



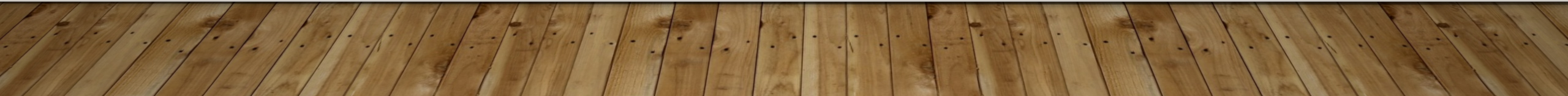
# WHY HAVE THE CHINESE BECOME MORE TOLERATE ON PUPPY LOVE SINCE LATE 2000S: A FUNCTIONAL ANALYSIS

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# RESEARCH QUESTION: INTRODUCTION

- The Chinese Definition of puppy love: 早恋 (zao lian, early love), most commonly refer to dating and having a love relationship before college
- Puppy love has been a taboo from 1950s to early 2000s
- However, there has been an increasing tolerance on puppy love since late 2000s
- Why are Chinese people changing their opinion?



# RESEARCH QUESTION: PAST LITERATURE

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- Shen, Y. (2015). Too young to date! The origins of zaolian (early love) as a social problem in 20th-century China. *History Of Science*, 53(1), 86.
  - Provided structural explanation for this taboo in 20<sup>th</sup> century
  - Purpose: to prevent early marriage, early birth and school drop-outs
  - Qualitative analysis on political documents
- Wang, J. (2013, August 31). Puppy love no longer taboo [Electronic version]. *Shanghai Daily*
  - Gave cultural explanations on the change: many parents themselves experienced puppy love and controlling parents, and therefore are more understanding



# RESEARCH QUESTION: THIS PROJECT

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- Will provide functional and structural explanation on the recent change in attitude towards puppy love
- Will use computational methods and quantitative analysis

# DATA USED

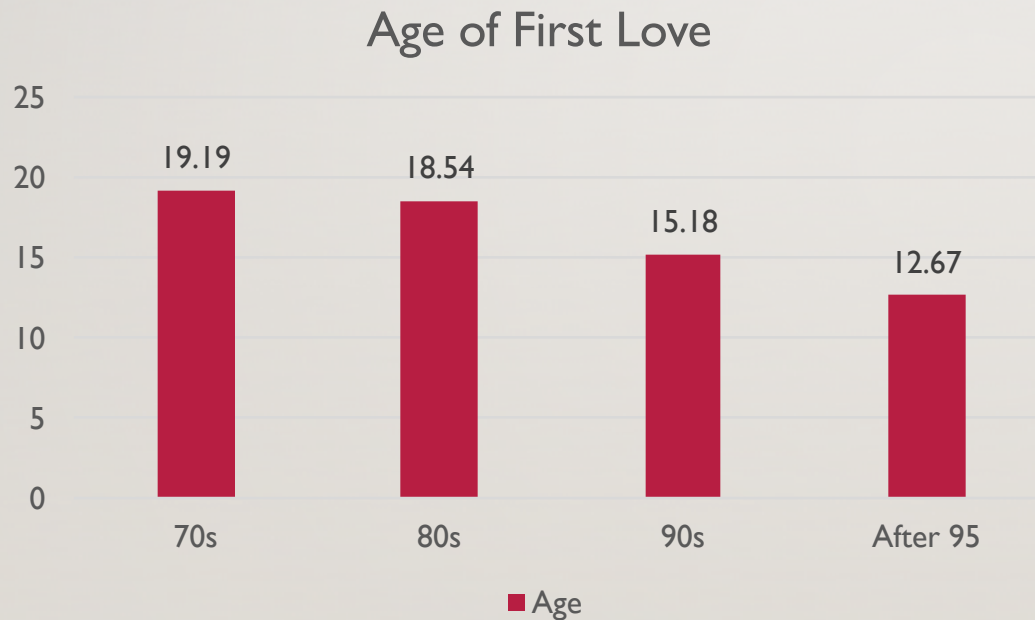
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- Love relationships and marital status statistics from China Family Panel Studies (PKU)
- Movie and TV series data from Douban
- Chinese Fertility rate and marriage rate statistics from the World Bank
- Study abroad statistics: National Bureau of Statistics of China

# DATA USED: CFPS DATA AND TV DATA

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- Lowering age of first love

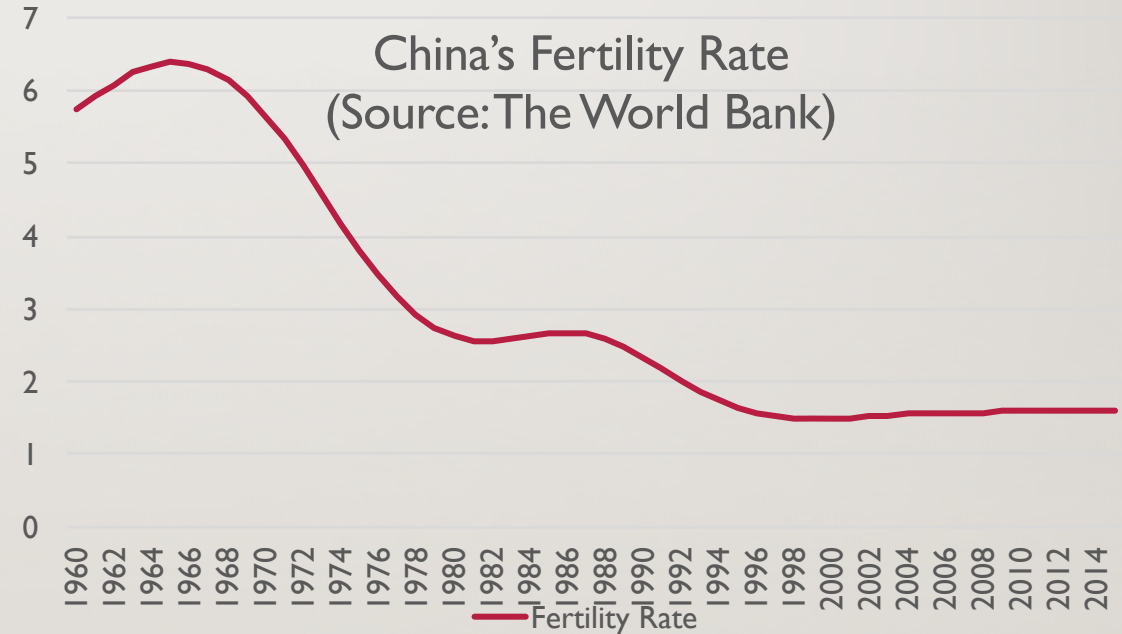


- Number of Mainland TV series on romance in school each year
- Contents of TV series are strictly censored— implies a change in policies

# DATA USED: FERTILITY RATE

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- Plunging fertility rate since 1990
- One Child Policy became effective in 1980s not 90s
- little change even after the “second child policy”

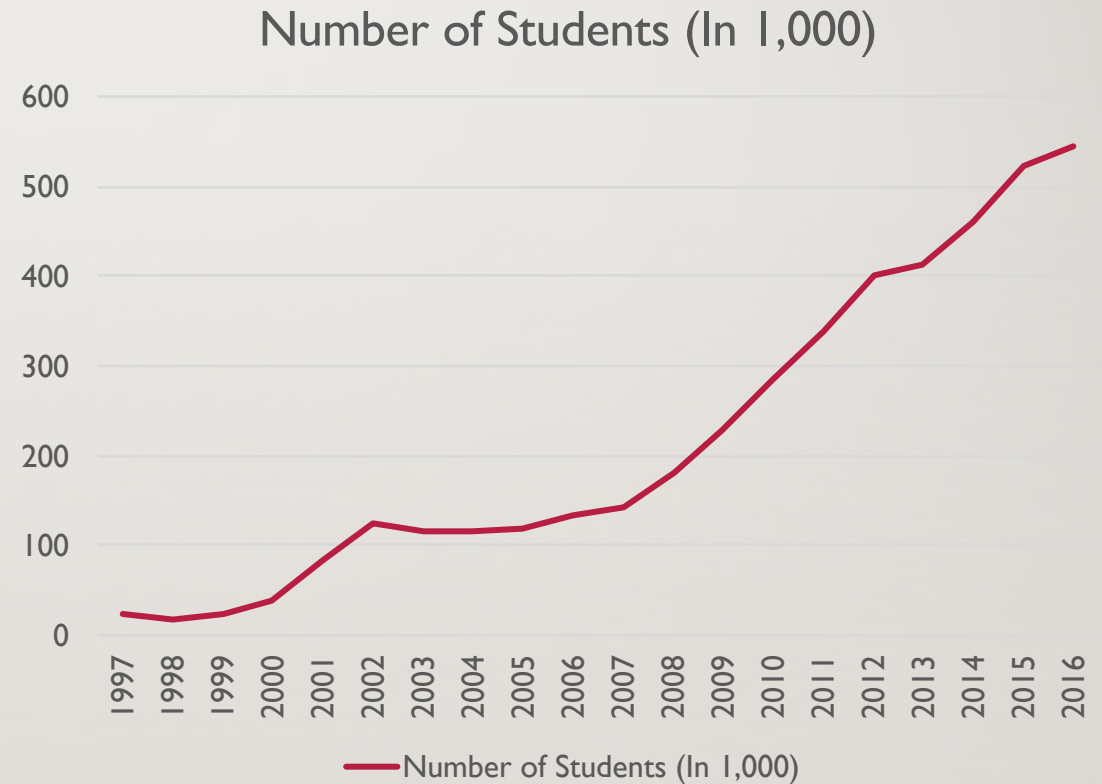




# DATA USED: NUMBER OF STUDENTS STUDYING ABROAD

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- Form of education is diversifying
- College Entrance Exam (Gaokao) is no longer the only way to higher education
- Score is no longer the one and only standard for “good student”





# METHODS AND TOOLS

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- Web crawling: fetching TV series data from Douban
  - Tool: BeautifulSoup in Python
- Digital Survey on first love age, opinions on marriage, and childbirth
- Time Series Analysis: constructing VAR models to examine causality
  - Tool: R studio

# THEORIES USED:

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- Functional alternatives:
  - “The empirical possibility that social units evolve different structural arrangements to solve common problems ”(Robert Cole, 1973).
- Granger Causality:
  - “If a signal  $X_1$  “Granger causes” a signal  $X_2$ , then past values of  $X_1$  should contain information that helps predict  $X_2$  above and beyond the information contained in past values of  $X_2$  alone” (Anil Seth, 2007). Theory developed by Clive Granger in 1960s.