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JGTSS provides a platform for scholars, practitioners, and policymakers to share insights and engage in discussions about emerging trends, global challenges, and transformative opportunities in the field.

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Communication Practice and Challenges of the Africans in Guangzhou Issues on Chinese Social Media Platforms: A Survey Based on Big Data

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Social Media;
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ABSTRACT

This study examines the communication practices and challenges surrounding the “Africans in Guangzhou” issue on Chinese social media through the lens of field theory, using big data–assisted online content analysis to investigate discourse construction, emotional tendencies, and cognitive logics while identifying obstacles in information flows. Drawing on 62,877 valid data points collected from Sina Weibo, WeChat, and Zhihu between October 2009 and January 2024, the analysis shows that the issue generated a multi-thematic framework dominated by negative discourse and consolidated a negative “emotional community.” In this process, patriotism and racism became intertwined, and cultural conflict and identity were mutually articulated, producing a complex dynamic of transmission. Concurrently, poor information flow, the generalization of noise, and the agitation of influence flows intensified the complexity and uncertainty of the public opinion field concerning China–Africa relations. The formation of issue-related habits and representations is shown to arise from the interplay of political, cultural, economic, and technological capital, together with external threat power, within the field; addressing these challenges requires collaborative governance across these forces to build a healthier relational network.

INTRODUCTION

Since the 1990s, Guangzhou has become a hub for Africans in China, driven by the industrial development of the Pearl River Delta and the deepening of China–Africa cooperation. Correspondingly, the ‘Africans in Guangzhou’ group has also become a topic of concern

in the media and academia. This has led to a surge in discussions on related issues on social media, generating massive text data that reflects public views and social mentality. In early 2020, during Guangzhou’s COVID-19 prevention efforts, tensions arose between Chinese and African communities. Certain media outlets distorted these incidents, fuelling widespread de-

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public sentiment and collective attitudes, highlighting key issues in online discourse. These discussions exposed significant challenges, offering insights into the dynamics of public opinion on social media, particularly regarding non-state issues.

LITERATURE REVIEW

The presence of Africans in China has emerged as a significant phenomenon in global development and China-Africa cooperation, becoming a central topic in both international media and local governance. As Adams Bodomo(2014) noted, Africans' experiences in China directly influence how Chinese people are treated in Africa, thereby shaping the broader China-Africa relationship. Consequently, scholars from diverse disciplines have focused on this issue. Early research primarily examined cultural differences and exchanges between China and Africa. However, as the number of Africans in China increased, studies expanded to cover nine core areas: geographical distribution, migration reasons, demographic characteristics, group size, settlement nature, social networks, China-Africa relations, local responses, and social integration (Niu & Zhang, 2018). In 2015, The Journal of Pan African Studies published a special issue titled 'Africans in China: Guangzhou and Beyond', featuring six papers that explored various aspects of this topic from historical, social, cultural, and linguistic perspectives (Bodun&Liu, 2016).

Guangzhou, the primary destination for Africans in China, has attracted the most research attention. The majority of over 50 journal articles on Africans in China, the majority focus on Guangzhou, highlighting its significance in China-Africa relations (Bodom, 2014). Research on this topic can be divided into two main areas: business-and-trade and the African community in Guangzhou. Scholars have found that Guangzhou's African trade community bridges China-Africa relations, evolving through three stages: emergence, prosperity, and decline. This has led to the forming of three distinct social circles: African merchants, African community organizations, and interactions between African merchants and local Chinese residents (Li & Du, 2012a, 2012b). Additionally, cross-ethnic and cross-cultural intermediary organizations have played a crucial role in China-Africa economic cooperation (Angelo Muller & Wehrhahn, 2013).

Research on the African community in Guangzhou has also delved into cultural aspects, such as cross-language communication (Huamei, 2013), illegal immigration and its links to Christian churches (Haugen, 2013), China-Africa transnational marriages (Ma, 2017), and the challenges faced by second-generation Africans in the city (Liu, 2019). These studies highlight the complex social dynamics and integration issues faced by Africans in Guangzhou.

Media representation of Africans in Guangzhou has also been a subject of study. Dang (2016) found that local media often portray the African community in a stereotypical and negative light, exaggerating their numbers and focusing on problems while ignoring their contributions to China-Africa trade and China's economic development.

Overall, existing research on 'Africans in Guangzhou' is extensive, covering ethnic characteristics, migration patterns, settlement dynamics, social integration, identity construction, and local governance challenges. However, most studies rely on ethnological, anthropological, and management frameworks, with limited communication-focused research, especially regarding social media. In fact, social media exerts a significant influence on the formation mechanisms of public opinion. First, social media has become instrumental in public communication across political, educational, and cultural spheres. In China, WeChat exemplifies this social function, where its credibility significantly shapes public opinion(Wei, 2018). Social media can combine information with direct interethnic contact, thus creating an online public sphere which has the potential to be ethnically more diverse than the offline public sphere (Shota Gelovani et al., 2025). Second, the circle-based and interactive nature of social media has fragmented social discourse. While enabling like-minded groups to coalesce, this structure fosters opinion diversification and dispersion. Consequently, it manifests the criticized "dystopian" effects: rumor proliferation, group polarization, prejudice accumulation, value disorder, and ethical norm erosion (Keen,2008).

Additionally, while qualitative methods like ethnography and interviews dominate, there is a lack of innovative quantitative approaches using big data. Thus, big-data-based research is essential for a comprehensive and in-depth analysis of how the 'Africans in Guangzhou' issue is communicated on social media platforms.

SOCIAL MEDIA FIELD AS THEORETICAL BASIS

While social media data offers valuable insights into human behavior, it often lacks robust theoretical support (Tufekci, 2014). Journals such as *Media, Culture & Society* and the *European Journal of Communication* have emphasized the need to integrate big data with theory, highlighting the importance of understanding the cultural, moral, and social implications behind the data (Stine, 2017). Big data reveals not only technological usage patterns but also deeper cultural and ethical choices(Brock, 2015). Thus, this study moves beyond descriptive data collection to analyze the theoretical logic and empirical manifestations of communication practices.

To analyze social media data, this study employs Bourdieu's (1991) field theory, which conceptualizes social practices through the interplay of field, habitus, and symbolic power. Field theory offers a flexible framework for examining both macro-level phenomena and micro-level factors. Bourdieu posits that society constitutes a meta-field encompassing subordinate fields, including the media field, within which the social media field operates as a distinct subfield. Thus, the social media field inherits broader media logic while developing unique characteristics. Applied to social media research, this paradigm yields two key insights: First, social media constitutes an autonomous yet permeable field structured by distinctive interpersonal networks that directly influence individual behavior. Second, this field is increasingly governed by commercial logic and algorithmic governance, which regulate information flows and amplify the "information cocoon" effect through personalized recommendation systems (Peng, 2020).

In the case of the 'Africans in Guangzhou' issue, participants within this field develop topic-specific habitus manifested in discursive practices, affective tendencies, and cognitive schemas. These habitus illuminate the mechanisms underlying communication dynamics, including information diffusion, social cognition, and issue evolution in digital publics.

First, discourse functions as both the symbolic manifestation of communicative practices and the embodiment of field-specific habitus. Communication, by its very nature, is a social process that relies on shared symbolic systems, with discourse serving as the primary vehicle for meaning-making (Zhang, 2016). Post-structuralist scholars Laclau and Mouffe conceptualize discourse as the fundamental framework through which all social phenomena are constituted (Xu & Chen, 2020). Far from value-neutral, discourse inherently carries cultural meaning and ideological positions (Christians, 2007), reflecting underlying power relations and social structures. As Bourdieu (1991) asserts, discursive exchange constitutes symbolic power relations. Consequently, communicative practice essentially represents a struggle for power and capital waged through symbolic means.

Secondly, emotion is central to discursive expression. People articulate emotions through discourse, and these emotions, in turn, shape social actions, driving interpersonal interactions and even social movements (Turner, 2009). While some dismiss "emotions of protest" as destructive, scholars argue for their re-eval-

uation, emphasizing that "justified anger" can advance social justice (Linklater, 2014).

Lastly, cognitive logic underpins emotion. Emotions stem from individuals' cognitive frameworks, which include social interests, knowledge, values, and moral sentiments. For example, Goodwin Jasper argues that anger arises from violations of beliefs in justice, fairness, and dignity, motivating individuals to defend these principles (Goodwin et al., 2001).

RESEARCH QUESTIONS

Grounded in field theory, this study addresses the following questions:

- 1) How is the 'Africans in Guangzhou' issue communicated on Chinese social media? Specifically, how are behavioral habits manifested through discourse construction, emotional expression, and cognitive logic?
- 2) Are there any problems in the information flow surrounding the 'Africans in Guangzhou' issue on Chinese social media?
- 3) What insights can be drawn from this issue regarding the public opinion mechanism on social media, especially public opinion related to Africa?

METHODOLOGY

This study employs DiVoMiner®, a text big data analysis platform (Zhang & Cao, 2016), to conduct online content analysis. Building on traditional content analysis methods (Figure 1) and enhanced by artificial intelligence algorithms and big data technology, this approach systematically and objectively analyzes a large volume of texts. It reveals the communication practices and underlying dynamics of the 'Africans in Guangzhou' topic on social media.

The study focuses on the issue of 'Africans in Guangzhou' as its analytical unit. Data samples were collected from Sina Weibo, WeChat, and Zhihu using keywords such as 'Africans in Guangzhou,' 'Chocolate City,' and 'African City.' The data collection involved two rounds: the first collected posts, and the second collected comments, yielding 62877 valid data points. The data were gathered in January 2024, covering the period from October 2009 to January 2024.

To ensure data quality and research validity, rigorous data-cleaning procedures were implemented. These included removing duplicates, eliminating irrelevant noisy text, and verifying data accuracy through manual review.

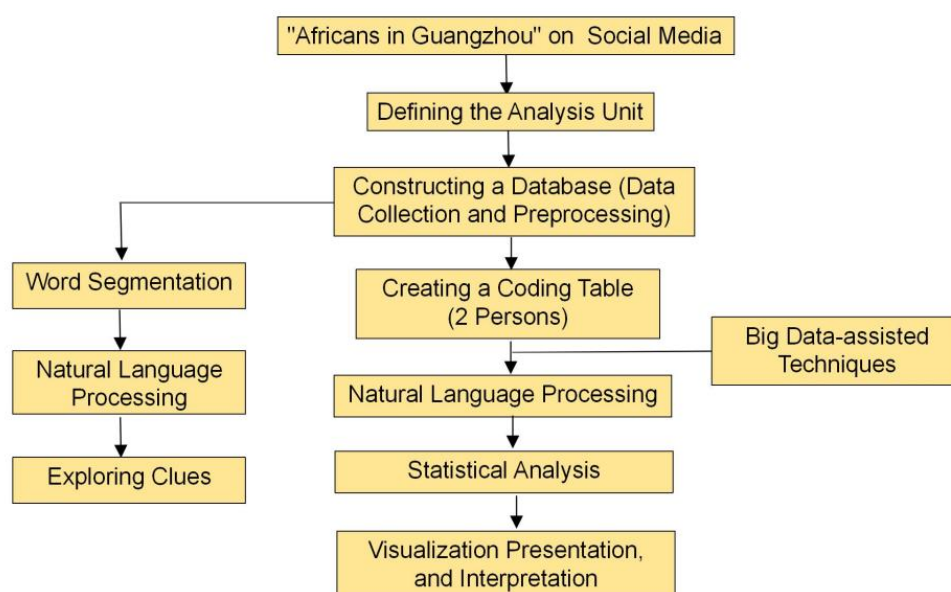


Figure 1 | Steps for Online Analysis Assisted by Data Technology

Table 1 | Coding Table of 'Africans in Guangzhou' Issue

Category	Options	Keywords
Source (single choice)	Wechat/Weibo/Zhihu	-
Publisher attribute (single choice)	Mainstream media/Enterprises and commercial media platforms/State organs and institutions/individuals/others	-
Theme (multiple choice)	Cognitive impression of Africa	Poverty OR poverty OR backwardness OR hunger OR conflict OR war OR disease OR AIDS OR colonization OR slavery OR violence OR laziness OR dirty OR disorderly OR stupid OR ugly OR prejudice OR misunderstanding OR hate
	Racial discrimination in Africa	Discrimination OR poverty OR garbage OR gene OR disease OR AIDS OR skin color OR race OR Chinese OR black devil OR black green OR Ni dog OR racism OR race OR western adults OR foreign garbage OR virus OR brother OR invasion OR hate OR expel OR virus OR roll OR lick
	Africans work in China	Work OR three illegal OR visa OR entry OR residence OR work OR drug trafficking OR immigration OR smuggling OR dirty OR bad OR sexual ability OR birth OR super national OR crime OR fraud OR steal OR steal OR rob OR policy OR employment OR law enforcement OR college entrance examination OR detention OR deportation OR repatriation OR management OR control OR trade OR gold rush OR Arrogant OR rumours OR species OR race OR alien OR race OR culture OR foreign enemy OR small north OR three Li OR Yuxiu area
	China and Africa transnational marriage	girl OR wife OR boyfriend OR love OR relationship OR marriage OR feelings OR love OR worship foreign OR easy girl OR Madonna OR black OR mixed blood OR cheat OR regret OR break up OR domestic violence OR derailment OR birth
Emotional Tendency (single choice)	Positive/neutral/negative	-

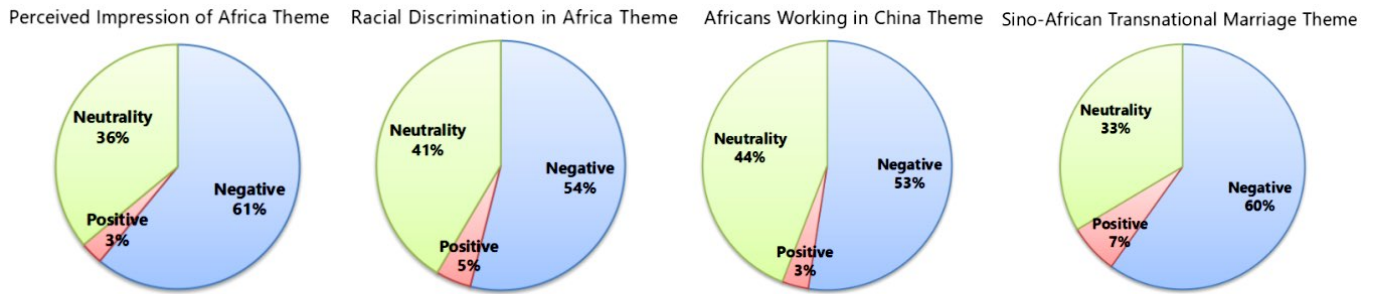


Figure 2 | The emotional proportion of different topics on this issue

In the coding phase, manual reading and word segmentation techniques were used to extract key information, which was then categorized into different classes and keywords to form a preliminary coding table (Table 1)¹ ². Next, 100 data points were randomly selected for an inter-coding reliability test conducted by two coders using the preliminary coding table. The Holsti index reached 0.89, indicating high reliability. The DiVoMiner® system then extracted 1% of the samples for machine coding based on the coding table, which achieved a manual verification accuracy of 0.92. Finally, all data were machine-coded using the coding table, and the results were reviewed and corrected by coders who had passed the reliability test.

FINDINGS

Behavioral Habitus: Discourse Expression Under the Thematic Framework

After coding analysis, the topic of 'Africans in Guangzhou' was categorized into four thematic frameworks based on the number of posts: Africans working in China (47,500), racial discrimination involving Africans (19,500), cognitive impressions of Africa (12,300), and Sino-African transnational marriages (11,200). Among these, 'Africans working in China' has long dominated discussions and is most closely intertwined with other themes. Notably, negative emotions are prevalent across all four themes (Figure 2), highlighting the emotionally charged nature of public discourse.

The Theme of Cognitive Impressions of Africa: A Central Representation of Cultural Conflict

People's perceptions of social groups emerge from complex interactions between multicultural values and ideologies. When cultural characteristics and values diverge significantly, cognitive biases and stereotypes

frequently arise. While partially grounded in social realities, stereotypes tend to become rigid cognitive frameworks that resist updating with new information. Typically formed through limited exposure, overgeneralization, and subjective assumptions, these stereotypes perpetuate profound misunderstandings and prejudices (Ru,1988). In Guangzhou, Africans have been stereotyped due to their physical appearance, language, and culture, as well as limited social integration.

Analysis reveals that Africa's poverty and underdevelopment are predominantly attributed to national character and colonial history. Approximately 42% of analyzed data points reference descriptors such as poverty, backwardness, disease, colonialism, slavery, laziness, hunger, conflict, and war. Africans are frequently portrayed as inhabiting resource-rich lands yet trapped in a 'resource curse' that cultivates short-term thinking—a perceived lack of work ethic that contrasts sharply with Chinese values of diligence. Moreover, the enduring legacy of colonialism remains significant. Western colonization imposed European-style institutions on Africa, creating systemic mismatches between political structures and economic foundations. This has undermined autonomous development and perpetuated aid dependency, hindering post-independence economic growth (Zhihu,2014a).

Research indicates that the African community in Guangzhou has been labelled as 'illegal' and 'criminal.' Since 2009, issues of illegal entry, residence, and employment have drawn widespread attention, with subsequent security incidents further reinforcing these negative perceptions. Terms like 'lawlessness,' 'crime' and 'violence' appear in 90% of analyzed data. However, official data from the Guangzhou Public Security Bureau show that from 2015 to 2017, only 154 Africans were convicted in Guangzhou, representing just 12% of the total foreign population, with this proportion decreasing annually (Mao,2018). Despite these statistics,

¹ Mainstream media, including domestic mainstream media and their media accounts, shoulder important political responsibilities and are an important tool for the Party and the government to govern the country. Enterprise and business media platforms refer to business platforms that provide social functions such as information, communication, social networking, e-commerce, and local services; State organs and institutions refer to official accounts opened by state administrative units and institutions at all levels (except media); Individual refers to ordinary Internet users. Others include think tanks, overseas institutions in China, associations, chambers of commerce, foundations, etc.

² The division of emotional tendencies in this issue is judged by the attitude of evaluating Africans.

individual illegal acts by Africans in Guangzhou are still overemphasized, leading to the entire community being unfairly labelled as 'criminal.'

The Theme of Racial Discrimination: Arguments in the Context of Racist Narratives

Racial discrimination refers to an attitude of contempt or exclusion toward people of different races. It manifests more acutely and extremely in speech and behavior than stereotypes. In the realm of online public opinion, such sentiments often simmer beneath the surface, fueling intense debates. Public opinion is sharply divided on whether racial discrimination exists. One group (56%) firmly believes that racial discrimination is prevalent. In this view, both Africans and Chinese are seen as targets and perpetrators of discrimination. The discussion centres on issues like the preferential treatment of Africans, the treatment of overseas Chinese, and the shared experiences of discrimination faced by both communities. The other group (44%) questions the very concept of racial discrimination, arguing that 'there is no discrimination against Africans' or that the issue is merely a rejection of negative behaviors like theft or hooliganism rather than a blanket denial based on race. Notably, racist rhetoric often stems from narratives that make one-sided assessments of Africans' physical characteristics, cultural practices, and national identity. Driven by strong emotions, such narratives can easily devolve into narrow nationalism, exacerbating social divisions.

First, discourse regarding the intelligence and civilization of Black individuals reflects both discriminatory and balanced perspectives, accounting for 28% of analyzed data. Notably, 55% of these statements express negative views, often rooted in prejudicial assumptions. Such claims falsely attribute lower intelligence to Black populations, employing pseudo-scientific justifications while asserting they lack civilizational contributions. Conversely, 45% of voices present neutral or positive perspectives, highlighting African intellectual diversity and challenging overgeneralizations.

Second, evaluations of the nature of 'black people' are overwhelmingly negative, with 94% of analyzed data. Black individuals are stereotypically described as 'brutally violent,' with discussions involving discriminatory terms and historical issues like colonialism and the slave trade. This topic has sparked heated debates on platforms like Zhihu, with questions such as 'Why Are Black People So Often Violent? Is it Safe to Work in Africa?' Furthermore, the rise in Sino-African marriages has sparked discussions about 'second-generation Black Chinese', particularly regarding genetic inheritance and cross-cultural parenting challenges (Weibo, 2020).

The Theme of African Migrant Workers in China: The Idea of 'Ethnic Invasion' is Fermented

As the number of African students and migrant workers in China increases, their biological differences have

drawn significant attention, fueling the notion of an 'ethnic invasion.' This has sparked heated debates on issues such as Africans' potential to crowd out social resources, seduce Chinese women, form urban enclaves, and disrupt social security. These discussions often emphasize the 'spectacle' of Africans' physical traits (Guy Debo, 2018)—such as strength, sexual prowess, and fertility—using terms like 'species,' 'race,' 'foreign enemy,' and 'violence' appear in 95% of the analyzed data. However, rather than admiration, these descriptions reinforce negative stereotypes of their 'simple, remarkable, vivid, and highly recognized' characteristics (Hall, 2001), viewing Africans as a sociocultural threat. For example, African children have been derogatorily called 'niggers' in schools. Additionally, the rising number of marriages between Chinese women and African men has led some to express fears of 'racial invasion' and 'gene conquest,' with concerns that Guangzhou could become 'the Detroit of Asia.' In contrast, a few neutral views argue that China's deep cultural heritage would prevent assimilation through intermarriage. It is worth noting that while negatively evaluating the physical and personality traits of Africans, people culturally regarded them as exotic rather than threatening cultural forces (Zhou et al., 2016).

Secondly, the settlement of Africans in China has raised security concerns, constructing a negative image linked to issues like 'three illegal' (illegal entry, residence, and employment), repatriation, visa problems, drug trafficking, and **rumours**. Data show that 94% of discussions focus on these aspects. In 2014, a report by Guangzhou University's Development Research Institute highlighted Guangzhou as the largest gathering place for Africans in Asia, noting an 'unoptimistic' crime situation (Global Network, 2014). On social media, negative emotions dominate discussions about Africans, with zero tolerance for illegal activities like drug trafficking and 'three illegal' issues. Concerns about potential 'riots' or demands for minority privileges further deepen social unease. Additionally, the concentration of Africans and their religious beliefs are often seen as sensitive issues, increasing the group's labelling and stigmatization.

Thirdly, discussions about Africans receiving 'super-national treatment' reflect public frustration and anger. Terms like 'super-national,' 'worship of foreigners,' 'calcium deficiency,' 'slave,' 'kneeling' and 'privilege' appear in 87% of analyzed data. The discourse reveals dual perspectives on racial treatment in China. First, it connects the differential treatment of Africans to China's historical trauma, highlighting legal, moral, and social inequalities that foster perceptions of special privilege. Second, these policies are framed as 'reverse discrimination,' with critics arguing that racial preferences disadvantage Chinese citizens (Zhihu, 2014b), thereby deepening social fractures.

Moreover, debates on immigration policies have intensified, driven by concerns over 'racial invasion' and China as a non-immigrant country environment. The

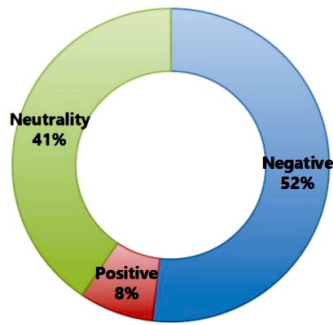


Figure 3 | The emotional proportion of this issue

discussion focused on reconciling openness with national security and developing balanced immigration policies in globalized contexts. Social media analysis shows 95% of relevant posts employ charged terminology like 'alien,' 'deportation' and 'low-end globalization'-defined by McGordon (2018) as transnational flows characterized by minimal capital and informal economies. Unlike professional migration, this phenomenon is tied to developing-world conditions. Public sentiment remains divided, though many emphasize negative impacts, with some conflating globalization with neo-colonialism.

The Theme of Sino-African Transnational Marriage: Discussion on Gender Discrimination and Racial Discrimination under Men's Rights and Women's Rights

The discourse on Sino-African romantic relationships has become a focal point for examining intersecting gender and racial prejudices. Women in these relationships face disproportionate scrutiny, with 36% of analyzed data containing derogatory terms like 'foreigner-worshipping,' 'easy girl,' and 'black second-generation' - reflecting deep-seated structural biases rather than individual choices.

Patriarchal anxieties about lineage preservation have generated particular hostility toward Chinese-African marriages, often framed as threats to 'racial purity' or 'black colonization'. This manifests in gendered slurs ('black girl,' 'under black') and violent rhetoric against women, while similar relationships involving Chinese men escape equivalent censure. Such double standards reveal what critics term a 'gender original sin' mentality that commodifies women's sexuality. Negative perceptions are compounded by stereotypes about African family structures, including perceived lack of paternal responsibility, high rates of single-parent households, and prevalence of polygamy. Just as one comment noted, 'The local men I've known over the years have a 100% cheating rate, and it's normal here for women to take care of the children' (Zhihu, 2014c).

Moreover, sexism and racial discrimination are often intertwined in the critical discourse surrounding cross-border marriages. Accusing women of 'seduction' is a

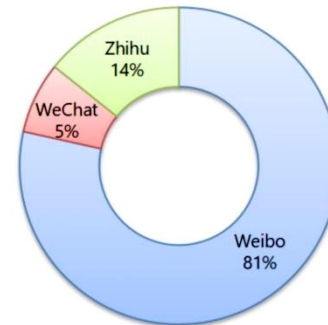


Figure 4 | The platform proportion of negative emotion on this issue

dual expression of sexism and racial discrimination by male chauvinists. The reasons for this emotional confrontation are complex and varied, with different perspectives from men and women. From the male perspective, two main factors drive this criticism: First, China's gender imbalance intensifies mate competition. Second, patrilineal traditions fuel ethnic exclusivity. From the female perspective, the issue is equally complex: First, cross-cultural partner selection is interpreted as a racial hierarchy. Second, western media's persistent emasculation of Chinese men contrasted with idealized foreign masculinity (Zhihu, 2021a). This intersection of misogyny and xenophobia demonstrates how relationship choices become politicized battlegrounds for nationalist and patriarchal agendas.

Psychological Habitus: the Emotional Community Shaped by Discourse

As previously noted, the essence of discourse lies in the transmission and resonance of emotions. The public's discourse behavior around the topic of 'Africans in Guangzhou' shapes a unique emotional habitus. Papacharissi (2015) introduced the concept of 'affective publics,' where the public gathers on social media around a specific issue to form an emotional community through emotion-driven communication. In the case of 'Africans in Guangzhou,' this community is characterized by a predominance of negative emotions (Figure 3). Further analysis of this emotional community can be observed from the perspectives of platform and discourse expression.

Weibo and Individual Users have become the Most Affected Areas of Negative Emotions

An in-depth analysis of the distribution of negative emotions regarding the issue of 'Africans in Guangzhou' across various platforms (Figure 4) reveals that Weibo is the primary hub for negative sentiment, followed by Zhihu, with WeChat being less significant. This pattern is closely tied to the nature of content creators on these platforms, with individual users dominating Weibo and Zhihu (93.5%) (Figure 5). In terms of emotional expression (Figure 6), individual posts tend to be negative

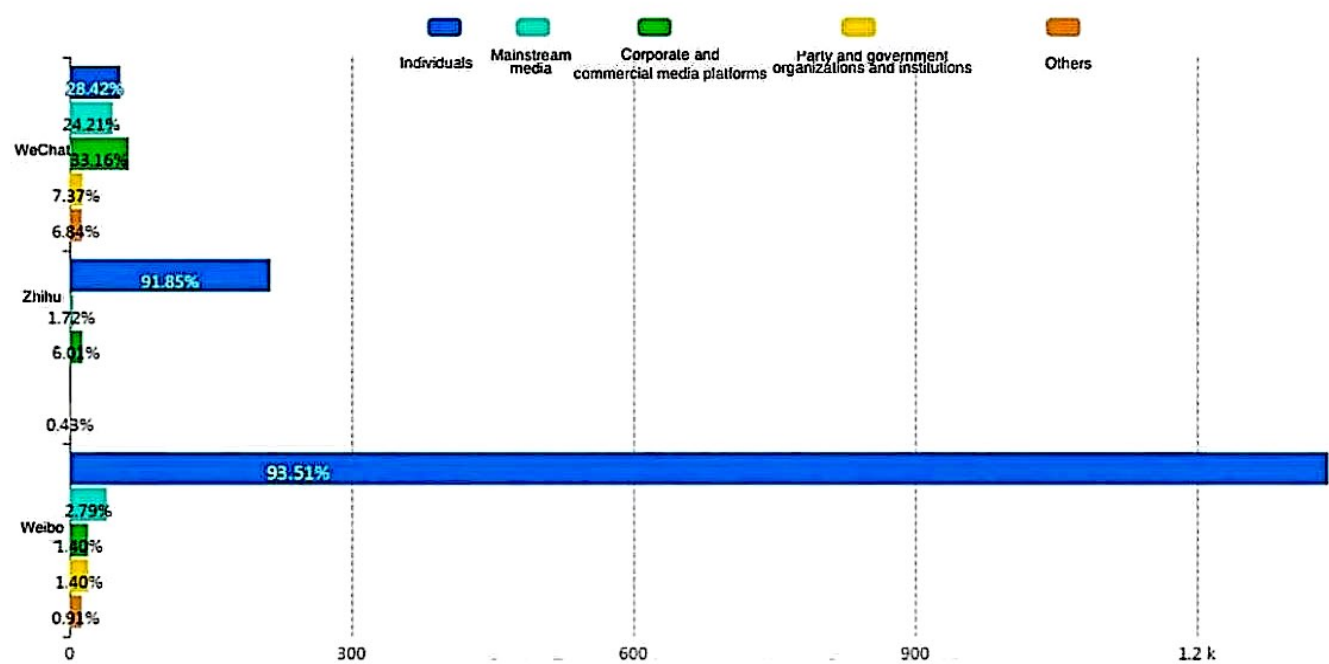


Figure 5 | The subjects on different platforms on this issue

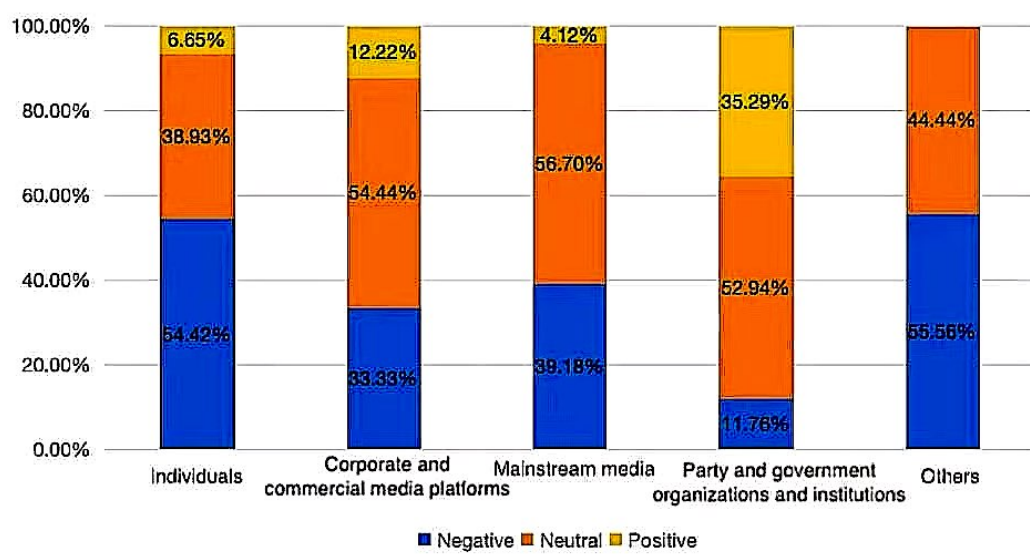


Figure 6 | The emotional proportion of different subjects on this issue

(54.4%), characterized by subjective, emotional, and casual language, often including abusive or insulting terms. In contrast, WeChat’s mainstream media, enterprise, and think-tank accounts, which are the main sources of information release (71.6%), exhibit a more neutral and positive emotional tone (65.6%). Their discourse focuses on rational analysis, objective statements, and in-depth insights, providing a more stable and constructive space for public discussion.

Expressions of Negative Emotions Include Abuse, Irony and Exclamation

In the linguistic communication around this topic, emotional expression often overshadows rational expression, frequently employing rhetorical devices such as analogy, exaggeration, irony, and rhetorical questions. Analysis of negative emotion posts reveals three main ways negative emotions are expressed:

- 1) Direct Abuse: This involves the straightforward use of abusive language to express anger and dissatis-

faction, such as words like 'roll,' 'lick,' 'disgusting,' 'trash,' and 'nigger.'

- 2) Humorous Irony: This uses humor and irony to subtly convey anger and dissatisfaction. Examples include phrases like 'Dare to say that black adults are bad?' 'Dare to compete with black and green?' and 'Dare to challenge black brother?'
- 3) Helpless Sigh: This type of expression uses words that convey worry, fear, or frustration (e.g., 'ah,' 'haha') to reflect feelings of helplessness, sadness, and anxiety. Though more subtle, it captures the complex emotions and sense of powerlessness felt by the speaker.

Psychological Habitus: the Cognitive Logic in the Depth of Emotions

Discourse and emotions serve as crucial indicators for understanding the underlying psychological mechanisms and cognitive logic. They are not only the sources of affective expression and discursive flows but also key to interpreting cultural ideologies, values, and moral frameworks. These elements coalesce to shape field-specific communicative practices. Moving beyond syntactic analysis to semantic examination reveals five cognitive patterns:

First, the current situation of Africans does not align with the civilized imagination of 'Western modernity,' which is the underlying logic influencing public cultural perceptions of Africa. Niu&Zhang (2018) have noted that some Chinese prejudices and stigmatizing perceptions of Africans stem from an expectation that foreigners conform to Western European and American cultural standards. In this framework, symbols associated with Western modernity are seen as markers of civilization. Influenced by this historical legacy, emerging countries often critique their societies through the lens of modernity while distancing themselves from similar critiques of non-Western groups. This is evident in the stereotypical and racist narratives about Africa. Many Africans in Guangzhou work in low-tech commodity trading, reinforcing perceptions of poverty and backwardness. In contrast, South Koreans, better educated and economically advantaged, enjoy a higher social status in China. This highlights how economic disparities between African and other foreign communities contribute to differing social evaluations (Zhou & Zhou, 2018).

Second, the long-term media portrayal of Africa has shaped public perceptions and reinforced national identity through racist discourse. A prejudiced cognitive framework toward Africa has quietly formed through selective media reporting. Africans in Guangzhou are often labelled as violent, diseased, or criminal, and these stereotypes have spread widely on social media. Historically, official media depicted China as a generous aid provider while portraying Africa as a backward aid

recipient (Saavedra, 2009). Market-oriented media have further reinforced these stereotypes by replicating Western portrayals of Africans (Li&Rønning, 2013). Although mainstream media later shifted to more positive and constructive reporting (Fan&Li, 2020), past stereotypes persist. Instead, to a certain extent, Africa's contributions to the Chinese economy have been ignored (Niu & Zhang, 2018). This has led to a racial hierarchy and normalized racist discourse, which has become a spontaneous expression of national identity, strengthening subconscious biases.

Third, mutual respect between ethnic groups is built on two-way interaction. Many people adopt a retaliatory attitude ('an eye for an eye') in response to perceived disrespect from Africans, such as online defamation, physical abuse, or criminal activities involving Africans. Although these incidents are rare, they challenge national dignity and are easily amplified, leading to increased estrangement and misunderstanding between Chinese and African communities.

Fourth, preferential treatment of foreigners undermines social fairness and cultural confidence. Public opinion often views preferential treatment as 'reverse discrimination' against Chinese citizens, violating principles of fairness and equality. Such incidents quickly become focal points of public debate, triggering a re-evaluation of traditional virtues like tolerance and magnanimity. While these values are important, unconditional tolerance can be seen as a sign of weakness, leading to contempt rather than respect.

Fifth, social security is a key factor influencing public acceptance of foreign groups. Stereotypes of Africans as 'illegal,' 'criminal,' or 'violent' have raised concerns about social safety, especially during the COVID-19 pandemic in 2020. This has led to a peak in negative public sentiment toward Africa. In contrast, other foreign groups, such as Koreans and Japanese, faceless rejection due to their perceived law-abiding nature and higher quality (Zhihu, 2020). This highlights the importance of social security in shaping public attitudes toward foreign communities.

Overall, negative discourse and emotions toward Africa often emerge when cultural identity, dignity, fairness, and security are challenged. Patriotism and racism are intertwined, and cultural conflicts are closely linked to identity recognition. Through the analysis of discourse, emotions, and cognitive logic, we can understand the complex picture of public opinion surrounding the 'Africans in Guangzhou' issue on social media. However, the formation of this picture is influenced by intertwined factors such as information flow, noise, and influence. Misleading remarks and prejudices continue to intensify, providing a comprehensive perspective for objectively interpreting this issue.

COMMUNICATION CHALLENGES: UNSMOOTH INFORMATION FLOW, GENERALIZATION OF NOISE FLOW, AND TURBULENCE OF INFLUENCE FLOW

Public discourse on Africa-related issues reflects both governance challenges and communication dynamics. Rogers' (2003) dual-track information theory distinguishes between factual transmission ('information flow') and attitudinal shaping ('influence flow'). Hu Baijing (2014) extends this model to crisis contexts by identifying a third element—disruptive 'noise flow'—which collectively create three communication dilemmas: unsmooth information flow, turbulence in influence flow, and the generalization of noise flow. Unsmooth information flow results from the dissipation of meaning, hindering effective circulation and exchange of information. The generalization of noise flow involves a cacophony of voices that distract from the truth. Turbulence in influence flow refers to uncontrolled communication elements causing systemic disorder. Applying this framework through a field theory lens reveals specific communicative challenges in the 'Africans in Guangzhou' discourse.

Unsmooth Information Flow

In addressing this issue, several communication challenges have emerged, including the dilution of journalistic integrity and the lack of professional knowledge dissemination. Among the content creators, mainstream and commercial media account for only 11%, while individual users make up 83%. Unlike traditional media, such as television and radio, social media platforms allow anyone to publish information at any time. This has led to issues like the decline of professional knowledge authority, the spread of rumours, and the non-transparent management and filtering of user activities by social media algorithms (Gerlitz, 2013). These factors contribute to the erosion of journalistic standards and the obstruction of valuable information exchange. For example, concerns about the African community in Guangzhou are often exaggerated due to inflated population numbers and a lack of objective understanding of globalization's inevitability. How to maintain journalistic professionalism—or what Bourdieu calls 'elitism'—on social media is a critical question for the current era.

Generalization of Noise Flow

Firstly, rumours spread rapidly. Emotionally charged online environments accelerate rumor propagation. During COVID-19, certain media exploited policy knowledge gaps to misrepresent China's 'equal treatment' principle as racial discrimination and misused Guangzhou's 2019 immigration statistics (350,000 entries) to falsely claim a 300,000 'resident African popula-

tion'. Such fabricated narratives jeopardized diplomatic stability and provoked unwarranted public anxiety.

Secondly, foreign forces disrupt information flows. To understand the issue of racial discrimination, we must consider its social context. While the public may have some reservations about African communities, these are mostly due to stereotypes, online pressure, and cultural differences rather than the deep-seated racism seen in some Western countries. China and Africa share many common experiences and have a history of diplomatic friendship. So, how does the context of racial discrimination arise? Africa-related issues are international topics closely tied to the global political environment. Studies show that mainstream media in the UK and the US pay little attention to 'Africans in China' but often distort China's development in Africa and China-Africa cooperation (Yu, 2014). Foreign actors systematically weaponize isolated incidents (e.g., illegal activities by individuals) as racial issues fabricate narratives like "Chinese discrimination against Africans" during crises. While lawful governance of misconduct is necessary, vigilance against artificial racialization of administrative matters, and external provocation of interethnic tensions.

Influence Flow Turbulence

Firstly, rumours have eroded Institutional credibility. In recent years, persistent rumours about Guangzhou's African population (e.g., inflated claims of 300,000-500,000 residents) have fostered perceptions of governance failure. Despite official demographic clarifications, confirmation bias sustains distrust in authorities - a classic case of misinformation overshadowing factual corrections.

Secondly, a crisis of negative information preference has emerged in social media. Negative news—characterized by themes of backwardness, conflict, suddenness, irritation, ambiguity, and confusion—often captures the audience's attention (Deng, 2002). Research in communication psychology shows that negative news elicits higher emotional arousal and is more likely to incite emotions (Li & Su, 2014). This preference reinforces cognitive rigidities and discourse polarization (Xie, 2016). This creates a self-perpetuating cycle where emotional catharsis substitutes rational deliberation, ultimately degrading public reasoning capacity.

Thirdly, driven by commercial interests, social media sees an imbalance between autonomy and heteronomy. Bourdieu's field theory highlights journalism's susceptibility to economic pressures (Bourdieu, n.d.). He suggested that maintaining legitimacy requires a balance between autonomy and external influences. In social media contexts, platform algorithms prioritize engagement over truth. The spread of negative information about Africans in Guangzhou, through sensationalism and exaggerated figures, has stoked social panic while

overlooking their contributions to China-Africa trade and China's economic development (Zhou & Zhou, 2018). This commercialized heteronomy transforms ethnic discourse into clickbait commodities, systematically neglecting nuanced reality.

DISCUSSION

The cognitive logic of the discourse on Africans in Guangzhou reveals that gender, ethnicity, race, culture, history, politics, and the international environment shape discursive meanings. These meanings are constructed through historicization, socialization, and institutionalization, endowing them with communicative and dissemination value. Fundamentally, socialized meaning formation entails individual and organizational actions regulated by institutional norms, sparking power, capital, and ideological competitions. This dynamic creates communication obstacles across all information flow stages. Effective solutions require accounting for the social structural forces exerted by various field actors and developing approaches rooted in social norms.

Social Forces Involved in Solving the Problem

According to field theory, the formation of issue-related habits and representations results from the interplay of various social forces within the field, including political capital power, cultural capital power, economic capital power, technological capital power, and external threat power.

First, the Power of Political Capital. Bourdieu defined political capital as a crucial part of social capital, referring to social resources amassed via stable, institutionalized interactions. In certain social systems, it serves as a foundation. For instance, in socialist countries, controlling collective resources (like the Communist Party's role) yields significant benefits (Bourdieu & Wacquant, 2004). In social media, state organs, public institutions, and mainstream media represent political power. Though they contribute only 4% of Africa-related content, their posts dominate positive public opinion guidance and rational China-Africa relations perception. However, technological advancements challenge traditional political power's methods.

Second, the Power of Cultural Capital. Bourdieu regarded cultural capital as informational capital with embodied, objectified, or institutionalized forms. In social media, ordinary users are both information producers and consumers, shaping social culture and democratic supervision. Yet, capital influence, audience psychology, and societal civility undermine public supervision. Media, as key information producers and opinion guides, embody supervisory cultural capital.

Third, the Power of Economic Capital. In field theory, economic capital aligns with traditional economic capital; more economic capital enables greater conversion to other forms, leading to intense competition. When it

enters the media, it faces issues like weak platform self-regulation and non-compliant actor behavior.

Fourth, the Power of Technological Capital. Study data are incomplete due to limited user participation and platform data restrictions (e.g., algorithmic filtering and manual screening on Weibo and WeChat). Technological capital, an extension of political, economic, and cultural capitals, serves as a discourse-power-competing tool, exerting influence via gatekeeping.

Fifth is the Threat of External Forces. In global social media, foreign political interference and cultural erosion are prevalent. These forces hype sensitive issues, spread rumours, and aim to undermine a country's ideology and power. For example, 90% of 'Afrophilia' accounts are part of foreign-funded business activities, and their primary aim is profit-making (Zhihu, 2021b).

These actors' competition shapes the social media field configuration. Power, capital, and ideological contests during discourse formation cause information-flow communication problems. To solve them, we must restructure the field, promote collaborative governance, negotiate disputes, balance interests, and protect the public good, with specific strategies to follow.

Strategies for Overcoming Challenges

Utilization of Political Capital

Firstly, the establishment of robust rules and the leveraging of government public power should be enhanced. For social media users, implementing a real-name system can help regulate public supervision more rationally. For the news editing and publishing industry, strict entry principles should be standardized to prevent non-public capital from interfering with mainstream public opinion for profit. This will create a favorable public opinion environment for China-Africa relations. Regarding illegal and criminal activities by Africans in China, both prevention and punishment are necessary. In addition to strict law enforcement, appropriate reporting should convey the principle of 'equality before the law,' reducing negative perceptions of preferential treatment and avoiding the sensitization of such issues through suppression, which could lead to public speculation and misunderstanding.

Secondly, information transparency and government engagement should be promoted. Insufficient information disclosure is a major reason for the ineffectiveness of official public opinion guidance. Enhancing the government's ability to engage with information is crucial for shaping its credibility and exercising the public opinion guidance role of political power. The government should shift from passive to active dissemination, clarifying its dominant position in the field. Proactive responses to negative information and timely release and disclosure often yield better results, helping to gradually make the public's perception of Africa more concrete, real, comprehensive, and profound. This can also improve irrational perceptions and enhance the public's

ability to make objective judgments and rational analyses regarding Africa-related issues.

Thirdly, public opinion monitoring and active response to public demands should be advanced. The public opinion monitoring system should be continuously improved, including data mining, analysis, and storage. Utilizing data visualization technology to analyze and present the dissemination landscape and habitual representations of relevant issues can help assess and judge the development trends of public opinion. Gradually building a warning index and emotional attitude model for Africa-related online public opinion is essential. Timely and moderate guidance should be provided to enhance the scientific nature and relevance of the guidance.

Utilization of Cultural Capital

Firstly, cultivating public rational thinking and self-discipline is essential. Enhancing the public's intellectual capacity and improving their understanding of Africa-related issues will help. The public should be guided to understand the international order, the importance of China-Africa relations within it, and the inevitability of issues in the development of these relations. This will enhance their awareness of cyber security and political sensitivity, improving their rational and comprehensive understanding of China-Africa relations. The public should also be guided to correctly view cultural identity and acknowledge the social existence of Africans in China. In cross-cultural interactions, Chinese society's cultural identity can continuously build and optimize its new multiple identity structures on the basis of its core culture, forming a more attractive, cohesive, and influential cultural identity that meets national interests and the demands of the times.

Secondly, promoting value identification and standardizing discourse usage is crucial. Habermas argues that different social participants achieve understanding and consensus through 'discourse,' with an understanding based on mutually recognized valid claims. These 'mutually recognized valid claims' can also be understood as 'shared value identification.' Therefore, guiding value identification is particularly important for standardizing discourse usage. Many discriminatory, insulting, and provocative statements in the Guangzhou African issue stem from problems of value identification.

Thirdly, influencing individual cognition through the media environment and constructing China-Africa identification and consensus is essential. Adjusting the setting of issues to guide a comprehensive understanding of Africa is also important. In fact, the Chinese public's understanding of Africa and the formation of racial consciousness rarely come from direct interactions but are mostly derived from media reports. The bias and balance of media issue-setting directly determine public attitudes. The tone of reporting should be balanced, emphasizing the mutually beneficial and complementary relationship between China and Africa, with equal

emphasis on moral righteousness and mutual benefit. Reports should balance the negative and positive impacts of Africans in China, providing comprehensive coverage to avoid focusing solely on the security and economic threats posed by Africans while ignoring their contributions in trade, technology, and culture. Additionally, media reports should pay attention to the grassroots nature of social media dissemination, shifting the focus to Chinese people in Africa and Africans in China and telling 'China-Africa stories' through personal examples. For instance, exploring a female perspective on Africa can help guide rational choices in China-Africa cross-border marriages, alleviating gender conflicts in Africa-related marriage issues.

Utilization of Economic Capital

Strengthening the self-regulation of social media platforms is essential. The profit-seeking nature of social media markets leads them to relax self-regulation to cater to market demands, disregarding morality, civilization, and humanity, and ignoring the consequences of distorted information and misleading public opinion. This has resulted in serious ethical issues in the Guangzhou African issue, such as the proliferation of rumours, malicious hype, stigmatization, and defamation.

Utilization of Technological Capital

Advocating a value orientation of 'technology for good' is crucial. Technology is a key force in determining whether a field's ecosystem is balanced. The imbalance in the social media ecosystem is mainly manifested in the imbalance between technological and humanistic emphasis. The root cause of these problems is the improper use of technology by various social actors who act as gatekeepers, particularly in communication practices. In the case of the Guangzhou African issue, the public's negative emotional tendencies and cognitive biases, the media's focus on traffic-driven reporting, and the insufficient self-regulation of social media platforms are all closely related to the irrational use of technology. 'Technology for good' means that the instrumental rationality of technology should serve value rationality, aiming to achieve humanistic care. Firstly, social media platforms must incorporate public interest, moral ethics, and core social values into their algorithm rules to curb false and malicious dissemination and enhance the authenticity, reliability, and usefulness of information. Secondly, platforms should break free from algorithms and market dependencies that solely satisfy personalized user needs, reducing the 'information cocoon' and 'echo chamber' effects to provide users with more diverse information sources. This is crucial for changing the exaggeration, distortion, and dissemination of negative events related to Africa on social media and for improving the situation of negative preferences, emotional polarization, and opinion imbalance.

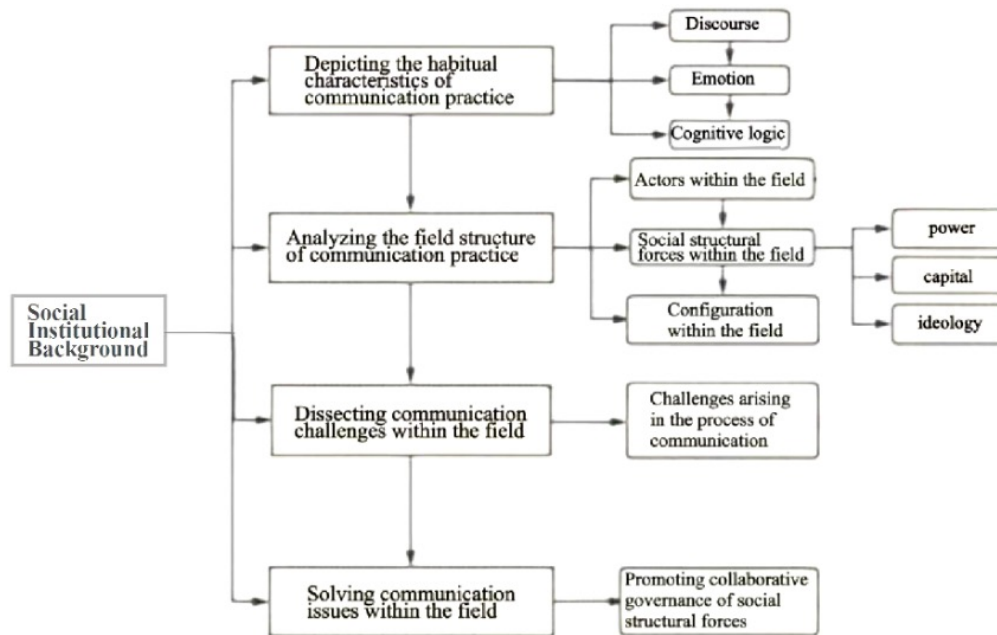


Figure 7 | The Basic Model for Analyzing Social Media Communication Practice from the Perspective of Field Theory

CONCLUSION

It can be seen that as China-Africa relations deepen, African immigrants will likely have a more significant impact on Guangzhou's culture and economy. This may foster more positive discussions about Africans on Chinese social media. However, due to the inclination towards negative information and the 'information cocoon' effect, existing negative perceptions and stereotypes could be further entrenched, causing pronounced polarization. Additionally, social media discussions have revealed the intricate interaction among Western influence, historical racial perceptions, and contemporary social dynamics. This will heighten the awareness of the necessity to tackle racial biases and promote inclusivity.

By examining the communication practices surrounding the 'Africans in Guangzhou' issue on Chinese social media, we can apply media field theory to social media and develop a basic framework for analyzing specific issues, events, and topics (Figure 7).

Communication practices are shaped by their social and institutional contexts. To study African-related controversies on Chinese social media, it is essential to consider China's political, cultural, historical, and social background. This macro-level understanding allows for deeper micro-level analysis of communication practices and specific issues.

Field theory suggests that during communication practices, actors develop a 'system of dispositions,' or habitus, which influences both behavior (discourse) and psychological processes (emotion and cognitive logic). Habitus, shaped by subjective and objective factors, provides a framework for actors' practices within the

field. To analyze communication practices on social media, we can examine habitus at three levels: discourse (surface), emotion (middle), and cognitive logic (deep). Discourse reflects emotion, which can be rational or irrational, while cognitive logic—rooted in social interests, values, and beliefs—underpins both. Thus, discourse, emotion, and cognitive logic serve as the surface, middle, and deep codes of habitus, respectively.

In the case of the 'Africans in Guangzhou' issue, social media discourse often revolves around themes like perceptions of Africa and racial discrimination, constructing a 'media reality' rather than reflecting actual social reality. These themes collectively shape the cognitive logic of public discussions, touching on identity, cultural belonging, dignity, fairness, security, and development.

As habitus is socially constructed, it is influenced by both social structures and individual factors. In communication practices, habitus reflects the interplay of power, capital, and ideology within the field. To fully understand social media communication, it is crucial to identify which social forces shape habitus, through which actors they operate, and how they configure the field.

In African-related controversies, diverse actors represent various power dynamics, capital, and ideologies, forming a relational network within the field. However, this network may not always function healthily, as actors' practices can disrupt the flow of information, leading to communication challenges.

To address these issues, solutions must consider both institutional and individual factors. By regulating the actors representing social forces and fostering collaborative governance, the field can develop a healthier

relational network. This, in turn, can enable habitus to generate more effective practice strategies for actors.

Finally, the theoretical framework and research methods employed in this article are not only applicable to this specific issue but also offer insights into the communication practices of other topics on social media. The research on the 'Africans in Guangzhou' issue demonstrates the potential and significance of applying this theoretical interpretation more broadly.

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Research article

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Research on the Path to Enhance Supply Chain Resilience of SMEs in the Context of Digital Economy

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KEYWORDS

Digital Economy;
SMEs;
Supply Chain Resilience;
Enhancement Path;
Lightweight;
Ecologicalization

ABSTRACT

Against the backdrop of the global industrial chain characterized by "fragmentation" and "networking" and frequent emergencies, the issue of supply chain vulnerability among small and medium-sized enterprises (SMEs) has become prominent. Focusing on the context of the digital economy, this paper aims to explore the paths to enhance the supply chain resilience of SMEs. By adopting literature research, case analysis, and questionnaire survey methods, it sorts out relevant theories and analyzes the current status and challenges of SME supply chain resilience. The study finds that the digital economy can enhance SME supply chain resilience through three paths: building lightweight digital collaboration platforms, developing low-cost intelligent risk management tools, and leveraging the industrial internet ecosystem, with "lightweight" and "ecologicalization" as key features. Meanwhile, transformation must match the enterprises' own resource endowments. Finally, corresponding policy recommendations are put forward for the government, platform enterprises, and industry associations, and prospects for future research directions are provided.

INTRODUCTION

Research Background

Since the 21st century, the global industrial chain has shown characteristics of "fragmentation" and "networking" (Friedman, 2005). As the "capillaries" in the supply chain, the risk resistance of SMEs directly determines the stability of the industrial chain. However, emergencies such as the COVID-19 pandemic since 2020 and the Russia-Ukraine conflict in 2022 have exposed the vulnerability of SME supply chains: issues like raw material shortages, logistics disruptions, and capital chain breaks have led to nearly 30% of SMEs worldwide clos-

ing down due to supply chain interruptions (Ivanov & Dolgui, 2020).

The rise of the digital economy provides new possibilities to address this dilemma. The application of technologies such as big data, blockchain, and the Internet of Things (IoT) has transformed the supply chain from "linear series" to "networked collaboration" (Kshetri, 2018). For example, an SME specializing in electronic components in the Yangtze River Delta region shortened its raw material inventory turnover days from 45 to 18 by accessing an industrial internet platform, achieving counter-trend growth during the 2022 chip shortage crisis. Previously, due to information isolation, the enterprise could not timely grasp the inventory and pro-

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duction status of upstream and downstream enterprises, leading to repeated setbacks in production planning. After accessing the industrial internet platform, it could obtain real-time information and accurately allocate resources, thus gaining a firm foothold amid the crisis. Therefore, exploring how the digital economy empowers the enhancement of SME supply chain resilience holds significant theoretical and practical value.

Research Significance

Theoretical significance

It fills the gap in existing research on the micro-perspective integration of "digital technology and supply chain resilience" and constructs a unique theoretical framework for resilience enhancement tailored to SMEs. Existing studies mostly discuss the impact of the digital economy on the supply chain from a macro perspective, with insufficient attention to the special group of SMEs. This research focuses on SMEs to deeply analyze the mechanism of the digital economy in enhancing their supply chain resilience.

Practical significance

It provides operable digital transformation paths for SMEs, helping them achieve sustainable development in an uncertain environment. Currently, many SMEs face confusion in the process of digital transformation and do not know where to start. The specific paths proposed in this study can provide practical guidance for them.

Research Methods

This study combines literature research, case analysis, and questionnaire survey methods. Through literature research, it sorts out theories related to supply chain resilience and the digital economy, understands domestic and foreign research status and cutting-edge trends, and lays a theoretical foundation for the research. Using case analysis, it selects SMEs from different industries in the Yangtze River Delta, Pearl River Delta, and other regions as case studies to deeply analyze their successful experiences and failure lessons in using the digital economy to enhance supply chain resilience. By means of a questionnaire survey, it investigates 200 SMEs in eastern China (2023), collects data on enterprise supply chain management and digital transformation, and summarizes the current status and existing problems of SME supply chain resilience through statistical analysis.

THEORETICAL FOUNDATION AND LITERATURE REVIEW

Theoretical Evolution of Supply Chain Resilience

The concept of supply chain resilience was first introduced from ecology by Holling (1973), defined as "the ability of a system to maintain its functions after a dis-

turbance". Early research focused on "passive recovery"; for example, Sheffi (2005) proposed a "redundancy reserve" strategy to cope with risks by increasing inventory, but this model would increase enterprise costs. In the market environment at that time, enterprises faced relatively single risks, and this passive recovery strategy could cope with supply chain interruptions to a certain extent. However, with the intensification of market competition and the increase in uncertain factors, its drawbacks have become increasingly prominent.

In recent years, research has shifted to "active adaptation". Ponis & Koronis (2012) decomposed resilience into three dimensions: "redundancy, flexibility, and collaboration"; Wang & Chen (2021) further proposed the concept of "dynamic resilience", emphasizing risk prediction and real-time adjustment through technology empowerment. This shift provides a theoretical fulcrum for the integration of the digital economy and supply chain resilience. The proposal of the "dynamic resilience" concept is more in line with the current complex and changing market environment, enabling enterprises to respond to various risks and challenges more proactively.

Empowerment Mechanism of the Digital Economy on the Supply Chain

The digital economy reconstructs supply chain processes through "data factorization"

The "distributed accounting" feature of blockchain technology can eliminate information barriers in the supply chain. Kshetri (2018) found through empirical research that the rate of supply chain disputes in enterprises adopting blockchain decreased by 62%. In traditional supply chains, due to information opacity, trust crises and disputes easily arise between upstream and downstream enterprises. The application of blockchain technology makes information on the supply chain traceable and immutable, effectively solving the problem of information asymmetry.

Intelligent decision-making

Big data analysis can integrate multi-source information such as market demand and meteorological data. Gunasekaran et al. (2017) proved that the error of demand forecasting based on big data can be controlled within 5%, far lower than 15%-20% of traditional methods. By analyzing large amounts of data, enterprises can more accurately grasp market dynamics, formulate scientific and reasonable production and sales plans, and improve the accuracy and timeliness of decision-making.

Process flexibility

Real-time monitoring by IoT devices enables dynamic adjustment of production plans. For example, an auto parts enterprise shortened its production switching time by 30% by using IoT to sense raw material inventory (data from the author's field survey). Before introducing

IoT devices, the enterprise's production plan adjustment was slow, often leading to production interruptions due to untimely raw material inventory information. The application of IoT devices realizes real-time monitoring of raw material inventory, enabling production plans to be adjusted in a timely manner according to inventory conditions and improving production efficiency.

CURRENT STATUS AND CHALLENGES OF SME SUPPLY CHAIN RESILIENCE

Characteristics of the Current Status

Based on a survey of 200 SMEs in eastern China (2023), the current supply chain resilience shows a "polarization" trend:

Leading enterprises

Approximately 15% of enterprises have introduced digital tools. For example, a clothing enterprise realized real-time collaboration with suppliers through a SaaS platform, increasing order response speed by 40%. After introducing the SaaS platform, communication between the clothing enterprise and its suppliers became more convenient and efficient, enabling it to quickly respond to changes in market orders, adjust production plans in a timely manner, and greatly improve its market competitiveness.

Lagging enterprises

85% of enterprises still rely on traditional models, among which 60% stated that they "once made production planning errors due to information lag". Due to the lack of digital tools, these enterprises have poor information transmission and often cannot timely understand market demand and raw material supply, resulting in a disconnect between production plans and actual market demand, causing a large amount of inventory backlog and resource waste (Figure 1).

Core Challenges

High cost of digital transformation

The average digital investment of SMEs is only 1/8 of that of large enterprises (China SME Digital Development Report 2023), with hardware procurement and system maintenance forming the main burden. For many SMEs, funds are already tight, and the high cost of digital transformation makes them hesitate. For example, a complete supply chain management system may cost hundreds of thousands of yuan, which is a significant expense for some small enterprises.

Data silo problem

The digitalization level of upstream and downstream enterprises is uneven. For example, the first-tier suppliers of a food processing enterprise use ERP systems, while the second-tier suppliers still use Excel for book-keeping, resulting in disconnected data (referring to the survey conclusions in Document [5]). This data silo

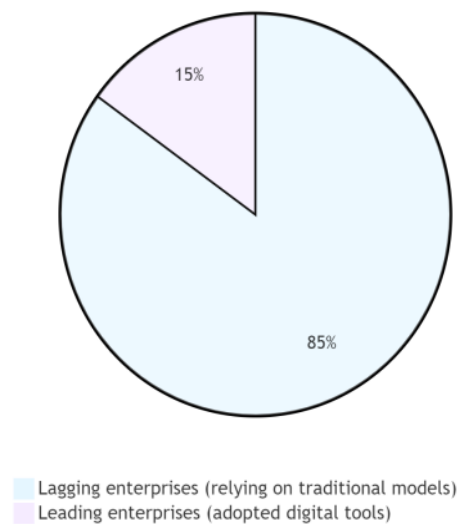


Figure 1 | Current Status of SME Supply Chain Resilience

phenomenon makes it impossible to effectively share information in the supply chain, affecting the collaborative efficiency and response speed of the supply chain.

Shortage of professional talents

82% of the surveyed enterprises stated that they "lack compound talents in data analysis and supply chain management", which restricts technology implementation (combining statistical data from Document [6]). In the context of the digital economy, enterprises need professional talents who understand both data analysis and supply chain management to promote digital transformation. However, such talents are in short supply in the market, and SMEs find it more difficult to attract and retain them due to their own constraints (Figure 2).

PATHS FOR THE DIGITAL ECONOMY TO EMPOWER SUPPLY CHAIN RESILIENCE ENHANCEMENT

Building a Lightweight Digital Collaboration Platform

In view of the limited funds of SMEs, the "cloud service + modularization" model can be adopted:

Technology selection

Access the Supply Chain Management (SCM) system through public cloud platforms such as Alibaba Cloud and Tencent Cloud, with payment based on usage. The initial investment can be controlled within 100,000 yuan. This model does not require enterprises to purchase expensive hardware equipment and software systems, greatly reducing their initial investment costs.

Implementation steps

- 1) Prioritize connecting data interfaces of core links (such as procurement and logistics) to ensure real-

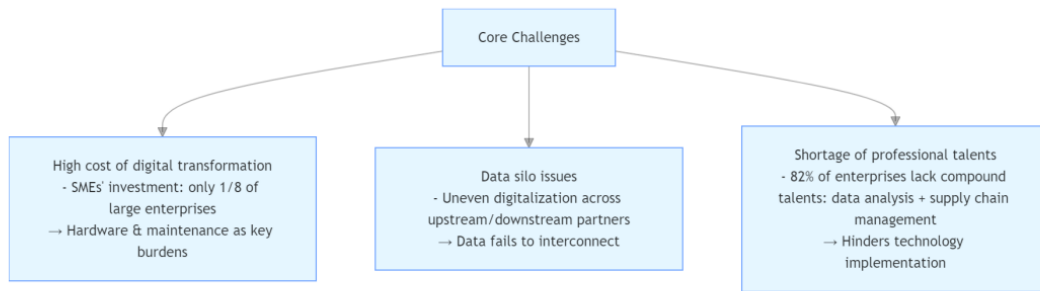


Figure 2 | Core Challenges for SME Supply Chain Resilience

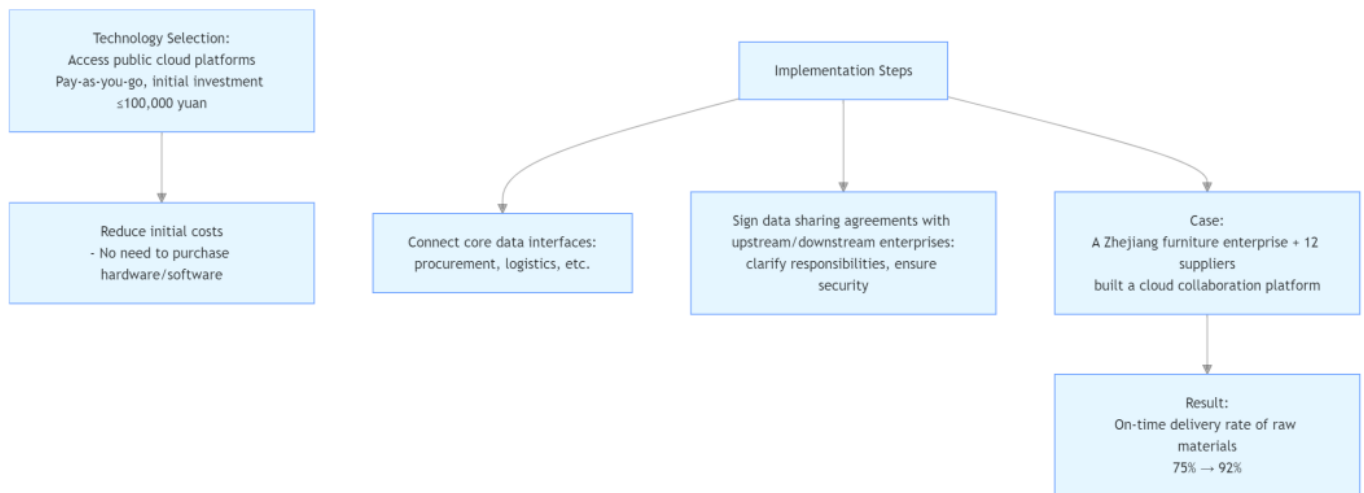


Figure 3 | Small and Medium Enterprise Cloud-based Supply Chain Solution Flow

time sharing and transmission of information in these key links.

- 2) Sign data sharing agreements with upstream and downstream enterprises to clarify the division of rights and responsibilities and ensure the security and legality of data sharing.
- 3) Case: A furniture enterprise in Zhejiang, together with 12 suppliers, built a cloud collaboration platform, increasing the on-time rate of raw material delivery from 75% to 92%. Before building the cloud collaboration platform, the furniture enterprise frequently faced untimely delivery of raw materials, which seriously affected the production schedule. Through the platform, the enterprise can real-time understand the production status and logistics information of suppliers, communicate and coordinate with them in a timely manner, thereby improving the on-time rate of raw material delivery (Figure 3).

Developing Low-Cost Intelligent Risk Management Tools

Open-source technologies are used to lower the threshold

Risk early warning: Build a simple prediction model based on Python open-source libraries (such as Scikit-learn), input data such as raw material prices and logistics timeliness, and automatically identify risk nodes (referring to the model design in Document [4]). Enterprises can adjust the model parameters and input data according to their actual situations to improve the accuracy of risk early warning.

Emergency plan library

Store historical emergency cases (such as information on alternative suppliers during the pandemic) through blockchain to ensure information is tamper-proof, with query response time < 10 seconds. When enterprises encounter emergencies, they can quickly query relevant emergency plans and take timely measures to deal with risks.

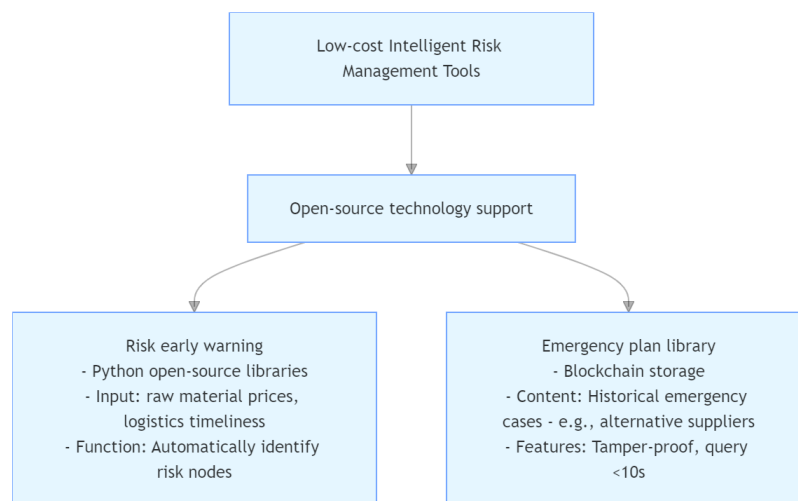


Figure 4 | Low-cost Intelligent Risk Management Tools Framework

Leveraging the Industrial Internet Ecosystem

Relying on the ecological resources of leading enterprises in the industry

Join vertical industrial internet platforms (such as Haier CosmoPlat, Midea Midea Cloud Intelligence), and share their data middle platforms and technical capabilities. These platforms have rich resources and advanced technologies, and SMEs can achieve digital transformation by leveraging the platform's strength after joining.

Case

An electronic component enterprise in Guangdong improved its inventory turnover rate by 50% by accessing Huawei's industrial chain platform and obtaining real-time demand forecasting data. Before accessing Huawei's industrial chain platform, the electronic component enterprise had serious inventory backlogs due to inaccurate market demand forecasting. After accessing the platform, it can timely obtain accurate demand forecasting data, arrange production and inventory reasonably, and improve the inventory turnover rate.

CONCLUSIONS AND PROSPECTS

Research Conclusions

The digital economy enhances SME supply chain resilience through three paths: collaboration platforms, intelligent tools, and ecological empowerment, with "lightweight" and "ecologicalization" as key features. However, transformation must avoid the "technology omnipotence theory" and match the enterprises' own resource endowments. In the process of digital transformation, SMEs should choose appropriate paths and methods according to their actual situations, and avoid blind follow-up.

Policy Recommendations

Government

Establish special subsidies for SME digital transformation, providing 50% reduction in cloud service fees; introduce relevant policies to encourage and guide large enterprises to open resources and technologies to SMEs, and promote industrial chain collaboration.

Platform enterprises

Develop "SME versions" of SCM systems, simplifying operation interfaces and reducing subscription fees; strengthen training and guidance for SMEs to help them better use digital tools.

Industry associations

Organize digital skills training and establish talent sharing pools; strengthen industry exchanges and cooperation, and promote successful experiences and cases.

Future Research

Further exploration can be conducted on differentiated paths in different industries (such as manufacturing and services), or research on the application of digital technologies in cross-border supply chains (such as blockchain traceability in cross-border e-commerce). SMEs in different industries have differences in supply chain management and digital transformation, requiring targeted research on their supply chain resilience enhancement paths. Meanwhile, with the continuous development of cross-border trade, the application of digital technologies in cross-border supply chains will also become an important research direction.

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Research article

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A Study on the Mechanisms by Which Chinese Parenting Styles Influence Adolescent Internet Addiction Behaviors

Zhangyi Ye ^{a,*}, Yang Wang ^a, Wei Guo ^b^a Daejin University, Pocheon 11159, South Korea^b Namseoul University, Cheonan 31020, South Korea**KEYWORDS**

*Internet Addiction;
Parenting;
Parental Media Intervention;
Adolescents*

ABSTRACT

With the widespread availability of the internet, adolescents are spending increasing amounts of time online, particularly influenced by online games and short videos. Prolonged internet use can lead to declining academic performance, reduced social skills, and mental health problems. Research has found that parenting styles have a significant impact on adolescents' internet use. Based on parenting style theory, this study explores how parental media intervention under four different parenting styles influences adolescent internet addiction behaviors, and, drawing on self-determination theory and social cognitive theory, analyzes how family education can reduce the risk of internet addiction by meeting children's emotional needs and enhancing self-regulation abilities. The study recommends promoting the authoritative parenting style and integrating efforts with schools and the state to establish collaborative mechanisms to better help adolescents avoid excessive internet use.

RESEARCH BACKGROUND AND THEORETICAL FOUNDATIONS

Research Background

With the rapid development of mobile internet, the internet has become an indispensable part of people's daily lives. It is not only a tool for obtaining information, engaging in interaction, and expressing oneself, but also a platform that integrates learning, daily life, and entertainment. In particular, for minors, the internet has broadened their cognitive horizons and provided more

diverse ways of accessing information. According to the latest *Fifth National Report on the Internet Use of Minors in China*, by 2022, the number of underage internet users in China had exceeded 193 million, with an internet penetration rate of 97.2%. Among them, 88.7% used the internet for learning, and 77.4% believed the internet had a positive impact on their studies. However, the internet has also brought negative influences, with surveys showing that 67.8% of underage internet users often play online games and 54.1% frequently watch short videos (Zhang, 2025).

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To prevent minors from becoming addicted to the internet, China has implemented a series of policy measures:

Since 2005, relevant authorities in China have proposed the "Online Anti-Addiction System" (hereinafter referred to as the Anti-Addiction System) to address the phenomenon of minors becoming addicted to online games, and it was officially launched in July 2007. The initial measure was to limit players' online time; as the duration of online play increased, in-game rewards would gradually decrease and even drop to zero.

By 2010, China implemented its first regulation specifically targeting online games, issuing the *Interim Measures for the Administration of Online Games*, which served as guidance for the healthy development of the industry. For the first time, it required online game companies to implement effective real-name identity verification for players and to retain registration information, thereby institutionalizing the management of online game anti-addiction measures.

Although the *Interim Measures for the Administration of Online Games* was abolished in 2019, stricter regulations, such as the *Law on the Protection of Minors*, were enacted to strengthen the control of minors' internet use. For example, major short video and live-streaming platforms introduced "youth mode," which restricts minors' usage in terms of time periods, duration, functions, and content access. In addition, it was stipulated that minors may play games for no more than three hours per day on statutory holidays and no more than 1.5 hours on other days.

In August 2021, the anti-addiction system was further tightened, requiring online game companies to provide services to minors only from 8:00 p.m. to 9:00 p.m. on Fridays, Saturdays, Sundays, and statutory holidays (Feng & Gao, 2025).

These policies have significantly reduced the amount of time minors spend on online games, but the proportion of short video viewing rose from 40.5% in 2018 to 54.1% in 2020 (Deng, 2023). This indicates that youth mode has failed to effectively curb the trend of minors becoming addicted to short videos, and even after enabling youth mode, it still cannot filter out harmful information.

Adolescents are in a critical stage of physical and mental development, with social cognition not yet fully mature, insufficient ability to discern online information, and relatively low levels of self-control. In situations involving frequent or prolonged internet use, they are highly susceptible to developing internet addiction behaviors (Hou, 2025). This behavior is usually manifested in an individual's difficulty in autonomously controlling their online time and in developing dependence on online entertainment content such as online games and short videos, which in turn leads to a range of adverse outcomes, including declining academic performance, diminished social skills, and compromised mental health (Wang et al., 2025).

As the primary environment for adolescent growth, the family exerts a profound influence on their physical and mental development. According to parenting style theory, families are generally categorized into four types: authoritative, authoritarian, indulgent, and neglectful. Under different family types, parents adopt varying approaches to intervening in adolescents' internet behaviors, which directly affects whether adolescents develop internet addiction (Yang & Song, 2025).

For example, in authoritarian families, parents often engage in excessive supervision, which can easily trigger rebellious psychology in adolescents, leading them to become immersed in the internet. In indulgent and neglectful families, due to a lack of adequate supervision, adolescents may indulge in the internet without restraint. In addition, some parents may themselves be addicted to the internet, making them unable to provide effective guidance for their children, further exacerbating adolescents' internet use problems.

The internet has both advantages and disadvantages for adolescents. In the process of using the internet, adolescents need not only constraints at the national level but also supervision and guidance at the family level. Drawing on parenting style theory, this paper analyzes how, in the context of contemporary society, parents can play a positive role in media intervention to guide adolescents in using the internet rationally and avoiding internet addiction behaviors. Through theoretical analysis and real-world cases, the study explores how parents intervene in their children's internet behaviors under different parenting styles, examines the impact and psychological mechanisms of such interventions on internet addiction, and proposes scientific family intervention strategies to help adolescents develop more effectively.

Theoretical Foundations

Parenting Styles Theory

This theory is one of the important theories in the fields of education and developmental psychology, emphasizing that parents continuously influence adolescents' socialization and personality development through relatively stable behavioral styles and emotional attitudes. American psychologist Diana Baumrind first proposed a four-category system of parenting styles based on two dimensions: "demandingness" (whether parents establish appropriate standards for children's behavior and push them to meet these standards) and "responsiveness" (the extent of acceptance and love shown to children and sensitivity to their needs), which includes authoritative, authoritarian, permissive, and neglectful parenting styles (Xu et al., 2008). This theory provides a framework for understanding the impact of different parenting styles on individuals. Research shows that different parenting styles affect adolescents' psychological characteristics, behavior, and self-control, which in turn influence social adaptability and mental

health, offering theoretical support for analyzing the causes of adolescent internet addiction.

Authoritative Parenting This model is characterized by high demandingness and high responsiveness. Parents set standards for children and encourage them to meet them, while also paying great attention to and responding to their children's needs. Such parents often establish an authoritative image in the minds of adolescents, and this image is based on respect and understanding of the adolescent. Adolescents raised in this parenting style generally have sound psychological mechanisms and can meet the three key psychological needs of autonomy, competence, and relatedness.

Authoritarian Parenting This model is characterized by high demandingness and low responsiveness. It means setting standards for children while ignoring or rarely responding to their needs. Such parents often demand absolute obedience from adolescents and may use severe or even violent means to deal with any dissatisfaction. Authoritarian parenting typically leads to adolescents displaying obedience but lacking a sense of self, potentially developing negative personality traits such as opposition, anxiety, or low self-esteem.

Permissive Parenting This model is characterized by low demandingness and high responsiveness, meaning parents do not set clear standards for children but respond highly to their needs. Such parents tend to indulge adolescents excessively, trying to meet all of their needs without setting any limits. With the indulgence in this parenting style, adolescents are prone to becoming dependent on their parents, unable to be independent, and more likely to have emotional management issues such as irritability, mood swings, and impulsiveness.

Neglectful/Uninvolved Parenting This model represents an extreme manifestation of low demandingness and low responsiveness. Parents neither set standards nor respond to their children's needs. Parents neglect their children's behavior and do not show care or expectations. This parenting style can make children feel inferior, believing "it's my fault that my parents don't care," and affect their relationships with the outside world, making it difficult for them to develop a correct self-concept. It is divided into active neglect and passive neglect, with the latter often occurring in left-behind children.

Self-Determination Theory (SDT)

An individual's behavioral motivation and mental health are primarily driven by the three key needs of "autonomy, competence, and relatedness" (Peng, 2017). Authoritative families can meet these needs, thereby helping adolescents form intrinsic motivation and improve self-management skills. However, authoritarian, permissive, and neglectful families are more likely to fail in meeting these needs, causing adolescents to compensate through other means. Research has shown that when individuals' needs are neglected, they tend to choose behaviors that provide quick rewards.

Social Cognitive Theory

This theory emphasizes the interaction between environment, behavior, and the individual. In the family, parents serve as role models for adolescents, whose behaviors, emotional expressions, and media usage attitudes are observed and imitated by the adolescent (Wang et al., 2020). In authoritative families, parents can establish good online behaviors and self-regulation skills, whereas in authoritarian and neglectful families, parents fail to provide positive role models for their children.

Parental Psychological Control Theory

This theory focuses on how parents intervene in adolescents' behavior through emotional manipulation, denial, punishment, and other means (Zhang & Zhu, 2021). In authoritarian and some neglectful family parenting styles, these means of intervention are used to discipline adolescents. Parents who adopt this approach often cause adolescents to lose autonomy, decrease their self-esteem and sense of belonging, and even develop anxiety, depression, and rebellious tendencies. These negative emotions drive adolescents to use the internet to escape pressure or seek emotional support.

Attachment Theory

This theory suggests that early secure attachment relationships are a crucial foundation for adolescents to develop effective emotional regulation and stress-coping abilities (Zhang et al., 2022). Authoritative parenting is more likely to form secure attachment relationships, allowing adolescents to gain emotional support and a sense of security in real life. In contrast, neglectful and authoritarian parenting styles are more likely to lead adolescents to develop insecure attachments (avoidant, anxious, etc.), and in the absence of real emotional connections, they may develop substitute attachments.

These theories provide a framework for analyzing the psychological mechanisms behind adolescent internet addiction in this study.

RESEARCH METHODOLOGY

Data Sources and Analysis

The study employs a qualitative research method combining literature review and secondary case analysis, systematically reviewing recent representative empirical and theoretical literature on the media interventions used by families in shaping adolescents' online behavior and the behavioral outcomes following these interventions.

First, the following five dimensions were determined based on the research direction, and six representative studies highly relevant to the research were selected:

- 1) Parenting style types;
- 2) Internet addiction behaviors;

- 3) Media intervention strategies and effects;
- 4) Developmental stages and group differences;
- 5) Social and technological environments.

Next, based on the literature cases and in combination with parenting theory, the cases in the literature were categorized, and the intervention effects of parents on adolescent internet addiction were organized according to different parenting styles.

Finally, by analyzing these organized cases and integrating family education theory and relevant psychological theories, the study investigates the impact of parental media intervention on adolescent internet addiction and its psychological mechanisms across different family types. This study does not involve primary survey data; all conclusions are based on high-quality secondary data.

During the analysis, strict adherence to academic ethical standards was maintained, with all cases sourced from formally published materials. The data has been publicly available, and the analysis focuses on studying the research design, variable paths, and psychological mechanisms, without re-analyzing the data or extracting original findings. The purpose of the analysis is to summarize the differences in the mechanisms of parenting styles' impact on internet addiction and provide logical support for the theoretical model.

Description of Case Characteristics

The research subjects of all reference cases focus on Chinese adolescents, covering different regions of China (e.g., Hunan, Anhui, Shandong), with ages primarily ranging from 10 to 19 years. It includes both urban adolescents and special groups such as rural and left-behind children. The sample size ranges from hundreds to thousands, and the research methods predominantly use general random sampling and questionnaire surveys.

The core variables include:

- 1) Family Parenting Types: Based on the parental media interventions mentioned in the cases, the research evaluates family intervention characteristics through the two dimensions of "demandingness" and "responsiveness", further subdivided according to family parenting theory.
- 2) Adolescent Internet Addiction Behavior: All cases rely on the variable of "adolescent internet addiction behavior", mainly including: smartphone addiction (excessive dependence on smartphones, affecting learning and daily life) and internet addiction (e.g., addiction to online games and short videos). The evaluation tools for addiction behaviors include the Mobile Dependence Index and Young's Internet Addiction Scale, among others, with specific manifesta-

tions such as internet usage duration, frequency, dependency level, and negative impacts on real life.

The research also involves the following mediating variables:

- 1) Individual Psychological Traits: The differences in psychological qualities between individuals play an indirect role between the "responsiveness" of parents to adolescents and internet addiction.
- 2) Family Structure: Including urban families, rural families, and left-behind children, differences in family structure influence the way parents intervene with media, which in turn affects adolescent internet addiction behaviors.

Data Sources and Measurement Tools: This includes questionnaires, psychological scales, and interviews, with tools such as the Parent-Child Communication Scale, Depression Scale, Self-Esteem Scale, and Internet Addiction Scale, among others. The research combines both quantitative and qualitative methods, such as questionnaire statistics, field interviews, and case tracking, providing multi-angle analysis.

Specific Case Analysis: Previous research ([Zhang et al., 2023](#)) has shown the study investigates the impact of different parenting styles on children's smartphone use behavior by setting variables such as duration and frequency of electronic device usage. The research indicates that children from authoritative families have lower smartphone usage durations, while children from authoritarian, neglectful, and permissive families tend to have longer usage durations. Parents can significantly reduce children's electronic device usage time, improve internet behavior, and promote physical and mental health by adjusting their parenting style, particularly by increasing monitoring and communication.

Previous research ([Feng et al., 2025](#)) has shown this study explores how parental psychological control affects smartphone addiction behaviors in rural middle school students, revealing a positive correlation between parental psychological control and smartphone addiction in rural adolescents. Furthermore, interaction with deviant peers exacerbates the formation of internet addiction. Additionally, an individual's intentional self-regulation ability can effectively mitigate the negative effects of parental psychological control on internet addiction.

Previous research ([Yu et al., 2025](#)) has shown this study explores the impact of parent-child communication on adolescent internet addiction, with the findings indicating that good parent-child communication not only reduces adolescents' negative emotions but also effectively decreases the risk of internet addiction. The family environment plays a crucial role in influencing an individual's emotions and behaviors, but the study does not specifically address the role of restrictive behaviors in adolescent internet usage.

Previous research (Xu & Yang, 2024) has shown This paper analyzes the positive role of parental intervention in adolescent internet behavior, suggesting that through active intervention, parents not only regulate adolescents' online behavior but also help promote the development of social participation and prosocial behaviors in adolescents. This highlights the crucial role of family education in promoting adolescents' social adaptability and behavioral development.

Previous research (Feng & Song, 2024) has shown This study analyzes parental intervention in adolescent online gaming behavior in rural families, pointing out that parents typically adopt restrictive measures, such as limiting game time and directly intervening in phone usage. Such interventions are often quite rigid and lack understanding and respect for the inner needs of adolescents. In some rural families, parents' busy work schedules or migration for labor lead to an inability to effectively manage their children's online behavior, as well as a lack of sufficient care and support.

RESEARCH FINDINGS

Through a combined analysis of the reference cases, it can be concluded that family parenting types are closely related to adolescent internet addiction behavior. At the same time, individual psychological traits play a mediating role between family intervention and internet addiction. Differences in family structure also indirectly influence family parenting types. The following is an analysis of adolescent internet addiction behavior caused by different family types:

Authoritative Families

Parents in authoritative families choose media interventions by setting clear limitations for adolescents' internet usage. However, they also fully respect adolescents' wishes, actively communicate and explain the risks of the internet, and focus on the adolescents' psychological needs and feelings, which aligns with the characteristics of authoritative families.

In such families, parents first establish a good guiding image, in line with social cognitive theory, which can play a leading role in adolescents' internet usage. In such families, parents first establish a good guiding image, in line with social cognitive theory, which can play a leading role in adolescents' internet usage. In this family environment, adolescents generally have a high sense of security and belonging, develop secure attachment relationships, possess excellent individual psychological traits, and, when under stress, choose to seek support from parents or peers instead of solely relying on the internet to regulate their emotions. This significantly reduces the occurrence of adolescent internet addiction behaviors.

Authoritarian Families

Parents in authoritarian families also choose to set clear limitations on adolescents' internet usage. However, they lack emotional communication and support with adolescents. The methods of restriction mainly involve coercive and high-pressure tactics, leading to a tense parent-child relationship with frequent conflicts, which is characteristic of authoritarian families.

In such families, parents' high-pressure control over adolescents weakens their autonomy and self-esteem, making it difficult for adolescents to obtain emotional support when facing pressure or setbacks. At the same time, the lack of communication with parents prevents them from receiving adequate emotional fulfillment. According to family control theory, adolescents may seek compensatory fulfillment through the internet in order to escape real-life difficulties. Furthermore, the surrounding environment, such as associating with negative peers and being influenced by negative emotions from parents, further exacerbates the development of adolescent internet addiction behaviors.

Permissive Families

In some families, parents lack clear rules and restrictions regarding adolescent internet usage. While they care about their children and offer emotional support, the absence of rules leads to a lack of necessary media regulation and supervision, which is characteristic of permissive families.

In such families, although adolescents receive emotional care from their parents, their lack of self-control makes them vulnerable to external temptations. According to self-determination theory, the lack of rules in the environment leads some adolescents to develop a habit of "excessive" usage. When academic or life pressures arise, they are more likely to develop internet addiction. Moreover, constantly fulfilling adolescents' psychological needs without imposing limits prevents them from developing the ability to distinguish right from wrong, which is highly detrimental to their physical and mental health development.

Neglectful Families

When parents neither impose restrictions on adolescents' internet behavior nor provide emotional support and communication, this is characteristic of neglectful families, which can be further divided into active neglect and passive neglect. Passive neglect arises when parents are not present with their adolescents, making it impossible to provide effective supervision or emotional responses. This situation is most commonly seen in rural left-behind children.

Regardless of the type of neglectful family, adolescents lack guidance and emotional support, preventing them from establishing secure attachment relationships. According to attachment theory, adolescents redirect their unmet emotional needs to virtual spaces, seeking

substitute emotional connections (attachment substitutes) through online socializing or virtual relationships, which increases the risk of internet addiction. At the same time, this is often accompanied by psychological issues such as depression and anxiety.

Overall, parenting styles indirectly shape adolescents' internet usage behavior and addiction risks by influencing their emotional needs, psychological traits, and self-regulation abilities. Emotional support and rule-setting within the family play a crucial role in preventing internet addiction.

LIMITATIONS AND IMPLICATIONS

Limitations

Although this study comprehensively analyzes the mechanisms of the four typical family parenting models on adolescent internet addiction behavior and explores their underlying psychological pathways through multiple cases, there are still some limitations that deserve further exploration.

First, there is a gap between the complexity of family parenting and theoretical classifications. The study did not consider the situation of mixed parenting models, nor did it make more detailed classification adjustments based on China's socio-cultural context. For example, it did not consider the impact of "filial piety" on family parenting, which may lead to some authoritative families having higher demands but lacking democratic qualities, differing from authoritative families in Western theories, further affecting the applicability of the conclusions (Shi, 2022).

Secondly, family media intervention relies on the criteria of "demandingness" and "responsiveness," but the study did not delve deeply into the actual process of family intervention and the subjective experiences of its members. For example, the "high demandingness" in authoritative families typically refers to reasonable restrictions, while in authoritarian families, it is high-pressure control, with different psychological mechanisms and impact methods. Additionally, if parents themselves exhibit internet dependence or addiction, their guidance on adolescents' internet use may easily fall into "double standards" or "role model failure," which is not reflected in the current case analysis.

Finally, this study mainly relies on literature reviews and secondary case analyses, lacking primary data. Although this approach helps in the integration and summarization of theories, the accuracy of the conclusions still needs further improvement, and the specificity of the intervention recommendations also needs to be strengthened.

Implications

According to the four types of family parenting, adolescents respond to risks with different coping mechanisms: authoritative families provide good guidance and

emotional support, offering effective protective factors; authoritarian families lack emotional support, which may trigger rebellious and oppositional behaviors; permissive families lack effective control, fostering impulse control disorders; neglectful families neither have effective control nor emotional support, leading to emotions such as depression, anxiety, and low self-esteem.

Therefore, intervention plans for families can be based on the following theoretical foundation:

- 1) Authoritative families can serve as a model of an ideal family, promoting their parenting style;
- 2) Authoritarian families should focus on relaxing control over adolescents, strengthening communication, and addressing their emotional needs;
- 3) Permissive families need to establish unified behavioral standards and impose reasonable restrictions on inappropriate adolescent behaviors, helping them enhance self-control;
- 4) Neglectful families first need to rebuild secure attachment relationships, followed by reasonable guidance and restrictions for adolescents, avoiding the negative impacts of direct control seen in authoritarian families.

Relying solely on family guidance is insufficient to effectively control adolescents' internet behavior, and support from national and school education is also necessary. Establish a tripartite cooperation intervention and prevention mechanism involving "family-school-nation": families provide reasonable guidance and restrictions on adolescents' internet behavior; schools offer courses on internet literacy and mental health. The government strengthens the regulation of the online environment, improves relevant laws, and enhances the overall intervention effect to help adolescents grow healthily.

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Case Study

<https://doi.org/10.70731/fn7pkh84>**Marat/Sade: More than a Play**Ying Zhao ^{a,*}^a Jackie Chan Movie & Media College, Wuhan Institute of Design and Sciences, Wuhan 430205, China

KEYWORDS

The Empty Space;
Gaze;
Camera

ABSTRACT

A great deal of academic research on *Marat/Sade* draws upon the dramatic film of the same name directed by Peter Brook. Shot in 1967, this film was reproduced by Brook as a direct adaptation of the stage production of *Marat/Sade*, essentially recreating its theatrical scenes for the screen. Cinema, as a medium of reproduction, is certainly capable of replicating renowned ballets, operas, and similar performing arts. Yet even if we grant that such reproductions meet the unique demands of the silver screen, some of them are ultimately little more than “preservation” of the original works hardly compelling in their own right. The 1967 *Marat/Sade*, however, stands apart. It is not just an essential viewing resource for anyone studying the play *Marat/Sade*, but also holds intrinsic value as a work of cinematic art.

INTRODUCTION

Peter Brook’s play *Marat/Sade* (full title: *The Persecution and Assassination of Jean-Paul Marat as Performed by the Inmates of the Asylum of Charenton Under the Direction of the Marquis de Sade*) was presented in the 1960s, premiered in 1965 at the Aldwych Theatre in London, and produced by the Royal Shakespeare Company. It immediately caused a sensation in the West. As Susan Sontag (2011) noted in her essay collection *Against Interpretation*: “In Brook’s production, madness proves to be the most authoritative and sensuous form of theatricality.” The play was written in 1963 by playwright Peter Weiss, representing the culmination of his dramatic philosophy. It depicted a scene at the Charenton Asylum on a day in 1808: the asylum’s director, Coulmier and his family watched a play performed by the inmates of the Asylum of Charenton under the direction of the Marquis de Sade, recreating the 1793 assassination of Jean-Paul Marat, leader of the

Jacobins during the French Revolution, who was stabbed to death in his bathtub. The script offers audiences two narrative timelines: the central conflict between de Sade and Marat, and a play-within-a-play depicting Charlotte Corday’s three attempts to visit and assassinate Marat. Additionally, the inclusion of choral segments creates a distinct Brechtian alienation effect.

Weiss’s own dramatic concepts were greatly influenced by Bertolt Brecht. He followed in Brecht’s footsteps and once openly admitted, “As a playwright, Brecht has had the greatest influence on me. I learned from him how to express myself clearly, making social issues more evident in a play; I also learned from him the art of light expression—he never approached the portrayal of the German psyche in a heavy-handed way.” Under Brook’s direction, *Marat/Sade* stands as the ultimate synthesis of “theatre of cruelty” and the “alienation effect.” The actors went back and forth between two timelines: the 1793 assassination of Marat and the 1808 performance unfolding before us. Without

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any warning to the audience, an actor (inmate) flared up in unpredictable bouts during the assassination scene and was dragged away. The director (Sade) had a natural conversation with Marat, the play's main character throughout the play. Coulmier's wife, startled by a mentally ill patient, opened the cage that separated the audience from the actors. By the play's close, the asylum inmates were utterly divorced from Marat's assassination. They surged toward the audience in a carnival-like frenzy, hands outstretched, wailing and roaring without pause.

Numerous academic papers both at home and abroad have already conducted detailed studies on the play itself. Examples include Dong Weina's *The Fusion of Aura and Shock: On the Aesthetic Pursuits in Peter Brook's Direction of Marat/Sade*, *Epic Theatre and Theatre of Cruelty: An Ideological Critique of Modern Theatre Regime* by Zhou Ning, a professor at Xiamen University, and the section *Marat/Sade/Artaud* in Susan Sontag's essay collection *Against Interpretation*. There is no need to reiterate these here. What this article aims to analyze is how Brook's 1967 film *Marat/Sade* becomes not just an essential viewing resource for anyone studying the play *Marat/Sade*, but also holds intrinsic value as a work of cinematic art.

This play was created back in the 1960s, so audiences can no longer experience it in person in a theater, in a fully immersive, on-site way. A great deal of academic research on *Marat/Sade* draws upon the dramatic film of the same name directed by Peter Brook. Shot in 1967, this film was reproduced by Brook as a direct adaptation of the stage production of *Marat/Sade*, essentially recreating its theatrical scenes for the screen. As we all know, Theatre is characterized by its immediacy, and we often choose to record it via video as a way to preserve it for both archiving and research purposes. Interestingly, however, when watching such recordings, audiences rarely equate them with the art of cinema. They will casually say, "I watched a performance of a play today", even though they were not actually there. Despite the fact that these video recordings feature actors, a storyline, and even camera editing, viewers still lack a "cinematic consciousness" when watching them. Cinema, as a medium of reproduction, is certainly capable of replicating renowned ballets, operas, and similar performing arts. Yet even if we grant that such reproductions meet the unique demands of the silver screen, some of them are ultimately little more than "preservation" of the original works hardly compelling in their own right. The 1967 *Marat/Sade*, however, stands apart. It is not just an essential viewing resource for anyone studying the play *Marat/Sade*, but also holds intrinsic value as a work of cinematic art.

THE EMPTY SPACE AND CINEMATIC SPACE

Space plays an extraordinarily important role in the film *Marat/Sade*. First, it reproduced the stage setting of Peter Brook's stage play, fully capturing the live essence of its original performance. What sets this play apart from conventional theater is its unchanging backdrop: the entire story unfolds within a modern-day bathroom of a sanatorium, without any shifts in scenery, any sudden curtain changes, or any added backdrops throughout the performance. Brook sought to craft a poetic sense of space through such an imagery-driven approach to staging.

The use of theater lighting was equally distinctive: the presence of light was minimized, with the main light source, not particularly bright, coming from the left side of the stage. Unlike conventional stages, where lights were focused on lead actors, the lighting here was evenly distributed and remained entirely unchanged from start to finish. Brook believed that the form of theater must be as simple as possible, accessible yet profoundly meaningful. It is for this reason that all plays directed by Brook, much like traditional Chinese paintings, turn the stage into an "empty space", which is nearly empty except for essential elements.

The narrative space changes were fully accomplished through the performance of characters, rather than through traditional scene divisions. It is the narrator who acted as the bridge between scenes: time and again, he rapped his staff against the floor and announces to the camera, "Corday's first visit." "Corday, wake up. You have an appointment to keep, and there is no more time for sleep. Come on, Charlotte, do your deed." "Now for the third time you observe the girl whose job it is to serve..., as Charlotte Corday stands once more waiting outside Marat's door." "Corday's third and last visit." ... These scene transitions are seamless, all mediated by the narrator.

The actors' performances were highly symbolic, with stage props kept to a minimum. In the scene *Sade Under the Whip*, where Sade was supposed to be whipped by Corday with a whip, Brook took a starkly impressionistic approach. Sade removed his shirt, knelt before the camera and muttered to himself. Behind him, the actress playing Corday bent forward, lowered her head, and used her hair to mimic a whip. With each of Sade's lines, she "lashed" his back, again and again. Other characters stood around watching.

Brook noted in *The Open Door*: "An inherent and inevitable feature of the 'empty space' is the absence of scenery. This isn't a value judgment—I'm not drawing comparisons here, merely stating an obvious fact: an empty space simply cannot have scenery. Once there's scenery, it's no longer an empty space, and the audience's minds are already filled with pre-set images."

In his view, life in the theatre is more readable and intense because it is more concentrated. The act of re-

ducing space and compressing time creates a concentration. The compression consists of removing everything that is not strictly necessary and intensifying what is there, such as putting a strong adjective in the place of a bland one, whilst preserving the impression of spontaneity. For in such a space, objects cease to be mere objects: hair can stand in for a whip; the sound of a staff rapping the floor can pass for a knock at a door; the clatter of iron bars hitting the floor can represent the execution of a king ... This “emptiness,” paradoxically, gives the audiences a perception of “fullness”. Freed from the constraints of the director’s minimalist form, we look beyond these simple elements and delve deeper.

There was an additional narrative timeline in the film. As previously noted, the play *Marat/Sade* employed a “play-within-a-play” narrative structure with three timelines: the first was the 1960s, when the play *Marat/Sade* was going on; the second was the “primary play”—set in 1808, where the Marquis de Sade directed the performance while Coulmier, his wife, and their daughter watched it on-site; the third was the play-within-the-play, depicting the 1793 assassination of Marat by Corday. Among these three timelines, the 1808 timeline constantly shifted and intertwined with that of 1793. This, combined with the chorus’s occasional interventions, created an alienation effect. In the film *Marat/Sade*, the director added an extra timeline and another layer of space. It is easy to observe that beyond faithfully capturing the play’s scenes and performances, Brook included an additional audience in the film: the camera offered a wide shot of a dense, dark crowd watching the ongoing staging of *Marat/Sade*. In other words, Brook established four timelines in the film. To the previously mentioned 1960s setting, he added a present-tense timeline: film audiences were watching the 1960s theater audience watching the ongoing play. And it is precisely this added timeline that successfully transformed the theatrical space into a cinematic space.

How does this transformation occur? When audiences watch a theatrical recording captured by a camera, they are with a strong consciousness of “stage space”. In other words, the spatial positions presented in the footage are already presupposed as “theatrical space on a stage.” Meanwhile, ordinary recordings of plays also intentionally present themselves this way: switching between wide shots of the stage, medium shots, close-ups, and extreme close-ups of the actors’ performances. Thus, what we see is a theatrical performance, and the space we perceive is a stage space; camera cuts exist only to help us better observe the state of the actors during the performance.

Brook’s approach in the film, however, was particularly intriguing. Unlike ordinary theatrical recordings, which merely document what happens on stage and present the actors’ performances, he added a layer of “theatrical audience in the stalls” in this film. Our viewing experience thus becomes: watching an audience in a theater watching a staged play—namely, a “play within the

film.” At this point, the theatrical performance is no longer just a performance; it becomes a theatrical performance being watched by a theatrical audience. The stage is no longer just a stage; it becomes a theatrical stage being watched by a theatrical audience. The theatrical audience, together with the stage, are transformed into a cinematic scene.

DYNAMIC NARRATIVE PERSPECTIVE

In his theatrical theory book *The Empty Space*, Peter Brook begins with these words: “I can take any empty space and call it a bare stage. A man walks across this empty space whilst someone else is watching him, and this is all that is needed for an act of theatre to be engaged.” In other words, “someone else’s gaze” (perspective), “walking” (performance), and “space” (stage) constitute the most fundamental elements of theatre. Here, “someone else’s gaze” is merely the basic perspective of the narrative recipient, while the perspective of a text is a comprehensive view that combines both narrative perspective and recipient perspective.

Brook attached great importance to the audience’s gaze. In *The Open Door*, he once gave an example: during rehearsals, he often used a carpet to mark the rehearsal area, and outside the carpet were daily life, where people could do as they pleased, but once an actor stepped onto the carpet, they were on a responsibility: they must have clear motivations and act with initiative. That is to say, when an actor was being watched within a specific space, they ceased to be themselves and became part of the play. The act of gazing is thus a vital component of Brook’s creative process.

The theatrical play was composed of three-layer perspectives. In the play *Marat/Sade*, there were three layers of viewing perspectives that formed a nested structure: The first perspective came from Sade, who, as a director, oversaw the performance of the asylum inmates and stepped in to guide them when necessary. The second was the gaze of Coulmier and his family, who watched the asylum troupe performing *The Persecution and Assassination of Jean-Paul Marat*. The third perspective belonged to the audience who were watching the play. These three perspectives weaved together three timelines—1793, 1808, and the 1960s when the play was going on—with their respective acts of viewing, converging to form a “present moment.” As Brook put it: “Theatre is not a building, or a text, or an actor or a style. It is an enchantment called ‘the present moment.’”

The film was composed of four-layer perspectives. As mentioned earlier, the additional narrative layer added in the film *Marat/Sade* not only transformed the theatrical space into a cinematic scene but also infused a subtle significance into the film’s narrative. When combined with the gaze of film audiences in front of the screen,

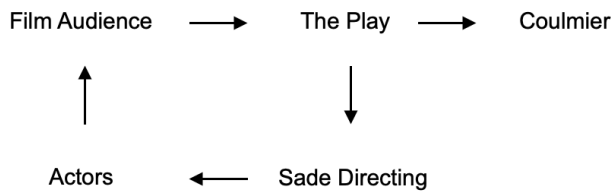


Figure 1 | Relationship cycle

this formed four-layer perspectives. What is even more intriguing is that the director introduced yet another layer of gaze in the film: actors looked directly at the camera (and thus at film audiences). The film was filled with close-up shots of this kind—actors on stage mutter their lines while looking intently into the camera (**Figure 1**).

Here, the director presents us with an illusion called “the present moment”. When the audience watches the film, they are actually not at the moment of the dramatic performance. However, as the actors recite their lines to the camera with great emotion time and again, the film audience in front of the screen will be immersed in the delusion that “he is talking to me”. It combines both the past and the future into the present moment. It helps us extricate ourselves from the predicament we are deeply trapped in, and at the same time connects us with people and things that were originally far away.

In this circular schema, the actors are not merely active “gazers” to the audience, but are equally a passive “one being gazed at.” This highly corresponds to the Sartrean existentialism. When the object is not a thing but a person, it signifies a transformation in our world. Just like the example of the blanket mentioned earlier: when an actor stepped into the blanket and was gazed at, they were no longer the same person they had been outside the blanket. In *Marat/Sade*, one can be an audience member, yet not merely an audience member; One can be an actor, yet more than just an actor.

Combined with the fourfold timelines mentioned earlier, this forms a nested film structure—much like a Russian nesting doll, where one layer reveals yet another beneath it. As time and space shift constantly, and dramatic time-space interweaves repeatedly with cinematic time-space, every character is gazing at others while being gazed at in return. This enclosed framework draws each viewer into the film, holding them within its world. Notably, this added layer of narrative does not stand out in this Brechtian narrative drama. When the multi-temporal, shifting narratives of Weiss’s play were adapted to film, Weiss simply took on one more “layer”—just like adding another doll to the set.

THE USE OF CINEMATIC LANGUAGE

Most of the theatrical video materials we usually see are recorded with a fixed camera positioned from the

perspective of the audience, aiming to replicate, as closely as possible, the experience of watching a live play. In this case, the camera essentially symbolizes the audience. This approach also shows the utmost respect for the actors’ stage movements and performances—after all, during rehearsals, both actors and directors arrange their blocking under the assumption that the audience sits directly in front of the stage. Similarly, changes in shot scale (such as close-ups or medium shots) serve solely to capture the actors’ performance states: if an actor is speaking, the camera focuses on them; if they’re expressing anger, a close-up is used. Here, the camera’s only role is to reproduce the performance as it unfolds, thus the films lack vitality or creativity. Clearly, the passive recording of a play, as described earlier, carries none of the distinctive qualities of cinematic art. In contrast, film directors must think over how to construct a shot: the internal composition of shots, their editing, and their movement in cinematic art are loaded with intention. A film director, by choosing a specific camera angle, dictates what appears on screen. They can hide elements they wish to obscure or delay revealing, and emphasize what they deem important—even if that importance isn’t made obvious by the scene itself. In other words, a director can highlight something that would only be visible if the camera were placed in that exact position. With this in mind, let’s revisit how shots are handled in the film *Marat/Sade*.

The camera work in *Marat/Sade* was far more elaborate than that of ordinary theatrical recordings. Rather than being confined to the perspective of the audience, the camera was in constant motion: at times filming from the audience’s seats, at other times moving into the center of the stage to follow the actors, and even incorporating several subjective shots. Its extensive use of carefully crafted compositions and shallow depth of field are hallmarks of cinematic thinking. The film opened with a tracking shot from backstage, unsteady and swaying left and right—mirroring the erratic mental state of the actors. This was followed by a series of panning shots across the lead performers, offering a simple yet effective introduction to the main characters. Let us examine how Brook used cinematic techniques to handle Charenton’s opening monologue in the first act. The shot began with a strictly centered composition and a classic cinematic framing. It then pulled back as Charenton walked forward, gradually revealing a fence behind him. The camera shifted right, finally settling beside his wife and daughter. For viewers in front of the screen, this single shot creates a layered psychological progression: first, “Charenton is beginning his speech”; then, “Ah, Charenton is delivering this monologue from a confined space.” Imagine watching this scene in a theater: the audience would be seated right in front of the fence from the start, immediately aware that Charenton’s monologue is separated from them by this barrier. The psychological changes caused by the long take would not take place.

Let's look at another shot: during the conversation between Sade and Marat in Scene 15 of Act I, *Marat and Sade Continue Their Conversation*, Brook made a deliberate choice—he did not show the interaction between the two characters, and Marat did not even appear in the frame. Instead, the shot focused solely on Sade and a patient, using a shallow depth of field to create an intimate effect: Sade seemed to be speaking directly to us, while the patient in the background remained utterly still. In this lengthy static shot, all we see are these two figures in the frame, and all we hear is Sade's monologue, as if addressed to us personally. Yet within this seemingly simple composition, a subtle detail emerges: Sade and the figure in the background were wearing the same colored clothing and having the same white hair. Unconsciously, the viewer begins to wonder about their connection—as if the seated figure was Sade himself. Then, as Sade turned around, the focus shifted abruptly to the patient. The patient slowly crawled from the bench toward Sade, muttering repeatedly, "A mad animal; Man is a mad animal..." Our attention shifts right along with the change in focus. This is where the film differs from the play: an actor's performance and lines are no longer the sole focus of the film audience. Their attention is subtly guided by the director's camera work—shifts that reveal new meanings which are impossible to get from the actors' performances alone. Such depth is something no mere theatrical recordings could ever capture.

Before devoting himself fully to theatre, Peter Brook studied film production. Beyond *Marat/Sade*, his notable film works included *Moderato Cantabile* (1960), *Lord of the Flies* (1963), *Tell Me Lies* (1968), and *Meetings with Remarkable Men* (1979). Yet he is most renowned as a theatre director, with landmark productions like *The Mahabharata* and *The Valley of Astonishment* earning worldwide acclaim. Against this backdrop, *Marat/Sade* (1967) stands out as a work distinctly different from conventional theatrical recordings. Its filmic treatment is evident in every frame: deliberately cinematic settings, thoughtful use of shot scales and depth of field, and a camera that constantly shifts angles across the stage. These choices elevate it from a mere "recording of a play" to a fully realized film in its own right. At the same time, the film remains a faithful expression of Brook's theatrical philosophy. From its spatial design to the interplay of "gaze" between audience and performers, and even the illusion of "the present moment" it conjures for viewers, every element draws the audience deeper into the theatrical core of the work.

In my view, the success of *Marat/Sade*—a work that was successfully reproduced from a play to a film—depends largely on Brook's creative foundation: "the empty space."

As we all know, although a play unfolds within the single space of a stage, shifts in time or setting require scene or act divisions. Such transitions rely on changes

in backdrops and props to alter the audience's psychological perception of space, signaling, "The performance has entered another time and place." Cinema, however, operates differently: through editing and montage, it can easily fragment space—one moment the scene is a frigid, snow-covered landscape, and the next, it cuts directly to a sweltering summer day. Yet for Brook, this particular quality of cinema mattered little, for what he pursued was "the empty space": a stage stripped of all scenery, a "single stage" in the truest sense. This "emptiness" draws the audience into the play as deeply as possible. "A bare space cannot tell a story on its own, and thus each viewer's imagination, attention, and thoughts remain unshackled". It is this same "empty space" presented in the film as that singular stage.

As a director who was active in both theater and film industries, Peter Brook believed that theatrical space was more flexible than cinematic space. The fundamental reason lies in what he sought: an "empty space" with no scenery at all. This "emptiness" in a theater could be filled by the audience's imagination. In contrast, a film screen needed to reproduce a complete world, and everything that appeared on the screen must be connected through logical unity. Perhaps it is precisely because of this philosophy that Brook had gone further in his theatrical career than in his film work.

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Thematic Section: **Surrounding Communications Research**

This section serves as a strategic cooperation platform with the Center for Surrounding Communication Studies, Peking University. It is dedicated to advancing the systematic development of China's original "Surrounding Communication Theory" and fostering global dialogue. The theory was first proposed by Professor Di LU in 2013 and has since been recognized as one of the "Four Major Indigenous Theories in Journalism and Communication Studies in China" and one of the "Top Ten Original Theories in Chinese Philosophy and Social Sciences." It provides an innovative analytical framework for understanding geopolitical information flows and cross-cultural communication mechanisms. It seeks to:

- Paradigm innovation and empirical studies in surrounding communication
- Comparative analyses of regional communication ecosystems
- Digital media's evolving role in geopolitical discourse
- Mechanisms of cross-border cultural diffusion
- Policy evaluation in transnational communication governance

Guest Editor: Di Lu

*Professor, School of Journalism & Communication, Peking University, Beijing, China;
Director, Center for Surrounding Communication Studies, Peking University*

Thematic Section: **Frontier Research in Intellectual Property Law**

This section focuses on cutting-edge issues in intellectual property law, entertainment law, and the legal governance of traditional culture, exploring the adaptability and evolution of legal systems in the context of globalization and digital transformation. It also examines the practical applications of legal frameworks in industrial innovation, cultural protection, and social governance. It seeks to:

CALL FOR PAPERS

- Intellectual Property Protection and Legal Challenges in the Digital Economy Era
- Legal Mechanisms for IP Licensing, Financing and Industrial Innovation
- Platform Economy, AI-Generated Content (AIGC) and Legal Liability Issues
- Regulation and Countermeasures Against Malicious IP Litigation in Cyberspace

Guest Editor: Yanmin Quan

Professor, School of Law, Xi'an Jiaotong University;

Council Member, Intellectual Property Law Research Committee of China Law Society;

Council Member, China Law Society on Science and Technology Law

Scope of the Journal

JGTSS seeks contributions across a broad spectrum of topics in the social sciences, emphasizing interdisciplinary perspectives and global relevance. The journal welcomes submissions in areas including, but not limited to:

- **Sociology and Social Theory:**
Social structures, inequalities, and societal transformations in the context of globalization and transnationalism.
- **Cultural Studies and Diversity:**
Multiculturalism, cultural heritage, identity formation, and conflict resolution strategies.
- **Economic Trends and Social Impact:**
Global economic shifts, labor markets, migration, income inequality, and poverty alleviation.
- **Political Science and Governance:**
Governance frameworks, public policy, democracy, populism, and international relations.
- **Psychology and Human Behavior:**
Mental health, social psychology, behavioral economics, and technology's influence on behavior.
- **Education and Lifelong Learning:**
Educational access, innovative teaching methods, and policies fostering inclusivity and equity.
- **Communication and Media Studies:**
Media narratives, digital communication trends, and their societal implications.
- **Public Health and Social Policy:**
Health equity, social determinants of health, and the intersection of public health and social policy.
- **Environmental and Social Sustainability:**
Climate adaptation, environmental justice, and sustainable community practices.
- **Linguistics and Language Studies:**
Multilingualism, sociolinguistics, translation studies, and discourse analysis.
- **Anthropology and Ethnography:**
Comparative studies of societies, ethnographic research, and cultural anthropology.
- **Criminology and Legal Studies:**
Justice systems, comparative legal frameworks, and policing strategies.
- **Social Work and Community Development:**
Strategies for social inclusion and community-driven development.
- **Globalization and Development Studies:**
Sustainable development practices, cross-cultural analyses, and globalization's societal impacts.
- **Interdisciplinary and Emerging Fields:**
Integration of digital humanities, data science, artificial intelligence, and public policy in social science research.

JGTSS especially encourages interdisciplinary submissions that bridge fields such as sociology, public policy, economics, and communication studies, offering innovative frameworks and global perspectives.

Types of Submissions

- **Research Articles (4,000–8,000 words):**
Presenting original findings and theoretical advancements.
- **Review Articles (4,000–8,000 words):**
Comprehensive overviews and critical evaluations of existing literature.
- **Case Studies (4,000–6,000 words):**
In-depth analyses of specific projects, policies, or social phenomena.
- **Perspective Articles (1,500–2,000 words):**
Brief, thought-provoking pieces proposing new ideas or offering expert commentary.
- **Special Issue Proposals:**
Thematic collections (6–10 articles) addressing timely and impactful topics in the social sciences.

**Note: Translations of articles originally published in another language will not be considered.*

Open Access and Peer Review

JGTSS is committed to the principles of open access, ensuring all published research is freely available to readers worldwide. Articles undergo a rigorous double-anonymous peer review process to maintain academic integrity, objectivity, and fairness.

Submission Guidelines

Manuscripts must adhere to the Author Guidelines and be prepared in Microsoft Word or PDF format. Detailed formatting instructions are available on the journal's website. Submissions should be made via the online portal at: <https://press.jandoo.ac/journal/jgtss>. For inquiries, please contact the JGTSS editorial team at E-mail (editorialoffice.jgtss@press.jandoo.ac).

Submission Deadline

Submissions are accepted on a rolling basis, ensuring timely review and publication.

We look forward to receiving your contributions and engaging in a shared effort to advance the field of social sciences.

Journal of Global Trends in Social Science (JGTSS) is an international, peer-reviewed, open access academic journal committed to publishing cutting-edge research and fostering interdisciplinary dialogue in the social sciences.

JGTSS provides a platform for scholars, practitioners, and policymakers to share insights and engage in discussions about emerging trends, global challenges, and transformative opportunities in the field.

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