

# Chinese Women at Gaze: Representation of Bodies of Chinese Women Aged from 18 to 30 on Tinder Dating Profiles

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## Abstract

“Screens”, such as mobiles and Pads, have been part of people’s lives in recent years, which also provided a new sphere for the male gaze to impose its power on women. Dating apps, represented by Tinder, could be one of the most important sources of the gaze as an emerging social media genre, considering their intensive information presentation to show likes and dislikes, which shaped the presentations of users on their dating profiles to fulfil a different purpose. A content analysis on profile picture samples from Chinese women users of Tinder aged 18 to 30 illustrated that *feminine touches* and *licenced withdrawals*, which were significantly but negatively correlated to the overall vibe of independence, have been constantly employed in the profiles under the context of the male gaze. It was also witnessed from the data that *body displays* of Chinese women showed a much lower level of nudity than those of western and other cultures, of which pan-East Asian soft masculinity could not be ignored to explain the difference.

**Key words:** dating apps, male gaze, self-presentation, masculinity, femininity