

SOCIAL SUPPORT AND PSYCHOLOGICAL ADAPTATION FOR NEW CHINESE FEMALE STREAMERS: THE MEDIATING EFFECTS OF PROFESSIONAL IDENTITY AND MODERATING EFFECT OF PSYCHOLOGICAL CAPITAL

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Abstract. In China, internet streaming has become an entertainment medium for everyone, and as an emerging profession, streamers are experiencing varying degrees of psychological distress. This research focused on four dimensions: social support, psychological capital, professional identity, and psychological adaptation. Factor analysis and reliability analysis were used to evaluate the psychometric properties of the revised scale; ANOVA and t-tests were also used to evaluate the effects of age, region, education, and full-time vs. part-time employment. Regression analysis was used to evaluate the relationship between the four latent variables. The results showed significant differences in Chinese new female streamers' age, region, education level, and job type (full-time or part-time streaming). Results showed that social support had positive predictive effects on psychological adaptation, professional identity was a significant mediator of social support with psychological adaptation, and psychological capital played a significant moderating role between dimensions. The media industry involved in the work of Chinese streamers should pay more attention to the psychological health of the streamers, track the psychological adaptability of the streamers to help prevent their psychological problems, and provide them with counseling promptly. Work standardization of the entire streaming industry should be improved so that streamers and the entire industry can continue to develop healthily.

Keywords: Chinese female streamer; social support; psychological capital; professional identity; psychological adaptation.

Introduction

Currently, the live streaming industry is an emerging field of rapid growth in

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China's internet industry (Liu & Oda, 2021). With the advent of the new media era, the huge social impact brought about by internet streaming has been accelerating. 2016 was called the "First Year of Chinese Streaming" (Estares, 2018). The booming development of the streaming industry has led to the development of streamers as a profitable career. By 2019, online female streamers had become the principal group in online streaming (MOMO, 2019). At the same time, the rapid development of online female streamers led to public pressure that directly affected their psychological problems (Chen et al., 2021). Because the threshold for entry into the live streaming internet market is low, with a small investment, many women have been provided a platform for displaying their talents. However, these women's status and expression in China have generally not been improved (Zhang et al., 2019). The streaming industry is also highly competitive, and to attract larger audiences and gain more benefits, women's gender identity is often exploited commercially (Liu & Oda, 2021). In addition, the audience's literacy level is generally low and lacks or shows a low level of gender consciousness and gender equality awareness (Zhang et al., 2019). As a result, many female streamers, especially new female streamers, report that they are prone to developing serious psychological problems when working in the live streaming industry (Chen et al., 2021).

Research Objectives

1. To evaluate the influence of differences in age, region, education, and employment status (full-time or part-time) on social support, psychological capital, professional identity, and psychological adaptation by Chinese female streamers.
2. To analyze the mediating effect of professional identity between social support and psychological adaptation among Chinese female streamers.
3. To analyze the moderating effect of psychological capital between social support, professional identity, and psychological adaptation among Chinese female streamers.

Literature Review

Research on Social Support and Psychological Adaptation

In 1976, Cassel introduced social support as a professional concept to the psychiatric literature as a measure of the social environment's contribution to the host's resistance to stress and illness (Heaney & Israel, 2008). Cohen (2001) classified social support into four categories: respectful support, informational support, social membership, and instrumentality. Xiao (1994) proposed differences in individuals' use of social support, and he divided the measurement of social support into three dimensions, including objective support, subjective support, and support-seeking behavior.

Psychological adaptation is viewed from the perspective of emotional balance. Schimmack (2006) believes that good psychological adaptation results from an individual's ability to handle the relationship between positive and negative emotions while maintaining a stable emotional state. It is also an important condition for ensuring bodily balance and an important indicator of the quality of human life (Kahnman, 2000). From the perspective of one's emotional state, Chen (2011) selected loneliness, depression, and self-esteem as indicators to represent an individual's psychological adaptation status; Hu's (2012) research on psychological adaptation used these three indicators of loneliness, depression, and self-esteem to investigate the psychological adaptation status. In short, psychological adaptation includes two aspects of emotional balance and emotional state. Emotional balance includes positive and negative emotions; emotional states mainly include self-esteem, happiness, loneliness, and depression.

The results of Catherin (2001) showed that the higher the level of personal subjective support, the higher the level of psychological adaptation. The higher the social support level, the better individuals' psychological health (Wu et al., 2020). Social support significantly impacts psychological resilience (Bilgin & Tas, 2018) and psychological adaptation (Xin et al., 2019). Seeking social support is an effective means for individuals to cope with stress (Ren & Li, 2020). Social support can buffer the effects of negative events by minimizing the stressor itself, enhancing the individual's ability to cope with the stressor, and delaying the distress caused by the stressor (Wang et al., 2019). The presence of social support reduces the incidence of mental illness (Qi et al., 2020). The generation and development of loneliness are related to the social environment and the individual's social relationships. There is a significant negative correlation between the availability of social support and loneliness (Wang et al., 2018). Social support among middle school students has been found to significantly buffering on loneliness and depression (Rockhill et al., 2009). Lack of social support negatively correlates with social inertia, anxiety, worry, and depression (Alnazly et al., 2021).

Research on the Mediating Effect of Professional Identity

From the perspective of constitution theory, Cole (2002) believes that professional identity is established and developed based on one's identity. Davey (2013) argues that professional identity is a dynamic concept composed of multiple sub-identities that may be associated with or in conflict with each other and is not static. Wei (2008), on the other hand, believes that professional identity is both a state and a process. State refers to the current degree of recognition of the individual's occupation. Process refers to how an individual gradually develops and confirms his or her professional role from their own

experiences. In feature theory, Hoffman (2019) points out that professional identity refers to individuals who believe that their professional roles are not only attractive and centripetal to themselves but also that there is no conflict between their professional roles and the other roles that individuals assume. From the aspect of the feeling theory, Gao (2017) believes that professional identity emphasizes the individual's subjective feelings, which comprise a stable psychological state, including the perception of the inherent value of the profession and the resulting positive emotional state. Coffey's (2001) research confirmed that support from managers and colleagues has a role in improving identity. Fellman (2002) found that family and unit manager support were positively related to identity, while peer and direct manager support had no significant relationship with identity. In a survey of preschool teachers in teachers' colleges and universities, Han (2013) found that self-efficacy among teachers expressed as learning ability and professional identity were highly correlated and can better predict the teachers' professional identity.

Research on the Moderating Effect of Psychological Capital

Psychological capital was proposed by Luthans (2008); he believed that psychological capital is a psychological trait or mental energy that can be measured, developed, and managed effectively. Luthans (2008) research not only enriches the connotation of psychological capital but also proposes an influential psychological capital intervention theory and constructs the famous Psychological Capital Intervention model. This model is a set of actionable measures to cultivate optimism and hope and enhance self-efficacy and resilience. It provides a theoretical and practical basis for psychological capital intervention practice research (Luthans & Youssef-Morgan, 2017). Abbey (2001) confirmed that one of the dimensions of psychological capital is optimism which is affected by psychological factors such as social support. Shi (2013) found that the more social support the elderly received, the more psychological capital they would have. Chen (2011) found that psychological capital among undergraduate students was significantly positively correlated with social support and played a part in mediating social support and vocational decision-making difficulties. Avey's (2009) research results showed that psychological capital could significantly reduce staff turnover and stress response. It can be seen that psychological capital has a moderating effect on social support, professional identity, and psychological adaptation.

Conceptual Framework

According to the above literature review, a conceptual framework (Figure 1) was established: social support is an independent variable, professional identity is an intermediary variable, psychological adaptation is a dependent variable, and psychological capital is a moderating variable.

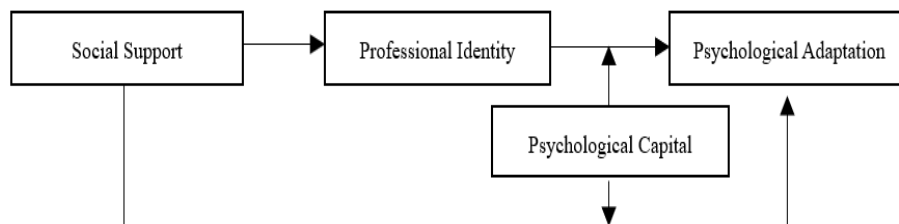


Figure 1. Conceptual Framework of the Study

Methods

Research Sample

In this study, stratified random sampling was used for sample selection. According to the stratification of China's three major economic belts (Crane et al., 2018), the eastern coastal area includes 11 provinces; the central area includes ten provinces; and the remote western area includes seven provinces. This research collected data on the streamer's basic demographic information, social support, professional identity, psychological adaptation, and psychological capital working in the three regions. The data were collected online and paper questionnaires from 8 August to August 30, 2020. 1,050 questionnaires were received, of which 1,024 were valid, and the effective recovery rate was 97.5%. Among the 1,024 respondents, 64 (6.25%) were aged 0-18, 543 (53.03%) were aged 19-24, 369 (36.04%) were aged 25-30, and 48 (4.69%) were aged over 30; 239 (23.34%) had no college education, 209 (20.41%) had some college, 496 (48.44%) held undergraduate degrees, and 80 (7.81%) had postgraduate education; 415 streamers (40.53%) worked in eastern China, 337 streamers (32.91%) worked in central China, and 272 streamers (26.56%) worked in western China; 417 streamers (40.72%) were working in streaming full time, and 607 streamers (59.28%) were working in streaming part-time.

Research Instrument

This study used a completely customized questionnaire. The questionnaire included questions about the streamers' basic personal information, social support, professional identity, psychological adaptation, and psychological capital. The basic personal information included their age group, education level, location, and form of employment (full-time or part-time).

The Social Support Rating Scale (Xiao, 1994) was selected to measure social support. The scale has three factors, 13 items in total, which comprise three objective support items, seven subjective support items, and three support-seeking behavior items. Each item is scored 1-4 points from "none" to "full

support." The higher the score, the higher the degree of social support. The Cronbach's alpha for the social support scale is 0.895.

The professional identity scale was used for the new female streamer's professional identity (Wei, 2016). It has four dimensions: role values, professional behavior tendency, professional values, and professional belonging. It contains 18 items, for example: "I think I have many advantages," "I have a positive attitude," and "Sometimes I feel like I am useless." The scale used a five-point Likert scale, from completely inconsistent to completely consistent, recorded as 1-5 points. The higher the score, the higher the professional identity. The Cronbach's alpha of the professional identity scale is 0.929.

A self-made scale was constructed to assess the new Chinese female streamer's psychological adaptation. After discussion by relevant experts in psychology and sociology, the composite measure of new Chinese female streamer psychological adaptation was designed to include positive affect and negative affect scales (Watson et al., 1988), a depression scale (Siradoff, 1977), and a self-esteem scale (Rosenberg, 1965). The new Chinese female streamer psychological adaptation scale has a total of 50 items, all items in the scale are measured using five-point Likert scales, and the depression and negative self-esteem related items are scored in reverse so that the higher the score, the higher the psychological adaptation level. According to the exploratory factor analysis (EFA), $KMO = 0.814$, $p = 0.000$. After deleting items for which the commonalities were lower than 0.40 (Ho, 2016), 44 items were finally retained to form a four-factor structure. The absolute value of each rotated factor loading was greater than 0.5, and the cumulative percent of variance accounted for was 67.525%. The four-factor confirmatory factor analysis results show that: $X^2/df = 13.258$, $NFI = 0.889$, $CFI = 0.917$, $IFI = 0.902$, $TLI = 0.874$, and $RMSEA = 0.125$. The Cronbach's alpha of the psychological adaptation scale is 0.929.

The psychological capital scale used the psychological capital questionnaire PCQ-24 (Luthans, 2005). This questionnaire includes 24 items in 4 dimensions, which include a self-efficacy dimension with six items; a hope dimension including six items; an optimism dimension including six items; and a resilience dimension including six items. The scale uses a six-point Likert scale for self-assessment: from a score of 1 point representing "strongly disagree" to 6 points representing "strongly agree." The higher the score, the higher the psychological capital. The Cronbach's alpha of the psychological capital scale in this research is 0.923.

Results

Difference Test Analysis

According to the different test results shown in Table 1, the following statistical results were obtained. It was found that the Chinese new female streamers' social support was at an intermediate level ($M=27.45$, $SD=6.93$). According to the post-test analysis, the 25-30 age group's score was significantly lower than the other age groups ($p < 0.001$); the social support for streamers with a postgraduate educational level was also significantly lower than those with no college, some college, and an undergraduate degree ($p < 0.001$).

The Chinese new female streamers' psychological adaptation was generally found to be very low (mean = -14.83 , $SD=15.36$). According to the post-test analysis, psychological adaptation for streamers over 30 years of age was lower than for those in the 0-18, 19-24, and 25-30 age groups ($p<0.001$); scores for streamers in the central region were significantly lower than those in the eastern and western regions ($p<0.001$); those in some college education group had significantly lower scores than those in the no college, undergraduate degree, and postgraduate groups ($p < 0.001$); and those with part-time streaming jobs had significantly higher levels than those in full-time jobs ($p<0.001$).

It was found that the professional identity of Chinese new female streamers was at an intermediate level (Mean= 71.25 , $SD=17.18$). The group of part-time workers was significantly higher than the full-time group ($p<0.001$); the eastern region was significantly higher than the western and central regions ($p < 0.001$); the 0-18 age group was higher than the 19-24, 25-29, and over 30 age groups ($p < 0.001$).

The psychological capital of Chinese new female streamers was at an intermediate level (mean= 98.05 , $SD=20.20$). To be more specific, the psychological capital of the 0-18 age group was significantly lower than the other age groups ($p < 0.001$); the central region group was lower than the western region and the eastern regions ($p < 0.001$); the group with some college education was higher on psychological capital than the other three education level groups ($p < 0.001$); and the psychological capital for the group of part-time streamers was higher than the full-time group ($p < 0.05$).

Table 1. *Difference test statistics of psychological adaptation and other variables of Chinese female streamers*

	Social Support M (SD)	Professional Identity M (SD)	Psychological Adaptation M (SD)	Psychological Capital M (SD)
Age				
0-18	28.50(7.75)	80.500(1.67)	113.78(12.84)	91.25(4.53)
19-24	28.11(7.08)	71.26(13.75)	114.56(17.46)	98.79(17.46)
25-30	26.13(6.29)	69.91(18.54)	115.50(11.75)	98.00(17.33)
over 30	28.67(7.49)	69.00(37.66)	105.00(14.08)	99.00(13.95)
	$F=7.241^{***}$	$F=7.331^{***}$	$F=7.835^{***}$	$F=2.714^{***}$
Education				
Under College	26.73(7.58)	67.87(20.61)	16.27(15.81)	98.47(22.71)
College	27.85(5.56)	74.92(14.92)	17.77(14.76)	101.46(4.55)
Undergraduate	28.16(6.78)	73.48(14.11)	12.85(15.59)	98.68(16.07)
Postgraduate	24.20(7.98)	58.00(20.72)	16.80(11.90)	84.00(33.95)
	$F=8.886^{***}$	$F=26.800^{***}$	$F=7.357^{***}$	$F=15.729^{***}$
Location				
Eastern	27.69(6.21)	74.77(19.93)	113.41(17.12)	101.27(19.97)
Central	27.81(6.94)	68.38(11.71)	107.14(13.12)	93.95(15.29)
Western	26.65(7.85)	70.47(10.794)	113.88(14.80)	98.18(24.56)
	$F=2.53$	$F=10.794^{***}$	$F=5.811^{***}$	$F=12.480^{***}$
Employment form				
Full time	27.62(6.36)	68.12(20.88)	110.71(15.68)	96.31(24.43)
Part time	27.34(7.30)	73.39(13.72)	120.85(13.70)	99.24(16.61)
	$t=.619$	$t=4.882^{***}$	$t=10.957^{***}$	$t=2.284^{***}$

Note. * $p < .05$; ** $p < .01$; *** $p < .001$

Correlation Analysis

In this study, the total score of each scale was used as a variable, and Pearson correlation analysis was carried out on social support, professional identity, psychological adaptation, and psychological capital. As shown in Table 2, it was found that social support was positively correlated with professional identity ($r = .408, p < .001$) and psychological adaptation ($r = .438, p < 0.001$), while professional identity was positively correlated with psychological adaptation ($r = .806, p < 0.001$).

Table 2. *Correlation Analysis of Psychological Adaptation and other Variables of Chinese Female Streamers*

	1	2	3	4	5	6	7	8
1.	1							
AGE								
2.EDU	.121***	1						
3.	-.128***	-.090**	1					
LOC								
4.	-.040	.327***	-.105**	1				
EMF								
5.	-.091**	.001	-.056	-.019	1			
SOC								
6. PID	-.109***	-.012	-.098**	.151***	.408***	1		
7.PCA	.360***	-.106**	-.078*	.071*	.438***	.806***	1	
8.	-.052	.078*	-.001	.324***	.133***	.230***	.252***	1
PAD								

Note. 1=age, 2=education, 3=location, 4=employment form, 5=social support, 6=professional identity, 7=psychological capital, 8=psychological adaptation; * $p<.05$, ** $p<.01$, *** $p<.001$

Regression Analysis

Before performing the regression analysis, the data was standardized, and after multicollinearity diagnosis, the results meet the preconditions for regression analysis (Ho, 2016). Model 1 was established by adding control variables (age, education, location, form of employment) and independent variables (social support). The results in Table 3 show that social support ($\beta=.127$, $p<0.001$) can significantly and positively predict psychological adaptation.

To analyze the mediating effect of professional identity, this research established models with the control variables unchanged: using social support as an independent variable, professional identity as a dependent variable, and established model 2; using professional identity as an independent variable established model 3 and using social support with professional identity to establish model 4. The Table 3 results show that social support ($\beta=.070$, $p<0.001$) can positively predict professional identity; professional identity ($\beta=.027$, $p<0.001$) can positively predict psychological adaptation; after using professional identity, social support ($\beta=.071$, $p<0.05$) still had a significant effect on psychological adaptation, but the significance decreased. Compared to model 1 and model 4, it showed that professional identity partially mediated between social support and psychological adaptation.

To test the moderating effect of psychological capital, with the control variables unchanged, build models respectively: used psychological capital to build model 5; based on model 5, used the interaction item of social support and psychological capital to build model 6; based on model 5, used the interaction item of professional identity and psychological capital to build model 7. Table 3 results showed that psychological capital had a significant positive predictive effect on psychological adaptation ($\beta=.039, p<0.001$); the interaction regression coefficient between psychological capital and social support was significant ($\beta=.004, p<0.01$); the interaction regression coefficient between psychological capital and professional identity was significant ($\beta=.001, p<0.001$). After adding interaction terms to model six and model 7, ΔR^2 ($p<0.001$) both reached significances. It shows that psychological capital plays a moderating role in social support and psychological adaptation, as well as in professional identity and psychological adaptation.

Table 3. *Regression Analysis of Psychological Adaptation and other Variables of Chinese Female Streamers*

	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6	Model 7
V1	-.391	.728*	.676	.676	.692	.725*	.755**
V2	-.449	.552*	.513	.513	.517	.519	.512
V3	.723	.605*	.564	.562	.557	.573	.552
V4	10.602***	1.043***	.979***	.982***	.972***	.978***	.980***
V5	.311***	.070***		.071*	.072	.358**	.072
V6			.027***	.029***	.046	.046	.091***
V7					.039***	.102	.062
V5*V7						.004**	
V6*V7							.001***
R^2	.127	.205	.141	.146	.164	.171	.180
ΔR^2						.007***	.017***

Note. V1=age, V2=education, V3=location, V4=employment form, V5=social support, V6=professional identity, V7=psychological capital;
* $p<.05$, ** $p<.01$, *** $p<.001$

Discussion

This research found that Chinese streamers over 30 could have more concerns when facing a new career environment. People aged 0-18 seem to have fewer concerns when faced with a new professional environment. For teenagers, streaming is probably their first occupation for them. When they are engaged in this industry, young people are full of freshness and vigor for a new occupation, and this outweighs the fear, making it easier for them to adapt to the new environment. At the same time, due to their youth, they have fewer

things weighing down their minds about their lives. Conversely, people in their thirties may have to face more stress in their daily lives in addition to streaming, so they could have more obvious problems with negative emotions and depression.

This research supported the idea that the Chinese streamers in the 25-30 years old age group got the lowest social support because they are in the most valuable period of their careers. Most of them have just recently graduated or just stepped out into society. In current Chinese culture, parents of ordinary families will likely support their children in their future work or their lives and try to provide continuous help (Deutsch, 2006). In the meantime, the traditional family hopes their children will have a stable and high-status job, such as that of a teacher or doctors (Liu et al., 2015). However, because they have chosen to be female streamers, this non-traditional career path might cause conflict with traditional beliefs and thinking, consequently, many of these families may have let their offspring enter society without their support.

The researchers believe that compared with other industries, the profession of streaming has a lower entry threshold, a more flexible work schedule, and a more casual way of working in general, so it can be a very good job for people at the youngest age group. At the same time, the streaming industry appeared late, so unlike the older age groups, the 18-year-olds were born in the internet era, so these young people have a greater acceptance of the streaming profession.

This research has shown that in terms of psychological adaptation, the Central Region is at a lower average level than the Eastern and Western regions. This study concludes that, because the development of central China has not been as good as that of eastern China, when they are on the same competitive platform, the streamers in central China also face increased competition from the eastern China streamers. Thus, this probably has affected their psychological adaptation. At the same time, due to the development of the Eastern region, the guilds and streamers in the Central region mostly imitate and refer to the Eastern streamers and thus continue to follow behind the Eastern region in terms of hardware and software. However, the real streamers in the Central region are in line with the Eastern region regarding their conditions. The gap between the streamers is not small, including their taste in dress, their choice of language expressions, etc., which has affected their adaptation. The Western region is relatively remote from the Eastern region, and the development of urban development and economic development lags behind that of the Eastern region, making their expectations not very high. At the same time, the income from streaming is much better for streamers in the

Western region compared to other professions, so they tend to have a good level of psychological adaptation.

This study believes that in terms of adaptation, the no college and the undergraduate degree groups are the two extremes, one is particularly poor, and the other is particularly well-off. Undergraduate degree holders in China are living in a relatively comfortable environment. Undergraduate degree holders have better academic qualifications than those with some college and below, and they also do not have much pressure to perform like the postgraduates. Regarding the number of people, the number of undergraduate degree students is the largest group in this survey. The increase in the number of similar people engaged in this profession makes it easier for students who have graduated to this level to adapt to the new streaming profession. On the streaming platform, undergraduate degree-holding streamers often meet streamer colleagues with the same education level and can find an empathetic following. At the same time, most players also have a good impression of the undergraduate degree-holding streamers, which means that they are seen as both young and knowledgeable, allowing them to have a good experience in positive emotions. On the contrary, college students are in a more demanding campus environment. They not only have to face having a lower standard of academic achievement than the undergraduates with degrees and the postgraduate students, but they also seem to have less motivation than those with no college, so they tend to be weaker in psychological adaptation on average, but in each sub-dimension, their performance is quite satisfactory.

The researchers believe that because of the short and rapid development time, a large number of participants, the highly competitive work environment, and unstable income in the emerging profession of streaming, part-timers may be better off because they have other jobs and sources of income to assist them, which makes them more positive in their attitudes. There are several more obvious advantages to streaming than working part-time jobs. At the same time, part-time streaming, because of the extra income, the fulfilling lifestyle, and regular work and rest, also gives them a better state of self-esteem than those holding full-time jobs. Thus, their adaptation appears to be significantly better. On the other hand, for those doing the full-time streaming, because streaming is their only source of income, and it is an unstable source of income with an unequal pay gap, a high level of competition, offline maintenance, etc., this will tend to aggravate their negative emotions and depression.

Although there has been no previous detailed psychological research related to the streaming industry to compare it to, this study has confirmed the significance of the relationship between social support, professional identity, and psychological adaptation found in other types of work experiences

(Catherin, 2001; Coffey, 2001; Felman, 2002; Doan, 2016). The authors believe that psychological adaptation is the ability of an individual to actively adapt to his or her surrounding environment to obtain environmental balance through achieving certain behavior changes in interacting with the environment and surrounding people. The current streaming environment was formed in a short time frame, developed extremely fast, and the rate of change has also been unusually fast. At the same time, due to the continuous influx of new talent and capital, social support allows streamers to get help and makes it easier for them to integrate into the environment to achieve psychological balance. Hence, the results suggest that the higher the social identity, the higher the psychological adaptation.

Similarly, professional identity provides a sense of psychological value identity, although there is no clear source of theoretical support for the professional identity of the relatively new streaming industry. Moore (2004) believes that professional identity is the psychological counselor's connection between the individual and the psychological counseling. Because of the peculiarity of the streaming profession, the basic prerequisite for identifying this profession is to identify the value of professional identification. Regarding the relationship between the streamer's professional identity and psychological adaptation, the streamer can realize that streaming can bring them value directly and can effectively help them to improve their positive emotions and self-esteem, reduce their negative emotions and depression, and better meet the work requirements of streaming.

Recommendations

The research findings show significant correlations between psychological adaptation, social support, professional identity, and psychological capital for new Chinese female streamers. In general, the social support, professional identity, and psychological capital discussed here have been shown to positively affect psychological adaptation and have a positive role in promoting the professional development of new Chinese female streamers. Therefore, promoting the psychological adaptation of Chinese new female streamers can be accomplished by implementing the following strategies.

Psychological capital can effectively promote work input, improve work performance, provide more energy at work, make the work feel more meaningful, increase enthusiasm about work, and make work more efficient. Therefore, both the streaming platform and the streaming guild should adopt management strategies to enhance the streamer's psychological capital, give hope, enhance self-confidence, cultivate optimism, adopt positive response methods in the face of difficulties, and improve the ability to overcome

adversity. Specifically, for streaming platforms and streaming guilds, the focus should be placed on four aspects of psychological capital: optimism, resilience, hope, and self-confidence, discussing strategies for improving streaming innovation and reform. The streaming tasks should be continuously carried out to improve the streaming business acumen of the streamers. Attention should be paid to the streamers' business acumen and psychological level; they should be provided with more opportunities for learning, communication, and psychological counseling to cultivate their self-confidence and bravery and care for their psychological health.

The stronger the streamer's sense of identification with the streaming profession, the stronger the sense of belonging, and the easier it becomes to put in more effort at work and create more meaningful value. Therefore, the guild should pay special attention to the streamer's psychological state in the construction of the host, care deeply about the real needs of the host, and create a comfortable and warm working environment, so that the streamers can experience the humanistic care of the guild. Enhancing the streamer's work enthusiasm is also conducive to cultivating the streamer's sense of accomplishment, and even the streamer's satisfaction with self-esteem and self-development, so that the streamers can obtain better resources and achieve a healthier streamer state.

Individuals with high self-esteem can look at people and things in life objectively, correctly judge their value and uniqueness, believe in their ability and potential to complete tasks and solve problems, and clearly understand and appreciate their personal strengths. They can effectively learn from experience and promote self-growth. Streamers with high self-esteem are also more likely to show more perseverance and have more satisfaction and happiness in the streaming profession. This kind of satisfaction will go on to further enhance their self-esteem.

Depression is a long-lasting negative emotional state caused by mental anguish and hopelessness. It generally manifests as social withdrawal, low sociability, low mood, and insomnia. Streamers generally have heavy workloads and limited spare time, and the work circle has great limitations. Combine this with the low recognition provided to the streamers by some elements of society; this often makes the streamers prone to feelings of powerlessness. Over time, negative emotional states can cause the streamers to develop depressive tendencies. This pattern requires the guild and platforms to focus on cultivating the streamers' high self-esteem to avoid depression.

Positive emotions can promote the formation of a healthy personality. An individual's positive emotions can promote the continuous improvement of one's personality through optimistic attribution methods. Positive and optimistic individuals have a more positive, upward, and optimistic understanding and evaluation of life and are more confident about completing the streaming task. Individuals with negative emotions then regard failure as long-lasting and pervading across domains, showing negativity, pessimism, and even despair, and gradually show symptoms of depression. Therefore, for those streamers who have positive emotions in life and work, whether they encounter positive or negative things, they can make rational and objective judgments and respond well under the existing resource conditions. Such streamers generally have positive behavior habits, a good attitude, and a healthy way of thinking. It is a virtuous circle for them to have good interpersonal relationships in streaming and life and to get more social support.

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