease. Also, about 300 hundreds students with twenty teachers watched our MV and gave feedbacks to us. Most boys said that their perspective that crossdressing is a kind of shameful behavior had been changed by watching the video and listening to our introduction; students who confuse the concept of transvestism and crossdressing also said their recognition has been changed by our video and introduction.

The questionnaire was spread after presenting the video in our school, and there were five multiple choices and one message leaving area in that questionnaire, which saved time for students to fulfill all the questions, and they would be willing to answer the questions since multiple choices were convenient for students to answer. Furthermore, the answers were presented in the way of letters, which were convenient for us to analyze and find the conclusion.

 [questionnaire](#)

| Collect Feedback

Firstly, we received sentence from two of our classmates who once cosplayed in a school activity after we posting our questionnaire survey about attitude towards crossdressing, and they shared their cosplay experience during our interview:

“I think this is very novel, and I also have some interest in cosplay since I can be a different people when I dress up like another people. I become more brave, which is similar to the character I act, instead of being afraid to speak in front of other people.” “Others will view you differently, and I also felt like I become another person.” “At the moment I wore the dress, I felt like I become that character.”

They also mentioned that their classmates and teachers took photos of them, but none of them laughed at them or criticize them. This is a good tendency.

Secondly, we also received sentences from our teacher who isn’ t considered a “tough guy” thorough traditional masculinity.

“When we mention masculinity, most people will think of the appearance, voice, action of the men. And I believe many people suffered from this since their untraditional appearance. Actually, this is just the stereotype from the society. The true masculinity should be what inside out heart. Take gay rights as an example, at the very beginning, it is those drag queens who are fight for it. These people who considered not so ‘tough’ are stronger than many ‘real men’ indeed. ”

“I suffered from the bias from the society a lot when I was young, especially in primary and middle school. But after I grow up, I just ignore these as I am already used to these. And I wanted to encourage those people like me: Those people who have high standard of masculinity just don’ t understand what is masculinity. If

they have a friend or someone who like crossdressing, they may understand this kind of culture. Moreover, if your parents don' t support you, do not feel sad as they just don' t want you to suffer from others' bias. Try to have more talks with them, they may change and understand you."

We also asked the opinion of a common person that didn' t know about crossdressing before. He first thought he cannot understand why those people wanted to do something that is opposite to their own gender. Later we informed him about crossing dress and after watching the video we made, the first word he said was "They are so great. Maybe I will never have enough courage to do things like this. They are strong enough to express what they want, which most of us are afraid to do. "

Actually, people who like crossdressing are even more powerful than other people. According to the feedback above, we think all we are trying to do is to change the opinion of the society and then these people can live without bias and form a society which people can express freely.

[📄 interview with student 2 密码:f3km](#)

[📄 interview with teacher 密码:xicp](#)

[📄 interview with student 1 密码:gkxk](#)

Review and Reflections

| Overall Self Check

This part is absent or not available temporarily.

| What Are Successful

Firstly, we brought up a topic that very few people pay attention to how to eliminate gender bias against men through our daily observation: nowadays, some men' s masculinity is different from the traditional one, such as loving crossdressing.

Secondly, the interview is a direct approach and a brave action: we interviewed some boys who like cosplaying and male teacher who have different masculinity, hoping to have a deeper understanding of this phenomenon and utilizing the recording video as an evidence in our video.

In this process, the most significant effort done by us is the song we created. The lyrics are written by ourselves, expressing the central idea that men who are different from others should be brave to be themselves.

Ultimately, we compiled all the information into a short a video to raise the awareness of this topic in order to appeal to people around us who have bias on masculinity, trying to persuade them to put down their prejudices by providing the information related and the voices from their friends. Video is an effective way to spread the idea because videos are approachable easily by our electronic devices and cost a shorter period to inform people, so people around us would be willing to be informed by this way. Furthermore, the introduction included the information related to Beijing Opera, which was a familiar topic for Chinese students, in order to make the video be accepted more easily.

| What to Improve

Our chief weakness is that we don't have a great time arrangement, which led to low research efficiency of the whole team. In the winter vacation, since students could not meet with each other, the frequency to have online meeting was troublesome, which made the process hard to track.

Another drawback is that we do not have enough research sample around us. The idea of the topic was inspired from the videos on famous video platform, which means people we want to have a face-to-face meeting are not easily approachable. Furthermore, since we are still students, the time and chance for we to contact with celebrities online. At the same time, the number students who like crossdressing or cosplaying feminine characters is limited, and the number of men who have different masculinity is also limited, and this group is often too shy to express themselves, which makes hardships for our research.

| Summarize Learnings

The most important quality we have learnt is to persist the care for minority group. When we chose this topic and asked our teachers and parents for help, most of them considered this topic was too strange and "brave," even more critics came from adults around us. However, we still considered that it would be always important for people to listen to voices from minority group since the world should be tolerant for different voices, and difference is also the sign of freedom, which should be respected. Though people around us were nonchalant and confused at the beginning, we did not give up, we were even inspired by their attitude, which was to change the condition.

Secondly, the concepts about crossdressing and transvestism we have learnt helped us to perceive cosplay culture in China with a correct attitude. Since the diction to describe crossdressing and transvestism is very similar in Chinese language, and people do not pay special attention to distinguish these two behavior, it was very meaningful for us to learn these concepts and inform people around us, which helped the prejudice to be eliminated. Furthermore, since cosplay culture from Japan has been more and more popular in China, the awareness of crossdressing, which closely ties to cosplay, will help people, including us, to understand and respect people who favor the cartoon character.

Thirdly, how to make a questionnaire without aggression and misleading once was a difficulty for us. We often see some questionnaires with strong implications. In the questions full of professional vocabulary, there are actually many subconscious expressions that can stimulate people's subconscious expression. When we were doing this questionnaire, we also encountered the problem of how to express

professionally without suggestiveness. Therefore, when we ask questions, we would use the sentence pattern of what do you think of... Instead of what do you think that crossdressing is like "sissy," which was a negative diction.

Lastly, it is meaningful for us to improve the skill to do research, especially for G10 students. The whole system provided by YIC greatly led our team to build a logical and clear structure when we started the research. The sequence to complete a integrated research, from background to define the audience to create a impressive slogan, helped students who engaged in a research project for the first time have a clear sense, which would contribute to our further education stage.

Team Credits

Yiyang Xu: Team leader, deciding the researching topic, tracking the whole process, making the plan for execution, sharing relative resources from Internet

Haocheng Jiang: compiling the information into a delicate video.

Sibing Chen: Writing and checking essays

Jingyi Mao: Designing the performance in music video, contributing to resources

Xicheng Shen: Writing lyrics, designing catch-phrase for our videos.

Yao Xu: writing and composing song, participating lyric.

Siyu Lu: Designing and choosing the pictures for videos which are intriguing (art), recording the interview.

Jiaxin Li: Designing the questionnaire for survey and interview, researching the information about media platform.

Judge Comments

" There' s potential in your topic, as it relates to culturally dominant views of masculinity. Certainly, there' s promise in tying it to cosplay. But you need to be careful about how you frame it. In many cultures, a term like transvestite might be jarring, and in some places it' s outdated and unused. In fact, cross dressing is widely used to refer to someone (usually a man) who dresses in clothes usually associated with the opposite gender. You should also be careful about referring to it as a mental disorder. I suggest you reach out to advocacy organizations to make sure you' re using words and phrases that are both accurate and non-discriminatory. The issue of gender equality is important, but in male dominated societies, that term typically refers to women. But again, there' s potential in what you' re proposing. But focus narrowly on cosplay, perhaps, and keep the portions of your proposal that deal with dominant descriptions of men and why they can be problematic. (And, of course, you' re attempting to dispel the cultural notions of what a man should be, but at the same time you' re offering a generalized definition of women and female characteristics.) I' m unclear about your target audience. This may be a good time to mention that you want to continue to work on your grammar and usage. I think your audience is too broad. You' re seemingly attempting to reach everyone. Again, narrow your focus. Maybe target the individuals who have a misunderstanding. Tailor your messages to that group. But good work drilling down to a focused age group. Tying your key message to a line from Rent could be incredibly helpful because of the pop cultural connection. The message here is well-conceived. You made solid platform choices. It sounds like Bilibili and Wangyi are appropriate for the materials you plan to circulate. But how do you intend to ensure your message reaches its intended audience on those platforms, considering the amount of content posted to them every day? The agenda doesn' t address when you hoped to work on and ultimately finished your distributed materials. There are no general dates tied to any of it, either. You' re addressing only research you intend to do, but what are the production timelines? (You offer this information later in your project, but it should be here.)

he questionnaire is a great idea. It can give you great baseline information and anecdotal evidence. The Q&A' s could be particularly useful. Work hard to coax fuller and more detailed answers from people. The video questionnaire is a bit troubling because the multiple choice answers are terribly leading. You want to set up your questions in an objective manner and allow responses like: strongly agree, agree, neutral, disagree, strongly disagree. The interview videos are a great touch. They add a personal perspective. Remember to get microphones close to your subjects, and try not to do them in environments where there are a lot of other

sounds (birds chirping, wind, etc.). The last video you linked to wasn't available, and the audio file didn't load particularly well. You could've enhanced your materials here with a longer-form video that weaved in historical context and more interviews with people. And how else could you have messaged this? Posters, fliers, blogs? The key to measuring your impact is to pre-test people before watching your video and then testing them again after watching it. You did some of this. You'd want a larger respondent group to draw valid conclusions, of course, but you're moving in the right direction. Good candor in your reflections. I appreciated how you discussed the use of your questionnaire and the struggles you faced with time commitment. "