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Study on the Influence of Gender Role Concept on Fertility Desire—Empirical Analysis Based on CGSS2021 Data

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Abstract: At present, China's fertility rate continues to decline, fertility willingness is low, and the problem of low fertility has attracted the attention of all sectors of society. As a social culture, the concept of gender role provides an important reference for solving the problem of low fertility rate in China. From the perspective of gender, this paper uses the CGSS22021 data to explore the influence of gender role concept on fertility willingness by using the ordered Logit model. It is found that: (1) The concept of gender role has a significant positive influence on fertility willingness. (2) Gender role concept has different effects on fertility willingness of different gender groups, and gender role concept has more significant influence on fertility willingness of female groups. (3) The concept of gender role has different influences on the fertility desire of different household registration groups, and the influence of gender role concept on the fertility desire of rural residents is more significant. (4) The concept of gender role has different influences on the fertility willingness of groups with different educational levels, and the influence of gender role concept on the fertility willingness of groups with different educational levels shows an inverted U-shape change. Accordingly, on the one hand, the government should publicize the correct fertility culture, advocate the concept of gender equality, and improve the effect of fertility autonomy; On the other hand, we should strengthen the fertility support system at the family level and social level, and use the participation of multiple subjects to guide the influence of gender role concept on fertility willingness.

1. Introduction

On May 11, 2021, the National Bureau of Statistics released the main data results of the seventh national census, indicating that China's fertility rate has further declined, and the total fertility rate has reached a historical low of 1.3, which has also fallen into the classification of the international academic community, extremely low fertility level. [1]Once China's population growth takes a turning point, it will enter a long-term, sustained and rapid negative growth that is irreversible. On May 31, 2021, as a policy response, the meeting of the Political Bureau of the CPC Central Committee decided to further optimize the birth policy and implement the policy that a couple can have three children and supporting support measures. This is another major adjustment of China's

birth policy after the implementation of the universal two-child policy in 2015, and it is also an important policy response to the social reality that the birth rate is decreasing year by year and the declining birthrate tends to be obvious.[2] However, after the announcement of the three-child policy, some urban survey agencies' surveys and studies on fertility willingness show that the fertility willingness of people of childbearing age is still relatively low at this stage, and the effect of the policy has not met expectations.

The level of fertility willingness is not only restricted by practical factors such as economy and policies, but also by cultural factors such as gender equality concepts and religious beliefs, which potentially affect the improvement of fertility rate in China to varying degrees. Relevant studies show that gender equality is the key dimension to understand the phenomenon of low fertility rate in contemporary society, which also provides an entry point for understanding the phenomenon of low fertility rate in China.[3]

Becker's new theory of family economics links fertility to gender equality for the first time. The theory holds that the "male breadwinner-female housewife" family form can create the maximum level of family utility, and the complementary roles between husband and wife members allow the family to successfully reproduce at a higher fertility level. However, with the gradual improvement of gender equality awareness, women's participation in employment and labor in the public sphere has been continuously improved, and the conflict between paid labor and childcare responsibilities has greatly affected women's willingness to have children. That is, the higher women's workplace participation rate and income, the greater the childbearing cost and the fewer children they raise. Women's labor participation rate is negatively correlated with the fertility rate.[4] At the same time, Becker put forward the "substitution theory of quantity and quality of children". He believes that for families, children are "durable consumer goods" like houses, and quantity and quality are substitutes for each other. With the popularization of the concept of gender equality, parents' demand for the quality of children is increasing, which leads to the decrease of the demand for the quantity of children.[5]

As an important indicator of gender equality, the concept of gender role is in the transitional stage from tradition to modernity in China. Therefore, under the background of the transition of gender role concept to modernization and the relaxation of fertility policy, the research on the relationship between gender role concept and fertility willingness of people of childbearing age can provide important value for the formulation of fertility policy in China.

2. Theoretical framework and research hypotheses

2.1 Gender role concept and fertility willingness

The concept of gender role concept originates from gender theory, which is about what kind of social norms, role division, gender relationship patterns and behavior patterns men and women should follow. [6]The traditional concept of gender role advocates following the social norm of "male superiority and female inferiority" and the social division of labor of "male domination outside and female domination inside". In terms of gender role division, men's social roles are closely linked with work and career, while women are mainly responsible for raising their husbands and children, managing housework, and playing secondary social roles attached to men. The traditional concept of gender role penetrates into fertility decision-making, which strengthens the necessity of "carrying on the family line" and "raising children to prevent old age". Furthermore, when the traditional concept of gender role is stronger, the sensitivity of individuals to children's instrumentality and utilitarianism based on family orientation is higher, and then the willingness of individuals to have children is stronger.[7]

According to the theoretical logic of gender revolution, gender equality is a gradual development

process, first from the social public sphere, then gradually extending to education and employment, and finally to the family sphere. Chinese women's participation in economic activities and healthy living conditions have improved, but there is still a gap between women and men within the family, which is mainly manifested in the imbalance between motherhood and paternity. This phenomenon shows that most families in China still follow the more traditional gender division of labor.[8]

There are few studies on the relationship between gender role concept and fertility willingness in China, but the conclusions drawn are consistent: the more traditional the gender role concept is, the higher the fertility willingness of women of childbearing age. Among them, Li Xiaoxiao and Zhou Dongyang found based on the data of CGSS2013 that the more traditional the concept of gender role, the higher the fertility willingness of urban women of childbearing age. [9]Based on the same data, Hu Rong and Lin Binbin's research on all women also got similar results.[10]Based on the data of CGSS2021, Pu Xinwei and Yao Mingxiao found that the concept of gender equality generally inhibited women's fertility willingness, but did not have a significant impact on their fertility behavior. [11]Based on the data of CGSS 2017, 2018, and 2021, Li Yan and Li Changan found that the concept of gender equality has a negative impact on the willingness to have a third child than the willingness to have a first child and a second child, and with the improvement of education level and socio-economic level, The impact of gender role concepts on fertility willingness shows an inverted U-shaped change. [12]To sum up, based on the above analysis, the first research hypothesis of this paper is put forward:

H1: The concept of gender role has a significant positive influence on fertility willingness, that is, the more traditional the concept of gender role, the higher the individual fertility willingness, the more modern the concept of gender role, the lower the individual fertility willingness.

2.2 Heterogeneity analysis

As a whole cognition, gender role concept includes the attitudes and views of both men and women, and the change of gender role concept between men and women is asynchronous. On the one hand, men, as the beneficiary group in the traditional gender role division, will be more traditional than women after the modernization of gender role concept. When women's gender role attitude is more inclined to modernization, they will devote the time and energy originally spent on family life to the realization of their own social values. Therefore, family responsibilities including childbearing and parenting may occupy a smaller part of these women's personal development plans.[13]On the other hand, the concept of gender roles solidifies the social status and role division between the sexes. For women who hold traditional gender role concepts, their pursuit of social value and professional status is not strong. At the same time, they have a lot of time and energy to take care of their families and offspring. Some women tend to have more children in order to consolidate their family status and reflect their fertility value. [14]Based on this, this study puts forward a second research hypothesis:

H2: The concept of gender role has different effects on the fertility willingness of different gender groups. Compared with the male group, the concept of gender role has a more significant impact on the fertility willingness of the female group.

In the process of modernization of gender role concept, with the continuous improvement of economic development level in urban areas, open social concept has become a new trend and mainstream. While the material security in urban areas is complete, it is more significantly affected by the fertility policy, which constantly promotes the generation of new fertility preferences and greatly reduces the expectations of urban residents for fertility. Leibenstein's "child cost-utility" theory holds that it is necessary to pay a certain cost to raise and nurture children. As the cost of childbearing increases, the utility of children will decrease, and the number of children expected by

families will decrease.[15]Whether or how much a family gives birth depends on whether the utility or spiritual satisfaction provided by the children to the parents matches the cost of giving birth. Due to the high economic cost of education and housing in urban areas, more and more urban parents have reduced their fertility willingness because of the rising fertility cost. However, rural areas are deeply influenced by the traditional concept of gender roles. Traditional concepts such as "raising children to prevent old age" and "having more children and more happiness" still occupy the mainstream position. The number of backbone families with multiple generations coexisting is still huge, and rural residents generally believe that the number of children determines the firmness of the family pension foundation. Based on this, the third research hypothesis of this paper is put forward:

H3: The concept of gender role has different effects on the fertility willingness of different household registration groups. Compared with urban residents, the concept of gender role has a more significant impact on the fertility willingness of rural residents.

The improvement of education level delays the age of individuals' first marriage and childbearing, and at the same time reduces their willingness to have children. [16]Studies have shown that groups with higher education level receive more knowledge about contraception and are better at using contraceptives. At the same time, groups with higher education level have broad horizons and open minds. When they choose social roles, they are more inclined to give priority to pursuing self-worth and realizing their own development. Not only that, groups with higher education level pay more attention to the quality of children rather than the quantity, and will give more economic and time investment in children's health and education, while the economic and opportunity cost of raising children significantly reduce people's fertility willingness. However, groups with lower education level usually have less opportunity to get in touch with more open ideas.[17]Therefore, for groups with lower education level, they generally hold traditional concepts such as "having more children and more blessings", and their gender role concepts have a more profound impact on fertility willingness. Based on this, the fourth research hypothesis of this paper is put forward:

H4: The concept of gender role has different effects on the fertility willingness of groups with different education levels. Compared with the groups with higher education level, the concept of gender role has a more significant impact on the fertility willingness of groups with lower education level.

3. Research design

3.1 Data source

The data used in this study comes from the 2021 Chinese General Social Survey (CGSS), which is a national, comprehensive and continuous large-scale social survey project that comprehensively collects social, community, household and personal data. This paper focuses on related issues such as fertility willingness and gender role concept of people of childbearing age. Therefore, children of childbearing age aged 18 to 49 are selected for analysis. After deleting missing values and invalid data, 2,734 valid samples are obtained, including 1,068 rural samples and 1,666 urban samples.

3.2 Variable selection

3.2.1 Dependent variable

The dependent variable of this study is fertility willingness. This paper selects the ideal number of children to measure fertility willingness of people of childbearing age. In the questionnaire of

CGSS in 2021, the corresponding question is A37_1 "How many children do you want to have if you don't consider the policy constraints?" After eliminating the samples with obviously unreasonable number of births and holding the attitude of "don't know", "don't care" and "refuse to answer", according to the answers, 4 or more children are combined into one category, that is, the ideal number of children is operated into five categories, i.e. 0, 1, 2, 3, 4 or more.

3.2.2 Independent variables

The independent variable of this study is gender role concept. In the CGSS2021 questionnaire, the five questions reflecting gender role concept are: Do you agree with the following statement: A42_1 "Men put career first, women put family first"; A42_2 "Male ability is inherently stronger than female"; A42_3 "It's better to marry well than to do well"; A42_4 "In times of economic downturn, female employees should be fired first"; A42_5 "Husband and wife should share household duties equally". The answers with five different attitudes are "completely disagree, quite disagree, indifferent, quite agree and totally agree". After excluding the samples with the attitudes of "I don't know", "I don't care" and "refuse to answer", according to the Likert scale, the options were assigned "1=totally disagree, 2=more disagree, 3=indifferent, 4=more agree, 5= totally agree". Among them, A42_5 "Couples should share housework equally" adopts the reverse scoring method. In this paper, the scores of the above five questions are added together, and the scores are divided into four categories to construct the concept of gender roles. The larger the value, the more traditional the concept of gender roles.

3.2.3 Control variables

Table 1: Descriptive statistics of variables

Variable	Variable definition and assignment	Average	Standard deviation	Minimum Value	Maximum value
Fertility willingness	Without policy restrictions, how many children would you like to have?	1.801	0.743	0	5
Gender role perception	The larger the value, the more traditional the concept is	11.706	3.917	5	25
Gender	Male = 1, Female = 0	0.431	0.495	0	1
Age	Year of questionnaire-year of birth	32.167	11.035	18	49
Ethnicity	Han = 1, ethnic minorities = 0	0.917	0.277	0	1
Educational level	Primary school and below = 1, junior high school = 2, high school or technical secondary school = 3, university and above = 4	2.709	1.121	1	4
Political landscape	Party member = 1, non-Party member = 0	0.106	0.301	0	1
Marital status	Married = 1 Unmarried = 0	0.691	0.462	0	1
Registration	Non-agricultural household registration = 1, agricultural household registration = 0	0.609	0.488	0	1
Personal annual income	Your personal total income last year (ten thousand yuan)	5.405	8.584	0	100

Besides independent variables, there are still other factors that affect individual fertility willingness, so this paper mainly selects the personal characteristics of the sample as control variables, mainly including gender (0=female, 1=male), age, household registration (0=rural,

1=urban), ethnic group (0=ethnic minority, 1=Han), marital status (0=unmarried, 1=married) , education level, political outlook (0=non-Communist Party member, 1=Communist Party member) and personal annual income (unit: ten thousand yuan), etc. Descriptive statistical analysis of all the above variables is shown in Table 1.

3.3 Model construction

This paper mainly examines the influence of gender role concepts on individual fertility willingness. The benchmark model is constructed as follows:

$$\text{Log (fertilityi)} = \alpha + \beta\text{attitudesi} + \gamma\text{controli} + \varepsilon\text{i}$$

Where *fertilityi* denotes the probability when the individual's fertility intention $y = i$. *attitudesi* is the concept of gender role, controli is the control variable, and ε is the influence of out-of-model variables and other random factors. α, β and γ are the parameters to be estimated, and εi is the random perturbation term.[17]

4. Empirical analysis results

4.1 Benchmark regression analysis

Table 2: Regression analysis of gender role concept on fertility intention

	Model (1)	Models (2)	Models (3)	Models (4)	Models (5)	Models (6)	Models (7)	Models (8)	Models (9)
Gender role perception	0.132***	0.132***	0.117***	0.083***	0.081***	0.082**	0.086***	0.073***	0.073***
	(0.010)	(0.011)	(0.011)	(0.011)	(0.011)	(0.011)	(0.012)	(0.012)	(0.012)
Gender (male = 1)		0.037	0.051	0.119	0.185*	0.187*	0.166*	0.203*	0.203*
		(0.080)	(0.080)	(0.081)	(0.082)	(0.082)	(0.082)	(0.083)	(0.083)
Household registration (non-agricultural = 1)			-0.475***	-0.435***	-0.430***	-0.381***	-0.394***	-0.254***	-0.254***
			(0.085)	(0.086)	(0.086)	(0.087)	(0.087)	(0.092)	(0.092)
Age				0.037***	0.021***	0.021***	0.020***	0.011*	0.011*
				(0.004)	(0.005)	(0.005)	(0.005)	(0.005)	(0.006)
Marital status (married = 1)					0.714***	0.714***	0.713***	0.674***	0.674***
					(0.103)	(0.103)	(0.103)	(0.103)	(0.103)
Ethnicity (Han = 1)						-0.501***	-0.498***	-0.470***	-0.470***
						(0.151)	(0.151)	(0.151)	(0.151)
Political outlook (Party members = 1)							0.302*	0.492***	0.492***
							(0.135)	(0.141)	(0.141)
Educational level								-0.243**	-0.243**
								(0.049)	(0.049)
Personal annual income (10,000 yuan)									0.023
									(0.039)
N	2734	2734	2734	2734	2734	2734	2734	2734	2734
pseudo R2	0.029	0.029	0.034	0.050	0.058	0.060	0.061	0.065	0.065

In this paper, the dependent variable is multi-categorical variable, so the ordered multi-

categorical Logit regression model is used to observe the effect of gender role concept on fertility willingness. Table 2 establishes nine models: model (1) is the influence of gender role concept on fertility willingness without adding control variables; Models (2) to (9) are the regression results of stepwise adding individual characteristic control variables, as shown in the following table. From the results, with the increase of variables, the PR2 value gradually increases, and the fitting degree of the model gradually improves. The results show that in model (1), the influence of gender role concept on fertility intention is significantly positively correlated at the level of 0.1% without adding control variables, and this result does not change even if the control variables are gradually added. It shows that the more traditional the concept of gender role, the stronger the influence on children's fertility willingness. Hypothesis 1 is preliminarily verified.

In addition, in terms of control variables, the older the age, the stronger the fertility willingness of residents, and it is significant at the level of 0.1%. This shows that with the increase of age, individuals are deepened by the traditional gender role concept such as "full of children and grandchildren", and their fertility willingness gradually increases, and their desire for children is stronger. In terms of household registration, non-agricultural household registration has a significant negative correlation with fertility willingness at the level of 0.1%, indicating that compared with rural household registration, urban residents' fertility willingness is significantly lower. The fertility willingness of Han ethnic group is significantly lower than that of ethnic minorities at the level of 0.1%. Since ethnic minorities did not have the restrictions of family planning and "two children alone" policy at that time, Han ethnic group was stricter in the control of the number of births, so their fertility willingness was also relatively low. The coefficient of education level is negative and significant at the level of 1%, which fully shows that the higher education level, the lower the fertility willingness. In terms of marital status, the fertility willingness of married people is significantly higher than that of unmarried people, and the result is significant at the level of 0.1%. In terms of political outlook, the fertility willingness of party members is significantly higher than that of other political outlook, which may be due to the fact that party members take the lead in actively responding to the national fertility policy. However, the influence of individual annual gross income on fertility intention is not significant.

4.2 Robustness test

In order to investigate whether the regression results of gender role concept on fertility intention have consistent and stable results, and to ensure the credibility of ordered Logit regression, this study replaces the ordered Logit model in the benchmarkregression with the ordered Probit model and OLS model. The results in Table 3 are substantially consistent with the previous (Table 2). After controlling other factors, the individual's gender role concept is significantly positively correlated with fertility willingness, which also reflects the robustness of the research results to a certain extent.

Table 3: Robustness test: replacement regression model

	OLS model	oProbit model
Gender role perception	0.024***	0.040***
	(0.004)	(0.007)
Gender (male = 1)	0.076**	0.119***
	(0.028)	(0.046)
Household registration (non-agricultural = 1)	-0.083**	-0.146***
	(0.030)	(0.050)
Age	0.004***	0.007*
	(0.002)	(0.003)
Marital status (married = 1)	0.254***	0.414***
	(0.035)	(0.058)
Ethnicity (Han = 1)	-0.164***	-0.274***
	(0.049)	(0.080)
Political outlook (Party members = 1)	0.147***	0.258***
	(0.047)	(0.077)
Educational level	-0.067**	-0.119***
	(0.016)	(0.027)
Personal annual income (10,000 yuan)	0.005	0.007
	(0.013)	(0.021)
N	2743	2743
pseudo R2		0.069

Note: *, * *, and * * * are significant at 5%, 1%, and 0.1% levels, respectively, standard errors in parentheses

4.3 Heterogeneity analysis

On the basis of the above analysis, this study will further discuss the influence differences of different factors. This paper mainly investigates the heterogeneous influence of gender role concept on fertility willingness from three aspects: gender, urban and rural areas and education level.

The regression results in Table 4 show the influence of gender role concepts on the fertility willingness of different gender groups. The results show that the concept of gender role significantly affects the fertility willingness of male and female groups. If the concept of gender role is increased by one unit, the fertility willingness of male groups and female groups will increase by 8.5% and 16.1% respectively. Compared with the male group, the concept of gender role has a greater influence on the fertility willingness of the female group. Under the influence of the traditional concept of "men dominate the inside and women dominate the outside", women are at a disadvantage in **Table 2**

The division of social roles from ancient times to the present, and it is regarded as women's social responsibilities to have children and care for their husbands and children. Therefore, under the traditional gender concept, women often have higher fertility willingness than men. However, when women's gender role attitude is more biased towards modernization, they will devote the time and energy originally spent on the family to self-realization, so their fertility willingness will be affected by the modern fertility concept and will be reduced accordingly. In summary, Hypothesis 2

is verified.

Table 4: Regression analysis of gender role concept on fertility willingness of different gender groups

	Male	Woman
Gender role perception	0.085***	0.161***
	(0.017)	(0.014)
N	1178	1556
pseudo R2	0.010	0.045

Note: *, * *, and * * * are significant at 5%, 1%, and 0.1% levels, respectively, standard errors in parentheses

The regression results in Table 5 show the influence of gender role concept on the fertility willingness of urban and rural residents. The results show that the concept of gender role significantly affects the fertility willingness of urban and rural residents. When the concept of gender role is increased by one unit, the fertility willingness of rural residents increases by 9.5%, and that of urban residents increases by 7.5%. Compared with urban residents, the fertility willingness of rural residents is more influenced by the concept of gender role. This may be because the increasingly modernized gender role concept in urban areas leads residents in urban areas to be more inclined to pursue career success, which makes the intensity of "family-work" conflicts faced by urban residents higher than that of rural residents, thus having a greater inhibitory effect on their fertility willingness. However, the modernization degree of gender role concept in rural areas is still shallow, and the traditional idea of inheriting the family line still occupies a dominant position, so their fertility willingness is greatly influenced by gender role concept. In summary, Hypothesis 3 is verified.

Table 5: Regression analysis of gender role concept on fertility willingness of urban and rural residents

	City and town	Village
Gender role perception	0.075***	0.095***
	(0.016)	(0.027)
N	1666	1068
pseudo R2	0.021	0.022

Note: *, * *, and * * * are significant at 5%, 1%, and 0.1% levels, respectively, standard errors in parentheses

Table 6: Regression analysis of gender role concept on fertility willingness of groups with different education levels

	Primary school and below	Junior high school	High school or technical secondary school	University and above
Gender role perception	0.072**	0.113***	0.090***	0.083***
	(0.027)	(0.022)	(0.025)	(0.020)
N	491	758	541	944
pseudo R2	0.007	0.020	0.012	0.009

Note: *, * *, and * * * are significant at 5%, 1%, and 0.1% levels, respectively, standard errors in parentheses

The regression results in Table 6 show the influence of gender role concept on the fertility

intention of groups with different educational levels. The results show that the concept of gender role significantly affects the fertility desire of groups with different education levels, and shows an inverted U-shaped change. Among them, the group with junior high school education level is the most affected by the concept of gender role, and the group with elementary school education level and below is the lowest affected by the concept of gender role. This may be because people with primary school education level or below are mainly concentrated in the upper age group, and the upper age group generally has no strong fertility desire because of the decline of fertility. For physiological reasons, gender role attitudes will not significantly affect their fertility desire. With the improvement of education level, the influence of gender role attitude on fertility willingness gradually decreases, and it has the greatest influence on junior high school people. The higher the education level of an individual, the higher the modernization degree of gender role concept in his social environment, the more opportunities he has to contact the value concept of gender equality, and the individual pays more attention to his own improvement and development, so his fertility will is less affected by gender role concept. The lower an individual's education level, the lower his position in society, and he is less exposed to the open concept of gender equality, so it is easier to "have more children and have more children". In summary, Hypothesis 4 has not been verified.

5. Conclusions and Policy Recommendations

Based on the 2021 CGSS data, under the premise of controlling variables such as age, gender, household registration, ethnicity, marital status, political outlook, education level, and personal annual income at the individual level, this paper uses the ordered logit model and OLS regression model from a gender perspective to examine the impact of gender role concepts on fertility willingness of groups of childbearing age, and examine the heterogeneous impact of gender role concepts on fertility willingness from three aspects: gender, urban and rural areas, and education level. The findings are as follows: Firstly, the concept of gender role has a significant positive influence on fertility willingness. The more traditional the concept of gender role, the higher the fertility willingness of individuals. Secondly, compared with male groups of childbearing age, the concept of gender roles has a more significant impact on female groups' fertility willingness. Thirdly, compared with urban groups of childbearing age, the concept of gender roles has a more significant impact on rural residents' fertility willingness. Fourthly, gender role concept has different influences on the fertility willingness of groups with different education levels, and the influence of gender role concept on the fertility willingness of groups with different education levels is inverted U-shaped.

Based on the empirical analysis results, this study puts forward the following policy suggestions:

First, the government should promote gender equality in the family field by policy means, introduce men's parenting holidays, share women's fertility pressure, encourage men to take the initiative to undertake housework, and promote equal division of family work. Men's investment in more time and energy in the family field will, to a certain extent, promote the improvement of fertility willingness by modernizing men's gender role attitudes.[18]

Second, government should strengthen the social fertility support system, protect women's social labor rights and interests, and eliminate gender discrimination in the workplace. Encourage multiple subjects to jointly build a fertility-friendly society, that is, the government, market, family and community have different levels, complementary functions and mutual support to meet the fertility needs. At the same time, the government should introduce a workplace adaptability policy for women who give birth, provide parental leave for both sexes, and provide child care services for women in the workplace, so as to reduce the unilateral obstacles brought by childbearing to women. This multi-subject participation-oriented fertility support policy helps to break through the paradox

between the fertility inhibition effect brought about by the transformation of gender concept to modernization in China and the expectation of fertility rate increase, and then reap the fertility dividend brought about by the modernization of gender role concept.

Third, government should vigorously promote the concept of gender equality, eliminate the influence of the solidification of traditional role concepts, create a new fertility culture atmosphere, and pay attention to stimulating the intrinsic motivation and emotional needs of children of childbearing age, so as to improve the independent effect of fertility behavior. The mainstream media should vigorously strengthen the publicity and guidance of gender equality, and promote the formation of a good atmosphere of equality between men and women in society. Effectively help men and women solve their difficulties in childcare, further reduce social prejudice against childbearing by raising public awareness of childbearing issues, and create a social environment that is more supportive of childbearing.

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