



# The Chaos of Fandom and the Guidance of Teenagers' Values

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**Abstract.** In view of the phenomena of curse war, excessive support, private meals, professional water army and traffic supremacy, on the basis of the age, consciousness and behavior of the members of the fandom and the independence and exclusiveness, discipline and standardization, organization and networking of the fandom organization, by giving full play to the supervision role of national cultural institutions, social media and the public, and the rationality and rules of a wide range of social groups, we can realize the resources and capabilities of common value and promote the healthy development of fandom.

**Keywords:** Fan club · organization

## 1 Introduce Fandom and the Influences

Fandom refers to the behavior of organizations and groups composed of a group of fans to spontaneously cheer up or publicize idols. In fact, the fans circle was a short name for the fans circle. Some stars' fans formed a group together, which could be called the fans circle. In this circle, people who had money could take money, and people who didn't have money could work hard. Everyone could find their own place. Some were responsible for taking photos, editing and posting pictures; some were responsible for video editing; some were responsible for other people's comments on their fans; some were responsible for re-posting and data [1]. The fans invested a lot of time, money and energy for the same goal: to make their idol better and more popular. The appearance and development of the entertainment industry had indeed brought a lot of positive impact to the entertainment industry. For example, this kind of culture had changed the traditional star making mode, given more and more power to fans, and was more conducive to the transition and replacement of the idol in the entertainment industry. However, at the same time some chaos of fandom was also revealed. The fandom chaos was a special product in the era of developed entertainment industry. It was also an extreme and stubborn "social disease". The widely spread bad culture caused misunderstanding of information in the society, which caused a very serious negative direction to the star chasing race, especially to the young people. The arrogance and obscenity would unconsciously pollute the young mind of the next generation, and subconsciously immerse the social atmosphere and modern civilization, and then the food circle chaos would appear [1].

## 2 Reasons of Fandom Influences

The reason why the fandom was a mess is that on one hand, teenagers would feel confused in the process of growing up, and they wanted to turn themselves into an ideal self through idol. On the other hand, the moral education in the school was too monotonous, and the strict control of the school and teachers would affect the teenagers to follow the free personality. In comparison, idol was more attractive. The current entertainment news was also one of the reasons for the “bottomless chase”. The news of stars was used as a topic news to hype. In fact, the stars in the entertainment industry were only a part of it, and there should be more modern models in all aspects of the society and in all fields.

## 3 Some Examples of Fandom

### 3.1 Flame War

A network buzzword that internet users on blogs, microblogs, news feeds and other online platforms they quickly split into two groups to criticize each other. Supporters called for stronger protection of personal information and privacy, while opponents accused the regulation of blocking a channel of anti-corruption online. Both sides have been arguing against each other and even attacking each other personally.

### 3.2 Excessive Support

Originally, fans only give support to their favorite stars, but some excessive support leads to high consumption, which seriously affects the lives of idols and fans.

### 3.3 Illegitimate Meal

This is an Internet term for a pathological presence among celebrity fans who stalk, spy on and take pictures of the private lives of their favorite stars at all hours of the day, in a state of extreme idolatry [2].

### 3.4 Surrogate Photography

It is taking photos on behalf of others. This is a product of the flow economy in the entertainment era. Agents are stationed in airports, hotels, shooting scenes and other places where stars are spotted, taking photos and videos of stars, and then selling the photos and videos of stars as “first-hand materials” to fans at a certain price.

### 3.5 Professional Water Army

The network navy refers to the hired network writers who publish specific information for specific content in the network [3]. The online water army is usually referred to as the water army, also known as the online shooter [4]. They are usually active in e-commerce websites, forums, microblogs and other social network platforms. They affect normal users by pretending to be ordinary netizens or consumers, and by publishing, replying to and disseminating blog posts [5].

### **3.6 Flow Rank the First**

Stars use data for popularity, and some fans use a lot of money to buy traffic and swipe tickets for data. Many fans spontaneously vote with their relatives and friends through text messages, hold online support activities, etc. [6]. Some website media use these to attract attention.

In May 2021, in some reality shows, the contestants with the highest number of votes can go out in groups. If fans want to vote for their favorite contestants, they need to buy branded drinks co branded with the program and obtain the QR code left on the inside of the bottle cap or the scratch card in the packaging box [7].

In May 2021, in the online variety show *Youth Has You Season 3*, fans will help their idols by scanning the code in the bottle cap after purchasing the sponsor's dairy products [8]. Therefore, dumping directly becomes the most fast processing method.

The hot discussion caused by the milk pouring incident is not only due to the great waste and blasphemy of food, but also reflects the extremely unequal power relationship among the capital, artists and fans involved in the food circle. Capital power has always played the role of 'hegemony'. The ideal relationship is to keep the balance between the three, but the balance between the three is the result of 'negotiation', which is a process of both 'resistance' and 'incorporation'.

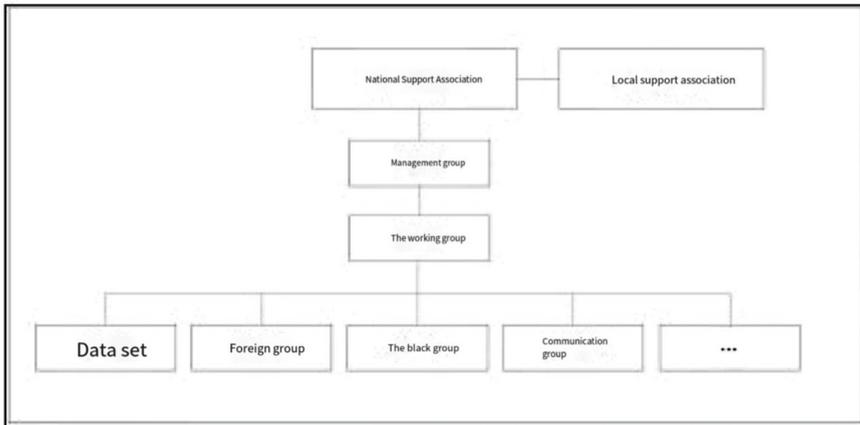
## **4 Fun Club Chain**

With the rise of the network society, the names of fans have changed, the behavior paradigm has also shown new features, and the group is more closely connected. Fans gather through social networks to form a fan community with strict discipline, clear division of labor and strong action force. The development of the Internet has brought fans together [9]. This way of gathering is not affected by space, time and region, so that fans can freely pursue stars and find their own ownership and value in the process. The fan club is developing a kind of organization with strict discipline, clear division of labor and strong action force gathered through the net work society [10] (Fig. 1).

Under the rapid development of fast food style in the food circle, fans in the club culture drive popularity for stars by voting, listing, and liking. The capital relies on fans' voting to carry out business activities. The media platform carries out program publicity with star chasing as the carrier. All stakeholders have clear division of work and perform their own duties, forming a professional industrial chain.

## **5 The Influence to Teenager of the Chaos of Fun Club Culture and How to Solve It**

Teenagers are easy to be guided. On the one hand, they neglect their studies, which will cause serious social consequences. On the other hand, they spend a lot of money, which will bring a heavy burden to the family and intensify the conflict with their parents.



**Fig. 1.** Internal organizational structure of the support club

### 5.1 Forming Extreme and Unhealthy Personality

Minors who are affected by the fan club culture receive one-sided information for a long time, which is easy to form an information cocoon room, and make their own understanding of society and the world biased. A single source of information will make the minor's character become extreme, gradually lose the ability to think, and even form a personality defect.

### 5.2 Loss of Social Competitiveness

Long term investment, control and evaluation, and data making without social competitiveness will lead to serious path dependence of minors. Once the social competitiveness under normal conditions is lost and the trend of speculation spreads among the minors, it will cause incalculable impacts on the future fair competition environment of society and the country and other hazards.

## 6 Conclusion

Teenagers should not indulge themselves in chasing stars. They should have the ability to distinguish right from wrong. They should learn the advantages of idols and become better themselves, not just spend money on idols, regardless of their own lives.

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