

Research on the Influence and Governance of "Fan Circle Culture" on Youth Values from the Perspective of Social Identity

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ABSTRACT

The theory of social identity believes that the sense of identity and belonging that an individual obtains when integrating into a group is also actively creating his own unique characteristics to show his personality and express himself. Nowadays, with the development of the economy and the improvement of social living standards, teenagers have more and more diverse ways of entertainment. Many teenagers have expanded from traditional leisure and entertainment activities to emerging fields such as e-sports and star chasing. However, some inappropriate behaviors in the process of chasing stars will also have a negative impact on the formation of young people's values, such as irrational consumption, blind imitation of idols, etc. Based on this, schools, families and platforms should actively guide them, and young people themselves should also work hard to establish correct values and outlook on life.

Keywords: social identity, youth, rice circle culture, governance

1. INTRODUCTION

In May 2021, a video uploaded by netizens of "Pour milk for stars" was exposed. The incident originated from a talent show "Youth With You 3". Fans buy milk, vote, pour milk, and then buy milk. The new "industrial chain" induced by the investment quickly attracted the attention of the society and relevant departments, and the "fan circle culture" also surfaced again in countless denunciations [1]. In addition, a 2020 survey by "Ban Yue Tan" magazine on the phenomenon of "star chasing" among middle school students found that 42% of middle school students started chasing stars from elementary school, and 52% of middle school students had a career of chasing stars for more than 3 years.

There are many ways for teenagers to choose to chase stars. Some teenagers will express their liking for idols as independent fans and carry out a series of star-chasing behaviors; some teenagers will actively join a specific "fan circle", according to the group. The rules are unified and actions are taken, such as changing to a unified avatar on some online platforms, changing to a fixed name, and even standardizing the way of communication and expression to enhance the emotional connection between oneself and idols. Compared with joining the "fan circle", independent fans have full freedom to chase stars[2].

Teenagers can express their emotions according to their own preferences, show their unique personality and their liking for idols; while fans joining the "fan circle" means chasing stars. To a certain extent, there are more constraints on behavior, but fans are in this group and share the same goals and pursuits with other people in the group. It is easy to get a sense of satisfaction and strengthen self-identity.

The essence of young people from independent star chasing to joining the "fan circle" as fans is the transformation from personal identity to group identity. Among them, the identification of teenagers with their own fandom is a prerequisite for joining the "fan circle", and joining the "fan circle" is a sign that the young people have raised their personal identification to group identification.

2. CONCEPT DEFINITION AND THEORETICAL BASIS

2.1. Concept definition

Generally speaking, fans are people who have a strong affection for certain people or things. The name originated from the English word fans, which was later transliterated into fans and gradually accepted by the

public. "Fans" are relatively independent individuals who are not constrained by organizations, and star-chasing actions also have strong autonomy.

The word "fan circle" comes from the Internet, which refers to an organization composed of fans who like a certain star or a certain star group. This kind of organization is usually driven by interests and carries out planned activities. Its own special organization The culture formed by, discipline, emotion, rules, etc. constitutes the "fan circle culture" [3].

2.2. Characteristics of "Rice Circle Culture"

"Fan circles" are often composed of well-organized "fans" collectively, showing different characteristics from a single "fan", mainly in the following aspects:

2.2.1. Have uniform rules

The "fan circle" can be regarded as an emotional group that has a common value orientation and common emotional needs. The uniformity of the rules in the "fan circle" includes not only the words and expressions used by fans on major platforms, but also the actions taken by fans to chase stars offline, such as holding up lights, taking pictures for idols, and picking up airports. activity.2.4. Difficulty finding employment for landless farmers.

2.2.2. Charismatic leader

Fans have full freedom in chasing stars independently, but after joining the "fan circle", they will be more or less subject to certain constraints. Usually there are representative figures in a certain star-chasing group[4]. They are usually the "chairman" of the star support club or the "station sister" who follows the filming, and is responsible for organizing and arranging some star-chasing matters to make the whole "fan circle" culture more Norms to maintain the image of idols and express their love for idols.

2.2.3. Have a reasonable division of labor

As a group, "fan circle" will face more types of support activities, so members within the group will carry out a reasonable division of labor under the unified arrangement of the "leader". Responsible for raising funds or controlling and evaluating anti-black. Generally, there is a strict organizational form and operation method in the "fan circle", which shows the strong action force of the group.

2.3. Theoretical basis

The theory of social identity was first put forward by Henry Tafel, who believed that social identity is "an individual's recognition that he belongs to a specific

social group, and also recognizes the emotional and value meaning brought to him as a member of the group"[5]. Social identity is a collective concept, which originates from a group that can be perceived by an individual, and is more about the relationship between an individual and a group.

In short, the formation process of social identity is that in the social interaction life, individuals yearn for the identity of other group members, so on the basis of forming their own identity, they create, change or maintain a social image, so as to create, change or maintain a social image in the collective or group. Individuals can enhance their self-worth through the social identity process, but the specific effects may be affected by cultural differences.

Social identity theory puts the individual's identification with the group at the core. It believes that individuals identify with their own groups through social classification, and generate in-group preferences and out-group prejudices. Individuals improve self-esteem by achieving or maintaining positive social identity, while positive self-esteem results from favorable comparisons of ingroups with related outgroups [6].

3. PROBLEMS CAUSED BY "FAN CIRCLE CULTURE" FROM THE PERSPECTIVE OF SOCIAL IDENTITY

In recent years, with the rapid development of my country's entertainment market and the Internet industry, "rice circle" and "rice circle culture" have emerged, and the Internet has become the main position of contemporary youth star chasing due to its openness and interactivity [7]. Voting, criticizing, and making lists for your favorite idols on the Internet has become the most popular way of entertainment and star-chasing among young people. Since most of the star-chasing groups participating in the "fan circle" are teenagers aged 14-25, they need more sense of participation and identity at this stage, and are prone to blindly chasing stars. The formation of values brings new problems and challenges.

3.1. Lack of young people's spiritual world

In the adolescent stage, the self-awareness of this group comes more from others' evaluation of themselves, but the instability of others' evaluation further exacerbates the uncertainty of adolescents. Social identity theory states that such feelings can lead to an eagerness in adolescents to strengthen their group identity in order to increase their sense of certainty.

Combined with the popular entertainment methods among young people today, some young people will take the initiative to join their favorite "fan circle" groups in order to obtain psychological satisfaction, and become a member of the group as a fan, according to the system

regulations within the group. Standardize your behavior. This kind of "fast food" cultural exchange gradually deviates from the mainstream culture, which affects the construction of the self-awareness of young fans and a series of behavioral choices, which is not conducive to enriching and enriching the spiritual world of young people[8].

3.2. Blind imitation can easily lead to irrational consumption

Social identity theory argues that group categorization of the self is the main way to reduce self uncertainty. Teenagers in the "fan circle" group are easily influenced by idols and group pressure. In addition to some necessary behaviors to control and review the rankings, there are also fundraising behaviors such as fundraising, purchasing peripherals or tickets. However, most of the young people are in the education stage. They have no independent source of income and often rely on the income of their parents to satisfy their consumption desires, which leads to young people who go beyond their own spending power to chase stars. This irrational consumption behavior will bring harm to their families. stress and burden [9].

3.3. It is easy to lead to negative phenomena such as pulling, stepping, and fighting, tearing and scolding each other

Social proof theory holds that the more regular a group is, the more certain it will be to its members. In the "fan circle" group with clear rules and clear rules, fans are more constrained to regulate their behavior and recognize themselves according to the group standard model, so they seldom actively think about values and outlook on life.

Fans who are in a fixed "fan circle", once they encounter comments or evaluations that are different from their own groups, they will sto The "fan circle" group will step on the opponent or maliciously hype because of the resources of their idols; in order to maintain the good character and image of their idols, fans will also set up "anti-black stations"[10]. When these negative star-chasing behaviors flood the Internet, it will inevitably make the cyberspace smoky, which is not conducive to the construction of positive and positive values for the youth group.

4. COUNTERMEASURES AND SUGGESTIONS

4.1. Media optimization promotion content

Media organizations play a very key role in the construction of youth values, and the content they promote often affects the behavioral choices of youth.

Based on this, the main content of social media promotion can be changed from gossip news of stars and idols to gossip news from all over the country [11]. The glorious deeds of the role models or outstanding figures of the times actively guide their behaviors, help them establish correct values and outlook on life, and reduce their self-uncertainty in a reasonable and healthy way.

4.2. The school offers relevant courses to enrich the leisure life of young people

Most of the youth groups are in the stage of being educated in schools and have more time in contact with teachers. Therefore, teachers' own values and worldviews often directly affect the establishment of students' values and worldviews. Schools can organize mental health teachers and other relevant personnel to conduct in-depth analysis and research on the "fan circle culture", offer teachers courses on the physical and mental development of young people, change the teaching idea of "achievement-only theory" [12],and encourage young people to cultivate more Interests and hobbies, such as participating in volunteer activities, organizing sports competitions, etc., effectively combine knowledge with practice.

4.3. Respect the interests and hobbies of young people and understand their psychological characteristics

Nowadays, many parents still take the attitude of boycotting or forcibly suppressing teenagers' star-chasing behavior. They try to organize teenagers' star-chasing by reducing their pocket money and forcibly confiscating their mobile phones. The occurrence of negative behaviors such as irrational consumption. Therefore, parents should communicate with their children in a timely manner to understand their favorite idols, help them discover the shining points of idols, and guide them to establish a correct way of chasing stars[13].The most important thing is that parents also need to pay attention to the social activities of teenagers, and encourage them to put more leisure time in real activities, so as to prevent teenagers from being overly addicted to the Internet and losing themselves.

4.4. Teenagers should consciously construct a rational subject consciousness

On the one hand, young people should learn to respect the differences between other "fan circle cultures" and their own groups, and view differences with a more rational and inclusive attitude. Because differences do not necessarily mean conflict and slander, but reasonably different attitudes and views. When a group of fans has disputes with other groups in the "fan circle", they should not use a series of wrong methods such as insults and trampling to make personal attacks. Instead, they should

face the problem and solve it in an appropriate way. Teenagers should correctly recognize that speaking out against each other on the Internet is a kind of low-quality behavior [14].

Even if the Internet is highly anonymous and open, they should consciously follow the rules and behavioral norms of the Internet world, and improve their media literacy and behavior. The ability to judge information.

On the other hand, in the process of chasing stars, young fans should also do what they can according to their own economic conditions, do not consume excessively impulsive consumption for the pressure of the group or the opinions of others, and do not consume blindly for the so-called vanity or to gain the approval of the group[15]. Teenagers should chase stars rationally, discover the advantages and highlights of idols, learn from their positive side, clarify their own responsibilities and responsibilities, and maintain a clear understanding and positioning of themselves.

Finally, and most importantly, teenagers should reasonably invest time, money and energy in chasing stars and avoid blindly chasing stars.

5. CONCLUSION

Teenagers are in the formation of values, "rice circle culture" due to its novelty quickly grabbed the attention of teenagers, especially in the context of informatization to grow up teenagers with different characteristics of the times, they are vulnerable to the network "rice circle culture" penetration and impact, resulting in blind consumption, lost values and other negative effects.

Therefore, it is necessary to guide young people to make correct value judgments and value choices, enhance their spiritual realm, and promote their smooth growth.

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