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當 #MeToo 從全球蔓延至台灣：YouTube 上的大眾反應如何轉變？

From Global to Local: How #MeToo Shaped Public Reactions on YouTube in Taiwan

陳曉芙

Hsiao-Fu Chen

指導教授：劉好迪 博士

Advisor: Adrian Rauchfleisch, Ph.D.

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謝辭

論文書寫至此，這段路程之所以能走得平穩，是因為一路上受到了許多幫助。

謝謝好迪老師，給予我自由與空間撰寫論文的同時，總是不吝提供協助和想法，讓我在迷惘時能安心地繼續書寫。謝謝吉隆老師與詩嫻老師，在口試時給予的寶貴建議，讓這份論文變得更好。

在新聞所的時光即將迎來終點。謝謝在新聞所遇到所有老師們，你們讓我看到作為學者和新聞工作者所具備的風範，期望有一天自己也能擁有這樣的光彩。過去修課的日子有著許多酸甜苦辣，謝謝在新聞所認識的每個人，每一次的談天和討論，都從你們身上獲得好多，讓人覺得來到這裡真好。

特別感謝父母、家人與朋友，願意時時傾聽我的各種情緒。

性別議題既多元且複雜，尤其涉及到性暴力問題時。這份論文所見僅是冰山一角，沒有處理和回答的面向仍不計其數。

我在撰寫論文的過程中也看到，在無數個 YouTube 留言中，大眾對性暴力議題和受害者的觀點，時常令人失望、憤慨，甚至作嘔，讓人感受到沈重的無力感。不過，如這個留言所示：「#MeToo 是一波波的淚海。」令人心疼的自我揭露，以及溫暖、真摯的鼓勵與呼籲，是撐起這波浪潮的重要支柱。這些為數不多的聲音看似微小，卻讓台灣社會掀起滔天巨浪，促使大眾更加重視性暴力問題。

願不久的將來，在那些暗夜獨自落下、無法向他人訴說的淚水都被好好接住之時，世界上所有人、所有性別都能自在地生活著。

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中文摘要

#MeToo 作為全球性的數位女性主義運動，致力於解決性暴力和性別不平等問題。從 2017 年自美國好萊塢開展，並於 2023 年中旬蔓延至台灣，#MeToo 的發生引發許多重大的社會變革。在這些變革中，以大眾在數位平台上對性暴力的態度轉變尤其重要。因此，本研究旨在探討 YouTube 上——台灣人最常接收新聞與資訊的社交平台——台灣大眾對性暴力議題的看法會如何變化，並聚焦於兩個時期：2017 年全球 #MeToo 運動發生後及 2023 年台灣 #MeToo 浪潮興起後。

本研究透過蒐集來自 YouTube 的相關影片和影片附屬的留言，使用 ChatGPT 協助進行自動化文本分類，再利用卡方檢定和貝葉斯多層回歸模型分析數據，檢視不同時期和各種影片屬性下，大眾對性暴力議題的社會反應變化。其中，這些社會反應包括正面評論，如呼籲倡導和個人經歷分享，以及負面評論，如指責受害者和轉移焦點等反應。

最終，本研究結果針對 #MeToo 運動的發生以及 YouTube 的影片屬性，如何影響台灣大眾對性暴力議題看法的提出見解，同時也比較台灣與其他國家的狀況，為台灣在全球女性主義運動中的地位討論做出貢獻。

有關 #MeToo 的發生對大眾反應所產生的影響，在 2023 年台灣 #MeToo 浪潮後，相較於 2017 年全球 #MeToo 運動的興起，YouTube 上有關性暴力倡導和責任的呼籲顯著增加，而受害者指責的回應數量則有所減少，顯示在某種程度上，這一國內浪潮提升了台灣大眾對性暴力的看法，讓個人聲音轉變成集體力量。至於 YouTube 影片屬性對社會反應的影響，本研究發現，國內案件相關的內容和新聞影片容易同時引發負面反應和某些正面回應，如呼籲解決性暴力問題的倡議。這突顯了數位平台在女性主義運動中扮演的矛盾角色：它們一方面提升大眾對性暴力議題的意識，但也可能助長有害言論傳播，進而阻礙女性主義運動發展。

最後，關於台灣 #MeToo 現象與其他國家的比較，結果顯示，當 #MeToo 於 2023 年在台灣爆發時，政治和娛樂圈相關的事件有所增長，成為主要的討論焦點，並引發大量新聞報導。相較於台灣的鄰國中國，該國的審查制度與極權國家型態讓此類醜聞的曝光變得困難；而台灣擁有的言論自由則能讓更多潛藏在各

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領域的性暴力事件被揭露，也回應了過往研究發現，民主體制和女性主義運動發展高度相關。

另一方面，#MeToo 在台灣爆發後，倡導與呼籲改善性暴力問題的相關評論顯著增加，和譴責被害人的反應數量有所下降的現象，也與西方研究結果大致相符。然而，在這段期間，受害者分享個人經歷的評論數量相較於前期卻略有下降，這可能和受害者在揭露性暴力相關經歷後，往往必須付出極高代價，以及部分亞洲國家共有的社會文化規範有關。整體而言，本研究為台灣在 #MeToo 運動，甚或全球女性主義運動中的地位提供一系列見解。

關鍵字：#MeToo 運動、數位女性主義運動、性暴力、社會反應、YouTube、台灣、自動化文本分類

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Abstract

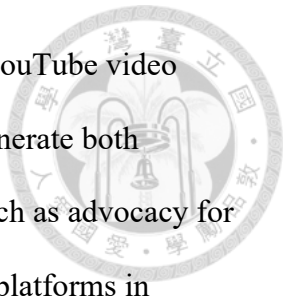
The #MeToo movement, a global digital feminist campaign addressing sexual violence and gender inequality, began in Hollywood in 2017 and reached Taiwan in mid-2023, triggering significant societal changes. Among these changes, the shift in public attitudes toward sexual violence, particularly within digital spheres, stands out. Thus, this study investigates how public reactions to these issues were influenced and expressed on YouTube, Taiwan's most-used platform for news and information, focusing on two distinct periods: the global #MeToo movement in 2017 and the emergence of Taiwan's #MeToo wave in 2023.

By collecting data from YouTube, including related videos and their associated comments, categorizing them through automated text classification with the assistance of ChatGPT, and analyzing them using chi-square tests and Bayesian multilevel logistic regression, I comprehensively examined variations in social reactions across different periods and video attributes. These social reactions included positive responses, such as advocacy and sharing personal experiences, and negative responses, such as victim-blaming and distraction comments.

Finally, the findings provide valuable insights into the influence of the #MeToo movement and various attributes of YouTube videos. They also offer a deeper understanding of Taiwan's position within the global feminist movement compared to other regions.

Concerning the impact of #MeToo's emergence in Taiwan, the significant increase in calls for advocacy and responsibility, alongside a decrease in victim-blaming responses on YouTube during the later period when Taiwan's #MeToo happened, suggests a moderate raising in public consciousness about sexual violence, transforming

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individual voices into collective power. Regarding the influence of YouTube video attributes, domestic content and news formats were more likely to generate both negative reactions and specific positive responses simultaneously, such as advocacy for addressing the issue. This highlights the contradictory role of digital platforms in feminist activism: while they raise public awareness, they can also perpetuate harmful narratives that discourage feminist activism.

Lastly, regarding the comparison between Taiwan's #MeToo phenomenon and international ones, the findings show that when #MeToo reached Taiwan in 2023, political cases and incidents in the entertainment industry increased, dominating the news. Unlike our neighbor China, where censorship limits the exposure of such issues, Taiwan's greater freedom of speech allowed more incidents hidden in different societal categories to surface, resonating with a previous study that indicated the strong connection between feminist activism and democracy.

On the other hand, Taiwanese responses shifted toward advocacy and responsibility and a decrease in victim-blaming, aligning with trends in Western research. However, there was a slight decline in the number of survivors' responses regarding sharing personal experiences, likely due to the high personal costs associated with disclosure and the shared cultural norms prevalent across some Asian countries. Overall, this study provides valuable insights into Taiwan's position within the #MeToo movement, contributing to a broader understanding of feminist activism globally.

Keywords: #MeToo Movement, Digital Feminist Activism, Sexual Violence, Social Reactions, YouTube, Taiwan, Automated Text Classification

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I. Introduction

1.1 The Emergence of #MeToo

In October 2017, the #MeToo movement emerged in Hollywood when film producer Harvey Weinstein faced a series of allegations of sexual harassment and abuse. When the movement appeared and spread to many other countries, discussions of sexual harassment and rape came to the forefront, drawing significant attention to women's vulnerability, issues of sexual violence, and power imbalances globally.

Simultaneously, social platforms such as Twitter served as considerable tools in amplifying the movement, particularly with the emergence of the iconic hashtag "#MeToo." Created by American activist Tarana Burke in 2006 for marginalized women, this hashtag provided considerable space for all women to support the movement, share their stories, and encourage others to uncover the truth in 2017 (Mendes et al., 2018; Ohlheiser, 2017).

Taiwan, where the #MeToo movement in 2017 barely caused ripples, has finally experienced a wave in the #MeToo since May 2023. Chien-Jou Chen, a former employee of the Democratic Progressive Party (DPP), revealed on Facebook that a colleague had sexually harassed her and that her report to the party's supervisor had been ignored. Her post, titled "A letter asking for help that's long overdue but deserves to be treated with care" (Chen, 2023a), ignited the wave in Taiwan. Simultaneously, the release of the political drama Wave Makers, which explores workplace sexual harassment in the political arena and many more fields, further fueled the issue.

Following this trend, many survivors of sexual violence began to share stories on social platforms, resonating with the Taiwanese public and sparking widespread discussions online. In the entertainment industry, for instance, Taiwanese actress Tina

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Chou stated on Facebook in late June that she had been sexually harassed by TV host Chien-Chou Chen, a claim that Chen immediately denied. Two days later, another Taiwanese actress, Yuan Kuo, posted on Facebook, accusing Chen of sexual harassment from a few years prior, and wrote, “The reason I've decided to speak out now is that I don't want Da Ya (Tina Chou's stage name) to be alone” (Kuo, 2023).

Echoing a line from Wave Makers—“Let’s not just let this go, OK?”—#MeToo raised public awareness of gender equality, sexual violence, and other societal issues, triggering extensive discussions on social media within Taiwanese society. In this way, digital feminist activism like #MeToo and the online networks it has created not only expose individual scars but also initiate broader societal dialogue, transforming personal voices into collective actions visible in the public sphere (Clark, 2016; Mendes & Ringrose, 2019), and even leading to structural changes (Clark-Parsons, 2019).

1.2 Challenges and Criticisms of Feminist Activism

On the other hand, despite the heartwarming support directed toward the movement and victims and seemingly representing a substantial step toward societal change, #MeToo has still faced significant pushback and criticism, both globally and in Taiwan, demonstrating the rooted ideology within the society.

When #MeToo began in 2017 and spread globally, it faced criticism for going “too far” (Fileborn & Phillips, 2019). In France, actor Catherine Deneuve and one hundred other women co-authored an open letter describing the movement as a “witch hunt,” arguing that its activism has transformed into hostility toward men and sexuality (The Guardian, 2018; Wemaëre & Barnell, 2018). Similarly, in Taiwan, public reactions included accusations that victims were exploiting the trend for personal gain, as seen when Tina Chou faced backlash after revealing her experience (SETN, 2023).

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As Fileborn and Phillips (2019) have suggested, the notion that "#MeToo has gone too far" may stem from societal differences in understanding and defining sexual violence. This ideology is often shaped by "rape myths," which typically assume that sexual violence must involve physical force, a monstrous stranger, and an unambiguous refusal (Fileborn & Phillips, 2019). In reality, however, sexual harassment often occurs in situations where victims and perpetrators know each other and occupy different power positions (Luo, 2002).

Practically, to assess public perceptions of sexual violence-related content, the concept of "social reactions" is used, including both positive and negative responses to interpersonal violence (Dworkin et al., 2019). Research has shown that victims who disclose their experiences publicly or in the workplace often receive mixed responses, including positive support but also negative reactions such as victim-blaming, ignorance, or distraction (Ullman, 2000). These negative responses are prevalent on social media platforms like YouTube, where discussions about sexual violence attract both supportive and critical voices.

For instance, Taiwanese YouTuber Alisasa announced on social media that she would share her #MeToo experience, but it turned out to be an amusing story about her boyfriend. This sparked significant criticism, with many accusing her of trivializing a serious issue. Although she later apologized and posted a YouTube video detailing her experience of sexual harassment, many continued to condemn her, arguing that she used the opportunity to gain popularity (Wu, 2023). On the other hand, another famous YouTuber, Teacher Chiang, who posted a video sharing her own story of sexual harassment, received widespread support and positive discussions (Ko, 2023).

According to the latest statistics from the Reuters Institute Digital News Report in 2024, given YouTube's prevalence within Taiwanese society—where 68% of people

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use it for social interaction and 46% use it to receive news, making it the most widely used social platform in Taiwan (Newman et al., 2024)—the fact that a large proportion of users tend to watch news-related content highlights YouTube's significant role in disseminating public affairs and information (IORG, 2023). As such, YouTube serves as an important platform for analyzing public reactions to sexual violence.

While current studies on digital feminism, such as #MeToo, have predominantly focused on platforms like Twitter or Reddit (e.g., Goel & Sharma, 2020; Manikonda et al., 2018; Modrek & Chakalov, 2019; Schneider & Carpenter, 2019), research on YouTube's role in shaping public discourse around feminist activism remains limited. Regarding YouTube's role in feminist activism, while text-based platforms initially had a greater influence within the #MeToo movement, YouTube, as a video-centric platform, gained prominence during the mid-to-late stages of the movement.

Despite its importance as a social platform, there is a notable gap in the literature on social reactions to feminist activism on YouTube in Taiwan, particularly in the context of the #MeToo movement. Instead, local studies have primarily explored how media representation has evolved since the global #MeToo movement happened in 2017 (Peng, 2021; Wang, 2021), highlighting another valuable direction for this study.

Therefore, this study aims to explore Taiwanese social reactions to sexual violence on YouTube and investigate whether feminist activism like #MeToo has impacted societal perspectives. The main question driving this research is: **How has #MeToo influenced Taiwanese public reactions to sexual violence on YouTube?**

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II. Literature Review

Since this study aims to investigate public reactions to sexual violence on social media, particularly YouTube, within the context of the #MeToo movement, the literature review provides a comprehensive overview of existing research on sexual violence and feminist activism, the role of social media in feminist movements, and societal reactions to sexual violence, especially in digital spaces.

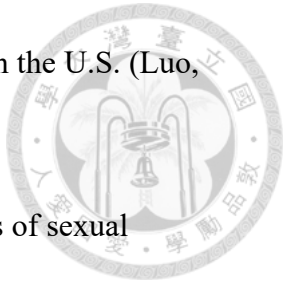
2.1 Sexual Violence and Feminist Activism

2.1.1 Sexual Violence, Rape Myths, and Legal Responses in General

Sexual violence, which #MeToo has brought to the forefront, is a broad term that involves various forms of unwanted sexual behaviors, ranging from harassment and abuse to assault. According to the World Health Organization (WHO), sexual violence is defined as "any sexual act, attempt to obtain a sexual act, or other act directed against a person's sexuality using coercion, by any person regardless of their relationship to the victim, in any setting" (World Health Organization, 2024), emphasizing the coercive nature of sexual violence, which can manifest in both physical and psychological ways.

Among the various forms of sexual violence, sexual harassment—especially prevalent in society and central to the #MeToo movement—lacked a widely accepted definition (O'Donohue et al., 1998; Paludi, 1991) until feminist legal scholar Catharine A. MacKinnon (1979) argued that sexual harassment is a form of sex discrimination, defining it as "the unwanted imposition of sexual requirements in the context of a relationship of unequal power" (p.1). She emphasized that the core issue lies in using power from one area of life to get benefits or cause harm in another (MacKinnon, 1979), highlighting that the "position of power" is the most crucial element in sexual harassment and the reason it occurs (Chen, 2023b; Wu, 2021). This concept later

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became the foundation for the legal definition of sexual harassment in the U.S. (Luo, 2002).

In addition, rape myths, which often minimize the seriousness of sexual violence, are entrenched ideologies within patriarchal societies that reinforce traditional norms about women, creating significant barriers for survivors to speak out about their related experiences. Introduced in the 1970s by scholars like Brownmiller (1975) and Schwendinger and Schwendinger (1974), these myths perpetuate harmful beliefs such as "all women want to be raped" or "no woman can be raped against her will," shifting responsibility from men to women and framing rape as a consequence of male desire. Building on this foundation, Lonsway and Fitzgerald (1994) described rape myths as persistent attitudes that justify male sexual aggression.

Moreover, this definition also applies to sexual harassment myths, which share similarities with rape myths, such as denying perpetrators responsibility, shifting blame onto victims (Lonsway et al., 2008), minimizing the severity of sexual harassment, or denying its occurrence (Luo, 2012).

Based on these myths, the Taiwanese public often downplayed the severity of sexual violence, overlooking the underlying discrimination and hostility. Before widespread awareness, terms such as "調戲" (teasing), "怪手" (groping), and "吃豆腐" (copping a feel) were commonly used to describe such behavior. It wasn't until the 1990s, following campus-related cases, that public pressure led to the implementation of laws addressing sexual harassment and violence (Wang, 2024). Officially, following the American legal definition of sexual harassment, Taiwan developed its legal framework, which includes acts based on gender, violations of an individual's free will, and actions affecting an individual's basic rights or equal opportunities in employment or education,

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as well as situations involving two parties without formal power differences and any behavior that damages the dignity of the person being harassed (Luo, 2002).

Later, since 2000, feminist activism has also led to the establishment of three gender equality laws in Taiwan: the Sexual Harassment Prevention Act, the Gender Equality in Employment Act, and the Gender Equity Education Act (Chen, 2024), reflecting a growing societal awareness of the need to protect individuals from harassment and violence. Despite this progress over time, many still trivialize the emotional harm caused by sexual harassment, ignoring deep-rooted issues within society (Wang, 2024).

As the #MeToo movement gained global visibility, Taiwan saw a significant increase in consciousness and discussions surrounding sexual violence and myths in 2023. This heightened awareness led to amendments to existing gender equality laws in 2023, addressing loopholes, expanding the scope of protection, and strengthening penalties for perpetrators, particularly those in positions of power (Executive Yuan, 2023). These developments highlight the ongoing need to refine the understanding among society and legal definitions of sexual violence to better address the realities faced by victims.

2.1.2 The Feminist Wave and Anti-Sexual Violence Activism

Alongside the increasing awareness of sexual violence and the implementation of legal measures against gender inequality, feminist activism focusing on anti-sexual violence has been on the rise progressively. One of the primary methods to combat oppression and achieve progress is through collective power and action (Strauss Swanson & Szymanski, 2020), which the feminist movement has effectively demonstrated and provided.

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Historically, feminism is commonly divided into four waves, spanning from the 19th century to the present (Malinowska, 2020; Mohajan, 2022; Munro, 2013). The first wave (late 19th to early 20th centuries) focused on legal rights like voting. The second wave (most active during the 1960s-1980s) addressed cultural norms and gender equality with the creation of the phrase “the personal is political” (Munro, 2013). The third wave (1990s-2000s) emphasized individual rights, while the fourth wave (from the 2010s) harnessed the internet and social media for global feminist movements like #MeToo.

Speaking of the origins of anti-sexual violence efforts within the feminist movement, it is generally acknowledged that they began during the second wave in the 1970s. As Serisier (2018) notes, feminist anti-rape politics was founded on the idea that individuals sharing their personal experiences through narratives could help combat sexual violence, a key contribution of second-wave feminism. At the same time, “the politics of speaking out” emerged, encouraging women to discuss sexual violence and their experiences publicly (Loney-Howes, 2019). This practice not only reflects the second wave’s principle of “the personal is political” but also remains central to the #MeToo movement in the 21st century.

Regarding the context of the feminist movement in Taiwan, anti-sexual violence activism was crucial to the development of feminist activism. As briefly mentioned above, during the 1990s, several sexual harassment cases in Taiwanese universities, such as National Taiwan University, National Tsing Hua University, and National Chung Cheng University, were brought to light, followed by a series of movements founded by student associations and related groups, which raised public awareness regarding sexual violence and gender inequality. Later, laws were established step by step (Chen, 2024).

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2.1.3 The Influence and Limitations of Feminist Movements

Concerning the influence of feminist activism, public attitudes toward sexual violence may be one of the significant changes. Noetzel et al. (2022) analyzed how U.S. news framing changed after #MeToo by comparing related coverage before and after the movement. Their findings reveal a shift in reporting on sexual violence from straightforward, single-incident reports, such as general or workplace-specific cases, to more comprehensive discussions, including #MeToo backlash and broader societal issues.

Similarly, in terms of public awareness and reactions, Szekeres et al. (2020) examined changes in American attitudes toward sexual assault following #MeToo. Their study indicates that #MeToo significantly influenced public attitudes, increasing attention to the issue, whereas other feminist movements did not produce similar changes. Together, these findings suggest that feminist activism can influence societal reactions to sexual violence.

Following the rise of feminism and anti-sexual violence activism in Taiwan, public perspectives have also shifted, particularly in news coverage. In an earlier study, Lin (1995) observed that rape reports often showed greater tolerance for men's behavior while placing the responsibility for controlling or resisting such behavior on women, reinforcing gender imbalances.

Conversely, Wang (2021) analyzed Taiwanese news coverage of sexual harassment before and after #MeToo in 2017, finding that while some rape myths persist, post-#MeToo coverage tends to avoid explicit incident details and the perpetuation of sexual harassment myths. For example, a 2011 news report about an employee being harassed by her manager included detailed information and procedural

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accounts of the incident. However, after #MeToo in 2017, such reports were no longer found in the dataset.

Also, Peng (2021) investigated Oscar winner Casey Affleck's scandal and observed that, after #MeToo, some Taiwanese news outlets focused on how victims' disclosures could jeopardize his Oscar win, fame, and power within the entertainment industry. This narrative contributed to the creation of new myths surrounding fame and prestige, indirectly reinforcing patriarchal views. On the other hand, some stories challenged these myths by highlighting survivors' experiences, criticizing societal oppression, and offering solutions.

Despite its significant impact, feminist activism still faces limitations in its development due to various societal and national factors. Lee and Murdie (2020) suggest that feminist and women's rights activism is closely related to broader movements for democracy. Using China as an example, Zeng (2020) indicated that the starting point of the #MeToo movement was in the education sphere, then gradually spanned to other fields, such as the media industry and civil society. However, the censorship of the Chinese government and its authoritarianism made it difficult for the Chinese people to organize individual voices into collective power (Zeng, 2020).

Additionally, Starkey et al. (2019) highlighted that in Japan, the coverage of a famous local sexual violence case in which journalist Shiori Ito exposed her experience was limited, and the image of the victim was negative. Huang (2021) pointed out that the lack of gender sensitivity in Japanese media, combined with deeply rooted patriarchal cultures, led to the relatively moderate influence of #MeToo in Japan despite the exposure of a high-profile case. These factors reflect a Japanese cultural norm, where maintaining social harmony is often prioritized over individualism.

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Instead, the #MeToo movement gained significant influence and power in South Korea, even bringing down prominent public figures accused of sexual violence (Huang, 2021). This success was largely due to Korean feminist NGO activists' efforts to collectively address the issue, and public opinion online was notably shaped (Shin, 2021). However, Shin (2021) noted that despite the emergence of this important movement, Korean victims of sexual violence continue to face backlash, including persistent victim blaming from various societal sectors.

Furthermore, #MeToo in 2017 did not have a significant impact in some countries, including Taiwan. One of the reasons why #MeToo did not have a significant impact on Taiwan in 2017 is the "lack of public allegations made by prominent women" at that time (Chen, 2021, p. 516). Moreover, Huang (2021) indicated that the low quality of news reports in most Taiwanese media hinders the credibility of victims' claims, particularly when they involve prominent women.

Generally, regardless of the country, speaking out remains an enormous challenge for victims of sexual violence because they often bear a high cost when disclosing the truth (Chen, 2021). Kantor and Twohey (2020), who were the first to investigate and expose the Harvey Weinstein cases, noted from their experience reporting on this crucial case that, although speaking out is vital in addressing incidents of sexual violence, some victims were still unwilling to come forward publicly, especially in the media. This reluctance was often due to societal expectations that victims provide substantial evidence; otherwise, their claims might be dismissed.

In conclusion, the rise of feminist activism against sexual violence has been shaped by the historical waves of progress, from securing legal rights to utilizing modern technology for global movements like #MeToo, which remarkably highlights that sexual violence issues are entrenched and ongoing, rather than being individual or

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isolated (Clark-Parsons, 2019). Nevertheless, cultural factors within society lead to different countries facing various challenges within the movement. Particularly, Taiwan also has its problems in the national context while addressing sexual violence.

Therefore, this study seeks to investigate whether public awareness of sexual violence has changed over time in response to feminist activism and to identify the social reactions on social media in the context of Taiwanese society within different periods when #MeToo happened. I will explore these concepts further in the following sections.

2.2 Digital Feminist Activism and Social Media

2.2.1 The Concept of Digital Feminist Activism

As technology advances, digital tools have become crucial in mobilizing activists and the public in social movements, playing a significant role in shaping and driving the fourth wave of feminist practice and theory (Guillard, 2016). At the same time, feminists increasingly use digital platforms, such as social networking sites, blogs, and video-sharing sites, to advocate for addressing issues like misogyny and rape culture, forming a global feminist community where activists engage in discussion and activism (McLean, 2019; Munro, 2013; Turley & Fisher, 2018).

Particularly, social media, as a digital space, is a key platform for bringing people together, exchanging experiences, and forming a community with shared goals. Much research has indicated that social media is central to forming, mobilizing, and sustaining social movements (Hwang & Kim, 2015; Kidd & McIntosh, 2016; Rane & Salem, 2012). As a type of social movement, feminist movements have also been significantly impacted by social media, which makes digital feminist activism a trend in the feminist movement.

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As a powerful tool for making feminists stronger, Crossley (2015), by investigating Facebook and feminist blogs, found that these digital spaces have significant abilities to expand and support feminist networks, build online communities, and enhance opportunities for engaging with others online (Crossley, 2015). Almanssori & Stanley (2021) also found that YouTube can be used as a space for feminists to share stories in narrative form to connect with other users and then turn into a broader community. Similarly, Baer (2016) indicated that digital platforms have transformed feminist activism by broadening discussions and introducing new protest methods, such as hashtag feminism.

Based on the "politics of speaking out" from the second wave of feminism, particularly, discursive exchanges such as texts and speeches have become central to feminist activism (Clark, 2014; Shaw, 2012). Among these forms, hashtag feminism is one of the most prominent types of discursive feminist activism online (Dixon, 2014; Fotopoulou, 2016), demonstrating both personal and public action in activism. A notable example is #MeToo, which brought significant attention to hashtag feminism.

Nevertheless, even before #MeToo, several hashtag feminist movements emerged. Since the 2010s, hashtags began to be used in social spaces, particularly on Twitter and Facebook, to drive feminist activism against sexual violence and related gender issues. These hashtags became central to the activism, exemplified by movements like SlutWalk in 2012, #YesAllWomen in 2014, #WhyIStayed in 2014, and, of course, #MeToo in 2017, all of which generated widespread responses.

Overall, it is evident that digital tools have significant power in feminist activism, whether on YouTube or other platforms. Thus, the following section will discuss how digital feminist activism impacts society, both positively and negatively.

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2.2.2 The Advantages and Challenges of Digital Feminist Activism

Some studies have found that digital feminist activism not only provides healing effects for survivors (Strauss Swanson & Szymanski, 2020) but also offers opportunities to raise contemporary consciousness through the sharing of personal stories on social media as collective narratives (Gleeson & Turner, 2019), and can even lead to social change (Mendes et al., 2018).

Take Twitter, where #MeToo exploded, for example, Maireder and Schlögl (2014) investigated the German hashtag #aufschrei, which was used to combat gender inequality, finding that, due to Twitter's structure, #aufschrei initially served as a platform for personal stories about sexism but later evolved into public discussions and eventually became a symbol of collective protest against daily sexism. In general, through hashtags on social media, these individual narratives become the foundation of the movement's "collective visibility" (Clark-Parsons, 2019)

On the other hand, although there are limited studies investigating the development of Taiwanese digital feminist activism, some research exploring the influence of the internet on gender issues within Taiwanese society still provides valuable local perspectives. Lee (1998) and Yuan (2001) found that as more women began using the internet, this medium empowered women, provided spaces for feminists to speak up, and strengthened the power of mobilization, aligning with the findings of international studies.

Many scholars argue that digital feminist activism, particularly discursive feminism, demonstrates the power of compelling narratives shared by survivors of sexual violence. When combined with the networked impact of hashtags, these individual performances can evolve into collective actions, transforming online

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expressions into movements that combat sexual violence (Chen et al., 2018; Clark, 2016; Clark-Parsons, 2019; Mendes et al., 2018).

Nevertheless, despite the positive functions of digital tools as a core of feminist activism, many challenges have been brought up, which would lead to a "constrained empowerment" that might reinforce the existing patriarchal cultures and create a new toxic environment for survivors (Chen et al., 2018).

As Fotopoulou (2016) has observed, several contradictory elements lie in the practices of digital feminist activists on the internet, such as balancing the empowerment and connection it offers with issues of exclusion, vulnerability, and the difference between online visibility and change in reality. In more detail, some studies have stated that there is a tendency during #MeToo society to pay more attention to cisgender White women, which causes the ignorance of marginalized individuals (Quan-Haase et al., 2021). Moreover, Linabary et al. (2019) analyzed the hashtag #WhyIStayed, which emerged on the Internet in 2014 following a domestic violence incident committed by NFL player Ray Rice. The hashtag was widely used to support victims of domestic abuse, and the study found that it had both liberatory and oppressive effects, showing the contradictory elements again.

Besides, many scholars noted that digital platforms could facilitate the spread of malicious conversations against women, making misogyny and victimization pervasive online and creating toxic environments for feminist activism (Mendes et al., 2018; Jane, 2017).

Therefore, should we view digital tools negatively for their influence on feminist movements and activism? The perspective of Mendes et al. (2018) might be suitable as it is both "optimistic and cautious" regarding digital feminist activism. While easier

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access to digital tools provides women with more opportunities to publicly address sexual violence and hold perpetrators accountable, hidden risks and challenges still exist, including the overwhelming and exhausting aspects of high-profile feminist movements that must be carefully considered (Mendes et al., 2018).

2.2.3 Digital Feminist Activism on YouTube

Regarding YouTube's role in feminist activism, although research on its function as a medium for spreading and developing feminist activism is limited, it can be viewed as an emerging and significant platform for digital feminist activism.

Some scholars have indicated YouTube, a video-sharing platform, shows a similar positive impact of digital feminist activism with other social media. As Almanssori & Stanley (2021), Cook & O'Halloran (2023), and Szostak (2014) have found, vlogs on YouTube serve as significant tools for survivors of sexual violence to disclose their experiences in a detailed, personal, and impactful position, contributing to a broader understanding of sexual violence by placing individual stories within a larger cultural and feminist context, showing its unique attributes within feminist activism.

Nelon et al. (2021) analyzed YouTube as a platform often used by young people to express themselves, highlighting its role as an important space for survivors of sexual violence to tell their stories. Similarly, Garcia and Vemuri (2017) investigated ten videos created by women and girls addressing anti-rape culture, finding that all these creators utilized YouTube and digital tools to convey their perspectives and condemn entrenched societal systems.

However, O'Farrell (2022) stated that as a public platform, YouTube allows anyone to easily access, watch, and comment on publicly available videos. While this

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provides an advantage for feminist videos to reach broader audiences, it also means that anti-feminist individuals may appear in the comment sections.

Overall, it can be observed that YouTube's role in feminist activism aligns with the broader concept of digital feminist activism, with both advantages and disadvantages, although few studies are exploring it in depth. Given that most existing studies focus on platforms like Twitter, this research shifts its focus to YouTube to examine how public awareness of these issues has changed in Taiwan. The next section explores how social reactions intersect with feminist activism on digital platforms.

2.3 Social Reactions on Social Media in Feminist Activism

2.3.1 The Concept of Social Reactions

Social reactions, which refer to others' responses to interpersonal violence and its victims, can be both positive and negative (Dworkin et al., 2019). In the context of sexual violence, these reactions play a central role in shaping the experiences of survivors. However, it is commonly observed that social reactions to sexual violence and its survivors are often negative (Bogen et al., 2021; Ullman, 2000).

For example, public opinion frequently expects women to respond assertively to harassment by confronting perpetrators and reporting incidents to authorities (Fitzgerald et al., 1995). Studies reveal a contradiction: although assertive actions are recommended, women who experience sexual harassment and violence often face secondary harms and negative social reactions when reporting incidents to authorities, including backlash for confronting perpetrators and institutional mistreatment during the complaint process (Fitzgerald et al., 1995; Luo, 2012, 2002). As a result, due to cultural stereotypes, many survivors find that it is difficult to openly discuss sexual violence and instead adopt nonassertive responses (Gruber & Smith, 1995; Liu, 2022).

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To examine social reactions to sexual violence content in practice, Ullman (2000) offers a comprehensive framework for operationalizing social reactions through the Social Reactions Questionnaire (SRQ). This widely adopted tool identifies seven factors: two positive reactions—emotional support, tangible aid, and informational support—and five negative reactions, including treating the victim differently, distraction, taking control of the victim's decisions, victim-blaming, and egocentric responses. Together, these factors illustrate the range of responses survivors might face when disclosing their experiences.

This conceptualization of social reactions allows researchers to examine how audiences engage with such content. Furthermore, as social media has risen to play an important role in shaping public responses, the next section will explore practical studies on social reactions within social media contexts.

2.3.2 Social Reactions on Social Media: Investigating #MeToo

Current studies on social reactions within social platforms often focus on Twitter, given its significant role in the #MeToo movement, with many using #MeToo as a case to analyze social reactions on social media. For instance, Bogen et al. (2019a) examined Twitter users' reactions to #MeToo using Ullman's framework and found that while #MeToo generated numerous supportive messages for the movement and survivors, some comments questioned and doubted the validity of survivors' disclosures.

With the rise of social media in the 2010s, the public's social reactions toward sexual violence might also be more complex and various. For instance, sexual violence content and survivors who post their experiences online may encounter different negative social reactions compared to offline settings, such as trolling or shifting attention away from the issue (Bhuptani et al., 2024; Bogen et al., 2019b, 2022).

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Stubbs-Richardson et al. (2018) analyzed tweets about sexual assault cases and found that Twitter users who produced or interacted with victim-blaming content tended to receive more retweets and gain more followers than users who typically shared content supporting survivors. This suggests that rape myths remain prevalent on social media and influence public reactions. Additionally, Brünker et al. (2020) found that posts about #MeToo on Twitter included not only practical support but also personal gain and image-building motives. Likewise, Afnan et al. (2019) investigated Instagram posts related to #MeToo and found that one-five of their sample posts had commercial intentions, while nearly one-third were irrelevant to #MeToo. Both studies highlight that distractions in social reactions are pervasive on social platforms (Bogen et al., 2021).

However, social media platforms can also serve as spaces where survivors receive positive reactions, such as emotional support, when sharing their stories of sexual violence (Bogen et al., 2021). Hosterman et al. (2018) identified a type of support on Twitter, referred to as "directive support," which entails advocating for collective action and addressing broader issues that contribute to sexual violence and harassment. Additionally, informational support emerged as the most common type of content in Twitter posts related to #MeToo.

Schneider and Carpenter (2019) also examined the contents of tweets' social reactions to #MeToo, discovering that a large proportion of social reactions are encouraging while a few reactions still have egoistic tendencies. Bhuptani et al. (2024) also adapted SRQ to inspect the online users' social reactions toward #MeToo, indicating that survivors would encounter both positive and negative responses, including trolling, support, and online engagement.

Taking a closer look, few studies focus on social reactions to sexual violence on YouTube. O'Farrell (2022) particularly analyzed two YouTube comment sections from

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videos discussing the #MeToo movement in Europe and found that commenters often criticized the movement's goals as misguided, insincere, or incompatible with European culture. Additionally, many comments employed distractions, such as blaming immigration for issues like sexual harassment.

In sum, given that YouTube is the most widely used social platform for Taiwanese to receive information (Newman et al., 2024), there is a notable lack of research focusing on social reactions to sexual violence influenced by the #MeToo movement within Taiwan on this platform.

Therefore, this study aims to fill that gap by examining how people respond to sexual violence content, particularly on online platforms like YouTube. It will explore whether the emergence of feminist activism, along with factors such as temporal trends, cultural context, and the diversity of video content types (specific attributes of YouTube), are crucial variables that deserve deeper investigation. In the following chapters, I will thoroughly explain the approach used to evaluate these aspects.

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III. Research Questions and Hypotheses

According to previous literature, the emergence of feminist activism may influence public consciousness of sexual violence within society, both in media coverage and at the individual level (Noetzel et al., 2022; Szekeres et al., 2020; Wang, 2021; Peng, 2021; Lin, 1995). As a result, the two occurrences of #MeToo—the 2017 global #MeToo and the 2023 Taiwan #MeToo—will be the primary factors examined in this study. Therefore, the first research question is aimed at understanding how these two waves of #MeToo have influenced the Taiwanese public's perspective on related issues on YouTube:

RQ1: How did the occurrences of the #MeToo movement influence audiences' reactions to sexual violence-related content on YouTube over time?

As a significant global digital feminist movement of the 21st century, the #MeToo movement has raised awareness in many countries (Gleeson & Turner, 2019), influencing public attitudes toward sexual violence and related content. For example, Szekeres et al. (2020) found that #MeToo had a profound impact on public perspectives, drawing greater attention to the issue. As such, I hypothesize that following the emergence of #MeToo in 2017, Taiwanese attitudes toward sexual violence on YouTube would tend to be positive, with the appearance of calls to address these issues. Therefore, the hypothesis is:

H1a: In the period after the global #MeToo movement began in 2017, positive reactions, such as calls for addressing sexual violence issues, became a significant feature on YouTube in Taiwan.

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Along with consciousness-raising, when survivors of sexual violence shared their stories on social platforms during #MeToo, positive reactions, such as emotional support and advocacy, often emerged (Bogen et al., 2021; Hosterman et al., 2018). Furthermore, digital feminist activism has the potential to transform individual voices into collective power, encouraging more survivors to speak out (Chen et al., 2018; Clark, 2016; Clark-Parsons, 2019; Mendes et al., 2018).

Consequently, I suggest that when #MeToo gained prominence in Taiwan, with many Taiwanese survivors coming forward to share their experiences, it became more relatable to Taiwanese audiences. This might foster more positive attitudes toward addressing sexual violence on YouTube and encourage victims to speak out, such as by sharing their personal experiences of sexual violence. At the same time, negative comments may have decreased compared to the previous period. As a result, the hypothesis is:

H1b: After #MeToo became prominent in Taiwan in 2023, more positive reactions, such as the sharing of experiences related to sexual violence, appeared on YouTube among Taiwanese audiences, while negative reactions were fewer compared to earlier periods.

Several scholars have noted that YouTube provides a unique platform for survivors of sexual violence to share their experiences in a detailed and impactful way, highlighting its distinct contribution to feminist activism (Almanssori & Stanley, 2021; Cook & O'Halloran, 2023; Szostak, 2014). For example, YouTube videos host a wide variety of attributes such as content type (e.g., news vs. non-news), origin (e.g., domestic vs. international), and category (e.g., politics, entertainment, education, sports), likely influencing how audiences perceive and react to the content.

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Given this diversity, I consider video attributes as factors that may influence public reactions to sexual violence, especially within the context of #MeToo, a significant movement that had a major influence. Therefore, this study also aims to examine how these video attributes shape audience reactions on YouTube, where the majority of Taiwanese people use the platform as an outlet to receive news and share opinions (Newman et al., 2024; IORG, 2023), particularly about sexual violence content. The second research question is:

RQ2: How did different attributes of sexual violence-related videos influence audiences' reactions on YouTube?

In more detail, Peng (2021) found that after the #MeToo movement emerged in 2017, some media coverage of sexual violence continued to focus on high-profile cases or influential perpetrators. Therefore, I suggest that news videos covering sexual violence, particularly those highlighting cases in prominent fields, are more likely to receive negative reactions. Similarly, during #MeToo, many notorious cases emerged in politics, entertainment, education, and sports. Subsequently, I propose that content involving cases within these prominent fields is more likely to elicit negative reactions compared to content in other areas.

Additionally, the geographic context of sexual violence incidents may influence how audiences react to related content. Domestic incidents often hold significant cultural or social relevance for the audience, potentially eliciting more intense emotional responses like using extreme discourse to curse the perpetrators. However, the increase in disclosures by Taiwanese survivors may have encouraged others to share their stories. Therefore, I hypothesize that domestic content, due to its proximity, would trigger more negative reactions and encourage personal sharing, making such

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disclosures more likely. In contrast, international incidents may cause the audience to feel more distant or disconnected, making them less likely to trigger these types of reactions. As a result, the hypotheses are:

H2a: News videos about sexual violence were more likely to receive negative reactions on YouTube and less likely to receive positive reactions compared to non-news videos.

H2b: Videos about domestic incidents were more likely to receive negative reactions compared to those about international incidents while being more likely to receive specific positive reactions, such as personal sharing, because of their closeness.

H2c: Videos about cases in high-profile areas, such as politics, entertainment, education, and sports, were likely to receive more negative reactions compared to those in other areas.

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IV. Data and Methods

4.1 Data Collection

To utilize data for further analysis, I collected two datasets from YouTube, which include videos with titles and comments on each video. To obtain a relatively comprehensive dataset of sexual violence-related content within Taiwanese society on YouTube, I used the following eight Chinese keywords for searching: 台灣 metoo (Taiwan #MeToo), 性騷 (sexual harassment), 性侵 (sexual assault), 猥褻 (obscenity), 襲胸 (groping), metoo 受害者 (survivors of #MeToo), metoo 經驗 (experiences of #MeToo), and 性騷經驗 (experiences of sexual harassment). These terms are common in news headlines and discussion topics in Taiwan, covering #MeToo itself and various forms of sexual violence, including inappropriate behaviors and core issues.

Additionally, to include videos published both before the global #MeToo movement in October 2017 and after Taiwan's #MeToo wave in June 2023, I extracted data daily from December 12, 2016, to July 1, 2024, by performing a single search each day for each of the eight search terms using the YouTube API. This approach ensures that the dataset spans these two significant time points and includes the periods before #MeToo began and after its emergence. After extracting the videos, the comments for each video were collected using their respective ID numbers. Initially, the total number of videos was 22,696, and the total number of comments was 439,715.

To examine the influence of the #MeToo movement on Taiwanese society on YouTube over time, the comments dataset was divided into three periods (see Table 1): pre-global #MeToo (January 1, 2017, to October 5, 2017), post-global #MeToo (October 6, 2017, to May 31, 2023), and post-Taiwan #MeToo (June 1, 2023, to June 1, 2024). However, to address the first research question and the first set of hypotheses, I

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used only the two later periods (post-global #MeToo and post-Taiwan #MeToo, from October 6, 2017, onwards) as predictors for further analysis.

Table 1. Three Periods Divided by the Occurrences of #MeToo

Period	Range
Pre-global #MeToo	January 1, 2017 – October 5, 2017
Post-global #MeToo	October 6, 2017 – May 31, 2023
Post-Taiwan #MeToo	June 1, 2023 – June 1, 2024

4.2 Data Cleaning

Since this study would focus on Taiwanese's reactions toward sexual violence, to ensure that the dataset primarily includes videos and comments in the Traditional Chinese language that is typically used in Taiwan, I first applied a filtering process to the data in R.

For videos, I initially utilized a regular expression search in R with grepl() function to filter out videos with non-Chinese titles and descriptions. The search matched Unicode characters in the range of U+4E00 to U+9FFF, which included common Chinese characters. This process allowed me to preliminarily obtain a dataset containing videos with titles or descriptions that included at least one Chinese character. However, due to the unique characteristics of Chinese scripts, detecting Simplified Chinese and Cantonese characters that differ from Traditional Chinese using only regular expression searches is challenging.

To address this, I applied external dictionaries for further filtering. For simplified Chinese characters, I used a Simplified-to-Traditional Chinese mapping file[1]

[1] This resource is available at https://github.com/lqfeng/ChineseCharacters/blob/master/中文繁简体字符对照表.txt.

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created by the GitHub user "lqfeng" (2018), which is based on the Standard and Simplified Chinese Character Reference Handbook published by Taiwan's Ministry of Education. For filtering Cantonese characters, I applied the List of Commonly Used Characters Exclusive to Hong Kong (常用香港外字表)[2], produced by the GitHub user "ichitenfont" (2022). Particularly, since some Simplified Chinese and Cantonese characters are identical to Traditional Chinese characters, I filtered out only Variant Chinese characters that differ from Traditional Chinese characters. After filtering out videos by language with titles and descriptions, the total number of videos was 13,784.

Comments were first filtered based on the videos that had already been filtered by language, retaining only those associated with the filtered videos. This was achieved by matching the "videoid" of the comments with the "id" of the filtered videos using R. Later, I employed the same steps and methods to filter out non-Traditional Chinese characters. In addition, to remove meaningless comments, such as those with whitespace characters, empty comments, or those containing only emojis or non-text characters (such as punctuation), only numeric characters, or comments that are too short (fewer than three characters), I applied a text cleaning function in R. After filtering by languages, the total number of remaining comments was 224,430.

4.3 Automated Text Classification

To further clean the YouTube videos that are irrelevant to this study and then categorize both YouTube videos and comments, I primarily used automated text classification with the help of ChatGPT, a large language model (LLM) developed by OpenAI. As a relatively mature LLM, ChatGPT has demonstrated strong classification abilities. For example, Gilardi et al. (2023) found that ChatGPT outperformed human coders in

[2] This resource is accessible at https://github.com/ichitenfont/suppchara/blob/master/suppchara.txt.

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several text annotation tasks using tweets and news articles with higher accuracy and better intercoder agreement. Similarly, Bijker et al. (2024) analyzed forum posts using ChatGPT and reported stronger intercoder agreement, suggesting that ChatGPT could be a reliable tool for content analysis.

In practice, some scholars have utilized LLMs or machine learning methods for text classification. Mets et al. (2024) employed the GPT-3.5 model, developed by OpenAI, as a zero-shot classifier to determine whether texts supported or opposed immigration. Their findings indicated that the classifier's accuracy was sufficient for their purposes. Regarding sexual violence issues, Suvarna et al. (2020) attempted to detect victim-blaming content on Twitter using a single-step transfer learning-based classification method, which also obtained acceptable results.

The classifiers in this study will use the "GPT-4o-mini (2024-07-18)" model, a smaller model launched by OpenAI in July 2024. Known for its cost-effectiveness in token consumption, GPT-4o mini also outperforms many other small models, such as Gemini Flash, Claude Haiku, and GPT-3.5 Turbo, in text reasoning tasks (OpenAI, 2024). For each classification process, I generated suitable prompts, which will be explained in the next section, for GPT-4o mini using the OpenAI API key to guide its learning process. Overall, these classifiers were implemented and executed using Python.

4.3.1 Classifiers for Video Attributes (Independent Variables)

To investigate how various attributes within videos influence audience reactions to sexual violence content on YouTube, I defined independent variables and classified videos for further analysis, addressing research questions and testing hypotheses.

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Before starting the formal classifications of video attributes, I first employed a classifier for classifying relevant videos to do the following analysis since some videos extracted with search terms are not related to the core issues of sexual violence and #MeToo. Later, I created three classifiers based on different video attributes: type (news vs. non-news), origin (domestic vs. international), and category (politics, entertainment, education, sports, and others).

I identified these predictors by using a topic model analysis of relevant video titles generated from a 20-topic model (Table 2) with minimum term frequency set to 0.0001, maximum term frequency set to "NULL," and K set to 20. The analysis revealed that most clusters of terms and topics were associated with cases in politics, entertainment, education, and sports, with many of these topics belonging to news videos. Additionally, the locations of these issues included both Taiwan (domestic) and other countries (international). These attributes recognized in the analysis were subsequently used as predictors in this study.

Table 2. Topic Model Analysis of Relevant Video Titles

topic	category	origin	gamma	terms
1	娛樂 (Entertainment)	國內 (Domestic)	0.04	性侵 曝 網紅 未遂 疑 秦偉 老師 教師 逼 下藥 日本 女控 司機 過程 廖峻 裸照 按摩 處理 前女友 渣男
2	娛樂 (Entertainment)	國際 (International)	0.04	性侵 教練 曾志偉 告 老闆 藍潔瑛 性 不敢 殺人 色 學員 母 回家 單親 媽 侵 女模 好友 哥哥 大哥
3	其他 (Other)	無法判斷 (Uncertain)	0.03	性侵 涉嫌 未成年 被捕 提告 父親 警察 女性 粉絲 夜店 牧師 美女 爆 黃 多次 男子 林 兒子 廖 勝利

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4	政治、娛樂 (Politics, Entertainment)	國內 (Domestic)	0.05	涉 猥褻 起訴 強制 宥勝 朱學恒 判刑 交保 法院 開庭 強吻 鍾沛君 司法 檢方 出庭 被告 獲 強制猥褻罪 認罪 正義
5	教育 (Education)	無法判斷 (Uncertain)	0.03	性侵 偷拍 廁所 關鍵 校方 變國小 重判 童 徒刑 不滿 離譜 懷孕 男人 譴責 女遭 輪流 觀點 拖 槍
6	娛樂、教育 (Entertainment, Education)	國內 (Domestic)	0.05	性騷 控 nono 調查 風波 法官 爆料 回應 快訊 炎亞綸 出面 性騷案 教授 複訊 轟 移送 全程 台大 傅崐萁 提
7	其他 (Other)	無法判斷 (Uncertain)	0.08	男 襲胸 胸 狼 女 慘遭 色狼 襲尾隨 摸 報警 伸狼爪 猥褻 捷運 鹹豬手 遭襲 乘客 犯案 辯 高中
8	政治 (Politics)	國內 (Domestic)	0.04	性侵 性侵疑雲 警局 柯文哲 報案 捲 王丹 挺 說明 證據 治療 高 丈夫 執行長 影音 出爐 預防 惡霸 詹江村 周
9	娛樂、政治、體育 (Entertainment, Politics, Sports)	國際 (International)	0.07	性侵 案 美國 女星 高雲翔 律師 美 印度 和解 澳洲 無罪 億 娛樂 教會 體操 英國 細節 教宗 抗議 安德魯王子
10	政治 (Politics)	國內 (Domestic)	0.08	性騷 爆 遭控 道歉 員工 性騷案 吃案 民進黨 嗆 立委 陳昇 范雲 賴清德 主管 慣犯 申訴 國會 主任 處理 老婆
11	娛樂 (Entertainment)	國內 (Domestic)	0.04	鈕承澤 曝光 議員 男童 包庇 醫師 猥褻 女性 崩潰 酒後 內幕 驚爆 好萊塢 工作人員 手機 李威脅 對話 醫院 監視器
12	其他 (Other)	無法判斷 (Uncertain)	0.07	性侵 猥褻 少女 女童 女子 女大生 男子 判 惡狼 女兒 女友 男友 定讞 家長 知名 審判 下體 殺害 警方 疑遭
13	娛樂 (Entertainment)	國內 (Domestic)	0.06	metoo 受害者 黃子佼 性騷擾 台灣 風暴 演藝圈 職場 發聲 運動 延燒 連環爆 勇敢 律師 權勢 霸凌 性 應 metoo 運動 性別

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14	娛樂、體育 (Entertainment, Sports)	國際 (International)	0.05	性侵 指控 醜聞 中國 否認 國際 女生 男星 全球 受害人 彭帥 揭 影帝 明星 南韓 調查 國際局勢 報 韓國 揭露
15	其他 (Other)	國內 (Domestic)	0.05	性侵 警 北市 落網 性侵犯 險遭 撿屍 韓 出獄 嫌犯 檢 通緝犯 逮 犯 嫌 前科 闖 胡睿兒 南投 躲
16	政治 (Politics)	國際 (International)	0.05	性侵 兒童 案件 香港 被害人 川 普 逾 問題 法庭 兒少 侵犯 故 事 護理師 媽媽 女孩 揭 背後 真相 通報
17	娛樂 (Entertainment)	國內 (Domestic)	0.04	雞排妹 性侵 翁立友 自爆 記者 會 王 荒山亮 傷害 朱海君 影射 明 小紅老師 聲明 捲入 發聲 提 告 鄭家純 性騷疑雲 臉書 駁斥
18	娛樂 (Entertainment)	國內 (Domestic)	0.04	性騷 現身 北檢 捲 大牙 首 黑 人 陳建州 出庭 二度 神隱 露面 首度 陷 傳喚 控 娛樂 爆 誹謗 清白
19	其他 (Other)	國內 (Domestic)	0.05	性侵 性侵害 校園 防治 台灣 少 年 保護 宣導 犯罪 家暴 集體性 侵 法律 全 性騷擾 電影 學校 教育 搜索 網路 教
20	教育 (Education)	國內 (Domestic)	0.03	女 被控 受害 女學生 狼師 助理 導演 學生 控訴 騷擾 校長 國 劇組 被害 致歉 台中 爆出 公司 長期 性侵

In more detail, I chose these attributes as predictors to address the second research question, based on the topic model analysis, as they represent key dimensions for categorizing and analyzing video topics related to sexual violence.

For instance, distinguishing between news and non-news content (H2a) allows for examining how news influences the framing of discussions. The origin of the content (domestic vs. international) helps identify the geographical context of the issue (H2b). This aspect, highlighted in the topic model analysis, includes both Taiwan-

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specific and global cases and is crucial for understanding regional differences in social responses. Additionally, the video content category (e.g., politics, entertainment, education, sports) provides insights into how issues are discussed across various contexts (H2c). The table below presents the complete set of independent variables and their categories, along with an example used in the analysis.

Table 3. Video Attributes as Independent Variables

Indenpendent Variables	Categories	Example
Video Type	News	“首例 UBER 司機性侵女乘客 判 7 年 4 個月徒刑｜中視新聞”
	Non-News	“分享我人生中被性騷擾的經驗，看完人選之人造浪者，決定說出來！”
Video Content Origin	Domestic	“台灣政壇 ‘MeToo’ 風暴！ ‘藍綠白’ 都爆性騷爭議”
	International	“哈維溫斯坦性侵有罪獲推翻 法官憂司法不再被信任”
Video Content Category	Politics	“起底性騷導演「輝哥」 襲胸女黨工噁問：睡得好嗎？”
	Entertainment	“黃子佼挨告性侵 北檢複訊諭令 35 萬交保、限制出境”
	Education	“女學生控教授掀裙性侵 一封密碼信解開驚人真相”
	Sports	“高雄曲棍球教練涉性騷 掀體育圈 MeToo”
	Others	“兒拍妹裸照父求醫輔導 遭通報性侵家庭瀕裂”

Before the formal video classification process, I conducted multiple pretests and refined the prompts used by the classifiers to assess intercoder reliability with GPT-4o mini. For each test, I manually labeled a sample of 200 videos, randomly selected from the dataset in R using the sample() function. Specifically, after finalizing the first

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classifier to determine video relevance, I used it to filter the sample for subsequent tests, ensuring that all included videos were relevant to the study.

Finally, I conducted at least three pretest runs for each classification. If the intercoder reliability (Cohen's Kappa) between GPT-4o mini and myself fell below the acceptable threshold (less than 0.6) in any run, I revised the prompts and repeated the pretest. Ultimately, all classifiers achieved a Cohen's Kappa value of approximately 0.7 to 0.8. Table 4 demonstrates the agreement metrics and the distribution of samples classified by ChatGPT for each classifier. I will explain each classifier in detail in the following section, and the complete prompts can be found in the Appendix.

Table 4. Agreement Metrics and Sample Distribution for Video Classifiers

Classifier Name	Cohen's Kappa	Sample Distribution (200 random samples)	
Video Relevance	0.75	relevant	95% (0.95)
		irrevelant	5% (0.05)
Video Type	0.70	news	88% (0.88)
		non-news	12% (0.12)
Video Content Origin	0.80	domestic	72% (0.72)
		international	23% (0.23)
		uncertain	6% (0.06)
Video Content Category	0.80	politics	20% (0.2)
		entertainment	31% (0.31)
		education	13% (0.13)
		sports	3% (0.3)
		other	32% (0.32)

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Classifier for Relevant Videos

The prompt within this classifier instructs GPT to classify videos based on their title and description, determining whether they are related to sexual violence. This prompt provided Chinese explanations of relevance and included examples of relevant and irrelevant videos.

For example, videos were labeled as relevant if their titles and descriptions mentioned core issues of sexual violence, such as perpetrators, victims, #MeToo cases or movements, laws, and social norms, and clearly emphasized these as the most important parts of the video. In contrast, videos were labeled as irrelevant if it was difficult to recognize any connection to sexual violence from their titles or descriptions (e.g., only "obscenity" in the title), if such terms were exaggerated to describe the content like dramas or movies (e.g., the title mentioned "drama explanation"), or if sexual violence was only a minor aspect of the video (e.g., video title "How to deal with investment scams, sexual harassment, inheritance disputes, and food safety management with laws?") (see more in Appendix 1).

The Cohen's Kappa for a sample of 200 manually labeled comments was 0.75, indicating solid agreement. The classifier performed strongly, with an F1 score of 0.99, precision of 0.98, and recall of 0.99. The sample was imbalanced, with 95% labeled as "1" (relevant) and 5% as "0" (irrelevant); nonetheless, the classifier performed well despite this distribution (see more in Appendix 2).

After using the classifier for filtering relevant videos, it finally turned out that the total number of relevant videos was 12,636.

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Classifiers for News Video Type

The prompt for this classifier instructs GPT to determine whether a video is categorized as news or non-news based on its title and description, emphasizing a clear explanation for news content and providing examples for both news and non-news content.

For instance, if the title and description clearly indicated that the video was produced in a news format based on word choices and key terms, it was labeled as news. Conversely, if the title and description indicated that the video was a perspective, discussion, documentary, fiction, drama, or movie, or if there was insufficient evidence to classify it as a news video, it was labeled as non-news (see more in Appendix 1).

For a sample of 200 manually labeled videos, Cohen's Kappa was 0.71, showing substantial consensus. Also, the classifier demonstrated strong performance, with an F1 Score of 0.96, Precision of 0.95, and Recall of 0.97. Despite the imbalance of the dataset, with 88% of the videos labeled as news and 12% as non-news, the classifier maintained high accuracy across the categories (see more in Appendix 2).

Classifiers for Video Content Origin

The prompt within this classifier directs GPT to classify videos as domestic, international, or neither based on their title and description, using criteria to decide the origin of the content and giving examples for each category.

Videos categorized as "domestic" referred to content related to incidents that occurred in Taiwan, often identified by specific keywords such as "Legislative Yuan," "New Taipei City," "Taiwan," "Mickey Huang," or "Blakie Chen." Conversely, videos categorized as "international" referred to foreign incidents or individuals, such as "United States," "Japan," "South Korea," "China," "Hong Kong," "Harvey Weinstein," "Yammie Lam," or "Eric Tsang." If it was difficult to determine whether the content

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was related to Taiwan or other countries, such as when experts or lawyers provided general opinions on sexual violence without mentioning specific cases, the videos were labeled as “uncertain” (see more in Appendix 1).

Finally, Cohen’s Kappa for a sample of 200 manually labeled videos was 0.80, indicating high reliability. The classifier performs well with an F1 Score of 0.90, Precision of 0.91, and Recall of 0.91. The sample distribution was 72% labeled as domestic, 23% as international, and 6% as neither, reflecting a relatively balanced classification across categories (see more in Appendix 2).

Classifiers for Video Content Categories

The prompt for this classifier instructs GPT to categorize videos into specific topics based on their titles and descriptions, following the topic model analysis mentioned above. In the local context of #MeToo in Taiwan, the first case, exposed in late May 2023, occurred in the political sphere, followed by incidents involving prominent entertainers, educators at various levels, and figures in the sports sector. Consequently, the classifier categorizes videos into one of five groups: politics, entertainment, education, sports, and other.

In more detail, videos categorized as “politics” included cases or individuals involved in political areas, such as employees of the DPP, public servants, or government officials, as indicated in the titles or descriptions. Those categorized under “entertainment” included cases or individuals related to the entertainment industry, such as actors, hosts, or directors. For “education,” videos were included if the incidents occurred on campuses or in schools or if the individuals involved were connected to educational fields. As for “sports,” videos were categorized if the cases were related to sports areas or if the individuals involved were athletes, coaches, referees, or other

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relevant personnel. However, if the content did not belong to any of the sectors mentioned above or consisted of general opinion videos, it was classified under the "other" category. (see more in Appendix 1).

For a sample of 200 manually labeled videos, Cohen's Kappa was 0.81, indicating substantial agreement. The classifier performed well, achieving an F1 Score of 0.86, Precision of 0.86, and Recall of 0.86. The sample was slightly imbalanced, with the distribution across categories as follows: 20% politics, 31% entertainment, 13% education, 3% sports, and 32% in the "other" category. Despite the distribution, the classifier demonstrated strong accuracy across all categories (see more in Appendix 2).

4.3.2 Classifiers for Comments (Dependent Variables)

To examine how Taiwanese reactions on YouTube vary by several independent variables, I set comments as the dependent variable. The total number of comments from relevant videos is 201,889. These comments will be categorized as positive or negative reactions and further classified into subcategories within each category to provide a more detailed analysis. I also used GPT-4o mini for the entire classification process.

Based on previous research, online users' attitudes toward #MeToo typically include both positive and negative reactions (Bhuptani et al., 2024; Bogen et al., 2019; Schneider & Carpenter, 2019). Practically, Ullman (2000) developed a social reactions questionnaire using seven factors—emotional support, treating differently, distraction, taking control, tangible aid and informational support, victim blame, and egocentric reactions—to measure social reactions to sexual assault victims. Bogen et al. (2019) similarly built on Ullman's framework, categorizing responses into negative and positive categories and adding others, such as "advocacy" and "expressing

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responsibility for addressing violence," to investigate public reactions to Twitter posts about sexual violence.

In this study, I adapted factors from Ullman (2000) and Bogen et al. (2019) and introduced "personal sharing," a core concept within #MeToo, as a separate category. The classifications are divided into negative and positive responses across five categories: victim-blaming, distraction & self-centered discourses, emotional support, calling for advocacy & responsibility, and personal experience sharing. The table below presents the social reaction categories defined as dependent variables and examples used in the research.

Table 5. Social Reactions as Dependent Variables

Denpendent Variables	**Sub-Categories**	**Example**
Positive Reactions	Emotional Support	"相信你", "謝謝你願意站出來"
	Calling for Advocacy and Responsibility	"要讓更多人知道", "支持修法！"
	Personal Experience Sharing	"我也有被性騷擾的經驗", "身爲性騷擾的受害者，我真的感同身受"
Negative Reactions	Victim-Blaming	"都過了多久現在才說", "只是想要出名吧"
	Distraction & Self-centered Discourses	"人渣", "噁男", "對女人下手算什麼男人，有種去性侵男人"

Likewise, I conducted several pretest runs to confirm intercoder reliability between GPT-4o mini and myself, ensuring that the classifier's performance met acceptable standards, with all reliability scores (Cohen's Kappa) reaching approximately 0.69 to 0.78. In each pretest, I manually labeled a sample of 200

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randomly selected comments using R. To ensure relevance, I also used the previous classifier to filter comments from relevant videos. After completing classifiers for positive and negative reactions, I employed them to obtain samples of both types of comments. Table 6 presents Cohen's Kappa values and the distribution of samples classified by ChatGPT for each classifier. A detailed explanation of prompts can be seen in Appendix 1.

Table 6. Agreement Metrics and Sample Distribution for Comments Classifiers

Classifier Name	Cohen's Kappa	Sample Distribution (200 random samples)	
Positive Reactions	0.78	positive reactions	7% (0.7)
		other reactions	93% (0.93)
Sub-Categories within Positive Reactions	0.72	emotional support	69% (0.69)
		calling for advocacy and responsibility	27% (0.27)
		personal sharing	5% (0.05)
Negative Reactions	0.69	negative reactions	69% (0.69)
		other reactions	32% (0.32)
Sub-Categories within Negative Reactions	0.70	victim-blaming	5% (0.05)
		distractions and self-centered discourses	95% (0.95)

Classifier for Positive Comments

The prompt for this classifier instructs GPT to identify whether comments fall into a positive reaction or not positive categories, providing the video's context, including its title and description, and using detailed explanations and examples. For example, if a comment conveyed emotional support, called for advocacy or responsibility in addressing issues, or shared personal experiences related to sexual violence, it was classified as "positive." Reactions classified as "not positive" included neutral

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discussions and negative comments, such as victim-blaming, distracting attention from core issues, or using self-centered discourse to express opinions.

Finally, the classifier exhibited strong performance, achieving a Cohen's Kappa of 0.78, indicating solid agreement. Other scores included an F1 Score of 0.97, a Precision of 0.97, and a Recall of 0.97. Besides, the 200-sample dataset was highly imbalanced, with 7% classified as "1" (positive) and 93% as "0" (others), yet the classifier still performed robustly (see more in Appendix 2).

Classifier for Sub-categories Within Positive Comments

The prompt for this classifier guides GPT to categorize positive comments into one of three subcategories: emotional support, advocacy and responsibility, or personal sharing. It provides specific criteria and examples for each category, along with the video's title and description for context.

In more detail, comments classified as "emotional support" should involve emotional support for survivors or the anti-sexual violence movement, such as "Believe in you, Da Ya!" or "Thanks for stepping forward and sharing your experiences." For "advocacy and responsibility," comments might include calls for reform, change, or actions to address sexual violence issues, such as "More people should know about this!" or "The laws should be amended." As for "personal sharing," the content may include the experiences of the commenter or those around them with sexual violence (see more in Appendix 1).

This classifier achieved a Cohen's Kappa of 0.72, indicating substantial agreement. It performed well, with an F1 Score of 0.87, Precision of 0.87, and Recall of 0.87. Among the 200 manually labeled samples, 69% were categorized as "1" (emotional support), 27% as "2" (advocacy and responsibility), and 5% as "3" (personal

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sharing), demonstrating consistent performance across an imbalanced dataset (see more in Appendix 2).

Classifier for Negative Comments

The prompt for this classifier asks GPT to determine whether comments reflect negative reactions or belong to other categories, providing clear explanations and examples, along with the video's title and description for context. For instance, if a comment includes victim-blaming, distracts attention from core issues, or uses self-centered discourse to express opinions, it would be classified as "negative." On the other hand, if a comment involves neutral discussions or positive reactions, such as emotional support, advocacy or responsibility, or sharing personal experiences, it would be classified as a "not negative" reaction (see more in Appendix 1).

Later, the classifier showed relatively solid performance, achieving a Cohen's Kappa of 0.69, indicating moderate agreement. Additional metrics include an F1 Score of 0.86, a Precision of 0.86, and a Recall of 0.87. The 200-sample dataset was slightly unbalanced, with 32% categorized as "1" (negative) and 68% as "0" (other), yet the classifier delivered strong results despite this distribution (see more in Appendix 2).

Classifier for Sub-categories within Negative Comments

The prompt for this sub-category classifier focuses on distinguishing comments into specific types of negative reactions, including victim-blaming, distractions, and self-centered discourses. It similarly gives explanations and the video's context, including its title and description. In more detail, "victim-blaming" includes comments that clearly blame victims for their behavior or distrust, often with doubts or mocking, such as "Where is the evidence? Why did you speak out right after this incident happened?" or "She just wanted to take advantage of it to gain popularity!" As for "distractions and

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self-centered discourses," this category encompasses comments that divert attention from the core issues, minimize the severity of sexual violence, or use extreme language to express the commenter's emotions, such as "What a bastard!" "He should go die," or "Mickey Huang's wife is poor."

The classifier achieved a Cohen's Kappa Score of 0.70, indicating moderate consensus. Performance metrics included an F1 Score of 0.96, Precision of 0.96, and Recall of 0.96. Among the 200 manually labeled samples, 6% were classified as "1" (victim-blaming) and 94% as "0" (distractions and self-centered discourses), demonstrating strong performance despite the imbalanced distribution (see more in Appendix 2).

4.4 Data Analysis

To analyze the data in depth and gain a more comprehensive understanding of how the emergence of #MeToo and video attributes within sexual violence-related content influence public reactions on YouTube, this study will conduct two types of data analysis: Chi-square tests and Bayesian multilevel models to answer the research questions and test the hypotheses. These tests will be conducted in R.

4.4.1 Chi-square test

To preliminarily examine whether predictors did have an impact on dependent variables, I used the chi-square test to examine these associations. The chi-square test is a prevalent statistical tool for exploring the relationship between categorical variables (Franke et al., 2011) and can help investigate whether each independent variable initially influenced social reactions on YouTube. For example, it helps determine whether there is a significant relationship between video types (e.g., news vs. non-news) and the emergence of social reactions (e.g., positive or not positive).

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4.4.2 Bayesian Multilevel Models

In this study, the independent variables are periods spanning the two occurrences of #MeToo and various video attributes, while the dependent variables are comments from relevant videos classified as positive or negative. Given the nested structure of the data, where comments are associated with individual videos and various attributes are linked to each video, a Bayesian multilevel model can provide more comprehensive and interpretable results.

This method was implemented using the brms package in R, which accommodates hierarchical data structures and supports statistical tools such as linear models and logistic regression within a multilevel framework (Bürkner, 2017). In practice, I included a random intercept for video ID to account for clustering within videos in the analyses. All models were estimated using four chains with 2,000 iterations each (500 warmup), employing standard priors in the brms package. Additionally, all Rhat values were 1, indicating convergence. By incorporating hierarchical levels, this method may enhance the credibility and robustness of the results.

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V. Results

5.1 RQ1: The Influence of the Emergence of #MeToo (Periods)

To address the research questions and test the hypotheses, I primarily employed chi-square tests and Bayesian multilevel models to examine the relationships between defined periods and social reactions to sexual violence-related content in YouTube comment sections within the Taiwanese context. For the first research question, which investigated how the emergence of the #MeToo movement influenced Taiwanese reactions to sexual violence content on YouTube, I began by assessing it using descriptive statistics and chi-square tests.

After classifying the comments from relevant videos, the whole dataset contained a total of 16,764 positive comments, accounting for 8.3%, and 151,434 negative comments, making up 75%. Positive comments were further categorized into three subcategories, including emotional support (57%, n = 9,562), advocacy and responsibility (35%, n = 6,025), and personal sharing (7%, n = 1,189). Negative comments were categorized into victim-blaming (6.3%, n = 9,564) and distractions or self-centered discourses (93.6%, n = 141,870).

Regarding the distribution of reactions across different periods, it was evident that the pre-global #MeToo period (January to October 2017) was relatively underrepresented in the dataset, with a total of 2,082 comments, including 84 positive reactions and 1,610 negative reactions. Therefore, to ensure solid and meaningful results, the following analyses were conducted only for the dataset from the post-global #MeToo (October 2017–May 2023) and post-Taiwan #MeToo (June 2023–June 2024) periods to address the research question and to examine hypotheses.

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Divided across the two defined time frames, I conducted a preliminary chi-square test to examine the association between positive and non-positive reactions. The results, shown in Figure 1, indicated a statistically significant association between variables, $\chi^2(2, N = 199{,}807) = 27.495$, $p < .001$. Notably, the proportions of positive reactions were quite similar between the two periods: 8.7% (8,689) of comments were classified as positive during the post-global #MeToo period, while 8.0% (7,991) of comments were positive in the post-Taiwan #MeToo period, suggesting that the frequency of positive reactions remained relatively consistent but slightly declined across the two periods.

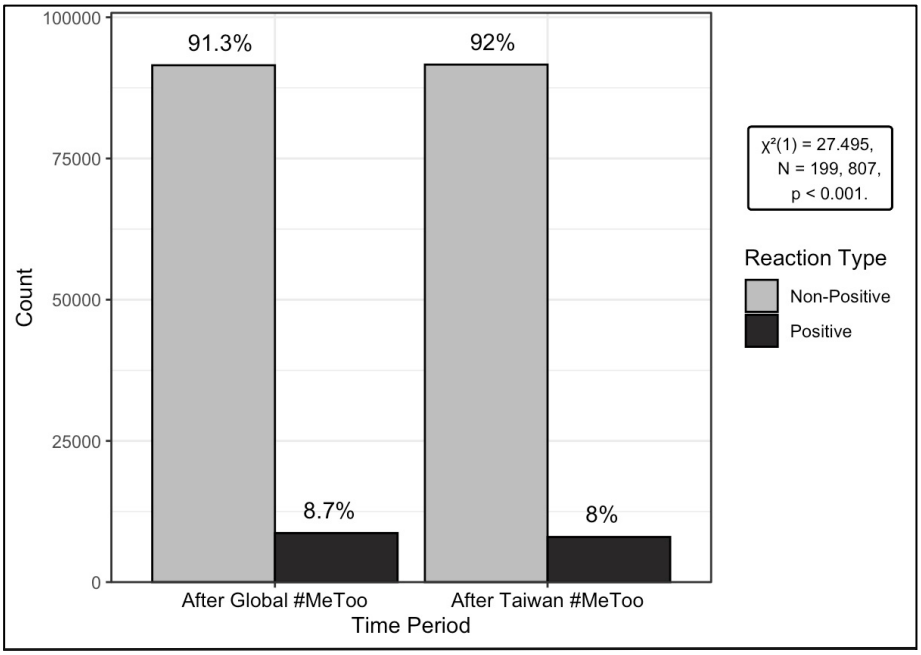


Figure 1. Chi-Square Test for Period and Positive Reactions

Examining the subcategories of positive reactions (emotional support, advocacy and responsibility, and personal sharing), a chi-square test (Figure 2) revealed a statistically significant association between periods and reaction subcategories ($\chi^2(2, N = 16{,}674) = 221.71$, $p < .001$). Emotional support consistently accounted for the largest proportion in both periods, exceeding 50%. Advocacy and responsibility remained the second-largest subcategory, rising to over 40% in the post-Taiwan #MeToo period, with

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the number of reactions increasing, while personal sharing, consistently the smallest subcategory, remained below 10%, with the number of responses decreasing across both periods.

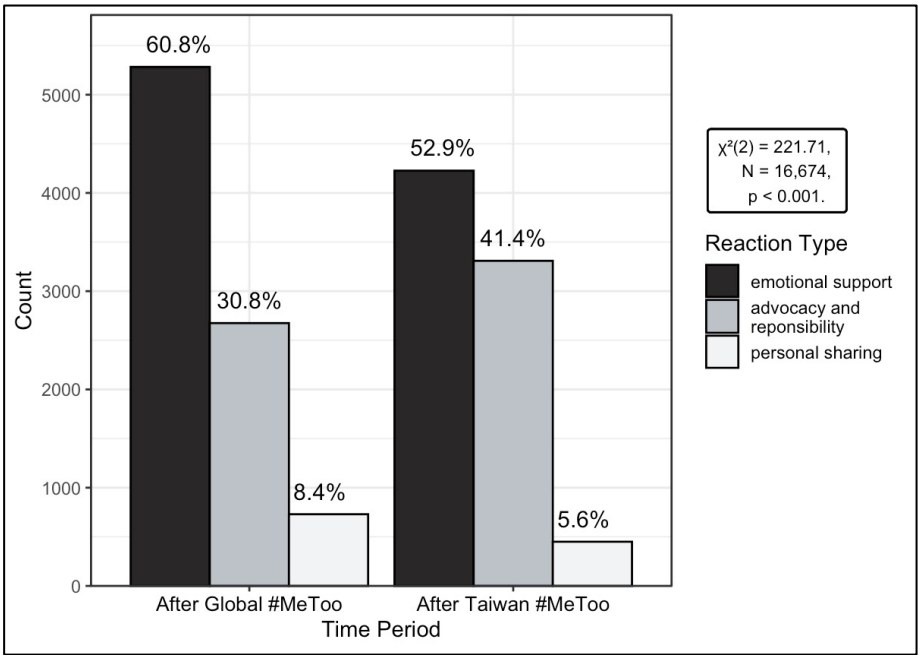


Figure 2. Chi-Square Test for Period and Sub-categories of Positive Reactions

For negative reactions, I also used a chi-square test for the initial investigation. The results, as Figure 3 shows, demonstrated a significant association between periods and reactions ($\chi^2(1, N = 199, 807) = 109.97$, $p < .001$). Further, both the proportion and number of negative reactions slightly increased over time. In more detail, during the post-global #MeToo period, 74% (74,115) of comments were classified as negative, while in the post-Taiwan #MeToo period, this figure rose to 76% (75,709), indicating a modest increase in the frequency of negative reactions following the Taiwan #MeToo movement.

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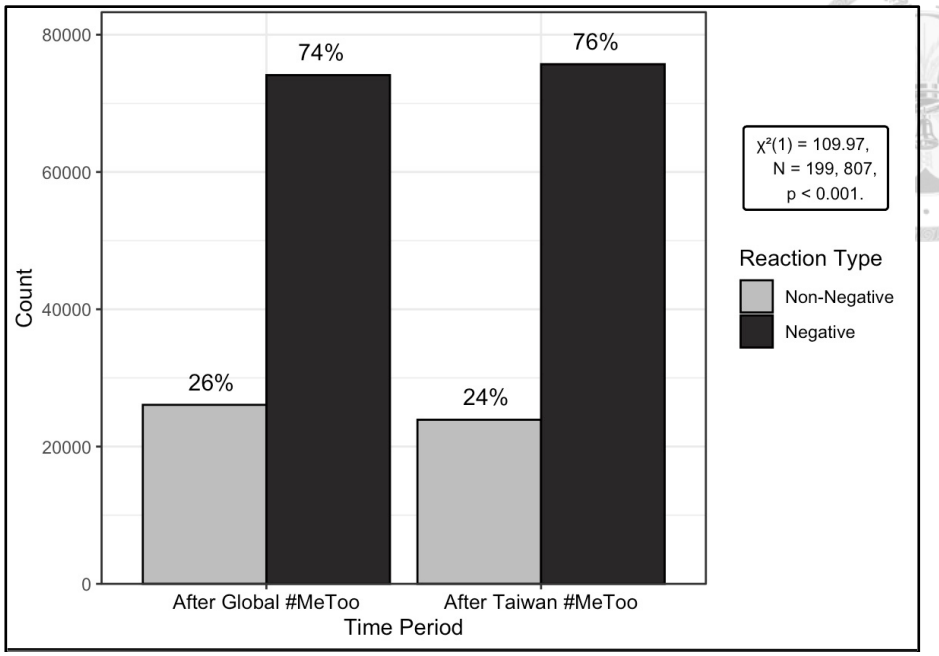


Figure 3. Chi-Square Test for Period and Negative Reactions

Furthermore, in terms of the distribution of sub-categories within negative reactions, including distraction and self-centered discourses and victim-blaming, the results (Figure 4) similarly showed a significant association between periods and negative sub-categories ($\chi^2(2, N = 149{,}824) = 121.51$, $p < .001$). Closely, comments related to distractions and self-centered discourses consistently dominated all periods, accounting for over 90%. In contrast, victim-blaming reactions consistently remained below 10%. Specifically, these reactions showed a slight decrease after June 2023, dropping from nearly 7% (5,173) of all negative reactions in the post-global #MeToo period to 5.6% (4,237) in the post-Taiwan #MeToo period.

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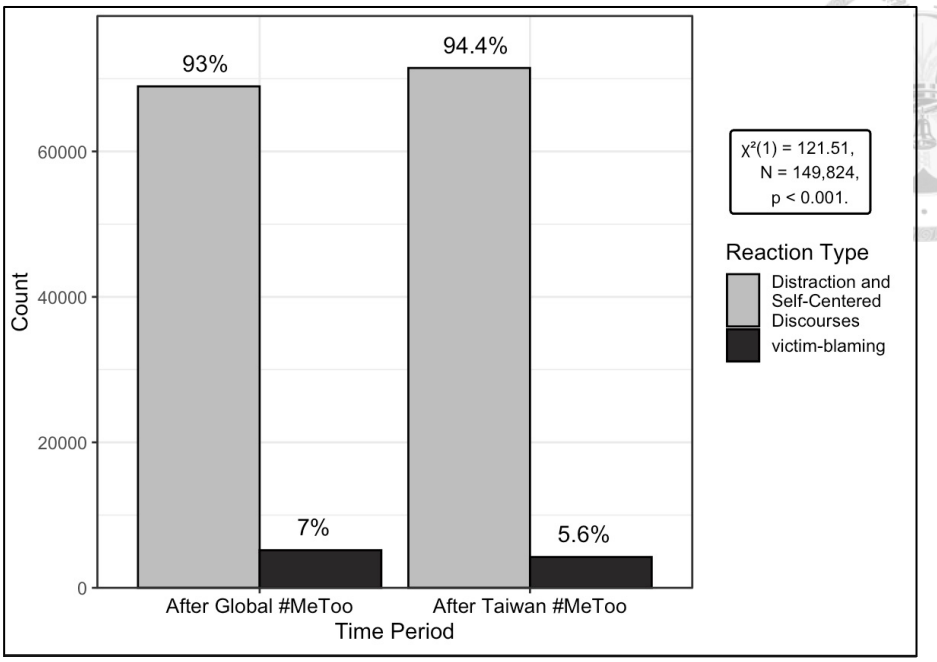


Figure 4. Chi-Square Test for Period and Sub-categories of Negative Reactions

From the descriptive statistics, some findings are worth discussing further, including the increase in advocacy and responsibility and the decrease in victim-blaming, which will be interpreted more in the Discussion chapter.

5.1.1 H1a: After Global #MeToo Happened in 2017

Generally, to test the first hypothesis (H1a)—that in the period after the global #MeToo movement in 2017, positive reactions were prevalent on YouTube within Taiwanese society—I used a series of Bayesian multilevel logistic regression analyses to examine how this period influenced different social reactions on YouTube. The detailed results are provided in Appendix 3.

According to the analysis, for positive reactions, the results revealed that the odds of observing positive reactions during the Post-global #MeToo period (October 2017 to June 2023) were not significantly different from those during the reference period, Post-Taiwan #MeToo (June 2023 to June 2024) (OR = 0.94, 95% CI [0.87, 1.03]).

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Further, I used the same analysis to examine the relationship between the period and the subcategories of positive reactions (emotional support, calling for advocacy and responsibility, personal sharing) on YouTube.

The analysis revealed the effects of the period on the likelihood of receiving different positive responses. For advocacy and responsibility, compared to emotional support, the odds of generating this reaction were significantly lower during the Post-global #MeToo period than during the Post-Taiwan #MeToo period (OR = 0.81, 95% CI [0.70, 0.93]). For personal sharing, the odds of this reaction were not significantly different during the Post-global #MeToo period compared to the Post-Taiwan #MeToo period (OR = 0.92, 95% CI [0.74, 1.14]).

For negative reactions, the results showed that the odds of negative reactions in the Post-global #MeToo period were not significantly different from those in the Post-Taiwan #MeToo period (OR = 1.01, 95% CI [0.95, 1.06]). This suggests that the period did not significantly influence the likelihood of negative reactions.

In conclusion, based on these results from Bayesian multilevel models, they do not support the original hypothesis that positive reactions would be common in the period following the global #MeToo movement. There was no statistically significant effect of this period on either positive or negative reactions.

Additionally, within specific positive reactions, advocacy and responsibility reactions were less likely to occur during this period, while personal sharing reactions showed no statistically significant difference compared to the period following the emergence of #MeToo in Taiwan. These results also did not support the part of the hypothesis that proposed a greater prevalence of advocacy and responsibility reactions in this phase.

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5.1.2 H1b: After Taiwan #MeToo Happened in 2023

Next, I also employed a series of Bayesian multilevel models to assess the following hypotheses. Notably, some results from the following tables (Table 7–9), based on these Bayesian multilevel models, would be used to assess the remaining hypotheses, with some columns addressing H1b and others addressing the second set of hypotheses.

For H1b, which examines whether positive reactions increased and negative reactions decreased following the #MeToo movement in Taiwan in 2023, compared to the global #MeToo movement in 2017, I first used a Bayesian multilevel model to assess the relationship between positive reactions and the period after the Taiwan #MeToo movement, setting the post-global #MeToo period as the reference.

The results (Table 7) show that the odds of positive reactions were not significantly higher in the period after Taiwan #MeToo in 2023 compared to the period after global #MeToo in 2017 (OR = 1.06, 95% CI [0.97, 1.15]).

Table 7. Bayesian Multilevel Model Examining the Relationship Between Predictors and Positive Reactions

Predictors	Odds Ratios	CI (95%)
Intercept	**0.21**	**0.17 – 0.26**
Period: Post-Taiwan #MeToo (Reference: Post-global #MeToo)	1.06	0.97 – 1.15
Type: News Video (Reference: Non-New Video)	**0.22**	**0.19 – 0.26**
Origin: Uncertain (Reference: International)	0.83	0.57 – 1.25
Origin: Domestic (Reference: International)	**0.67**	**0.58 – 0.77**
Category: Politics (Reference: Other)	**0.86**	**0.75 – 0.99**

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Category: Entertainment (Reference: Other)	0.95	0.83 – 1.08
Category: Educaiton (Reference: Other)	**1.76**	**1.50 – 2.09**
Category: Sports (Reference: Other)	0.80	0.54 – 1.16
Random Effects		
σ^2	0.03	
τ_{00}	0.05	
ICC	0.40	
$N_{videoid}$	6,190	
Observations	199,807	
Marginal R^2 / Conditional R^2	0.022 / 0.150	

Subsequently, I conducted the same model to assess the relationship between subcategories of positive reactions (emotional support, advocacy and responsibility, and personal sharing, with emotional support set as the reference) and the period after the Taiwan #MeToo movement, using the post-global #MeToo period as the reference and emotional support as the reference reaction.

The results (Table 8) indicated that the odds of receiving advocacy and responsibility reactions, compared to emotional support, increased significantly in the period after June 2023 (OR = 1.24, 95% CI [1.07, 1.42]), while the odds of personal sharing reactions, compared to emotional support, were not significantly influenced by the period after June 2023 (OR = 1.09, 95% CI [0.88, 1.35]).

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Table 8. Bayesian Multilevel Model Examining the Relationship Between Predictors and Sub-Categories of Positive Reactions

Predictors	Odds Ratios	CI (95%)
Reaction: Advocacy and Responsibility (Reference: Emotional Support)		
Intercept	**0.15**	**0.11 – 0.20**
Period: Post-Taiwan #MeToo (Reference: Post-global #MeToo)	**1.24**	**1.07 – 1.42**
Type: News Video (Reference: Non-New Video)	**3.34**	**2.60 – 4.29**
Origin: Uncertain (Reference: International)	1.09	0.59 – 1.99
Origin: Domestic (Reference: International)	**1.77**	**1.44 – 2.18**
Category: Politics (Reference: Other)	**0.76**	**0.61 – 0.94**
Category: Entertainment (Reference: Other)	**0.69**	**0.55 – 0.85**
Category: Educaiton (Reference: Other)	1.24	0.96 – 1.59
Category: Sports (Reference: Other)	**0.52**	**0.28 – 0.97**
Reaction: Personal Sharing (Reference: Emotional Support)		
Intercept	**0.06**	**0.04 – 0.09**
Period: Post-Taiwan #MeToo (Reference: Post-global #MeToo)	1.09	0.88 – 1.35
Type: News Video (Reference: Non-New Video)	0.73	0.53 – 1.01
Origin: Uncertain (Reference: International)	1.12	0.53 – 2.36
Origin: Domestic (Reference: International)	1.38	0.98 – 1.93
Category: Politics (Reference: Other)	**0.50**	**0.34 – 0.74**

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Category: Entertainment (Reference: Other)	1.03	0.73 – 1.45
Category: Educaiton (Reference: Other)	**1.80**	**1.26 – 2.58**
Category: Sports (Reference: Other)	1.09	0.43 – 2.56
Observations	16,674	

Finally, I applied a Bayesian multilevel model to investigate the relationship between negative reactions and the period after the Taiwan #MeToo movement, similarly setting the post-global #MeToo period as a reference. The results (Table 9) demonstrated that the odds of negative reactions were not significantly different in the period after June 2023 compared to before (OR = 0.99, 95% CI [0.94, 1.05]).

Table 9. Bayesian Multilevel Model Examining the Relationship Between Predictors and Negative Reactions

Predictors	Odds Ratios	CI (95%)
Intercept	**0.73**	**0.63 – 0.84**
Period: Post-Taiwan #MeToo (Reference: Post-global #MeToo)	0.99	0.94 – 1.05
Type: News Video (Reference: Non-New Video)	**4.34**	**3.86 – 4.88**
Origin: Uncertain (Reference: International)	1.00	0.76 – 1.32
Origin: Domestic (Reference: International)	**1.55**	**1.42 – 1.69**
Category: Politics (Reference: Other)	**1.14**	**1.05 – 1.24**
Category: Entertainment (Reference: Other)	0.98	0.90 – 1.06
Category: Educaiton (Reference: Other)	**0.71**	**0.64 – 0.80**

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Category: Sports (Reference: Other)		1.02	0.81 – 1.28
Random Effects			
σ^2	0.02		
τ_{00}	0.17		
ICC	0.08		
$N_{videoid}$	6,190		
Observations	199,807		
Marginal R^2 / Conditional R^2	0.066 / 0.143		

In conclusion, the results for H1b did not support the hypothesis, as neither the increase in positive reactions nor the decrease in negative reactions was found to be statistically significant. On the other hand, the increased likelihood of obtaining advocacy and responsibility reactions was statistically significant. These findings warrant further explanation and will be discussed in the Discussion chapter.

5.2 RQ2: The Various Attributes of YouTube Videos

To address the second research question and the second group of hypotheses, I also mainly employed both chi-square tests and Bayesian multilevel models to explore the relationships between different attributes of YouTube videos (news, origin, and category) and social reactions to sexual violence content in comment sections.

After classifying the videos, the whole dataset contained 11,171 (88.4%) news videos and 1,465 (11.5%) non-news videos. Based on the origin of the content, 9,187 videos (72.7%) were categorized as domestic, 2,901 (22.9%) as international, and 548 (4.3%) as uncertain. Regarding video content categories, the distribution was as follows: politics-related videos accounted for 2,901 (22%), entertainment-related videos for

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3,877 (30.6%), education-related videos for 1,856 (14.6%), sports-related videos for 286 (2.2%), and videos in other categories were 3,761 (29.7%).

In terms of the distribution of different video attributes across two periods, in total, there were a total of 7,643 videos in the dataset during the period following the global #MeToo movement in October 2017 and 4,165 videos during the period following the emergence of Taiwan #MeToo in June 2023.

In more detail, regarding the news type of videos, in the post-global #MeToo period, 6,776 videos (88.7%) were categorized as news videos, while 867 videos (11.3%) were categorized as non-news videos. Similarly, during the post-Taiwan #MeToo period, 3,640 videos (87.4%) were classified as news videos, and 525 videos (12.6%) were classified as non-news videos.

Concerning the video content origin, in the post-global #MeToo period, 4,944 videos (64.7%) were categorized as domestic content, 2,319 videos (30.3%) as international content, and 380 videos (5%) as uncertain content. During the post-Taiwan #MeToo period, 3,537 videos (84.9%) were categorized as domestic, 492 videos (11.8%) as international, and 136 videos (3.3%) as uncertain.

As for the video content category, during the post-global #MeToo period, 1,637 videos (21.4%) were politics-related, 2,080 videos (27.2%) were entertainment-related, 1,131 videos (14.8%) were education-related, 195 videos (2.55%) were sports-related, and 2,600 videos (2.55%) belonged to other categories. In the post-Taiwan #MeToo period, 1,137 videos (27.3%) were politics-related, 1,705 videos (40.9%) were entertainment-related, 567 videos (13.6%) were education-related, 69 videos (1.66%) were sports-related, and 687 videos (16.5%) belonged to other categories.

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5.2.1 H2a: News Content

For the second hypothesis (H2a), which suggests that news videos about sexual violence were more likely to receive negative reactions and less likely to receive positive reactions compared to non-news videos, I conducted a series of chi-square tests and Bayesian multilevel models to examine the associations between news video attributes and specific reactions classified from comments.

Firstly, the results (Figure 5) from the chi-square test indicated that a higher proportion of comments on non-news videos (23.9%) were classified as positive compared to those on news videos (6.4%). However, the number of positive comments was significantly larger, with 5,407 comments from non-news videos and 11,273 comments from news videos classified as positive ($\chi^2(1, N = 199,807) = 8086.3$, $p < .001$).

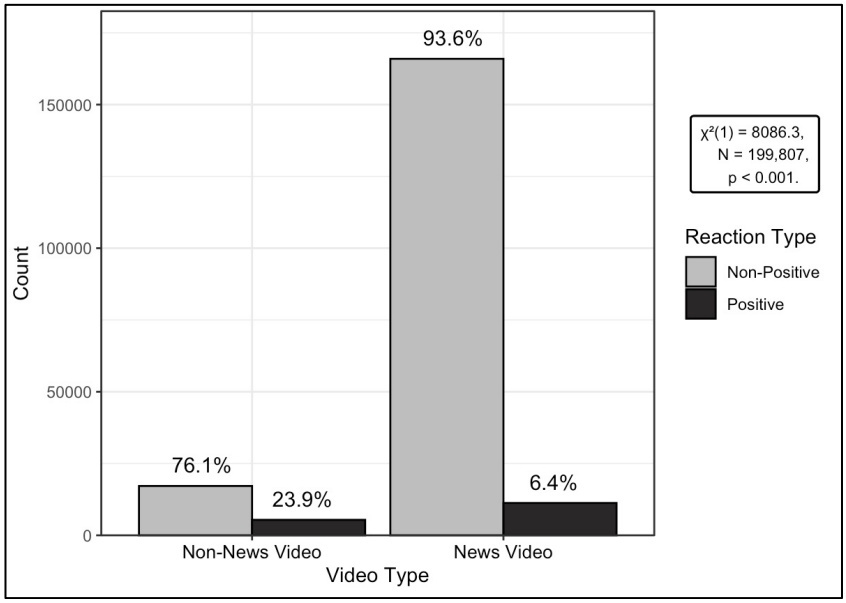


Figure 5. Chi-Square Test for News Videos and Positive Reactions

Next, for subcategories within positive reactions, the results (Figure 6) showed that comments on news videos had a higher percentage of advocacy and responsibility responses (38.7%) compared to non-news videos (30.1%). Conversely, for personal

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sharing, non-news videos had a higher proportion of this reaction (12%) compared to news videos (4.7%) ($\chi^2(2, N = 16,674) = 347.84, p < .001$).

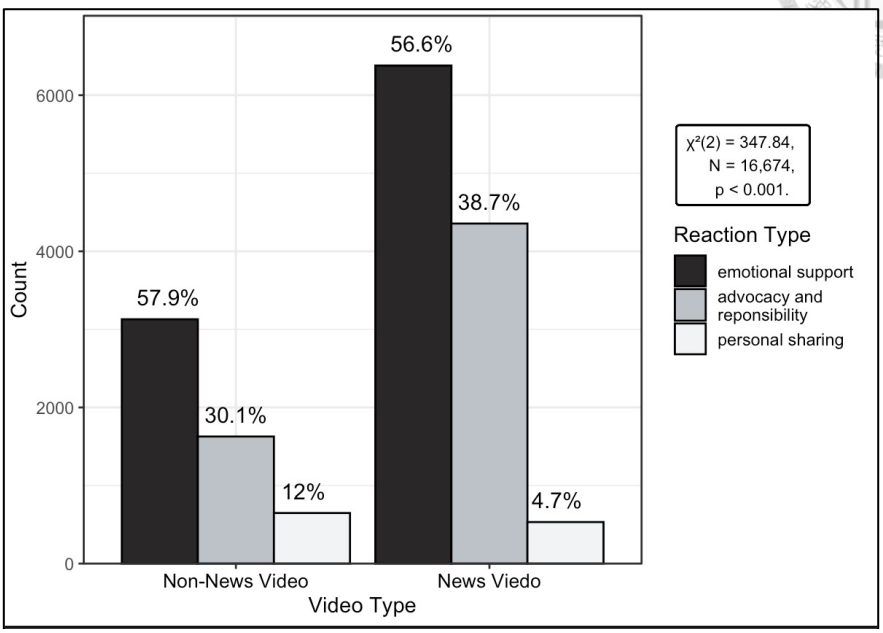


Figure 6. Chi-Square Test for News Videos and Sub-Categories of Positive Reactions

On the other hand, for negative reactions, despite the large difference in the number of comments between news videos and non-news videos, the results (Figure 7) demonstrated that comments from news videos had a higher proportion of negative reactions (78.5%) compared to those from non-news videos (47.3%) ($\chi^2(1, N = 199,807) = 10,383, p < .001$).

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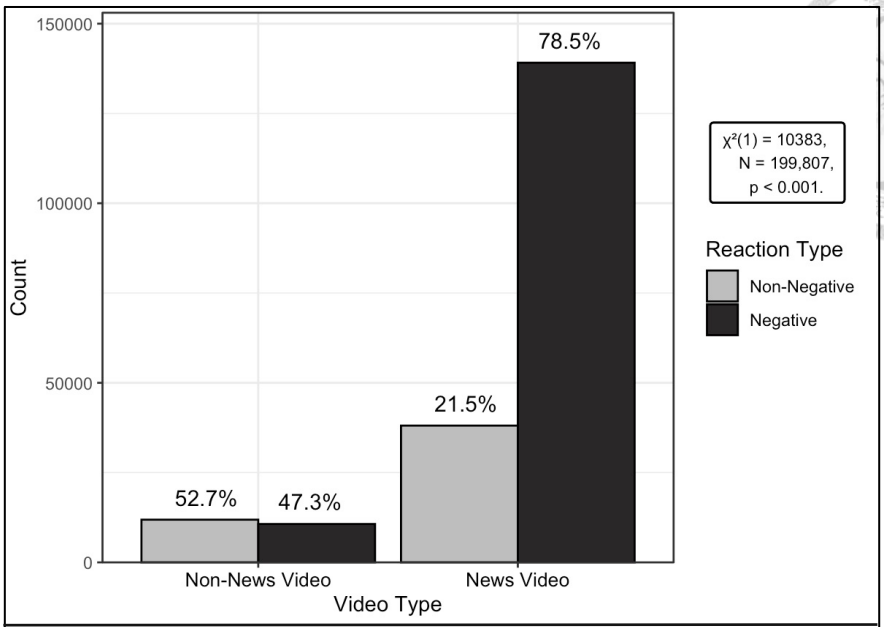


Figure 7. Chi-Square Test for News Videos and Negative Reactions

Specifically, regarding subcategories within negative reactions, also with the large difference in the number of comments between news videos and non-news videos, the results (Figure 8) indicated that for news videos, 8,949 comments (6.4%) were categorized as victim-blaming reactions. For non-news videos, 461 comments (4.3%) were victim-blaming, demonstrating both a higher proportion and a larger number of victim-blaming reactions in news videos ($\chi^2(1, N = 149,824) = 75.441$, $p < .001$).

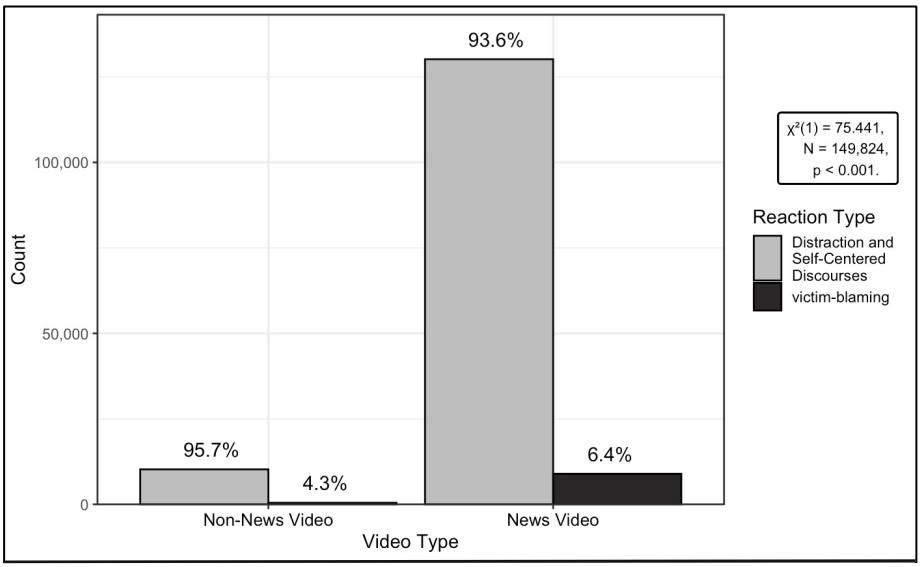


Figure 8. Chi-Square Test for News Videos and Sub-Categories of Negative Reactions

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Furthermore, as shown in Tables 7–9, which I previously presented, the Bayesian multilevel model analysis revealed significant differences in reactions based on content type (news video vs. non-news video).

For positive reactions, the results from Table 7 indicated that news content was associated with significantly lower odds of positive reactions compared to non-news content (OR = 0.22, 95% CI [0.19, 0.26]). Additionally, Table 8 showed that news content was more likely to trigger advocacy and responsibility reactions than emotional support (OR = 3.34, 95% CI [2.60, 4.29]). As shown in Table 9, news videos were also significantly more likely to receive negative reactions compared to non-news content (OR = 4.34, 95% CI [3.86, 4.88]).

In summary, the results for H2a support the hypothesis, demonstrating that news videos about sexual violence were more likely to receive negative reactions and less likely to elicit positive responses compared to non-news videos. However, news content was also more likely to provoke advocacy and responsibility reactions.

5.2.2 H2b: Video Content Origin

To address H2b, which proposed that domestic content was more likely to receive both negative and specific positive reactions, such as personal sharing, compared to international content, I conducted chi-square tests and Bayesian multilevel models to assess it.

For positive reactions, the results from a chi-square test (Figure 9) indicated that comments on domestic content had a lower proportion of positive classifications (7.6%) compared to international content (10.3%), despite the large difference in the number of comments from domestic and international videos ($\chi^2(2, N = 199{,}807) = 1325$, $p < .001$).

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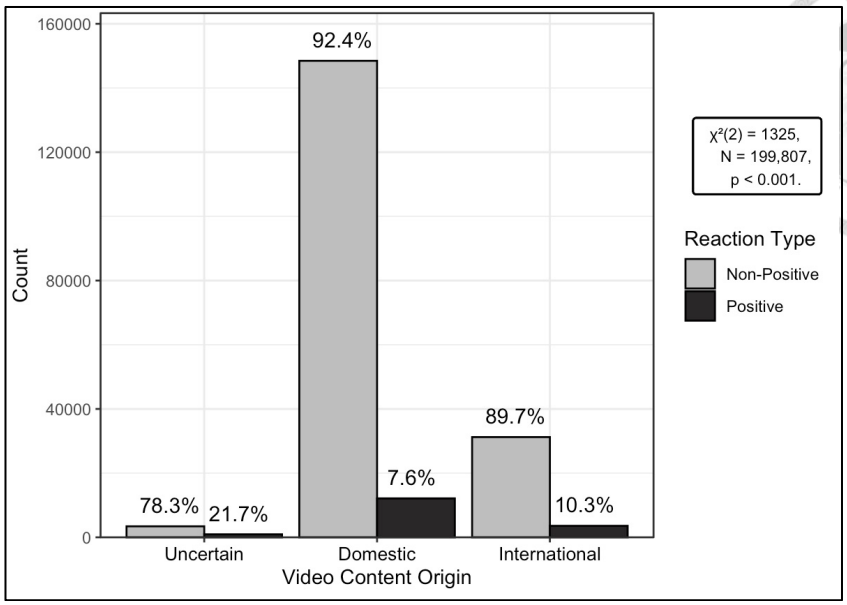


Figure 9. Chi-Square Test for Video Content Origin and Positive Reactions

Further, for sub-categories within positive reactions, the results (Figure 10) showed that, despite the large difference in the number of comments between domestic and international content, comments on international content had a higher percentage of emotional support responses at 65.6%, compared to those from domestic content at 53.4%. Comments on domestic content had a higher percentage of advocacy and responsibility reactions at 38.9%, whereas international content had a lower percentage at 29.7%. The percentage of personal sharing reactions for domestic content was 7.7%, while for international content, it was 4.7% ($\chi^2(4, N = 16,674) = 275.76$, $p < .001$).

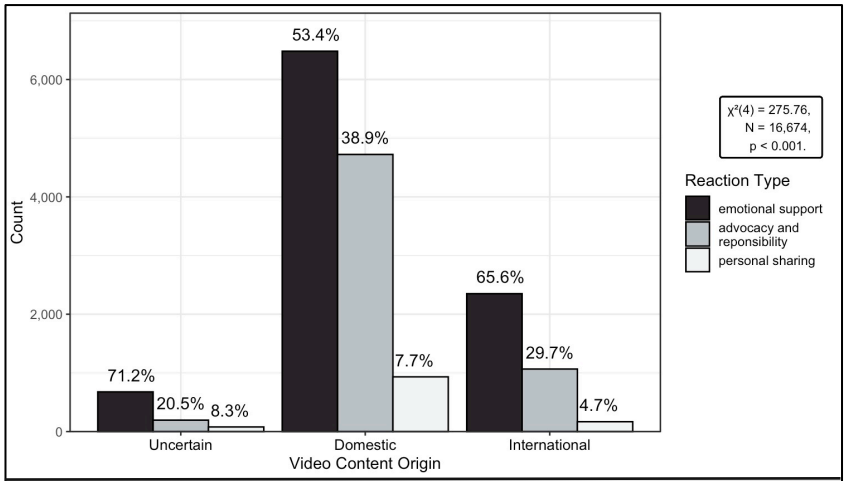


Figure 10. Chi-Square Test for Video Content Origin and Sub-Categories of Positive Reactions

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For negative reactions, on the other hand, the results in Figure 11 showed that comments on domestic content videos had a much higher number and percentage of negative comments, with 122,563 comments (76.3%), compared to those on international content, which had 25,091 comments (72.1%) ($\chi^2(2, N = 199,807) = 1823.1, p < .001$).

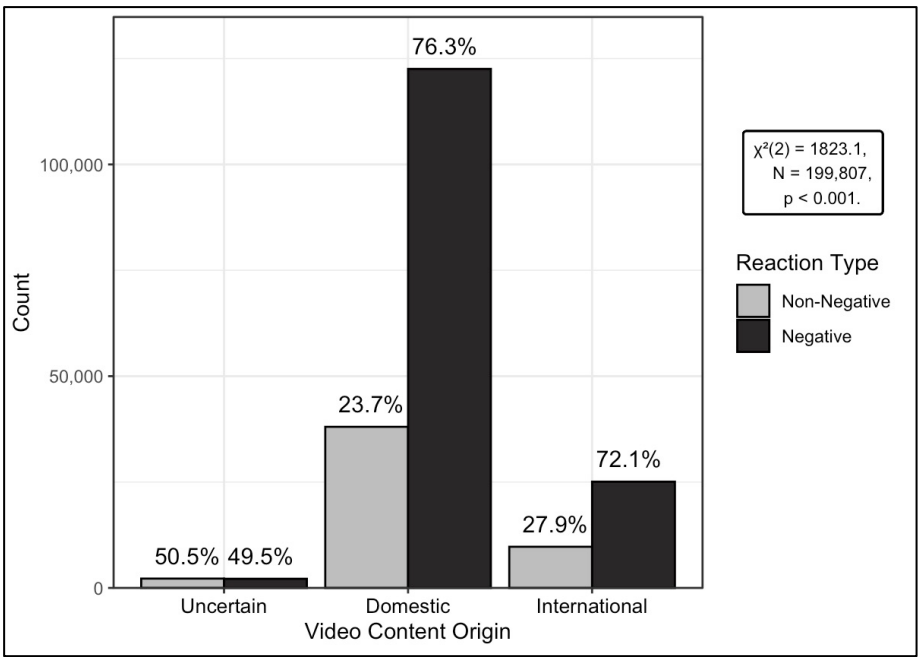


Figure 11. Chi-Square Test for Video Content Origin and Negative Reactions

Regarding the subcategories within negative reactions, the results (Figure 12) demonstrated that 6.7% (8,167) of comments on domestic videos were classified as victim-blaming. In contrast, 4.7% (1,190) of comments on international videos were classified as victim-blaming, indicating both a higher proportion and a larger number of victim-blaming reactions in domestic videos ($\chi^2(2, N = 149,824) = 185.65, p < .001$).

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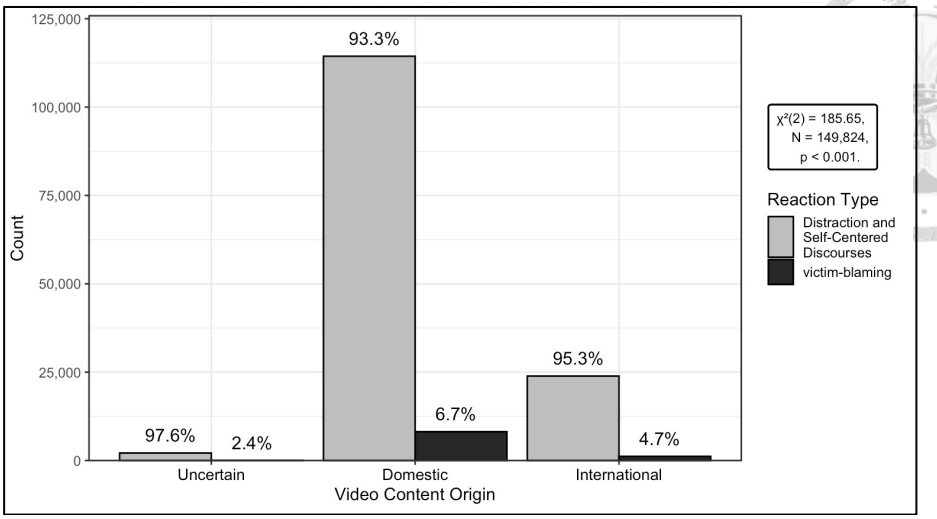


Figure 12. Chi-Square Test for Video Content Origin and Sub-Categories of Negative Reactions

To assess H2b deeply, I utilized Bayesian multilevel model analysis. As shown in Tables 7–9, the Bayesian multilevel models demonstrated significant differences in reactions based on content origin (domestic videos vs. international videos). In this analysis, I set international content as the reference category.

For positive reactions, Table 7 indicated that domestic content was associated with lower odds of positive reactions compared to international content (OR = 0.67, 95% CI [0.58, 0.77]). Regarding sub-categories within positive reactions, Table 8 suggested that domestic content was more likely to receive advocacy and responsibility reactions compared to international content (OR = 1.77, 95% CI [1.44, 2.18]), while no statistically significant differences were found for personal sharing (OR = 1.38, 95% CI [0.98, 1.93]). As for negative reactions, Table 9 indicated that domestic content had higher odds of receiving negative reactions compared to international content (OR = 1.55, 95% CI [1.42, 1.69]).

To summarize, the results from the Bayesian multilevel models partly supported H2b, which hypothesized that domestic content is more likely to receive negative reactions. However, no statistical significance was found for the relationship between

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domestic content and personal sharing, thus not supporting this part of the hypothesis. Notably, domestic content was more likely to elicit advocacy and responsibility reactions.

5.2.3 H2c: Video Content Category

To examine the last hypothesis (H2c), which suggested that video content about prominent cases in specific areas, such as politics, entertainment, education, and sports, was more likely to receive negative reactions compared to videos in other areas, I similarly utilized chi-square tests and Bayesian multilevel models to assess it.

First, the results the chi-square test (Figure 13) showed that within the defined categories (politics, entertainment, education, sports, and other), videos about education cases received the highest proportion of positive reactions (15.4%), followed by other content (11.8%), sports (7.6%), entertainment (6%), and politics (5.6%) ($\chi^2(4, N = 199{,}807) = 3154.1$, $p < .001$).

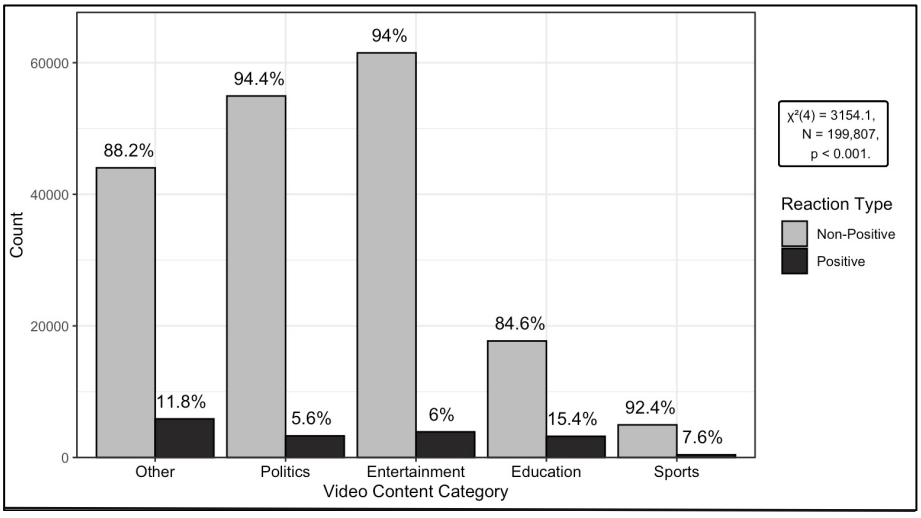


Figure 13. Chi-Square Test for Video Content Category and Positive Reactions

Concerning sub-categories of positive reactions, the results (Figure 14) showed that comments from videos about sports had the highest percentage of emotional support reactions (68.2%), while those about education cases had the highest percentage

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of advocacy and responsibility reactions (39.8%) as well as personal sharing reactions (11.3%), despite the large difference in the number of comments for each category ($\chi^2(8, N = 16{,}674) = 305.44$, $p < .001$).

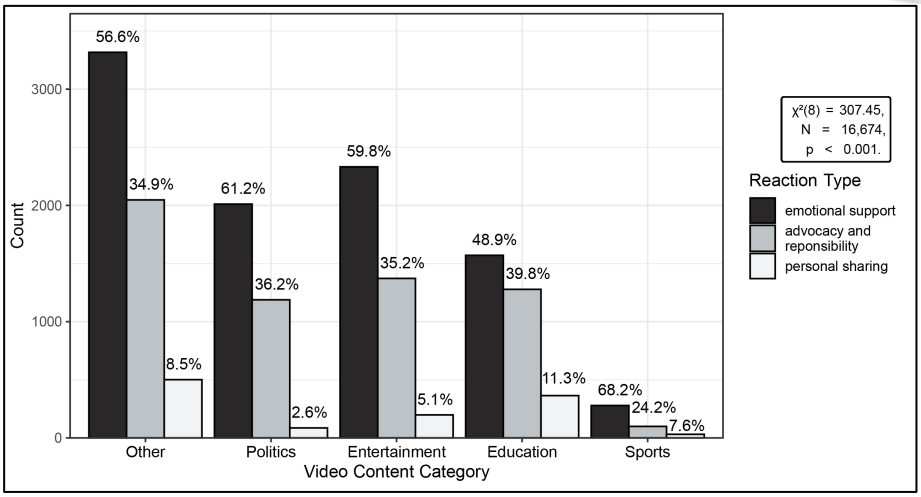


Figure 14. Chi-Square Test for Video Content Category and Sub-Categories of Positive Reactions

Regarding negative reactions, the results (Figure 15) indicated that comments on videos about political cases received the highest percentage of negative responses (80.1%), followed by those related to sports (78.4%), entertainment (75.8%), other content (71.7%), and education (65.3%) ($\chi^2(4, N = 199{,}807) = 2197$, $p < .001$).

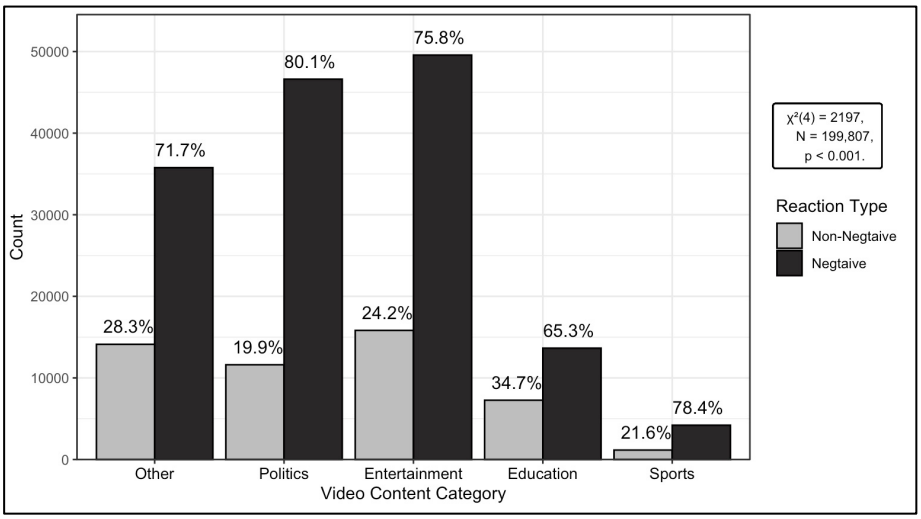


Figure 15. Chi-Square Test for Video Content Category and Negative Reactions

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In terms of sub-categories within negative reactions, the results indicated that comments from entertainment-related videos had the highest proportion of victim-blaming responses (8.1%), followed by other content (6.8%), sports (6.1%), education (5.1%), and politics (4.3%) ($\chi^2(4, N = 149{,}824) = 642.255$, $p < .001$).

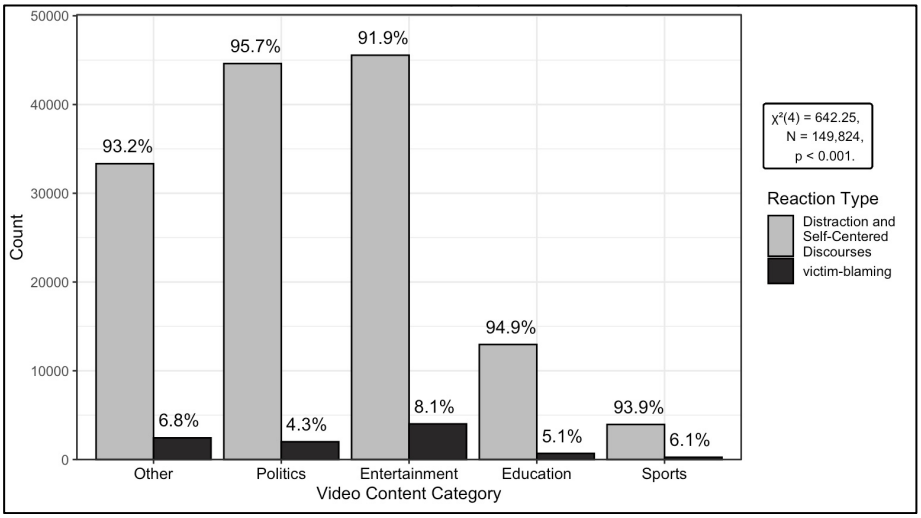


Figure 16. Chi-Square Test for Video Content Category and Sub-Categories of Negative Reactions

To examine the H2c in-depth, the Bayesian multilevel model analysis shown in Tables 7–9 also provided deeper results that assessed significant differences in reactions based on content category.

In terms of video content categories, the results from Table 7 indicated that content related to political cases had slightly lower odds of positive reactions compared to the other category (OR = 0.86, 95% CI [0.75, 0.99]). Content related to education cases had significantly higher odds of positive reactions compared to the other category (OR = 1.76, 95% CI [1.50, 2.09]). No significant difference was observed for entertainment-related content (OR = 0.95, 95% CI [0.83, 1.08]) and sports cases (OR = 0.80, 95% CI [0.54, 1.16]).

Regarding sub-categories within positive reactions, Table 8 demonstrated that content about political cases was associated with significantly lower odds of receiving

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personal sharing reactions compared to emotional support (OR = 0.50, 95% CI [0.34, 0.74]). In contrast, content related to education cases was significantly more likely to obtain personal sharing compared to emotional support (OR = 1.80, 95% CI [1.26, 2.58]). Content related to entertainment (OR = 1.03, 95% CI [0.73, 1.45]) and sports cases (OR = 1.09, 95% CI [0.43, 2.56]) showed no significant differences.

For negative reactions, Table 9 showed that content related to political cases (OR = 1.14, 95% CI [1.05, 1.24]) was associated with slightly higher odds of obtaining negative reactions compared to the other category. Content related to education cases was associated with significantly lower odds of negative reactions (OR = 0.71, 95% CI [0.64, 0.80]). Content about entertainment (OR = 0.98, 95% CI [0.90, 1.06]) and sports cases (OR = 1.02, 95% CI [0.81, 1.28]) did not show significant differences.

In conclusion, the results from the Bayesian multilevel models partially supported H2c, which suggested that videos about political cases were more likely to receive negative reactions. Conversely, the results did not support the hypothesis for education-related content, as these videos were less likely to receive negative reactions.

Furthermore, no statistical significance was found regarding the relationships between entertainment, sports category, and negative reactions. Additionally, it is also worth noting that education-related content was more likely to elicit positive reactions, particularly in the form of personal sharing responses, which warrants further discussion.

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VI. Discussion

6.1 Implications

As a significant digital feminist activism and social movement that began in October 2017 in Hollywood, #MeToo has encouraged more survivors to come forward, challenged deeply rooted ideologies like patriarchy, and, most importantly, profoundly shaped public perceptions of sexual violence. Despite the delayed arrival of #MeToo in Taiwan until June 2023, this wave became a remarkable event that shook the entire society, leading to both positive and negative outcomes and public reactions, especially on social platforms.

In this study, I aimed to explore how the emergence of #MeToo influenced Taiwanese social reactions to sexual violence on social platforms by analyzing data from YouTube. The analysis focused on two key dimensions that could shape public reactions: the emergence of the #MeToo movement and the unique attributes of YouTube content related to sexual violence issues. The findings provide insights into the rise of #MeToo, YouTube's role in shaping public reactions to sexual violence, and finally, Taiwan's position within global feminist activism.

6.1.1 The Influence of #MeToo Across Two Time Periods

To begin, I will first discuss the influence of the #MeToo movement's rise. According to previous studies, significant feminist activism often leads to several effects, such as raising societal consciousness (Gleeson & Turner, 2019). As a well-known movement, Szekeres et al. (2020) also indicated that #MeToo significantly influenced public attitudes toward these issues, primarily by drawing greater attention to them.

Therefore, to examine the impact of the emergence of #MeToo on Taiwanese perspectives toward sexual violence-related content, I explored whether the global

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emergence of #MeToo in 2017 and its appearance in Taiwan in 2023 influenced Taiwanese perceptions on YouTube, as addressed in the first research question.

Generally, based on the descriptive statistics, negative reactions dominated the majority of comments on sexual violence-related content across both periods, while positive responses accounted for only a small portion. As previous studies have indicated, people often respond negatively to sexual violence and its survivors (Bogen et al., 2021; Ullman, 2000). Similarly, this study found that negative reactions, including victim-blaming, distractions, and extreme discourses, were more prevalent than positive ones on YouTube in Taiwan.

To explore this insight and period change in depth, I examined the first hypothesis within the first research question by analyzing positive reactions during the period following the global #MeToo movement in 2017.

The findings indicated that, compared to the period when #MeToo emerged in Taiwan in 2023, there was no statistically significant difference in positive or negative responses during the earlier period, which did not support my original hypothesis. Additionally, advocacy and responsibility reactions were significantly less frequent during this period, which also failed to support my hypothesis that these reactions would be more likely to appear.

Despite the large-scale nature and widespread visibility of the global #MeToo movement in 2017, Taiwanese audiences might have felt distant or detached from it due to its remoteness, showing that the impact of this movement may not have fully translated into meaningful changes in social responses to sexual violence within Taiwanese society at that time.

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Furthermore, the reduced likelihood of receiving specific positive reactions, such as advocacy and responsibility, suggests that proactive responses may have faced social barriers during this period. Despite the exposure of several prominent global cases and the initiation of related discussions, these responses struggled to transcend national boundaries and practically influence local awareness, resulting in fewer calls to address these issues in Taiwan. However, further research is needed to explore this phenomenon in greater depth.

Regarding the second hypothesis of the first research question, which aimed to examine social reactions during the period when #MeToo emerged in Taiwan in 2023, the main findings both indicated that there is a lack of statistically significant changes in both the increase in positive reactions and the decrease in negative reactions in this period, falling to reach the original hypothesis.

Nonetheless, the significantly increased likelihood of receiving reactions related to advocacy and responsibility during the post-Taiwan #MeToo period is worth further discussion. Additionally, it is important to examine the changes in the exact distribution of responses across the two periods. Notably, reactions concerning advocacy and responsibility increased substantially by 10% following the emergence of Taiwan's #MeToo movement in 2023. These findings are strongly in line, to some extent, with those of previous studies.

Feminist activism, as a long-developing social movement dedicated to challenging the suppression of patriarchal ideology and combating sexual violence, has primarily relied on collective strength and action (Strauss Swanson & Szymanski, 2020). As scholars have noted, Serisier (2018) highlighted that the core value of feminist activism lies in individuals sharing their experiences narratively, transforming a series of exposed incidents into collective power, where personal voices are amplified

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(Chen et al., 2018; Clark, 2016; Clark-Parsons, 2019; Mendes et al., 2018), as exemplified by #MeToo.

Some scholars have further indicated that #MeToo notably motivated the public to pay greater attention to these issues (Szekeres et al., 2020), provided "directive support" by actively demonstrating a commitment to addressing the problems (Hosterman et al., 2018), and transformed issues that were once considered private into societal concerns (Clark-Parsons, 2019). Therefore, the high-profile local incidents that occurred in Taiwan in 2023 may have motivated the Taiwanese public to confront these issues more directly, addressing them with advocacy and responsibility, as the results have shown.

In addition, although the influence of both periods on positive and negative responses was not statistically significant, the descriptive statistics still indicate that both the amount and percentage of positive reactions decreased after #MeToo emerged in Taiwan, while the amount and percentage of negative reactions increased during the same period, also demonstrating some crucial insights.

In more detail, from the perspective of sub-categories within positive reactions, I initially proposed that more Taiwanese individuals would speak out about the sexual violence experiences as the #MeToo wave spread in Taiwan in 2023, similar to findings in Western studies (Clark-Parsons, 2019; Loney-Howes, 2019). However, in reality, the absolute number of personal sharing reactions decreased slightly after the emergence of Taiwan's #MeToo movement in 2023 compared to the international movement in 2017.

This might reveal societal factors within Taiwan. As Chen (2021) indicated, one reason for Taiwan's limited role in the 2017 #MeToo movement was the absence of prominent local incidents that could have encouraged more survivors to share their

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stories because survivors often face serious consequences after exposing the truth. However, even though many local cases were disclosed in 2023, they still failed to encourage more people to speak out, which might also be due to the high price survivors must pay for sharing their experiences in society (Chen, 2021). To explore this further, it is worth referring to previous research by Huang (2021), who noted that the poor quality of news reporting in much of the Taiwanese media undermines victims' credibility, discouraging survivors from publicly disclosing their stories.

On the other hand, the slightly increasing number of negative reactions on YouTube during this period might also resonate with previous studies. As Mendes et al. (2018) and Jane (2017) both noted, the prevalence of social platforms can easily spread harmful discourse and anti-women rhetoric, creating a hostile environment in digital spaces.

As for the sub-categories within negative reactions during the two periods, despite the overall increase in negative responses, it is worth noting that victim-blaming responses decreased, whereas distractions and self-centered discourses increased after Taiwan's #MeToo emerged. Among these, the latter responses consistently dominated, accounting for over 90% of negative reactions, while victim-blaming constituted only a small proportion. This aligns with previous studies, which found that distraction responses to sexual violence are often prevalent on social media (Bogen et al., 2021).

Although commenters often use distractions and self-centered discourses to react to sexual violence issues and express their emotions negatively—a phenomenon unique to social media (Bhuptani et al., 2024; Bogen et al., 2019b, 2022)—examples include comments like "It's so disgusting, the pervert's hands should be chopped," "This bastard should go to hell," or "The terrible government caused this result." Some of these responses actually reflect greater public attention in Taiwan toward these

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incidents. Also, the slight decrease in victim-blaming would again resonate with the finding that the emergence of #MeToo could improve public attitudes toward sexual violence (Szekeres et al., 2020).

To some extent, this shift suggests that whether commenters were deliberately redirecting attention away from the core issues or simply sharing emotional opinions, their responses indicate broader societal engagement with these problems during the later period, with mixed emotions reflected in the reactions.

Besides, in this study, the length of the post-Taiwan #MeToo period (about one year) is much shorter than that of the post-global #MeToo period (about five years and eight months). This time difference might suggest that the longer period likely helped establish a relatively stable social consensus among Taiwanese people on digital spaces. Conversely, the shorter post-Taiwan #MeToo period might indicate that public awareness of these issues is less steady and still in its early stages.

Regardless, as highlighted in the multilevel analysis, no statistically significant differences were found between the two periods for either positive or negative reactions. This suggests that further research is needed to explore these observations and better understand these phenomena, which remains a valuable topic for future investigation.

6.1.2 The Impact of Various YouTube Video Attributes

Apart from the impact of the #MeToo occurrences, it is also important to acknowledge the impact of the content and platform itself, which in this study refers to YouTube and its associated videos.

As O'Farrell (2022) found, YouTube, as a public space on the internet, is easily accessible to the public for sharing their opinions on each video, thereby amplifying both pro- and anti-feminist activism voices. In addition, previous usually focused more

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on the effects of vlogs, where some feminists used to express their experiences by situating individuals within a broader cultural and feminist framework (Almanssori & Stanley, 2021; Cook & O'Halloran, 2023; Szostak, 2014).

YouTube videos related to sexual violence topics exhibit diverse attributes, which I preliminarily identified as including distinctions such as news vs. non-news content, the origin of the cases, and the varying content categories in which the cases are discussed. Therefore, I then explored whether these video attributes influence audience reactions to sexual violence content in the second research question.

Generally speaking, according to the descriptive statistics, news videos largely dominated the dataset of sexual violence-related videos. Previous statistics have stated that YouTube is the most widely used social platform for Taiwanese audiences to receive news (Newman et al., 2024). Therefore, it is reasonable that news content constituted the majority. Additionally, regarding the origin of the content, videos about Taiwanese cases made up the majority. If categorized by categories, entertainment-related videos represented the largest category, while politics-related videos accounted for the second-largest category.

In other ways, looking through the proportions of videos that were in different attributes across the two periods, it can be seen that the ratio of videos regarding Taiwanese local cases increased dramatically after Taiwan #MeToo happened in 2023, growing nearly 20%. In the matter of video categories, the percentage of entertainment cases-related videos increased the most, followed by politics-related content in the period that Taiwan’s #MeToo emerged later.

Based on these descriptive results, it can be observed that the dominant content in the dataset during the later period primarily focused on local cases in the political and

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entertainment industries, which were the starting points of the Taiwanese #MeToo wave and the center of public attention. As previously mentioned, a public post from a former employee of the DPP sparked a series of #MeToo waves in the political field (Chen, 2023a). Subsequently, disclosures from prominent entertainers such as Tina Chou and Yuan Kuo (Kuo, 2023) shocked Taiwanese society and dominated the headlines throughout 2023. These high-profile cases not only captured the attention of news agencies but also heightened public awareness of sexual violence issues.

Concerning the deeper influence of video attributes on public perceptions, based on the results, news videos were significantly more likely to receive negative comments on YouTube compared to non-news videos, which strongly supports the first hypothesis of the second research question I originally proposed.

For the second hypothesis in this research question, I suggested that videos regarding domestic incidents were more likely to trigger negative reactions and personal sharing responses. The results similarly revealed that videos related to domestic cases were significantly more likely to receive negative comments than international videos. In contrast, the final result could not support a significant relationship between domestic content and personal sharing, although domestic videos did have higher proportions of personal sharing reactions compared to international content.

Moreover, regarding video content categories, I hypothesized that videos about cases in prominent fields, such as politics, entertainment, education, and sports, would tend to trigger more negative reactions compared to those in other areas. The findings indicated that only videos about politics were significantly more likely to elicit negative reactions across all categories.

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As previous results showed, news type of content, domestic content, and videos about political cases represented a large portion of the entire dataset, suggesting that local sexual violence-related issues were more prevalent on YouTube. In addition, previous studies have indicated that when reporting on sexual violence cases, Taiwanese news outlets often focus on high-profile incidents, such as those involving famous perpetrators, which tend to receive broader coverage (Peng, 2021).

Thus, this type of content might reinforce patriarchal perspectives and rape myths among the public, influencing their reactions and triggering negative comments while watching the videos. This may also partly explain why videos covering domestic issues or high-profile fields, such as politics, tended to elicit more negative responses on YouTube, as these topics often attract heightened public attention and debate.

As mentioned above, when examining negative comments, such as those with distractions and self-centered discourses, some commenters expressed their discontent toward perpetrators, the government, and even society as a whole through extreme language. This again demonstrates how high-profile cases can draw greater public attention to sexual violence, even though they were conveyed negatively.

Nevertheless, the targets of victim-blaming reactions often included Taiwanese female celebrities involved in well-known cases, such as Ili Cheng, Tina Chou, and Yuan Kuo. Commenters usually condemned these individuals, questioning their intentions in revealing the truth and even humiliating them.

Some scholars have also found that when victims choose to speak out or when the truth is exposed on the internet, they often encounter negative reactions, such as trolling and trivializing their experiences (Bhuptani et al., 2024; Bogen et al., 2019b, 2022). This, to some degree, again shows that entrenched ideologies, such as rape

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myths, which often shift blame onto victims and minimize the severity of sexual violence, still persist, especially in the digital sphere (Lonsway et al., 2008; Luo, 2012).

Noticeably, videos about education cases were less likely to receive negative reactions but were significantly more likely to trigger both positive and personal-sharing reactions on YouTube. This result might suggest that Taiwanese individuals feel a stronger connection to educational incidents, as most people have firsthand experiences in this field, unlike relatively distant areas such as politics, entertainment, or sports. This connection may motivate commenters to express sympathy and even share personal stories. This finding still needs further investigation, though.

Speaking of raising awareness regarding sexual violence issues among Taiwanese, it is valuable to mention that certain attributes of YouTube videos were significantly more likely to trigger reactions calling for advocacy and responsibility for this problem. These include the news format of videos and domestic content. As a result, a series of local incidents in Taiwan may have provided powerful motivation, inspiration, and strong emotions for Taiwanese people to call for action on this deeply rooted societal issue.

As mentioned above, these findings affirm that the emergence of sexual violence issues and related activism, such as #MeToo, may have heightened public awareness, fostered active support, and transformed private issues into societal responsibilities requiring advocacy and action (Clark-Parsons, 2019; Hosterman et al., 2018; Szekeres et al., 2020), particularly on YouTube.

Furthermore, it somewhat demonstrated that digital platforms like YouTube could create new opportunities for feminist activism by expanding discussions and

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employing various approaches, as noted by Almanssori & Stanley (2021) and Baer (2016), such as utilizing videos with various attributes.

6.1.3 Summary

To summarize the overall effect of the #MeToo movement on public attitudes on YouTube within Taiwan, several key findings are worth discussing in depth, followed by a series of conclusions.

In sum, although there was no statistically significant change in either positive or negative social reactions following the onset of #MeToo globally in 2017 and in Taiwan in 2023, the significant increase in calls for advocacy and responsibility, as well as a decrease in victim-blaming responses in the later period, to some degree, suggests a modest impact of this wave within Taiwan on YouTube, amplifying the individuals' expression into collective and societal power.

These results demonstrate that #MeToo's emergence in Taiwan did contribute to leveraging public conversations about the issue. Nevertheless, it is necessary to observe the long-term influence of this movement within Taiwanese society in the future.

Additionally, it is important to note that videos related to local sexual violence cases and news formats were more likely to receive not only negative reactions but also specific positive responses like calls for advocacy and addressing the problem. This demonstrates the contradictory nature of Taiwanese social reactions to these cases, which aligns with past studies that have identified similar patterns among digital feminists (Fotopoulou, 2016; Linabary et al., 2019).

The findings from YouTube's perspective indicated that digital tools are a double-edged sword: while they can transform collective outcries into meaningful public awareness and even social change, they can also deepen entrenched ideologies, such as rape myths, by spreading harmful narratives simultaneously (Mendes et al.,

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2018). Despite growing social awareness of sexual violence issues, many reactions to such incidents remain discouraging, again reflecting the coexistence of both positive and negative reactions to sexual violence on social platforms (Bogen et al., 2019a). This represents a worthwhile direction for future research to explore further.

Finally, as a belated wave that came to Taiwan in 2023 instead of following the occurrence of #MeToo in 2017, it provides a valuable understanding of Taiwan's position in the international context regarding the development of feminist activism.

In terms of the high-profile areas most affected by the #MeToo wave of 2023 within Taiwanese society, political cases, which marked the kickoff of this wave, and incidents in the entertainment industry, which drew greater public attention to these issues, dominated the news throughout the whole period in Taiwan. As a result, this phenomenon highlights a distinct pattern in the emergence of Taiwanese #MeToo compared to other Asian countries.

For example, in China, the exposed cases influenced by #MeToo largely in education, civil society, and the media industry, with only fragmentary incidents since strict regulations and censorship imposed by the authoritarian government hinder individuals from speaking out, making it even more difficult to expose scandals in sensitive fields such as politics (Zeng, 2020). In Taiwan's case, on the other hand, the relatively greater freedom of speech may allow more incidents across various areas to come to light, aligning with Lee and Murdie's (2020) study that highlights the strong connection between feminist activism and democracy.

As for the Taiwanese social reactions to sexual violence on YouTube following the appearance of #MeToo, notable findings are also worth comparing with broader areas outside Taiwan. The noticeable change after Taiwan #MeToo happened would be

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the escalation of responses regarding calling for advocacy and responsibility to address problems, aligning with Western studies like research by Szekeres et al. (2020). Nevertheless, there was even a slight decrease in responses like disclosing personal experiences regarding sexual violence among Taiwanese.

Ideally, the more significant the cases, the more survivors of sexual violence would share their stories, as indicated by many Western studies (Chen et al., 2018; Clark, 2016; Clark-Parsons, 2019; Mendes et al., 2018). Practically, however, due to numerous societal and cultural factors, the cost of revealing past experiences is often too high for individuals to turn private secrets into public topics of discussion (Chen, 2021; Gruber & Smith, 1995; Kantor & Twohey, 2020; Liu, 2022), let alone to disclose stories on the internet publicly, where survivors often face negative reactions, such as trolling and trivialization (Bhuptani et al., 2024; Bogen et al., 2019b, 2022).

This phenomenon would also demonstrate the shared close culture with other Asian countries. For instance, Japanese news outlets often find it challenging to report on sexual violence occurring in prominent areas due to a cultural norm that prioritizes social harmony over individualism and patriarchal views, especially in media (Huang, 2021; Starkey et al., 2019). Even though South Korea experienced a stronger impact from #MeToo as it spread there, the movement still faced challenges and criticism, particularly from political circles (Shin, 2021).

Similarly, although Taiwan is a democratic country like Japan and South Korea, it is also difficult for survivors to speak out publicly due to the high personal costs they face after disclosure (Chen, 2021), as well as the lack of quality news coverage that would provide space for survivors to express freely (Huang, 2021).

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In conclusion, whether in Western countries, Asia, or Taiwan, survivors of sexual violence often have to confront enormous negative consequences such as backlash for facing perpetrators and institutional mistreatment following their disclosures (Fitzgerald et al., 1995; Luo, 2012, 2002), not to mention when those outcomes are amplified by cultural factors in specific regions—even though they have done nothing wrong.

Generally, Quan-Haase et al. (2021) pointed out that most research on #MeToo tends to focus on Western countries, often lacking perspectives from the Global South. As a result, this research, focusing on Taiwan's situation, might help fill that gap by offering insights from Taiwan's perspective, providing a valuable foundation for future feminist activism research from this Asian country.

6.2 Limitations

As a notable feminist movement within both the global sphere and Taiwanese society, #MeToo's appearance offers several aspects for further research. While this study provides several insights into the changes and discoveries of social reactions to this issue on YouTube, it also has several limitations concerning the dataset and methods.

To assess how #MeToo changed public perceptions within Taiwan, I extracted related data from YouTube for analysis, focusing on the period from 2017 to 2024 to examine the impact of the two major occurrences of #MeToo globally in 2017 and 2023 within Taiwanese society. When looking more closely at the development of digital feminist activism, several notable movements preceded #MeToo globally, such as #YesAllWomen and #WhyIStayed in 2014. In Taiwan, while relatively few similar movements emerged in the past, some significant cases, such as Ili Cheng's accusation of harassment by a famous singer in 2021, also sparked substantial societal reactions.

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However, as this study focused solely on two occurrences of #MeToo within Taiwan, it may have missed capturing some nuanced changes in public reactions, such as the nuanced differences between these incidents and the context of other countries.

Additionally, in this study, I analyzed data from the period after #MeToo occurred in Taiwan, which spans only about a year. As a result, the study might miss changes that could occur over a longer time frame in the future. Therefore, future research could address this by extending the data collection period and regions, as well as analyzing additional timeframes associated with these high-profile incidents.

Furthermore, this study primarily focused on YouTube, the most widely used social platform for receiving news information in Taiwan (Newman et al., 2024), to analyze how Taiwanese users reacted to sexual violence content. However, as a feminist movement that emphasizes narrative storytelling as a core value, exploring other popular social platforms in Taiwan, such as Facebook, Instagram, and Dcard, could also provide additional insights. Therefore, future research could consider these platforms to address the gap in understanding how public perceptions of sexual violence evolve across different social media and to compare the reactions in the various social spheres.

When employing classifiers to categorize the variables used in the analysis, I utilized GPT-4o mini for assistance. While acceptable intercoder reliability was achieved between ChatGPT and me for each classifier, caution remains necessary. Automated tools like ChatGPT or other LLM models can occasionally misinterpret context, overlook cultural factors, or struggle with ambiguous language, leading to potential classification errors.

Consequently, to better detect nuanced differences, such as extending subcategories within positive and negative reactions or texts with sarcastic intentions,

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future studies using LLMs for text classification could focus on improving intercoder reliability scores by revising prompts or exploring more advanced and efficient models.

Last, regarding the method I employed in this study, by utilizing quantitative research methods, I primarily analyzed YouTube data using statistical tools such as chi-square tests and Bayesian multilevel models. These analyses aimed to address and validate the research questions and hypotheses by examining the relationships between various predictors in the dataset and social reactions on the platform.

Nonetheless, this approach may overlook some subtle insights from individual perspectives or fall short of fully considering the contextual background. In the future, it would also be valuable to assess public perceptions through mixed methods research combining qualitative research, such as using in-depth interviews, to explore the untold stories and perspectives that are not exhibited on social media by only using quantitative methods.

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Appendix



Appendix 1: Detailed Prompts and Definitions for Classifiers

1. Prompts for Video Classification

(1) Classifier for Relevance

Category	Definition
Relevant (1)	標題需提及性暴力核心議題，且根據標題或描述可判斷影片內容主要是討論性暴力行為相關的話題。標題中含有以下詞彙或類似詞彙的情況，也視為相關： - 涉及「加害者」與「受害者」的討論 - 涉及社會矚目性暴力（性騷、性侵等皆是）爭議、案件的第三人討論，如「寶媽回應前夫曾志偉性侵事件」、「黃健瑋涉性騷 妻子蔡亘晏露面不發一語」 - 性侵害防治、#MeToo 事件報導、性侵個案討論等 - 社會或個體對於性暴力的回應和處理 - 關於性暴力的法律、政策或社會問題探討 - 涉及性暴力議題的社會運動或個人經歷 (Translation in English: The title must include core issues of sexual violence, and the video content should primarily discuss topics related to sexual violence by the title or description. Videos are considered relevant if the title includes the following terms or similar expressions: discussions involving “perpetrators” and “victims,” controversies surrounding socially prominent cases of sexual violence (including harassment, assault, etc.), third-party commentary on cases, prevention of sexual assault, #MeToo movement reports, discussions of sexual assault cases, societal or individual responses to and handling of sexual violence, explorations of laws, policies, or social issues related to sexual violence, or social movements or personal experiences involving sexual violence.)

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Non-relevant (0)	– 從標題或描述看不出影片與性暴力直接關係。 – 標題使用極端或無意義的言辭，不明所以，無法證明影片內容涉及實際討論或關聯性暴力行為。 – 標題或描述中的性暴力詞彙是僅是誇大描述，根據標題與描述判斷與影片內容無關。 – 標題或描述中的性暴力詞彙是用來描述戲劇、電影內容，並非實際發生的性暴力事件。 – 根據標或描述可知性暴力只是影片部分內容，而不是影片討論的主要議題。 (Translation in English: - The title or description does not indicate a direct connection between the video and sexual violence. - The title uses extreme or meaningless language, making it unclear and unable to confirm that the video content involves actual discussions or is related to sexual violence. - Sexual violence-related terms in the title or description are merely exaggerated expressions and are unrelated to the video's content. - Sexual violence-related terms in the title or description are used to describe drama or movie content, rather than actual incidents of sexual violence. - Based on the title or description, sexual violence is only a part of the video's content and not the main subject of discussion.)

(2) Classifier for News and Non-news Videos

Category	**Definition**
News (1)	透過標題與描述可以得知影片明確屬於新聞事件，如透過新聞形式報導性暴力案件，即屬於新聞分類。這通常包括記者採訪、現場報導、新聞畫面等，且涉及具體的新聞案件、事件、或相關人物。 (Translation in English: Through the title and description, it can be determined that the video explicitly belongs to the category of news events, such as reporting sexual violence cases in a news format. This typically includes journalist interviews, on-site reports, news footage, and content related to specific news cases, incidents, or relevant individuals.)

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Non-news (0)	透過標題和描述顯示影片是性暴力觀點分享、意見討論、電影、遊戲、紀錄片、宗教教育推廣或其他非新聞類型的內容。或故事、電視劇、紀錄片、電影介紹，也應分類為非新聞。 (Translation in English: Based on the title and description, videos presenting perspectives on sexual violence, opinion discussions, movies, games, documentaries, religious educational promotions, or other non-news content are categorized as non-news. Additionally, stories, TV dramas, documentary features, or movie introductions should also be classified as non-news.)

(3) Classifier for Domestic and International Content

Category	Definition
Domestic (1)	標題或描述中明確提與臺灣的事件或人物相關的案件或內容，或明確提及臺灣的地點、政府、組織、名人等。 (Translation in English: Based on the title and description, it can be determined that content explicitly related to incidents or individuals in Taiwan, or explicitly mentioning Taiwanese locations, government, organizations, or public figures.)
International (2)	標題或描述中涉及外國的事件或人物，明確提及外國地點或人物，或是非台灣的社會、法律為背景的事件。 (Translation in English: Through the title and description, it can be determined that videos are related to foreign countries, mentioning foreign locations or individuals, or involving events based on non-Taiwanese social or legal contexts.)
Uncertain (0)	如果標題和描述均無法確定事件是國內還是國外，則歸類為無法判斷，如專家、律師、諮商師等概括性意見或分析，若影片標題與描述皆未提到地點或相關人物，即使此類。 (Translation in English: If the title and description cannot determine whether the incident is domestic or international, it is categorized as uncertain. This includes generalized opinions or analyses by experts, lawyers, or counselors, or if neither the title nor the description mentions specific locations or related individuals.

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(4) Classifier for Video Content Categories

Category	Definition
Politics (1)	從標題或進一步透過描述可看出影片明確與政治或政府部門人士相關的性暴力案件，如受害者或加害者為黨工、公務員、立委、黨員、部會首長等政界相關人士。 (Translation in English: Based on the title or the description, videos clearly related to sexual violence cases involving political or government figures—such as victims or perpetrators being party staff, public servants, legislators, party members, or heads of government departments—are categorized accordingly.)
Entertainment (2)	從標題或進一步透過描述可看出影片影片明確與娛樂界或文化界的性暴力案件相關，受害者或加害者為娛樂界人士，如藝人、主持人、模特兒、小模、網紅、歌手、演員、導演等。 (Translation in English: Based on the title or the description, videos explicitly related to sexual violence cases in the entertainment or cultural industry—where the victims or perpetrators are individuals such as entertainers, hosts, models, influencers, singers, actors, or directors—are categorized accordingly.)
Education (3)	明確指出涉及學校、大學或學術機構的性暴力案件或相關的內容。如提及發生場域為校園如幼兒園、小學、國中、高中、大學、安置機構，或加害者和受害者為教師、教授、學生、學童、教保員等。 (Translation in English: Based on the title or the description, it can be explicitly identified sexual violence cases or related content involving schools, universities, or academic institutions. This includes incidents occurring in educational settings such as kindergartens, elementary schools, junior high schools, high schools, universities, or residential institutions, as well as cases where the perpetrators or victims are teachers, professors, students, schoolchildren, or childcare workers.)
Sports (4)	從標題或進一步透過描述可看出影片明確與體育界人士相關的性暴力案件，如受害者或加害者為教練、球員等體育相關人士。 (Translation in English: Based on the title or the description, it can be clearly identified cases involving individuals in the sports industry, such as victims or perpetrators being coaches, athletes, or other sports-related professionals.)

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Others (5)	不屬於上述範疇，或透過標題和描述無法判定影片主題屬於上述兩者。如性暴力推廣或宣導片；涉及個人或非公共領域的性暴力案件；或屬於其他類別，如發生於醫界、商業界、企業內部、宗教界等其他的性暴力案件。 (Translation in English: Cases do not fall into the categories mentioned above, or the title and description do not provide enough information to determine whether the video topic belongs to these categories. This includes cases such as sexual violence advocacy or awareness campaigns, incidents involving individuals or private settings, or other contexts like the medical field, business sector, corporate environments, or religious institutions.)

2. Prompts for Comment Classification

(1) Classifier for Positive Reaction and Others

Category	Description
Positive (1)	評論反應為正面： – 情感支持：表達對受害者或性暴力社會運動的支持、心疼或鼓勵，如「相信你！」、「加油！」等。 – 倡議與責任：呼籲通過改變或行動來幫助受害者，或支持社會改革。 – 個人經驗分享：分享自己與性暴力相關的經歷，以表達支持或共鳴。 (Translation in English: Comments expressing positive reactions: - Emotional Support: Expressing sympathy, encouragement, or support for victims or the social movement against sexual violence, such as comments like “I believe you!” or “Stay strong!”. - Advocacy and Responsibility: Calling for change or action to help victims or support societal reform. - Personal Experience Sharing: Sharing personal experiences related to sexual violence to show support or empathy.)

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Non-positive (0)　評論未表現出正面情緒：

- 中性描述：無明確情緒或立場，僅陳述影片中提及事件的事實或提供分析。
- 負面評論：對受害者、事件或相關問題表達反對、質疑、轉移焦點或其他負面態度。
- 譴責受害者：指責受害者而非加害者，包括嘲笑、質疑和懷疑受害者及其行為的回應。
- 轉移焦點：評論將轉移注意力到影片事件核心問題之外，包括討論事件的細節、淡化或模糊問題與事情嚴重性、嘲諷事件或人物，甚至嘲諷政府、國家，支持或為加害者辯護。
- 自我中心言論：以過度極端、或情緒化的語言表達個人觀點，多使用誇張用詞，聚焦於評論者自身的感受，而非支持事件或受害者本身。
- 支持加害者或不相關人士的言論：若評論仍是「支持」某人，但根據標題和描述可判斷該評論是在支持加害者、為加害者或其親屬加油。若是為不相關的非受害者加油，也屬於此類。

(Translation in English:
Comments don't express positive reactions:

- Neutral Comments: Lacking clear emotions or positions, only stating facts or providing analysis of the incidents mentioned in the video.
- Negative Comments: Expressing opposition, skepticism, deflection, or other negative attitudes toward the victims, incidents, or related issues.
    - Victim-Blaming: Criticizing the victim instead of the perpetrator, including mocking, questioning, or doubting the victim's behaviors or statements.
    - Distraxctions: Shifting focus away from the core issues of the incident, such as discussing event details, downplaying or obscuring the severity of the problem, mocking individuals involved, or making unrelated criticisms of governments or nations.
    - Self-Centered Discourses: Expressing personal views in an extreme or emotional manner, often using exaggerated language, focusing on the commenter's feelings rather than showing support for the issue or victims.
    - Support for Perpetrators or Unrelated Individuals: Comments expressing support for perpetrators or their associates, as inferred from the video title and description. Comments showing support for unrelated individuals, rather than victims, are also included in this category.)

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(2) Classifier for Sub-Categories within Positive Reactions

Category	Description
Emotional Support (1)	明確表達對受害者或反對性暴力社會運動的加油、支持、心疼與鼓勵。如「相信你！」、「佩服你願意說出來」、「謝謝你願意站出來，不能原諒加害者」等。 (Translation in English: Expressing sympathy, encouragement, or support for victims or the social movement against sexual violence, as seen in comments like "I believe you!", "Stay strong!", "I admire your courage to speak up," and "Thank you for standing up; the perpetrator cannot be forgiven.")
Advocacy and Reponsibility (2)	呼籲透過改革、改變、行動幫助受害者或支持社會改革，改善社會。如「要讓更多人知道！」「支持修法」等。 (Translation in English: Advocacy and Responsibility: Calling for change or action to help victims or support societal reform, such as comments like "Let more people know!" and "Support legal amendments!")
Personal Experience Sharing (3)	評論者透露自身或身邊的人與性暴力相關經歷。如「我也有被性騷擾/性侵的經驗」、「身為性騷擾的受害者，我真的感同身受」、「我也有認識性侵受害者」等。 (Translation in English: Personal Experience Sharing: Sharing personal experiences related to sexual violence to show support or empathy, such as "I have also experienced sexual harassment/assault," "As a victim of sexual harassment, I really empathize with the victims," or "I also know victims of sexual assault.")

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(3) Classifier for Negative Reaction and Others

Category	Description
Nagative (1)	評論反應為負面： – 譴責受害者：指責受害者而非加害者，包括嘲笑、質疑和懷疑受害者及其行為的回應。 – 轉移焦點：評論將轉移注意力到影片事件核心問題之外，包括討論事件的細節、淡化或模糊問題與事情嚴重性、嘲諷事件或人物，甚至嘲諷政府、國家，支持或為加害者辯護。或是轉移事件焦點，如影片為受害者控訴被某人性騷或性侵，評論卻將焦點放在受害者或加害者的「外貌」。或以事件中人物的綽號、諧音稱之，以嘲諷語氣評論此事。 – 自我中心言論：以過度極端、或情緒化的語言表達個人觀點，如痛罵加害者「人渣」、「豬哥」、「割了吧」、「應該要斬首」、「死變態」等誇張用詞，聚焦於評論者自身的感受，而非支持事件或受害者本身。 (Translation in English: Negative Reactions Comments: - Victim-Blaming: Criticizing the victim instead of the perpetrator, including mocking, questioning, or doubting the victim's behaviors or statements. - Distraxctions: Shifting focus away from the core issues of the incident, such as discussing event details, downplaying or obscuring the severity of the problem, mocking individuals involved, or making unrelated criticisms of governments or nations. - Self-Centered Discourses: Expressing personal views in an extreme or emotional manner, often using exaggerated language, focusing on the commenter's feelings rather than showing support for the issue or victims.)

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Non-negative (0)	評論未表現出負面情緒： – 情感支持：表達對受害者或性暴力社會運動的支持、心疼或鼓勵，如「相信你！」、「加油！」等。 – 倡議與責任：呼籲通過改變或行動來幫助受害者，或支持社會改革。 – 個人經驗分享：分享自己與性暴力相關的經歷，以表達支持或共鳴。 – 中性描述：無明確情緒或立場的評論，僅陳述事件的事實或提供分析。 (Translation in English: Comments don't express negative reactions: - Emotional Support: Expressing sympathy, encouragement, or support for victims or the social movement against sexual violence, such as comments like "I believe you!" or "Stay strong!". - Advocacy and Responsibility: Calling for change or action to help victims or support societal reform. - Personal Experience Sharing: Sharing personal experiences related to sexual violence to show support or empathy. - Neutral Comments: Lacking clear emotions or positions, only stating facts or providing analysis of the incidents mentioned in the video.)

(4) Classifier for Sub-Categories within Negative Reactions

Category	**Description**
Victim-blaming (1)	譴責受害者：評論中明確顯示對「受害者」的指責、責難，或對受害者行為的質疑、嘲笑，通常帶有對受害者不信任或貶低的語氣。如「都過多久了現在才說？」「刷存在感吧」「只是想要出名跟錢吧」等。 (Translation in English:Criticizing the victim instead of the perpetrator, including mocking, questioning, or doubting the victim's behaviors or statements, such as "Why are you speaking out now, after so long?" "She just trying to get attention," or "You just get fame and money.")

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Distraction and Self-centered discourses (0)	評論偏離事件的核心問題，或弱化問題的嚴重性，並包括與事件無關的話題或極端情緒化的語句，通常聚焦於評論者個人的觀點而非事件本身。如「人渣」「噁男」「對軟弱的女人下手算什麼男人，有種就去性侵男人」等。 (Translation in English: Comments shift focus away from the core issues of the incident, weaken the severity of the problem, or include unrelated topics or overly emotional language, often focusing on the commenter's personal perspective rather than the event itself, such as "Scum," "Disgusting," "What kind of man preys on weak women? If you're brave, go and sexually assault a man.")

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Appendix 2: Evaluation Scores of Classifiers

1. Classifiers for Videos

(1) Classifier for relevance

Metric	Score
Cohen's Kappa	0.7487
F1 Score	0.9868
Precision	0.9842
Recall	0.9894
Sample Distribution (200 samples)	**Proportion**
Category 1 (relevant)	95% (0.95)
Category 0 (irrevelant)	5% (0.05)

(2) Classifier for News and Non-News Videos

Metric	Score
Cohen's Kappa	0.7079
F1 Score	0.9627
Precision	0.9545
Recall	0.9710
Sample Distribution (200 samples)	**Proportion**
Category 1 (news)	88% (0.88)
Category 2 (non-news)	12% (0.12)

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(3) Classifier for Domestic and International Content

Metric	Score
Cohen's Kappa	0.8044
F1 Score	0.9018
Precision	0.9059
Recall	0.91
Sample Distribution (200 samples)	**Proportion**
Category 1 (domestic)	72% (0.72)
Category 2 (international)	23% (0.23)
Category 0 (uncertain)	6% (0.06)

(4) Classifier for Video Content Categories

Metric	Score
Cohen's Kappa	0.8059
F1 Score	0.8588
Precision	0.8644
Recall	0.8578
Sample Distribution (200 samples)	**Proportion**
Category 1 (politics)	20% (0.2)
Category 2 (entertainment)	31% (0.31)
Category 3 (education)	13% (0.13)
Category 4 (sports)	3% (0.3)
Category 0 (other)	32% (0.32)

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2. Classifiers for Comments

(1) Classifier for Positive Reaction and Others

Metric	Score
Cohen's Kappa	0.7838
F1 Score	0.9690
Precision	0.9687
Recall	0.97
Sample Distribution (200 samples)	**Proportion**
Category 1 (positive reactions)	7% (0.7)
Category 0 (other reactions)	93% (0.93)

(2) Classifier for Sub-Category within Positive Reactions

Metric	Score
Cohen's Kappa	0.7200
F1 Score	0.8691
Precision	0.8687
Recall	0.87
Sample Distribution (200 samples)	**Proportion**
Category 1 (emotional support)	69% (0.69)
Category 2 (calling for advocacy and responsibility)	27% (0.27)
Category 3 (personal-sharing)	5% (0.05)

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(3) Classifier for Negative Reaction and Others

Metric	Score
Cohen's Kappa	0.6937
F1 Score	0.8636
Precision	0.8635
Recall	0.865
Sample Distribution (200 samples)	**Proportion**
Category 1 (negative reactions)	69% (0.69)
Category 0 (other reactions)	32% (0.32)

(4) Classifier for Sub-Category within Negative Reactions

Metric	Score
Cohen's Kappa	0.7021
F1 Score	0.9617
Precision	0.9632
Recall	0.965
Sample Distribution (200 samples)	**Proportion**
Category 1 (victim-blaming)	5% (0.05)
Category 0 (distractions and self-centered discourses)	95% (0.95)

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Appendix 3: Results Transformed from Bayesian Multilevel Model for H1a

(1) Post-global #MeToo Period Effects on Positive Reactions, Using Post-Taiwan #MeToo as a Reference

Predictors	Odds Ratios	CI (95%)
Intercept	**0.21**	**0.17 – 0.26**
Period: Post-global #MeToo (Reference: Post-Taiwan #MeToo)	0.94	0.87 – 1.03
Observations: 199,807		

(2) Post-global #MeToo Period Effects on Sub-Categories of Positive Reactions, Using Post-Taiwan #MeToo as a Reference and Emotional Support as a Reference Reaction

Predictors	Odds Ratios	CI (95%)
Reaction: Advocacy and Responsibility (Reference: Emotional Support)		
Intercept	**0.15**	**0.11 – 0.20**
Period: Post-global #MeToo (Reference: post-Taiwan #MeToo)	**0.81**	**0.70 – 0.93**
Reaction: Personal Sharing (Reference: Emotional Support)		
Intercept	**0.06**	**0.04 – 0.09**
Period: Post-global #MeToo (Reference: post-Taiwan #MeToo)	0.92	0.74 – 1.14
Observations: 16,674		

(3) Post-global #MeToo Period Effects on Negative Reactions, Using Post-Taiwan #MeToo as a Reference

Predictors	Odds Ratios	CI (95%)
Intercept	**0.73**	**0.63 – 0.84**
Period: Post-global #MeToo (Reference: Post-Taiwan #MeToo)	1.01	0.95 – 1.06
Observations: 199,807		

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ChatGPT/LLM Disclaimer

To ensure transparency, I utilized OpenAI's ChatGPT for the following tasks in this thesis:

1. Offering suggestions for writing and editing.
2. Checking grammar and wording.
3. Generating code for classification and data analysis tasks.
4. Assisting with producing prompts for classification tasks.
5. Assisting with data analysis and interpretation.

I reviewed, refined, and integrated all initial outputs provided by ChatGPT into this thesis to ensure they aligned with the research goals and academic standards. The final results reflect my own thoughts, analysis, and decisions, with ChatGPT serving solely as a supportive tool.

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