



Research on the Vicious Phenomenon of Chinese Entertainment Circle Culture on Weibo Platform

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Abstract. The vicious development of capital for the entertainment of the “Fanquan” has become a major trend at present and has formed a vicious cycle. Although many articles have explained and studied some certain aspects of the vicious cycle, the research on the cycle itself is still in the blank stage. Therefore, by observing and comparing the special cases of Korean entertainment and analysing the behavior of their fan groups on the Weibo platform, this paper studies the phenomenon of capital intervention on the vicious cycle of the “Fanquan” on the Weibo platform. The study found that the intervention of capital led to the successful entry of artists with insufficient strength into the entertainment industry and gained a lot of attention, while the lack of artist strength caused the followers to argue endlessly, and the debate itself would become an asset to earn benefits for the capitalists. These interests will once again assist the capital to have an impact on the artists. This series of behaviors has led to the continuous emergence of insufficient traffic stars in the Chinese entertainment industry. The appearance of these people has seriously affected the environment of the Chinese entertainment industry and seriously reduced the quality of Chinese entertainment works. In response to this vicious circle, all sectors of society should work together to make changes to promote the high-quality development of China's entertainment industry.

Keywords: Entertainment, Culture, Weibo

1 Introduction

Weibo was launched by Sina on August 14, 2009. It refers to a broadcast-style social media and network platform based on user relationship information sharing, dissemination and acquisition of short and real-time information through a follow mechanism. Weibo allows users to access through Web, Wap, Mail, App, IM, SMS, and through various mobile terminals such as PCs and mobile phones, and realize instant sharing, dissemination and interaction of information in the form of text, pictures, videos and other multimedia. Sina Weibo has more than 500 million registered users; among them, there are 313 million monthly active users, 85% of whom use the Weibo mobile application, 70% are college students, 50.10% are male, and 49.90% are female. More than

100 million messages are posted by users every day. Despite fierce competition among Chinese social media platforms, Sina Weibo remains the most popular. On August 8, 2018, Weibo won the Golden Games Award for Best Effective Operation of the Year. As of September 2021, the monthly active users of Weibo reached 573 million, of which 94% were from the mobile terminal; the number of daily active users reached 248 million. As of the first quarter of 2022, more than 582 million monthly active users (252 million daily active users). Meanwhile, there are already 4.4 million verified accounts on Weibo, including celebrities, KOL, corporate partners and media agencies.

Weibo "Chaohua" is the abbreviation of super topic. It is a function launched by Sina Weibo. It is a circle formed by people with common interests. It is similar to interest groups and fan groups. Most of them are about star idols. At the same time, there are also "Chaohua" such as reading, food, psychology, that are not highly related to star idols. Different from ordinary topics, users of ordinary topics can freely post updates, express opinions, after searching, while super topics have strict rules, and managers will delete and block inappropriate remarks published in them. Therefore, it is more like a screening, excluding people who do not really love a certain thing or star, so as to ensure the harmony of this social circle.

The entertainment industry mainly refers to the group and its ecology of people engaged in performing arts. At present, on the Weibo platform, almost all artists who are engaged in performing arts have their own Weibo accounts; even artists without Weibo accounts, as long as they have a certain degree of exposure, will have their Weibo "Chaohua", and "Chaohua" is one of the important factors that make up the "Fanquan".

"Fanquan" refers to the abbreviation of fandom in Internet terms. The English word for fan is fans, and the pronunciation of fan in Chinese is Fan (饭). The fan group is called Fan (饭), and the circle they form is called "Fanquan". The concept of a "Fanquan" did not exist before. In the past, fans mostly bought their own albums and watched concerts, rather than buying and watching in an organized way. There will be no gathering group star-chasing activities. But in recent years, with the development of the entertainment industry and the expansion of the fan group. "Fan-quan", a cultural and entertainment community formed spontaneously by fans, has gradually developed into an organized and professional circle of interests. Its formation is not only due to pure star worship, but the interaction between fans in the circle to seek value and identity [1]. The organizers of the "Fanquan" are generally "Fentou" who stand out from the fan group. They usually have various skills such as taking pictures, PS, and resource handling, and use these skills to attract loose fans. China's "Fanquan" culture is a new form of fan culture developed with the Internet's intervention in the entertainment industry and the ecological change of the idol industry [2].

On the Weibo, the organization of "Fanquan" is generally constructed through "Chaohua". The leader of a certain artist's "Fanquan" (to be generally called Fentou) posts in "Chaohua" to notify fans of the artist's itinerary or organize fans to conduct reviews and collective anti-black campaigns. Conduct reviews refers to manipulating comments, likes and replies to good comments to make them hot, and reports or covers negative comments. Generally, there are two types. One is to reply to a large number of templated compliments under the Weibo posted by the artist, so that the front row of the artist's comment area looks harmonious and beautiful. The other means that when

the marketing account or other official Weibo other than the artist publishes news about different artists at the same time, the comments praising one's own artist will be pushed to the front row. Make other "passers-by" who are not chasing stars click on the post to see the achievements of their artists and recommend their idols through comments. Anti-black is a way for fans to organize and report comments and accounts that damage the star's image and malicious slander. Weibo has become the most important traffic "battlefield" in the fandom, and fans known as "'Fanquan" girls" collectively create one data miracle after another on Weibo [3].

Sina Weibo was reborn with the "entertainment marketing curtain" opened in 2015 as a turning point and has made rapid progress with a net profit of more than 200% for two consecutive years, gradually growing into China's largest gathering space for "'Fanquan" culture, and self-proclaimed "fans". Leader of the Economic Era" [4].

2 Literature review

Research by Haiyin Pang and Chengyun Wan shows that. The popular "'Fanquan" culture in the current Chinese entertainment industry belongs to a subculture, that has been alienated. The intervention of capital has transformed this culture into a consumer culture in essence. This consumption is a consumption of the idol concept. Doping fans' personal feelings towards idols generates consumption, and the ultimate beneficiary is capital. With the continuous development and expansion of the "'Fanquan" group, "'Fanquan" now has a mature language system, skill division, and has obvious class stratification. Some small fans are no longer in love with artists, but are used as tools to make data for artists. Cut video. They put a lot of time and energy into maintaining their idol's image on various platforms. The biggest problem that people needs to solve at present is how to rationally chase stars. The re-searchers believe that artists should shoulder the responsibility of guiding fans positively. The platform itself should also have the right attitude and make strict order. Strictly brushing ratings and other bad and war-inducing behaviors. And how to coordinate the relationship between culture, entertainment, and consumption, and guide the public, especially the youth group, to rationally chase stars is the direction that needs to be worked hard in the future. The research topic of this article provides good evidence for researchers to study the vicious circle phenomenon of the fandom [5].

Mingyue Deng Zhang's research found. For sales promotion on the Weibo platform, in addition to the fan economy in which the official company is the producer and seller, such as idol manufacturing companies and video companies, there is also a profit model of "self-operation" by fans in the fandom. This profit model has a strong sustainability due to emotional bonds, identity, and the constant replacement of "'Fanquan". Its profit purpose is to support idols or buy idol endorsement products. Combining Mingyue Deng Zhang's research with practice can be found. This kind of profit model of "self-operation" by fans was originally made and sold by fans. Whether it is product samples or sending them to manufacturers for production. They are all carried out by KOLs among fans. And various capital parties saw the merits of this profit model, and also

began to produce official peripheral products, and cooperated with fans' "self-operating" parties. A series of products such as posters, banners, designed by fans are produced and sold by the official. It can be seen that the role of capital in the "Fanquan" has always existed and is constantly expanding. And many studies have shown that the current fans' emotions - such as admiration, love, disgust, have been digitized by capital and traffic. Compared with the "Fanquan" that originally needed to produce high-quality content to gain the right to speak in the fandom. The various lists provided by Weibo provide a trans-mission channel for fans' emotions, and through the constant updating of the algorithm and the rhetoric of "helping fans to gradually occupy a dominant position in the process of chasing stars, to achieve self-show and self-value realization" Bundle and squeeze fans for the production of leader board data. Qi Tong's research found that "after emotion is digitized, it can calculate and generate new value, become the nutrient of supply flow, and continuously stimulate consumption", which provides a certain proof for our follow-up research on the vicious circle of Fandom [6].

Xiquan Deng and Jie Sun's research shows that. Under the role of capital and the pursuit of profit maximization, stars have become a commodity. The cultivation of stars has become a workshop assembly line work, and the products produced are expanded and reproduced through controversial topics. However, this research has certain limitations. Their research emphasizes the impact of "capital + traffic stars + "Fanquan"" on socialist core values and mainstream cultural works, but does not explain the impact of this model on the high-quality development of the entire cultural industry. The impact did not explain the relationship between capital, traffic stars and "Fanquan". The high-quality development of the entire cultural industry and the relationship between the above three subjects are very important. Chinese culture itself is extremely inclusive. It is impossible for China's entertainment and cultural industry to have only mainstream culture, and a clear study of the relationship between the three subjects is conducive to taking more targeted measures to rectify the current chaos in the Fandom [7].

3 Methodology

In this study, the researchers chose the method of qualitative research and selects the artists under SM company to conduct case analysis. First of all, SM Entertainment is recognized as a powerful star-making factory in the world, and has cultivated a large number of world-famous actors, idols, comedians and other artists. More-over, it is worth noting that the artists of SM company used to have super high appearance and super strength at the same time. This is in stark contrast to the current phenomenon of domestic entertainment - domestic entertainment is all beautiful waste (good appearance but have no strength), good-looking but low in strength. The strength we mean here is: the actor's acting skills are not embarrassing and do not let people out of role, and the idol dances with sufficient strength, and the singing voice is stable and does not tremble during dancing. Recently, SM's newly launched idol group AESPA has caused a large-scale controversy. Its "Fanquan" also has a large-scale "fight by words" phenomenon. This phenomenon is relatively rare in Korean entertainment and can be compared with China as a special case. In domestic entertainment, the phenomenon of

"good-looking but not powerful is very popular, good-looking but strong but not popular" is too common, fans and passers-by are used to it, so it is difficult to identify special cases. Therefore, domestic entertainment artists and their fan groups are not selected for observation and analysis.

4 Result

The vicious circle of China's entertainment industry: artists with low talent. Flow stars grow rapidly in a capital-driven industrialization rather than culture [7]. For example, although his strength and appearance are very ordinary. But relying on capital marketing has many fans. During the broadcast of his works, his facial paralysis-style acting skills were continuously marketed and appeared on the Weibo hot search list. Superimposed on the crazy pursuit of him by fans, his status in internal entertainment has been held up higher and higher. For the current Chinese entertainment industry. Whether it is an actor or a singer and dancer, it only needs to rely on the operation of capital to become a hot star, and can earn benefits for capital. Having strength has become a luxury for them.

The vicious circle of China's entertainment circle: the problem of the "Fanquan" battle. After Yibo Wang successfully gained a large number of fans through capital marketing to him, he began to appear in film and television dramas. In the play, the male and male couple formed with another starring Zhan Xiao has gained a lot of couple fans. So a Chinese online novelist created a fanfiction with Zhan Xiao as the theme. After this novel was released, it was thought by Zhan Xiao fans to intentionally insult Zhan Xiao. Dissatisfied with Zhan Xiao fans. Fans began to report this novel on a large scale and caused netizens and fans to report each other to control the online campaign of comments. A months-long public opinion war has formed. Ultimately, the novel site was permanently shut down. This is the famous "227 Incident". This incident caused a huge sensation at the time and had a serious impact on netizens. In recent years, the operation mechanism of "capital, traffic star, Fanquan" has continuously provoked disputes and struggles among different fan groups. It has resulted in the bad consequences of group discord and even split within the group [7]. Whether it is netizens, the platforms themselves, or government regulators, the "Fanquan" should be rectified to prevent the disorderly expansion of capital in the entertainment industry.

5 Discussion

There are many reasons for the low strength of artists. Apart from their own talent, acquired training and practice are very important. In this study, it can be seen that the reasons for the low strength of artists are as follows. First, the training time is not enough. From receiving training to debuting on stage, they have experienced a relatively short period of time, or did not spend enough time to practice during the training period, so their strength has not been improved. Secondly, it is the fast-food business model caused by the company's capital operation. Different from the previous entertainment industry focusing on creating artists who can leave classic works, in order to

invest less energy to obtain greater economic benefits, various entertainment companies have begun to produce fast-food artists. They train the artist to be quick rather than finely crafted, and instead focus on packaging the artist for their brilliance. These packages include public opinion packaging, appearance modification, that is, cosmetic or makeup and so on.

Fans of the "Fanquan" are coerced by these capitals, falling into the irrational traps of consumption such as "idol character design", "virtual emotion" and "relationship imagination" and cannot extricate themselves, and invest more and more funds into capital [10]. At the same time, because fans spontaneously create for idols, it saves more marketing costs for the company, and at the same time increases the packaging of artists [11]. But these packages are like the sugar and salt of junk food to artists. Although it can bring the taste "delicious" to the food, it is not nutritious or even harmful to the growth and health of the human body. For the development of the entertainment industry, although packaging can make artists look dazzling and attract the attention of the public, it cannot really bring works that can be appreciated and played to the public, nor can it bring positive contribution to the development of the entertainment industry. To improve this situation, the artists themselves should start changing firstly. Artists themselves should consciously exercise their own strength, should aim to become a top-notch artist rather than a "top-notch" star, and should even be ashamed of the phenomenon that their strength and popularity do not match. The second is the company. When various entertainment companies launch artists, they should take into account both economic and social benefits and have a longer-term vision. The bottom line cannot be given up for short-term profits. For artists with insufficient strength, they should focus on training or giving them a little bit punishment, so that it is possible to produce classics and achieve long-term profitability. Finally, in terms of society, if the public improves their aesthetic ability, reduces their tolerance for insufficient artists, and does not give "vases" a chance, so that artists and entertainment companies understand that relying only on "junk food" is unprofitable, so that it can solve one part of the vicious cycle more thoroughly, suspend the cycle, and allow the entertainment industry to develop better.

In fact, the lack of artist strength is one of the important reasons for the tearing of the "Fanquan". Under the chaos of the entertainment industry, where traffic data and star rankings are equal, fans scramble for entertainment resources for "idol", and public opinion resources are grouped internally and attacked externally [7]. Which is also one of the connection points of what we call a vicious cycle. If a person's strength is world-renowned and recognized by everyone, then there will be no situation where they fight each other with their words. "Facts speak louder than words." Just like the fact that people have noses, eyes, and mouths, even if one group of people attacked someone by saying "you don't have a nose", there would not be another group of people trying desperately to use words to prove that this person actually has a nose, the facts can be used directly instead of language. The attacking group will gradually feel bored and stop attacking if it fails to get response for a long time, so that there will not be such a large-scale "Fanquan" war on Weibo today. Secondly, the public opinion packaging carried out by the company is also one of the reasons for the fight and tearing of the "Fanquan". "Good things don't go out, bad things spread thousands of miles", in order to make their

artists quickly popular, the company usually adopts the marketing method of posting controversial topics or opinions. It has also left opinionated and stubborn fans arguing and even insulting each other to justify their claims. In addition, there are social reasons. Similar to the above reasons, that is, the emptiness of the spiritual world caused by the lack of public moral quality and the low quality of entertainment works. At the same time, online platforms cannot be completely shrouded in law and cannot restrict everyone's speech. The level of public appreciation and moral need to be improved, and the emptiness of the spiritual world makes them do nothing. They can only focus on fans quarrelling and insulting each other but ignore the works themselves. The quarrels they are concerned about, under the leadership of "fentou", fans combine the extension of power with religious belief-like personal cults to stimulate the fighting power of each fan, which gradually spills out the culture of the "Fanquan", and fans even use the rules of the fandom to demand People outside the circle, "the party is the same as the other", "report if you don't like it", "fans accusing and commenting" and other fan circle behaviors have deeply affected ordinary netizens [13]. The solution to this situation is to improve the artist's strength, at the same time, pay attention to the public's appreciation level and moral education, and use moral shame to restrain the behavior of fans.

6 Conclusion

The authors believe that the origin of the vicious cycle of entertainment is because of the intervention of capitalists. The involvement of capitalists has caused artists to pay less attention to their own strength. Because even if they don't work hard and have no strength at all, they can rely on marketing to have many fans, so as to gain benefits for the capitalists and achieve their goals. In the Chinese entertainment, batches of fast-food artists continue to appear. They are just like fast food. They attract everyone's attention by their taste, but they are very harmful. This phenomenon is extremely serious on the Weibo. In order to continuously expose their artists to the public and increase their popularity, entertainment companies usually use the marketing method of posting controversial topics on Weibo hot searches. Guide netizens to participate in it and contribute data to it. And fans who have been brainwashed by capitalists will frantically defend their artists when they participate in such topics. They were arguing and insulting each other. The emergence of such artists has seriously affected the environment of the Chinese entertainment and lowered the quality of it. However, the capitalists who have tasted the sweetness of this operation will not stop there. Then Chinese entertainment will continue to appear such a vicious circle. Weibo has long since become a battlefield for fans. Perhaps everyone has forgotten that the original Weibo was only a social platform for sharing short and real-time information. In response to this phenomenon, various parties should work together to make changes to promote the high-quality development of China's entertainment industry, and hope that there will be more truly quality artists worthy of the audience's love in the Chinese entertainment industry.

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