

The Influence of Internet Celebrities on the Mainstream Values of College Students: Evidence from Beijing Questionnaire

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ABSTRACT

Nowadays, the industry of Internet celebrities is hot, and the interaction between Internet celebrities and fans can easily affect the thinking and behavior of fans. Due to the strong plasticity of the values of college students, this article selects different types of Internet celebrities as the research objects, and focuses on the dissemination of mainstream values in China. Through questionnaire surveys and in-depth interviews, this article explores the mainstream values of Internet celebrities to students. In order to study how Internet celebrities affect students, this article divides the reasons why students like Internet celebrities into two categories, namely personal charm and communication content, and it corresponds to the business logic of Internet celebrities to find out which factors are the main factors that Internet celebrities influence the values of college students. The work further classifies them according to the positive and negative impacts, and find out what corrections should be made in the process of online celebrity promotion to spread the mainstream values to put forward new ideas. At the same time, it also has important reference value for the relevant departments of universities to promote student work.

Keywords: Internet celebrities; role model effects; mainstream values; college students

1. INTRODUCTION

With the rapid development of the Internet and new media, Internet celebrities have become a popular cultural phenomenon. Nowadays, the number of Internet celebrities is expanding, but it lacks industry standards and is mixed. The entire industry is in a state of eagerness for quick success and instant benefits, which has brought a lot of negative effects to college students. Even so, whether it is a grass root or a celebrity, the industry of Internet celebrities is still one step forward. This phenomenon has caused the author to think: What makes both grassroots and celebrities enter this industry one after another? What is the content value of Internet celebrity live broadcast? In today's explosion of the Internet celebrity economy, should the economic companies busy making Internet celebrities calmly consider whether the current value communication orientation is correct? Where do you want to take the platform? Since students' values have not yet been finalized and they are highly susceptible to external influences, the issue of how to correctly guide their mainstream values cannot be ignored in the current diversified values. Therefore, this research regards Internet celebrities as a normal social and cultural phenomenon and explores the impact on the shaping of student values.

2. CURRENT SITUATION OF THE INFLUENCE OF INTERNET CELEBRITIES ON THE MAINSTREAM VALUES

Internet celebrities refer to people who have become popular in reality or on the Internet due to a certain event or behavior by netizens, and also refer to people who have become popular on the Internet by relying on long-term output of professional knowledge[1]. The research on Internet celebrities is mostly based on the description of phenomena. The phenomenon of Internet celebrities is not a social and cultural phenomenon that has emerged in the past two years. It has three stages of development, namely the era of text, the era of graphics and the era of podcast Internet celebrity[2]. In reality, people's pressure has increased sharply, and they are eager to reduce pressure by interacting with Internet celebrities, and they devote their leisure time to them[3]. The interaction between Internet celebrities and fans makes it easy for fans' thoughts and behaviors to consciously or unconsciously move closer to the Internet celebrities, resulting in a series of example effects, including the role model effects of positive energy Internet celebrities and the role model effects of negative energy Internet celebrities[4]. The rapid popularity of Internet celebrities has given traditional media new

inspiration on how to attract the public's attention. At the same time, it has also been discovered that behind the phenomenon of netizens madly pursuing Internet celebrities, there is a distortion of values and morals stimulated by profits and many other problems[5]. In order to let mainstream values be recognized and popularized in a wider range, we need to pay attention to the dissemination of new media[6].

3. RESEARCH METHODS

This study is based on literature research, using interviews as the main method, supplemented by questionnaire surveys, to understand the reasons why respondents like Internet celebrities and the degree of influence of Internet celebrities on the respondents, and analyze the influence of Internet celebrities on student values as comprehensively as possible.

First, this research uses semi-structured interviews. The interviewees are divided into two part. The first part is the Internet celebrity economic company. The second part is Internet celebrity lovers. During the interviews with internet celebrities, according to the types of Internet celebrities that students like, the interviewed Internet celebrities were divided into four categories, namely game live broadcast, funny entertainment, face value and funny entertainment category.

Second, this research uses a questionnaire survey method. The subjects of the survey were 18 to 25-year-old students who like Internet celebrities. Through WeChat surveys and on-site questionnaires, a total of 232 questionnaires were distributed and 232 were recovered, with a recovery rate of 100%.

Table 1. Descriptive Statistics

Demographic characteristics		Percentage
Gender	male	33.2%
	female	66.8%
Age	18 years old	5.6%
	19 years old	22.8%
	20 years old	10.8%
	21 years old	8.2%
	22 years old	15.5%
	23 years old	19.8%
Education	24 years old	12.1%
	25 years old	5.2%
	junior college	9.4%
	undergraduate	73.5%
	postgraduate and above	17.1%

4. THE REASON WHY INTERNET CELEBRITIES HAVE A ROLE MODEL EFFECTS ON STUDENT GROUPS

4.1. The Proportion of Students in the Online Participation Group is Relatively High

According to the latest data from the 45th China statistical report on Internet development released by CNNIC in April 2020, as of March 2020, 20-29 years old Netizens accounted for the highest proportion, reaching 21.5% [7], as shown in Fig. 1. From this point of view, the enthusiasm of the student group for online participation is undoubtedly the highest, which also caters to their strong curiosity about new things. In addition, from the perspective of quantity and scale, this group has obviously more opportunities to contact Internet celebrities, and as an active member of the network army, its strength cannot be ignored.

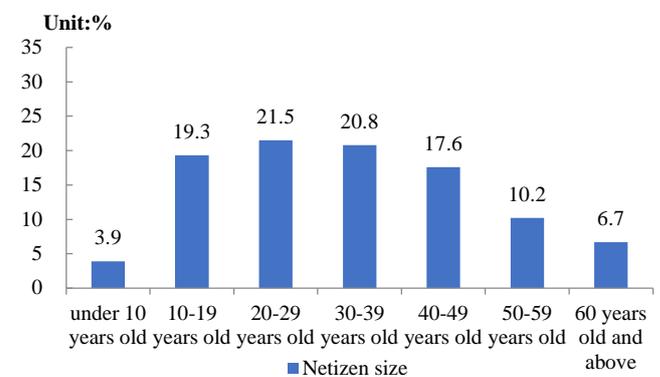


Figure 1. The Age Structure of Chinese Internet Users

4.2. The Idol is Too Far Away, the Internet Celebrities are Very Close

Although students are already adults, they are still in the transitional stage of maturity in their hearts. Idolatry has become an important part of their spiritual life. Generally speaking, idols are more well-known than Internet celebrities, so students worship and look up to them more. In contrast, Internet celebrities are more down-to-earth, because they mostly come from the grassroots, and most of them are post-90s, post-95s or even post-00s. Before they became famous, they used a certain event or behavior to attract people's attention. After becoming famous, they gain continuous attention from fans by showing their daily life on the online platform. Their speech, dress and daily life are closer to life. They advocate freedom and publicity, and they are the best spiritual sustenance and emotional release objects for student netizens. Coupled with the ubiquitous network, omnipotent smartphones, and the all-time Internet celebrity events, the influence of Internet celebrities on students has become more extensive[4].

4.3. The Product under the Social Background and Audience Psychology

Compared with junior high school and high school students, the students who just won the college entrance examination have more free time for entertainment and recreation. At this time, Internet celebrities came into being. As college students become more and more dependent on new media, they can access the live broadcast platform of Internet celebrities whenever they have free time, and find fun by paying attention to Internet celebrities. The results of the questionnaire survey showed that 67.7% of college students believe that Internet celebrities are a form of entertainment and recreation that can relieve stress in life; 8.2% of college students believe that they can use the consumption of Internet celebrities to achieve a kind of emotional release. In addition, college students have a strong psychology of curiosity, herd psychology, and a desire to receive attention. They like to pay attention to new and interesting things, and they like to pay attention to things that everyone is discussing. At the same time, they hope to comment, like, forward, follow, and post status. No matter what kind of psychology, the Internet celebrities who can meet their psychological needs have become examples in the subconsciousness of college students to some extent. Through the survey, it is found that 31.9% of college students choose Internet celebrities because it's a new thing. Through Internet celebrities you can understand other people's lives and have a sense of substitution and experience; 4.3% of college students think Internet celebrities can satisfy their desire for domination and reflect their sense of existence at the same time.

5. THE ROLE MODEL EFFECTS OF INTERNET CELEBRITIES ON STUDENT GROUPS

Internet celebrities will have a complex impact on student groups in terms of content and personal charm. 82.8% of the groups believe that they are affected by the content disseminated by Internet celebrities. Among them, they are affected by online shopping, technology, and professional knowledge. The proportions of influence were 38.4%, 32.8%, and 11.6% respectively. The number of people affected by the personal charm of Internet celebrities accounted for 92.2% of the interviewed groups. Among them, the language used by Internet celebrities, the behavior of them, emotional communication and thinking collision that have the main influence on students are 56.9%, 21.1%, and 14.2% respectively. This shows that Internet celebrities have given full play to their tremendous influence.

Of course, the products of any era have two sides. From a positive perspective, Internet celebrities bring us diverse content and various attractive friends. From a negative perspective, the content brought to us by Internet celebrities may be extreme or negative and friends introduced to us may also be vulgar or malicious. The

convenient and frequent interaction between Internet celebrities and fans also aroused the author's thinking. In such interaction and friction, students' thoughts and behaviors may consciously or subconsciously move closer to Internet celebrities, resulting in a series of role model effects. To this end, we need to carefully analyze and choose from them.

Generally speaking, the popularly understood role model effects are the effects that a representative advanced character can produce in the process of influencing and motivating people. In today's information-based content change, role models not only have the aura of good positive characters, but also have some negative influences. The successful deeds and noble behaviors of positive energy Internet celebrities in line with the social value orientation have set a good example for students. The noble moral character and positive image make students have a strong sense of identity and resonance in psychology, which also makes this group actively learn and imitate their noble behavior, moving in the right direction. The negative influencers are the opposite of the traditional values of self-improvement. The original sacred things such as conscience and ideals are mocked. The basic virtues such as labor and thrift are abandoned. Money has become the representative of their identity, seriously affecting people's right and wrong judgments and behavior choices. No matter what kind of influence it is, what is hidden behind it is the influence brought by the content of the Internet celebrities' communication and the personal charm of Internet celebrities.

So how do the above two aspects relate to the business logic of Internet celebrities? First, the Internet celebrity team is based on the production mechanism of content, seeking unique ways and showing individuality. They usually have a strong issue setting ability. They are good at using various network hotspot events to extend and manage their IP image. Hot topics can help Internet celebrities to spread in a large amount in a short time. The above determines the popularity and spread of Internet celebrities in a short time. In order to maintain stickiness and connection among fan audiences, influencers must also ensure exposure and frequency of exposure. Exposure helps them maintain popularity and expand their scope for a longer time. Secondly, Internet celebrities are also good at using various technical means to win over a large number of fan groups in order to fully realize the goal of winning by personal charm. Funny words, exaggerated performances, lively displays, and cordial communication are all magic weapons for them to win.

6. EFFECTIVE COUNTERMEASURES TO SHAPE THE MAINSTREAM VALUES OF STUDENTS

In the information age, the social environment is no longer blocked. The information dissemination platform is no longer limited to a single channel, and the dissemination content also shows diversified characteristics. For students,

Internet-based communication platforms are having a huge impact on their values. With the aid of the American scholar Laswell's communication model, this article uses and improves the role model effects of Internet celebrities, and then proposes specific effective countermeasures to shape the mainstream values of students.

6.1. Creating Mainstream Internet Celebrities and Seize the Height of Public Opinion

Regarding the creation of mainstream influencers, mainstream or official media or representatives can directly express their opinions for Internet influencers who spread positive content and positive values, forming a positive value of communication. For example, it is possible to reprint the positive content of civil influencers. It is also possible to form an Internet celebrity group to occupy the height of public opinion in terms of content dissemination, and give full play to the official speaking position in a form that is acceptable to student groups in the Internet era.

In the context of the new network environment, we must make full use of objective conditions, not only adhere to the principle of party spirit and keep in mind social responsibilities, but also firmly occupy the position of mainstream public opinion. Mainstream Internet celebrities are no longer just news writers in the traditional sense, but also shoulder the important task of extending the influence of traditional news reports from newspapers to the mobile Internet, singing the main theme, promoting positive energy and affirming content output. They need to take the lead and demonstrate the value of positive communication. For the spread of Internet celebrities, it is necessary to strengthen the sense of position, encourage and support traditional media to create mainstream celebrities and seize the height of public opinion.

6.2. Celebrity Effect Promotes the Spread of Mainstream Values

Celebrities appear as Internet celebrities to spread positive energy content in a civilian manner or channel, which greatly promotes the spread of mainstream values in China, and can stimulate the enthusiasm of ordinary people to actively spread positive energy values. Most celebrities active in all walks of life have strong social influence and are the focus of public attention. Every behavior they make will have a strong demonstrative effect on ordinary people, especially fans. Its field plays the role of opinion leader and guides the direction of public opinion. Nowadays, with the rapid development of China's socialist market economy and the continuous progress of new media, students' awareness of ideological independence has been significantly enhanced, and their values and orientations have shown a diversified trend. Compared with the traditional values education based on classroom education and moral model, the celebrities who appear in the public's

eyes as Internet celebrities are close to life and vivid images, making students more acceptable. This celebrity effect will encourage them to actively learn and imitate the positive energy behavior of celebrities, and it will greatly promote the spread of mainstream values in China.

6.3. Using PGC to Deal With the Negative Effects of Internet Celebrities

Faced with the many negative effects brought by Internet celebrities, only strengthening control measures cannot completely solve them. On the contrary, further upgrade the business model and develop the existing UGC mechanism into PGC, which can effectively change the status quo of the overall low quality of Internet celebrities and low-quality content. Relying on UGC's convenient production tools, the threshold for content production and dissemination has dropped to the lowest point in history. Any ordinary person may become an Internet celebrity and rely on reputation and traffic to obtain huge returns, which is also the reason for the Internet celebrity economy. With the increase of reputation and the intervention of commercial capital, Internet celebrities who originally engaged in content production out of hobbies have gradually transformed content production into semi-professional or even professional production, and professional operation provides the impetus for the follow-up development of Internet celebrities. The PGC model can not only control the quality of Internet celebrities and their related behaviors, but also help them realize the professionalization and verticalization of content, thereby promoting their sustainable development.

7. CONCLUSION

Under the background that the student is a wide audience, this article studies the phenomenon of Internet celebrities, focusing on the following questions: What are the reasons why Internet celebrities are loved by college students? How does college students' affection for Internet celebrities affect their values and behaviors? How to flexibly use and modify the Internet celebrity model and apply it to the spread of mainstream values? In order to give a better answer to the above questions, this article uses a combination of qualitative and quantitative methods to conduct in-depth analysis, use and improve the role model effect of Internet celebrities, and propose specific effective countermeasures to shape the mainstream values of college students. First, we should create mainstream Internet celebrities to seize the height of public opinion. Second, we should use the celebrity effect to promote the spread of mainstream values. Third, we should use PGC to deal with the negative effects of Internet celebrities.

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