

# Literature Review on Deshaming Communication Research of Women's Health Issues

Han Yang

School of Journalism and Communication, Peking University, Beijing, 100871

**Abstract:** Women's health issues have long been stigmatized within traditional socio-cultural contexts, with topics such as menstruation and gynecological diseases excluded from public discourse. With the rise of social media, a growing number of users have produced content and discussed such issues, while scholarly and industrial exploration of women's health knowledge communication has continued to deepen. This paper reviews domestic and international literature on women's health communication, stigma, and shaming related to women's health, summarizes existing research findings and limitations, and proposes directions for future inquiry. It aims to provide implications for advancing women's health knowledge communication and supporting the Healthy China initiative.

**Keywords:** Women's health; Destigmatization; Deshaming

## Introduction

In the context of traditional socio-cultural norms, women's health-related issues have long been shrouded in an atmosphere of silence and shame, becoming a forbidden area in public discourse. From menstruation being regarded as an "unclean thing" that needs to be concealed, to gynecological diseases being equated with unspeakable "private scandals", and to the health needs during physiological stages such as postpartum recovery and menopausal conditioning being classified as women's "personal matters", relevant women's health issues have not only lacked public discussion for a long time but also been labeled with a series of negative tags such as "dirty", "fragile" and "unclean". This misconception stems from the profound impact of traditional culture on public per

ception — women's bodies are considered to be entities that need to be hidden, and health issues related to women's bodies are therefore naturally placed in a hidden corner, losing the qualification for open and rational discussion. Knowledge that should serve as an important guarantee and improvement for women's life and health has gradually been marginalized in the process of such stigmatized communication: stigmatization induces a sense of shame in women, which in turn leads to avoidance and silence in discussions on related issues. This silence, in turn, reinforces the social stigma towards women's health issues, ultimately forming a vicious circle from stigmatization to shame, to avoidance and silence, and then to deeper stigmatization, making it even more difficult to publicly discuss women's health issues.

In August 2016, the "Healthy China 2030" Plan Outline was reviewed and adopted, which clearly stated the need to promote the construction of Healthy China and give priority to protecting people's health in the national development strategy (People's Network, 2024). Women's health is not only related to the quality of life of women themselves but also to family happiness, and it is an indispensable part of people's health. However, the stigma attached to women's health issues and the sense of shame brought to women in the traditional socio-cultural context have not been completely eliminated today, still posing significant obstacles to the communication of women's health knowledge.

With the in-depth advancement of the "Healthy China" strategy and gender equality becoming a social consensus, breaking the predicament of stigmatization and shaming in the communication of women's health knowledge and realizing deshaming communication have become an urgent need to protect women's health rights and promote the development of national health. At present, both academic and industrial circles have paid great attention to the issue of shaming in women's health communication, carrying out a series of explorations around concept interpretation, communication practice, communication impact, etc. However, existing studies still have problems of being relatively fragmented and insufficiently systematic. Based on this, this paper combs through domestic

and international studies on women's health communication, stigma and shaming of women's health, summarizes the research achievements and deficiencies in the deshaming communication practice of women's health issues, and looks forward to future research directions, so as to provide theoretical reference and practical insights for improving the effectiveness of women's health knowledge communication and advancing the "Healthy China" strategy.

## **Research Status**

### **2.1 Research on Women's Health Communication**

#### **2.1.1 Research on Women's Health Communication in Mass Media**

The content presentation and effects of women's health in mass media have attracted considerable attention in the field of women's health communication. Kong Kaiyuan (2025) sorted out women's health popularization in modern mass media, ranging from regarding women as carriers of healthy reproduction in the late Qing Dynasty to focusing on women's health itself in the Republic of China, conveying health information against foot-binding, breast-binding, early marriage and early pregnancy, which reflects the development and progress of social awareness of women's health. Aboagye et al. (2022) studied the impact of mass media exposure on the utilization rate of women's health care services in sub-Saharan Africa, and found that women who were exposed to mass media such as newspapers and radio every week had a better understanding of delivery services and postnatal care and were more likely to use these services than those who were not exposed to mass media.

#### **2.1.2 Research on Women's Health Communication in Social Media**

With the development of technology, more and more women obtain women's health knowledge through network technology. A study showed that in 2018, the number of women in the United States who received mammography screening after searching for health information on the Internet was 1.36 times that of women who did not search for health information online (Alabdullatif et al., 2022).

Social media has become an important channel for the transmission and acquisition of women's health knowledge at present, and many studies have focused on the presentation of women's health knowledge and the adoption of women's health information in social media.

### **2.1.2.1 Research on the Presentation of Women's Health Knowledge**

Research on the presentation of women's health knowledge explores the themes, characteristics and strategies of content presentation.

Fan Ci'ai (2025) found that the main topics of women's health discussions on Xiaohongshu (Little Red Book) are physical health, gender health and health preservation, and more positive emotional tones are presented, which helps to promote the communication of women's health knowledge. Essa Whieb and Adil Jaafar (2024) discussed the specific discourse strategies in women's health topics during the Pink October campaign (a public welfare campaign for breast cancer prevention and treatment), and found that the language used in these topics is simple and direct, with nouns being the most commonly used words, followed by verbs, adjectives and adverbs.

A large number of studies have focused on the characteristics and strategies of women's health knowledge content presentation. Fei Fan (2025) explored the content presentation characteristics of the outstanding women's health popular science blogger "Mr. Liucenglou" (Mr. Sixth Floor) on Bilibili, and found that the blogger's content presentation has the characteristics of diverse video types, slightly strong emotional color and distinct author's views. Zhang Xue (2025) selected 100 videos from 10 women's health bloggers on Bilibili for analysis, and found that the emotional expression of these videos is mostly neutral, and the video content conveys the concept of women's health and growth. Xu Xiaoyun (2024) carried out her research from a broader scope: instead of focusing on several bloggers, she collected 163 videos under the keyword "women's physical health" and found that 40% of these videos were produced by professional doctors, and most of the narrative subjects were women. Other studi

es have explored short women' s health popular science videos on Douyin (TikTok China), and found that such videos are mainly 1-2 minutes long, mostly narrated by doctors, and the tone is mostly neutral (Zong Huimin, 2025). Lu Qian (2025) further focused on plot-based women' s health popular science short videos on Douyin, arguing that such short videos have a more immersive experience, but there are also problems of content homogenization and the risk of triggering health anxiety.

In addition to user-generated content, some studies have explored from the perspective of enterprises. Meiyou APP is a software integrating women' s health knowledge popularization, women' s health services and women' s communication. Liu Fanjia (2021) believes that Meiyou has built a health knowledge creation system of "influencers + professional authors + experts", and launched offline activities such as "Women' s Travel Safety" and "Husband' s Childbirth Challenge", promoting the online and offline communication of women' s health knowledge.

#### **2.1.2.2 Research on the Adoption of Women' s Health Information in Social Media**

Examining women' s health information communication from the audience' s perspective is a major direction of current research. Ran Hua and Geng Shupei (2018) examined the impact of different types of health information in the media on women' s cervical cancer risk perception and prevention intention, and found that high-threat information is more likely to increase the audience' s fear of the disease, while low-threat information is more effective in improving the audience' s prevention intention. Wu Yaxin (2022) explored from the level of women' s information avoidance, arguing that the lack of rational thinking about the value of their own physical health and the inability to break through the label of "reproductive examination" are important reasons for women' s avoidance of cervical cancer information.

In addition to focusing on specific issues, some studies have carried out explorations after segmenting the female population. Johnson et al. (2025) found

that different ethnic groups have different acceptance of women's health information on social media; in the United States, Black women and Asian women have higher trust in social media health information than White women. Wu Xuefei (2025) conducted a study on users of Meiyou, a women's health APP, and found that source credibility and information quality are the key factors affecting the information adoption intention of female users of this APP.

In addition, the impact of intergenerational communication on social media information adoption has also attracted attention. Liu Zhanwei and Liu Jie (2025) found that after daughters obtain intrauterine device knowledge through social media, they can reversely disseminate it to their mothers who have intrauterine devices, thereby promoting their mothers to take health actions.

The dissemination of women's health knowledge in mass media and social media provides a carrier for women's health issues to break through the predicament of stigmatization and then carry out "deshaming" communication. However, the communication effect of related issues is still restricted by the public's stigmatization and shaming concepts. Therefore, it is necessary to further analyze in combination with relevant research on women's health stigmatization and shaming.

## **2.2 Research on Stigmatization and Shaming of Women's Health**

Erving Goffman first elaborated on the meaning of "stigma" in detail in his book *Stigma: Notes on the Management of Spoiled Identity*, arguing that "stigma" is a derogatory and insulting label imposed by society on certain individuals or groups (Liu Xin, 2013). In the process of stigma formation, fear and shame arise, becoming the core emotional experience of stigmatized individuals at the psychological level. In the field of women's health, issues such as menstruation, menopause, and gynecological diseases are often stigmatized, which in turn triggers women's inner sense of shame. Researchers have conducted studies on the stigmatization and shaming of women's health, and the relevant work mainly focuses on the phenomena of women's health stigmatization and shaming themselves, as well as destigmatization and deshaming practices.

### **2.2.1 Research Related to the Phenomena of Women' s Health Stigmatization and Shaming Themselves**

Research related to the phenomena of women' s health stigmatization and shaming themselves focuses on the connotation, causes, impacts of the concepts, and people' s cognitive attitudes.

Wang Yimei et al. (2025) defined women' s menstrual shame as the sense of shame or avoidance that women have towards menstruation. This shame stems from the social and cultural stigma of menstruation and women' s lack of knowledge about their own menstrual physiology, and ultimately leads to poor menstrual hygiene management and even health problems for women.

A study investigated the attitudes of residents in Haikou towards menstrual shame and found that 52.88% of people had shame-like psychology such as avoiding when purchasing menstrual products (Sun Huaicong, Wang Yihan, Tian Run, 2023). Eyring et al. (2023) further compared the attitudes of men and women towards menstruation, pointing out that gender discrimination against women includes benevolent and hostile sexism. Benevolent sexism holds that women are weak and should reduce activities during menstruation, while hostile sexism holds that women exaggerate menstrual symptoms and should avoid participating in certain activities. Through their research, they found that men have a more negative attitude towards menstruation than women, which may be related to men' s higher identification with sexism. Zou Wenxue et al. (2024) also found in interviews that women' s dysmenorrhea is regarded as a symbol of weakness in society. In addition, the lack of knowledge about menstruation also makes the outside world and even women themselves regard dysmenorrhea as improper self-management, and even regard dysmenorrhea as a threat to fertility.

In addition to the impact of social culture, relevant policies and educational levels also affect the degree of stigmatization and shame of women' s health.

Popat et al. (2023) found that the word "vagina" is blocked and censored on overseas platforms such as Facebook, which not only increases social ignorance

but also enhances women's sense of shame. Ma Guiyun et al. (2024) found that women with an educational level below primary school have a higher sense of shame about gynecological examinations.

### **2.2.2 Research Related to Destigmatization and Deshaming Practices of Women's Health**

Research related to destigmatization and deshaming practices of women's health has explored issues such as menstruation, reproductive health, and body shame. Moreover, with the development of social media, current relevant practices are often carried out with the help of social media.

In the past, women's menstrual periods were mostly regarded as private topics. However, with economic development, the emancipation of people's minds, and the emergence of social media that facilitates information dissemination, women's menstrual period issues have gradually moved from private to public. Wang Wenshu (2022) examined this process of change in menstrual period issues on Weibo, and found that the publicization of women's menstrual period issues on Weibo went through five stages: triggering, diffusion, withdrawal, activation, and resonance. Among these, women's empathy, the consolidation of group identity by interactive information, and resources such as the attention of organizations, platforms, and netizens are all important driving forces for promoting the publicization of this issue. Liang and Wang (2025) investigated the deshaming practices of menstruation on Xiaohongshu (Little Red Book), and found that Xiaohongshu users promote menstrual deshaming by revealing the origin of menstrual shame culture, advocating the normalization of menstruation, and reconstructing menstruation as a symbol of women's identity.

Some studies have examined the destigmatization and deshaming practices of women's health from the perspectives of discourse strategies, symbol use, and video communication. The UK Menstrual Movement promotes the elimination of menstrual stigma and reduces social inequality in the UK through discourse strategies such as avoiding the use of stigmatized language such as "sanitary pads", avoiding the term "period poverty", and publicly discussing menstruati

on (Tomlinson, 2025). Xu Lingling (2021) examined the role of menstrual emojis in promoting menstrual deshaming practices, and found that menstrual emojis can provide another way for women who feel menstrual shame to talk about menstruation, promote the movement of menstrual issues from private space to public space, and strengthen the identity of women's groups. However, as a visual symbol, emojis still have the problem of different information decoding by different audiences.

Dong Chenxi (2024) examined video communication as a practical approach, and found that while menstrual product review videos mainly conduct product reviews, they also objectively convey women's health knowledge. However, some of these contents still reinforce women's shame, such as conveying that women feel embarrassed during menstruation and that they should avoid being publicly discovered when using menstrual products. These contents further strengthen the culture of concealing menstruation.

Some studies have focused on other issues. Zou Yue (2022) found that at the physical health level, fitness, makeup, and outfit videos on Douyin (TikTok China) are likely to trigger women's body shame and anxiety. Liu and Zou (2024) found that on Weibo, top influencers in obstetrics and gynecology help women get rid of the shame of talking about relevant topics by publicly discussing issues such as gynecological problems and prenatal care.

## **Evaluation of Research Status**

### **3.1 Summary of Research Achievements**

At present, there are numerous studies on the deshaming communication practices of women's health issues, showing a multi-dimensional and multi-perspective research status. At the level of communication channels, existing studies cover the two core fields of mass media and social media, focusing on both the past and the present. Relevant studies not only sort out the historical evolution of women's health popularization in modern mass media but also pay attention to women's health knowledge content on social media platforms such as

Xiaohongshu (Little Red Book) and Bilibili. At the level of research subjects, relevant studies fully cover the "communicators" and "audiences" in the communication process, focusing on the content production of subjects such as the media, users, and enterprises, as well as exploring the information adoption of women's groups, with the research subjects being continuously refined. In addition, in the research on the stigmatization and shaming of women's health, existing studies cover a complete logical chain of phenomenon definition, cause analysis, and practice exploration, clarify the connotation of core concepts such as menstrual shame, explore multiple influencing factors such as social culture, gender discrimination, and policy regulation, and sort out deshaming practice paths such as public welfare campaigns, discourse strategies, and symbol use, providing important references for understanding the generation logic and solution ideas of women's health shaming.

### **3.2 Deficiencies of Existing Research**

Although existing studies have achieved significant results, there are still some deficiencies, mainly reflected in the following three aspects. First, the research system is relatively fragmented. Most existing studies focus on a single issue, a single platform, or a single group, lacking an overall exploration of "deshaming" communication. Second, the coverage of research issues is unbalanced, with relatively few studies focusing on niche issues and marginalized women's groups. Most existing studies focus on issues such as menstruation and breast cancer, while there are relatively few studies on niche issues that also face shaming dilemmas, such as pelvic floor muscle rehabilitation and chronic gynecological diseases; at the same time, relevant studies have insufficient exploration of the needs and dilemmas of deshaming communication of women's health knowledge among marginalized groups such as elderly women and rural women. Third, there is insufficient practical research, and there is a lack of verification of the effectiveness of relevant strategies. Most existing studies on deshaming practices in women's health communication adopt the form of phenomenon description, such as sorting out the communication behaviors of users on a c

ertain platform and the discourse strategies of relevant campaigns, but there is a lack of empirical testing on the effectiveness of these strategies.

## **Outlook on Future Research Directions**

Combined with the deficiencies of existing research, future research on deshaming communication practices of women's health issues can be carried out from the following four directions.

### **4.1 Conduct Holistic Exploration**

In response to the fragmentation problem caused by existing studies focusing on a single issue, platform, or group, future research should promote the integrated exploration of deshaming communication of women's health issues. It is necessary to incorporate different communication channels such as social media and mass media, as well as all female groups, into holistic research, and explore the common characteristics of deshaming communication practices of women's health issues from different dimensions.

### **4.2 Fully and Equally Cover All Relevant Research Issues**

Existing studies mostly focus on a few hot issues such as menstruation. In the future, the scope of research issues should be expanded, and more attention should be paid to women's health issues such as menopause, gynecological diseases, and postpartum rehabilitation. At the same time, the research groups should be expanded to focus on the needs and dilemmas of marginalized groups such as elderly women and rural women in accessing women's health knowledge.

### **4.3 Strengthen Empirical Testing on the Effectiveness of Relevant Strategies**

Existing studies have deficiencies in verifying the effectiveness of relevant strategies. In the future, more efforts should be made in corresponding empirical research. At the quantitative level, methods such as questionnaires, experiments, and content analysis should be adopted to test the effects of different communication strategies on reducing women's sense of shame and improving their willingness to adopt health knowledge. At the qualitative level, methods such

as in-depth interviews and participant observation should be used to explore the feedback of women's groups on different strategies, so as to identify more effective deshaming communication strategies for women's health.

#### **4.4 Focus on Deshaming Communication with the Intervention of New Technologies**

With the development of science and technology, big data technology, artificial intelligence technology, and other technologies have provided more possibilities for the deshaming communication of women's health issues. Focusing on the improvement of deshaming communication effects and the challenges faced under the application of new technologies is an important direction for future research.

#### **Conclusion**

This paper systematically combs through the relevant literature on women's health communication, stigmatization and shaming of women's health. It is found that existing studies cover two fields: mass media and social media, include the two-way perspectives of communicators and audiences, and form a multi-dimensional exploration level including phenomenon definition, cause analysis, and practice exploration. However, relevant studies still have problems such as being relatively fragmented, unbalanced distribution of issues, and insufficient verification of strategy effectiveness. Future research should make up for these deficiencies, pay attention to emerging technologies, and provide more support for the deshaming communication practice of women's health issues.

#### **References**

- People's Daily Online. Improving People's Health, Building a Healthy China. <http://theory.people.com.cn/n1/2024/1126/c40531-40369220.html>.
- Kong, K. Y. (2025). On the "health" narrative in women's popular science in modern mass media. *Jin Gu Wen Chuang*, (16), 54-56. <https://doi.org/10.20024/j.cnki.CN42-1911/I.2025.16.016>.

- Aboagye, R. G., Seidu, A.-A., Ahinkorah, B. O., Cadri, A., Frimpong, J. B., Hagan, J. E., Kassaw, N. A., & Yaya, S. (2022). Association between frequency of mass media exposure and maternal health care service utilization among women in sub-Saharan Africa: Implications for tailored health communication and education. *PLOS ONE*, 17(9), e0275202. <https://doi.org/10.1371/journal.pone.0275202>
- Alabdullatif, N., Arrieta, A., Dlugasch, L., & Hu, N. (2022). The impact of IT-based healthcare communication on mammography screening utilization among women in the United States: National Health Interview Survey (2011 - 2018). *International Journal of Environmental Research and Public Health*, 19(19), 12737. <https://doi.org/10.3390/ijerph191912737>
- Fan, C. A. (2025). Mediated emotional solidarity in women's health communication themes on Xiaohongshu from the perspective of media affordance. *News World*, (08), 46-49. <https://doi.org/10.19497/j.cnki.1005-5932.2025.08.014>.
- Essa Whieb, R., & Adil Jaafar, E. (2024). Women's health on social media: a corpus stylistic study of Pink October campaigns. *Cogent Arts & Humanities*, 11(1). <https://doi.org/10.1080/23311983.2024.2341498>
- Fei, F. (2025). A study on the content framework and audience acceptance behavior of the women's health popular science account "Mr. Liucenglou" [D]. <https://doi.org/10.26968/d.cnki.gbjyc.2025.000022>.
- Zhang, X. (2025). A study on the content framework of women's health short videos on Bilibili [D]. *Shandong Normal University*. [https://kns.cnki.net/kcms2/article/abstract?v=lqoStndJ5wGW6P1sab3PVMLGWe2wYW6ezXNe07tXiYGUJPrf7PXrcwjch5cHgprL5SkM\\_56rY2IuaEXZQ-Gl-3de-OgYmzV93Ro9koVu3e6IliEU35mVMa6Cl0bc7SWBzHLaQtTL-ryScfi3uMVrV-6WoOnSNtS36Wr8lgRo7POK\\_YxusIAhKg==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=lqoStndJ5wGW6P1sab3PVMLGWe2wYW6ezXNe07tXiYGUJPrf7PXrcwjch5cHgprL5SkM_56rY2IuaEXZQ-Gl-3de-OgYmzV93Ro9koVu3e6IliEU35mVMa6Cl0bc7SWBzHLaQtTL-ryScfi3uMVrV-6WoOnSNtS36Wr8lgRo7POK_YxusIAhKg==&uniplatform=NZKPT&language=CHS)
- Xu, X. Y. (2024). A study on the narrative content and strategies of women's physical health videos on Bilibili [D]. *Shanxi University*. <https://doi.org/10.27284/d.cnki.gsxiu.2024.001078>.
- Zong, H. M. (2025). A study on the content presentation of women's health po

- pular science short videos on Douyin from the perspective of framing theory [D]. *Yantai University*. <https://doi.org/10.27437/d.cnki.gytd.2025.000314>.
- Lu, Q. (2025). A study on women's health popular science in Douyin's plot-based short videos from the perspective of narrative transportation theory [D]. *Zhejiang University of Media and Communications*. <https://doi.org/10.27852/d.cnki.gzjcm.2025.000166>.
- Liu, F. J. (2021). An analysis of the "she-economy" characteristics of health communication on Meiyou APP. *Media*, (18), 60-62.
- Ran, H., & Geng, S. P. (2018). A study on the impact of the characteristics and organization of health information on audience acceptance effects: Taking the communication of cervical cancer prevention for women as an example. *Journalism & Communication Review*, 71(05), 79-91. <https://doi.org/10.14086/j.cnki.xwycbpl.2018.05.008>.
- Wu, Y. X. (2022). I can't make decisions about my own body: An analysis of the driving factors of women's health information avoidance behavior [D]. *Zhongnan University of Economics and Law*. <https://doi.org/10.27660/d.cnki.gzczu.2022.002599>.
- Johnson, A. R., Longfellow, G. A., Lee, C. N., Ormseth, B., Skolnick, G. B., Politi, M. C., Rivera, Y. M., & Myckatyn, T. (2025). Social media as a platform for cancer care decision-making among women: Internet survey-based study on trust, engagement, and preferences. *JMIR Cancer*, 11(1), e64724. <https://doi.org/10.2196/64724>
- Wu, X. F. (2025). A study on the influencing factors of health information adoption intention of users of women's health APPs [D]. *Guangdong University of Foreign Studies*. [https://kns.cnki.net/kcms2/article/abstract?v=lqoStndJ5wGr-JstQ3tCT3q\\_LmM53qgCLf4LWHZMioIx4ICQjUab33Ec9PYSqIwYc7bpPDvFxp-UPHe22KkRCxA5SCzhhvZkyTxYc37I-vvwKotGmSDdI1BTcIOkCHXUhktNW0SUkISx0v5LARDcbP4jGIKZj\\_\\_ccdX5BorRytC-SpUMSeAwQQ==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=lqoStndJ5wGr-JstQ3tCT3q_LmM53qgCLf4LWHZMioIx4ICQjUab33Ec9PYSqIwYc7bpPDvFxp-UPHe22KkRCxA5SCzhhvZkyTxYc37I-vvwKotGmSDdI1BTcIOkCHXUhktNW0SUkISx0v5LARDcbP4jGIKZj__ccdX5BorRytC-SpUMSeAwQQ==&uniplatform=NZKPT&language=CHS)
- Liu, Z. W., & Liu, J. (2025). Intergenerational feedback and artificial suppleme

- ntation in health knowledge communication: Based on the health knowledge feedback practice of "taking mom to remove the intrauterine device". *Journalism & Writing*, (02), 96-109.
- Liu, X. (2013). A study on the components of implicit stigma of mental illness among Chinese people and their relationship with stigmatizing behaviors [D]. *Nanjing Normal University*. [https://kns.cnki.net/kcms2/article/abstract?v=8XsFQqBkIeyLxaWp1\\_rjHQ91BK01R4LxzLhx1G36OFGljYgJUMb6Bt4WqphlAaA6ak5ny\\_dQkMErYHivMMmMlq\\_W-gbDowfjfoq6e7fE5dNC6ydSizG06T2AIVT-28fbE9rLwwukpgxsHht8VPK1zRQ5kr2nCXCxvXFFsnVMgYI0POHYTtXgg=&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=8XsFQqBkIeyLxaWp1_rjHQ91BK01R4LxzLhx1G36OFGljYgJUMb6Bt4WqphlAaA6ak5ny_dQkMErYHivMMmMlq_W-gbDowfjfoq6e7fE5dNC6ydSizG06T2AIVT-28fbE9rLwwukpgxsHht8VPK1zRQ5kr2nCXCxvXFFsnVMgYI0POHYTtXgg=&uniplatform=NZKPT&language=CHS)
- Wang, Y. M., Zheng, F. S., & Li, G. X. (2025). Concept analysis of women's menstrual shame. *Journal of Nursing Science*, 40(10), 46-49+59.
- Sun, H. C., Wang, Y. H., & Tian, R. (2023). A survey on the cognitive status of menstrual shame among residents in Haikou. *Health Education and Health Promotion*, 18(06), 636-639. <https://doi.org/10.16117/j.cnki.31-1974/r.202306636>.
- Eyring, J. B., Crandall, A. A., & Magnusson, B. M. (2023). A modified menstrual attitudes scale: Heteronormative attitudes, sexism, and attitudes toward menstruation in male and female adults. *Archives of Sexual Behavior*, 52(4), 1535 - 1547. <https://doi.org/10.1007/s10508-023-02565-y>
- Zou, W. X., Yang, X. Y., & Huang, L. Y. (2024). Women's cognition and coping with dysmenorrhea from the perspective of stigma management communication theory. *Global Media Journal*, 11(04), 46-63.
- Popat, S., Horwitz, R., Eilber, K. S., & Lee, U. J. (2023). "Vagina" is not a bad word: Historical and contemporary censorship of the word "vagina." *Urology*, 177, 213 - 221. <https://doi.org/10.1016/j.urology.2023.04.014>
- Ma, G. Y., Hu, L. H., & Zhao, B. H. (2024). A regression analysis of gynecological examination shame and social support among female physical examination participants. *Psychological Monthly*, 19(03), 42-44. <https://doi.org/10.19738/j.cnki.psy.2024.03.010>.

- Wang, W. S. (2022). The construction of public issues about women's menstrual periods on Weibo [D]. *Southwest Minzu University*. <https://doi.org/10.27417/d.cnki.gxnmc.2022.000277>.
- Liang, L., & Wang, H. (2025). Breaking the silence: women's resistance to menstrual shame on the Xiaohongshu social media platform. *Culture, Health & Sexuality*, 1 - 18. <https://doi.org/10.1080/13691058.2025.2511059>
- Tomlinson, M. K. (2025). The discursive tactics of the menstrual movement: Destigmatisation, intersectionality and collective identity. In M. K. Tomlinson (Ed.), *The menstrual movement in the media* (pp. 115 - 163). *Palgrave Macmillan*. [https://doi.org/10.1007/978-3-031-72195-3\\_3](https://doi.org/10.1007/978-3-031-72195-3_3)
- Xu, L. L. (2021). Shame or resistance? [D]. *Zhejiang University*. <https://doi.org/10.27461/d.cnki.gzjdx.2021.003031>.
- Dong, C. X. (2024). "Talking about shame with dignity": The menstrual activist practice in self-media review content [D]. *Soochow University*. [https://kns.cnki.net/kcms2/article/abstract?v=8XsFQqBkIexeIWf4--PAMJ44KzbMdnvxHVu1Z4\\_QI9kCZkrgP0TztMXD196im2Kchl1RR7cEXLyOGVWwez-zyoGyir-\\_xzhEcBKe6XNK70eGtGO4YsttyoixiCY5gCgj-XZ0nLbggCzXynY7cxUTWy23i\\_ZX8novLrhRsAnsp4HTDtrRppDvBfQ==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=8XsFQqBkIexeIWf4--PAMJ44KzbMdnvxHVu1Z4_QI9kCZkrgP0TztMXD196im2Kchl1RR7cEXLyOGVWwez-zyoGyir-_xzhEcBKe6XNK70eGtGO4YsttyoixiCY5gCgj-XZ0nLbggCzXynY7cxUTWy23i_ZX8novLrhRsAnsp4HTDtrRppDvBfQ==&uniplatform=NZKPT&language=CHS)
- Zou, Y. (2022). The impact of Douyin use on body shame among young women: A moderated chain mediation model [D]. *Jinan University*. <https://doi.org/10.27167/d.cnki.gjinu.2022.000699>.
- Liu, Z., & Zou, W. (2024). Breaking Taboos in Women's Reproductive Health: The Communication Strategies Used by Top OB/GYN Influencers in Chinese Social Media. *Health Communication*, 39(4), 685 - 696. <https://doi.org/10.1080/10410236.2023.2181677>