

SESSÃO ESPECIAL - SESSÃO ESPECIAL

**TECHNOLOGY AND WOMEN: THE DYNAMIC PROCESS OF GENDER
RELATION CHANGE IN THE DEVELOPMENT OF E-COMMERCE IN
AGRICULTURE OF CHINA**

Huifang Wu (huifang_wu@qq.com)

Jia Lu (15061770879@163.com)

Jian Chen (cj20151214@sina.com)

Wu Huifang (wuhf@cau.edu.cn)

It is generally regarded that the emergence of e-commerce in China has positively influenced the development of rural society. The study, based on the case study in one of the most developed e-commerce region in China, tries to explore whether this kind of positive social change has created equal change upon the gender labor division and the gender relation in rural society. The research has found that, in the e-commerce jobs on flowers and trees for gardening, although both men and women are involved, there is a significant differentiation in the practices of male and female. Social gender cultural awareness and family division of labor structure has jointly shaped this genderly distinct paths of practices, whether for the motivation, the types of products, or the strategies for using e-commerce technology. Women have gained greater

economic autonomy, but some new inequalities have emerged. Compared with men, their e-commerce performance is much worse, so they doubt their own abilities and develop a very low sense of self-efficacy. When neutral technology interacts with social and family factors, new gender perceptions and gender inequalities arise in rural areas.

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Palavras-chave: agricultural e-commerce; technology; gender; china.