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Column on the Study of Middle and Long Term Planning for Youth Development**Emotional Manufacturing: The Study on the Anchorwomen's Labor Process in Pan-entertainment Live Broadcast** *Tu Yongqian & Xiong Yun*(1)

Abstract: This study regards the anchorwomen in pan-entertainment live broadcast as the examination object. Through the method of participatory observation and the method of semi-structural interview, this paper tries to analyze how the technological change and gender role work on labor control mechanism together, hence lead to the reconstruction of "labor-customer" relationship and generate the phenomenon of emotional manufacturing that inspires customers. The emotional manufacturing needs to undergo the processes of body symbolization, creating "character-design" and remodeling relationship, these series of processes could also induce the anchorwomen's different subjective response. The core meaning of emotional manufacturing lies in mobilizing the customers' emotion, transforming the "affection" to virtual "gift" and then transforming to "money", this indicates that the labor process not only shapes the anchorwomen but also shape the fans as customers.

Keywords: Anchorwomen Labor Process Theory Emotional Labor Emotional Management

For the Tribe: The Study on the Collective Game Behavior and the Players' Public Participation *Zhong Zhijin, Liu Kexin & Qiao Yuwei*(13)

Abstract: As the entertainment media, the online games could eliminate the gamers' public participation; but the players' interaction and collective game behavior could also endow them with the possibility of public participation. Through questionnaire survey and in-depth interview, this paper tries to explore whether the collective game behavior in online games interconnect with the players' public participation, and further analyze whether the internal mechanism could be mediated by the players' group identity and offline contact. According to the findings, the players' collective game behavior could promote the belief in public participation. However, the collective game behavior itself couldn't induce the public participatory behavior directly, which has to draw support from the mediation of players' group identity and offline contact. This indicates that online games don't have the effect of stimulating the players to involve in public life directly but the effect could be realized through constructing the social relationship network which is stable and could connect realistic life.

Keywords: Online Games Collective Game Behavior Group Identity Offline Contact Public Participation

Articles**Peer Effects and the Adolescents' Weight**

..... *Quan Xiaojuan, Zhu Xiaowen, Lu Chuntian & Bian Yanjie*(24)

Abstract: Using the data from "China Educational Panel Survey" and regarding the internationally applicable BMI as the measurement index of weight, this paper tries to analyze the influence of classmates'

peer network on the adolescents' weight. According to the findings: the higher the average BMI of classmates is, the higher the individuals' BMI and the chance of being overweight are. This indicates that the influence of peer network does exist. The influences among classmates with same gender are greater than the influences among classmates with different genders, while the influences among majority members are greater than the influences among minority members. This indicates that the influence of classmates network has disparity. The higher the average BMI of classmates is, the less the individuals would perceive themselves overweight. This indicates that the norm regarding group weight is potential mechanism for peer influence. These findings could provide corresponding empirical basis for social intervention for obesity epidemic.

Keywords: Adolescents Weight Peer Effects Disparity

Will Younger-generation Entrepreneurs Embrace Internet More?

..... *Liu Xue, Liu Jinlong & Lv Peng(34)*

Abstract: Based on the classic framework of “cohort analysis” in sociology, this paper tries to explore the generational differences in strategic intensity of “internet plus” in Chinese private enterprises. Using the data from “The Survey of Chinese Private Enterprises” in 2016, we reveal the nonlinear relationship between different generations of entrepreneurs and strategic intensity of “internet plus” in enterprises. Regarding the emerging strategy of “internet plus”, the use intensity among younger-generation entrepreneurs is higher than the use intensity among older-generation entrepreneurs. However, regarding the mature “internet plus”, there is no significant difference between different generations of entrepreneurs. According to further analysis, the overseas experience could increase younger-generation entrepreneurs' strategic intensity in emerging “internet plus”; the use degree of internet media is mediating variable between entrepreneurs generations and emerging “internet plus” strategy. This study could provide micro policy evidence for deep integration of enterprises and internet.

Keywords: Younger-generation Entrepreneurs “Internet Plus” Strategy Generational Differences Internet Gap

The Freelancers' Political Appeals and Their Influencing Factors *Luo Zhongyong(46)*

Abstract: Based on the questionnaire survey of 613 freelancers in Hunan province, this paper empirically examines the current situation of freelancers' political appeals and the influences of economic, social and political factors on their political appeals. According to the results, the political appeals of freelancers are quite high. The freelancers have relatively clear requirement and aspiration for innovating government governance and participating politics; their political appeals could be divided into the appeals for institutional innovation and the appeals for political participation. The appeals for institutional innovation are obviously higher than the appeals for political participation. According to further analysis, the economic, social and political factors have certain explanation force for freelancers' political appeals, but there are significant differences in interpretation force among different factors.

Keywords: Political Appeals Freelancers Economic Factors Social Factors Political Factors

The Study on the Process of Marriage and Reproduction among Urban and Rural Residents in the Context of Nearby Urbanization *Liu Lige, Liu Hongsheng & Jin Xiaoyi(61)*

Abstract: Based on the survey data from Y County in Henan Province and guided by life course theory, we analyze the occurrence time of important events in the process of marriage and reproduction among

urban and rural residents, and time span between two adjacent events on marriage and reproduction. Meanwhile, we also further reveal the relationship between premarital cohabitation and the phenomenon of unmarried pregnancy. The study is conducted from the perspective of household registration & mobility and the perspective of birth cohort. According to the results, the traditional process of marriage and reproduction namely “marrying first, cohabiting latter, and becoming pregnant and reproductive finally” is facing challenge; unmarried cohabitation and unmarried pregnancy become a common phenomenon. This phenomenon is especially prominent among rural residents who may migrate before getting married and the group of “post-80s”. Premarital cohabitation could postpone first marriage age, and increase the risk of unmarried pregnancy. The changes in the process of marriage and reproduction among urban and rural residents may bring challenges for women’s health and infants’ survival and development.

Keywords: Life Course Process of Marriage and Reproduction Marriage and Reproduction Events Premarital Cohabitation Premarital Pregnancy

The Study on Influencing Mechanism for Premarital Pregnancy among Floating Female Youth

..... *Xu Peng & Shi Yu(72)*

Abstract: Based on 2017 survey data of floating population in Hubei Province, this paper tries to explore the basic characteristics and the formation mechanism of floating female youth’s premarital pregnancy phenomenon under the background of population migration. Using theoretical perspective in sociology for reference, we put forward two social mechanisms including marriage match and individual socialization to explain possible factors influencing the premarital pregnancy behavior among floating female youth. Through the analysis of logit embedded model, we have the following findings: the education match and age match in marriage could significantly predict the incidence of premarital pregnancy, which indicates that the floating female youth’s decision-making in sex behavior is restricted by educational stratification and culture of gender role in marriage market. Meanwhile, the two pathways to socialization including education and premarital mobility have significant influences on premarital pregnancy, but premarital mobility has greater influence on women with lower educational level. However, for the women with higher educational level, this influence is relatively limited. After using sheaf coefficients to compare marriage match with latent variable of socialization, we find that the individuals’ socialization experience could influence premarital pregnancy behavior to a greater extent.

Keywords: Floating Female Youth Premarital Pregnancy Marriage Match Individual Socialization

Women in the Practice of Family Power *Liu Jie(83)*

Abstract: Family power is a clue to understand family life. Inspired by the practice theory, this paper focuses on the changes of attitudes and behaviors regarding confinement taboos between two generations of women in Shanxi province. Based on the investigation, we try to understand the structural characteristic, operation mode and internal mechanism in family power. We compare the experience and explanation regarding the custom of not coming back to parents’ home during confinement between older women and younger women, and find that relatively the older women would passively conform to taboo with patriarchal character; while the younger women would appeal to reality and justify the superficial compromise of taboo. The findings show evolution process in family power, namely from one dimension to multi dimensions, from coercion to acceptance of more flexibility. Meanwhile we could also find the characteristic of multiplicity in contemporary young women’s family life, which is influenced by the structural change.

Keywords: Family Power Practice Women A Married Woman’s Parents’ Home Taboo

征订启事

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