Feminist Modernization of the Young Generation: Exploring the Differences between Otome Games and Traditional Games in Female Representation

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Abstract:

Based on the dilemma of female image creation in the virtual world today, this paper explores the changes in feminist thinking reflected in female image in otome games and traditional games. This study focuses on the recently popular game "Love and Deep Space", a game with its realistic and sensible love experience and novel 3D interactive mode, and provides a near-perfect utopian game for women, especially young women, who are eager for love experience. This paper uses the methods of data survey and interview research to compare the image of female protagonists in the emerging game mode of otome games and the portrayal of female characters in traditional games, so as to explore the changes of feminism of the younger generation in the virtual world. The breakthrough of otome games is to move closer to the direction of eliminating gender, that is, undoing gender, which promotes the modern spread of feminism, and resists and criticizes sexual politics, power and stereotypes in the context of contemporary women's oppression and discrimination. Feminism, under the theory of gender elimination, represents a social transformation of gender relations, seeking more substantive gender equality.

Keywords: Otome games; gender stereotypes; patriarchal society; virtual love; gender implementation.

1. Introduction

This study focuses on the recently popular game "Love and Deep Space", a game with its realistic and sensible love experience and novel 3D interactive mode. It provides a near-perfect utopian game for women, especially young women, who are eager for a love experience. This research is very meaningful for the feminist thinking and behavior changes that this game has brought to women; This study mainly focuses on the gender stereotypes of female characters in traditional games and the image estab-

lishment of female dominant characters in otome games in gender relations. The literature analysis method was used to search and read relevant data and literature, and the questionnaire survey method was used to analyze the data, which had the advantage of analyzing the changes in women's thoughts after playing this game, which was conducive to the research process. The ultimate goal of this study is to study the changes in women's thinking through otome games, and a series of literature studies, interviews, and questionnaires were conducted to achieve this goal.

2. The Rise of Otome Games

Otome games are a new type of game that has emerged among women in recent years, and today, when the feminist movement is widely spread and video games are loved and sought after, young people's declining social enthusiasm and women's psychological needs have given rise to this type of game specially designed for women [1]. Qinyuan Lei, Ran Tang, Hiu Man Ho, Han Zhou, Jingyi Guo, and Zilu Tang point out that it is based on a story, adopts a female first-person perspective, and gives women the right to enter into romantic relationships with multiple male characters [2]. Female character creation in otome games tends to be the subject. Yun Zhang pointed out that women become the main body in the relationship between the sexes, have more voice and subjective power, and can become powerful individuals and take on the role of heroes. In terms of image, women can freely design their appearance and clothing, and the appearance design of female characters is more free and innovative [3]. In addition, Yirou Wang uses Love and the Producer as an example to illustrate that the heroine can gain initiative through choice, and be in an active and independent position in the narrative, such as dealing with problems as the head of the company, electing talents, and getting the help of male characters to enter into a relationship between the sexes, that is, as a subjective object of action rather than a projection of sexual desire [4]. Most traditional games are based on a patriarchal society, and increase men's sexual stimulation and arousal by increasing the degree of nudity to create sexualized female game characters, which shows that the game industry in society has designed more male gaze perspectives in order to cater to the mainstream trend of patriarchy [5]. The emergence of otome games provides a new platform and opportunity for women to fall in love at the level of the virtual Internet. Compared with the female characters in traditional games and the female characters in the emerging otome games where female players are the main controllers, i.e., the first perspective, female characters have shifted from occupying stereotypical gender roles to challenging the male gaze, which means that

women can independently choose their preferred type and form of love compared to passive gender gaze and love status, allowing players to feel the emotional connection with male characters and have the opportunity to freely switch love partners [3, 4].

In general, women have achieved a higher status in the popular form of gaming, represented by otome games, which is manifested in more diverse careers, richer and more independent personalities, and more active and respected in love. From a theoretical point of view, the portrayal of female characters in traditional games is closer to gender practice, that is, it is completely designed according to the stereotypes and behaviors of women in society, and the identity is mainly dependent on men. The breakthrough of otome games is to move closer to the elimination of gender, that is, undoing gender, at least in the relationship between the sexes, women show more independence and initiative rather than submissive dependence, such as professions can be lawyers, producers, etc., more diverse, and tend to eliminate gender colors. Women can find companionship and moral support in increased parasocial romantic interactions, rather than being disrespected and emotionally disregarded [6]. This change is driving the modern spread of feminism among contemporary women. In the context of contemporary women's oppression and discrimination, they rebel against and critique sexual politics, power, and stereotypes. Feminism, under the theory of gender elimination, represents a social transformation regarding gender relations, seeking more substantive gender equality [7]. Nowadays, the progress of feminism is widely spread among more young female gamers through the more novel form of otome games, such as "Love and Deep Space", which uses a 3D interactive form, which can make women feel that they have an active right to be the dominant position in love, thus stimulating the idea of defending women's power position in reality. Therefore, the emergence of otome games not only improves women's concept of love and the idea of love subjects, but also promotes the spread and progress of feminist ideas in the whole gender inequality society.

3. Literature Research

3.1 Concept

In her essay *Doing Gender*, Candace West examines gender practice, i.e., doing gender, which is understood as a routine in society and a socially guided perception and interaction, rather than a state given by biology, which contributes to the complexity of the relationship between biology and culture, but has no specific application [8]. This paper will start from the gender stereotypes of fe-

male characters in traditional games and the image establishment of female protagonists in otome games in gender relations, and explore the rise of otome games and the rise of female power in society, so as to supplement the existing literature gaps.

3.2 The Crisis of Women in Traditional Games

First of all, research from China and South Korea pointed out that the portrayal of women in traditional games is based on gender stereotypes. Among them, Bingqing Liu, Kyrie Zhixuan Zhou, Danlei Zhu, and Jaihyun Park take the classic game "Honor of Kings" as an example, reflecting the more traditional expectations of women from the identity setting of female characters, such as mages, that is, generally occupy a long-range attack or auxiliary position; On the other hand, male characters are more idealistic, powerful, and numerous, resulting in male characters often dominating, especially in war games, and pointing out that female characters often have unreasonably thin figures, exaggerated facial features, etc. [9]. In addition, Doo Heon Song used anthropomorphic object games such as Girls' Frontline as an example to point out that female characters often have characteristics such as naked clothing, and that there are stereotypes of women's appearance in their clothing [10].

4. Research Methodology

4.1 Interview Method

When writing a paper, the interview method can help researchers obtain first-hand information about the interviewee's opinions, attitudes, and feelings about otome games. Through interviews, it is possible to gather in-depth insights and personal experiences about the impact of otome games on individuals. This information is invaluable for enriching the argument and enhancing the persuasiveness of the paper. Exploring otome games is an important part of life, which has the effect of influencing the concept of love, which is manifested in the change of mate selection criteria, the acceptance of marriage, and the ideal type. This section analyzes the changes in the minds of the younger generation of women in real life compared to traditional games through specific interviews with four young female players of otome games and a survey of data from 33 players.

4.2 Data Collection

As shown in Table 1, more than 90% of the players in otome games are women.

Table 1. Male to female ratio of players in otome games

Gender	Quantity	Rate
Male	2	6.06%
Female	31	93.94%
Valid number of people to fill in this question	33	

As shown in Table 2, most players spend less than 500 yuan a month on games, and 30+% of players spend more than 500 yuan.

Table 2. Levels of consumption in games

Gender	Rate
Within 100 yuan	34.62%
100-500	30.77%
500-1000	23.08%
More than 1000	11.54%

As shown in Table 3, otome games have influenced the concept of love among most players.

Table 3. Does otome games affect the concept of real love

	Rate
YES	60.61%
NO	39.39%

In summary, the proportion of women in the respondents is high, and the degree of devotion to games is high, and games have a certain impact on emotions and life concepts, and there is also the ability to distinguish between reality and virtuality. Respondents generally have a positive attitude towards the respect for female images in otome games.

The emergence of otome games not only improved women's concept of love and the idea of love subjects, but also promoted the spread and progress of feminist ideas in the entire gender inequality society. The survey respondents are mainly young women (15-20 years old), and their spending power in otome games is still low.

The common limitations of interviews and data surveys are that due to the small number of interviewees and the lack of depth of play, as well as the problems of depth of ideas and understanding of games, it is necessary to expand the career choices and age groups of interviewees in follow-up research.

Compared with the perspective of male gaze in the traditional game mode under the patriarchal society, the emergence of otome games not only breaks down the stereotype of women and improves the concept of love for women, but also promotes the spread and progress of feminist ideas in the whole gender inequality society.

5. Discussion

Regarding this interview, the interviewees are mainly divided into two categories, one belongs to the game that has a deep impact on life, and the other belongs to the otome game that does not account for a large proportion of life. Otome games occupy different proportions of life, and the degree of influence is also different. The first group of girls may be more likely to have the idea of not getting married, and it will also have an impact on real life outside of the game. The second type of player's thinking may be limited to the game and will not have a big impact on life, but may raise their criteria for choosing a mate. It can be seen that otome games have had an impact on the concept of love for women with different levels of immersion in video games, and have helped them to bring progressive ideas in terms of women's rights.

Whether you are a player who has a deep experience of the game or just an occasional entertainer, will have an impact on view of love during the experience of otome games, and think about the place that women should be in a relationship. Further, otome games have brought progress to women in society to protect their status and rights in love, and have helped to promote the popularization of feminist ideas and the recognition of gender equality concepts.

6. Conclusion

The results of this study are that the emergence of otome games not only improves the concept of love for women and the idea of love subjects in reality, but also promotes the spread and progress of feminist ideas in the whole gender inequality society, so as to further conclude that the breakthrough of otome games is to move closer to the direction of eliminating gender, that is, undoing gender, and this change promotes the modern spread of feminism, and has a negative impact on sexual politics in the context of contemporary women's oppression and discrimination. Power and stereotypes resist and criticize. Feminism, under the theory of gender elimination, represents a social transformation of gender relations, seeking more substantive gender equality; This study provides a lot of valuable reference significance for the future research in this direction, mainly affecting the identity of women's self-worth, deepening the pseudo-social relationship of male roles, subverting the stereotype of female roles, and promoting the spread of feminism.

Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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