Analysis of influence of social media celebrities on fans' behavior

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Abstract. In light of the rapid advancements in mobile internet technology, social media has emerged as a prominent element of new media. Being a representative of the new media landscape, social media platforms have gained immense popularity. Over the years, the role of social media in society has undergone continuous evolution, offering a wide range of functionalities. It acts not only as a platform for public communication but also provides users with diverse services, leading to the establishment of a complex social interaction ecosystem and a complete transformation of traditional interpersonal communication methods. The objective of this article is to analyze the various roles played by social media in society and provide a comprehensive overview of its development status both domestically and internationally. This will enable a thorough exploration of its impact and growth. It concluded that upon scrutinizing the impact of social media celebrities on individual and communal spheres of public emotional values, viewpoints, and emotions, it becomes evident that these influential figures wield a substantial role in moulding diverse facets of fan conduct.

Keywords: social media, internet celebrity, fan behavior, social media impact, information dissemination.

1   Introduction

In recent years, there has been a rapid global development of social media applications, which have greatly influenced how social relationships are formed and reconstructed online. Social media influencers have garnered a lot of attention due to their unique ability to impact others. These influencers engage with their fans through various platforms like China's Douyin and Weibo, as well as international platforms such as Instagram, YouTube, and Twitter. They share personal aspects of their lives, insights, and experiences. Internet celebrities wield significant sway over public viewpoints and actions by impacting their emotions and stances [1]. This study will explores how social media has evolved in terms of information dissemination. By analyzing case studies of social media celebrities from both domestic and foreign platforms, it seeks to investigate how these celebrities influence the lifestyle, consumption habits, social attitudes, and online interactions of their fans. Through in-depth analysis, the study aims to understand the impact of social media celebrities on fan behavior. This study will provides

a fresh perspective on understanding the role of celebrities in the era of social media and how they shape, guide, and influence the thoughts and actions of their fans. It is of significant importance for comprehending social interaction, information dissemination, and cultural evolution in reality.

2 The Development of Social Media in Information Dissemination

Due to the proliferation of smart devices and the evolution of social media platforms, social media has garnered substantial recognition as an important information outlet for numerous individuals [2]. From the initial online communities to the wide array of social platforms available today, social media has significantly revolutionized how information is propagated and its extent of impact.

Primarily, the emergence and widespread adoption of social media have expedited and made information dissemination more instantaneous [3]. Traditional media requires a certain amount of time to create and publish information, whereas social media allows for instant sharing of text, images, videos, and other content, facilitating real-time transmission of information. This is particularly important for quickly spreading breaking news, events, and popular topics, enabling information to be shared globally in an instant [4]. Furthermore, social media's multimedia features have enhanced the ways in which information is disseminated. From simple text to various forms of media such as photos, videos, and live streaming, social media provides a more diverse range of communication methods, making information more engaging and persuasive [5]. Multimedia content not only captures users' attention more easily but also effectively conveys emotions and stories. The dissemination of social media is also more personalized and targeted. Platforms can deliver personalized content to users based on their interests, behaviors, and relationships. This allows users to easily find information that aligns with their interests and provides brands and organizations with more precise marketing and communication channels [6]. In general, the advancement of social media in spreading information has demonstrated features such as variety, immediate updates, and customization. It has become a potent instrument for influencing public sentiment, sharing perspectives, and driving social transformation.

3 Analysis of the Influence of Celebrities on Social Media Platforms

3.1 Definition of Internet Celebrities

Examining Internet celebrities from an economic standpoint, they encompass individuals who meticulously shape their digital image and possess the prowess to generate substantial commercial revenue. Approaching the phenomenon through a communicative lens, Internet celebrities are those adept at leveraging the virtual realm for the dis-

semination of information. From an aesthetic perspective, an Internet celebrity embodies an artistic entity characterized by discernible aesthetic preferences. Despite varying interpretations of Internet celebrities stemming from different perspectives, the term's ambit remains insufficient to offer an all-encompassing elucidation. In contemporary reality, the evolution of Internet celebrity status has transcended individual confines, penetrating extensively across diverse domains, encompassing individuals, objects, and a multitude of other facets [7,8].

3.2   Case Study of Chinese Social Media Influencers

Propelled by the rapid advancement of mobile internet and the evolution of consumer behaviors, the group of internet celebrities has transitioned organically from a mere social phenomenon to a burgeoning economic sector, fueled by its inherent attributes: robust online traffic and a substantial, devoted fan following. The emergence of web celebrity marketing was a direct response to the demands of the times [9].

3.2.1 Chinese Social Media Influencer ——LI ZIQI. Li Ziqi, a well-known Chinese influencer on social media, has gained a loyal and dedicated following across various online platforms. Her captivating and mesmerizing content evokes deep emotions in her audience. Through her meticulously crafted videos, she provides a detailed look into traditional practices, craftsmanship, and culinary expertise, which has garnered widespread recognition. Her success can be attributed to her unique content style, ability to form strong emotional connections, and impressive production skills. However, her influence goes beyond simply sharing information, as it profoundly impacts the lives of her devoted fans, influencing their consumption choices and emotional experiences. Li Ziqi's story is a prime example of how social media influencers shape the behavior and attitudes of their followers, establishing emotional connections and introducing innovative creations. Nevertheless, it is crucial for followers to maintain a discerning perspective and avoid blindly conforming to popular trends.

3.2.2 Chinese Social Media Influencer ——LI JIAQI. As a renowned Chinese internet celebrity and influential figure on social media, Li Jiaqi has gained widespread acclaim by sharing makeup and beauty tips on short video platforms. His case exemplifies the significant impact of social media on personal branding, consumer decision-making, fan engagement, and brand partnerships. Li Jiaqi has amassed a large and devoted fan base in a short period, establishing himself as a prominent presence on Chinese social media platforms. Through platforms such as Douyin and Weibo, he shares makeup tutorials, tests, and reviews of beauty products, showcasing his expertise and proficiency in captivating short video formats, which has attracted a substantial following of fans. Li Jiaqi actively engages with fans on social media by responding to questions, messages, and comments, establishing a closer connection and fostering stronger loyalty and engagement from his fans. However, as his fame continues to grow, Li Jiaqi also encounters challenges and controversies. His words and actions occasionally ignite discussions and controversies on social media, necessitating a more cautious approach

to uphold his image[10]. Overall, Li Jiaqi's achievements not only showcase the strategies for building personal influence on social media platforms but also underscore the undeniable role of social media in shaping modern consumer behavior and market trends.

3.3   Case Study of Foreign Social Media Influencers

3.3.1 Foreign Social Media Influencer —— Donald Trump. In recent years, social media platforms like Facebook, Twitter, and YouTube have been extensively utilized in election campaigns worldwide. The growing importance of social media has given rise to strategic online campaign methods, which candidates have increasingly favored to achieve a balance of power from different perspectives. As a prominent political figure, Donald Trump has attracted significant attention through his activity and influence on social media. Throughout his presidency and beyond, he frequently used Twitter to express political views, share opinions, and make policy announcements. Twitter is a tool of discourse production, retargeting, and social control for Trump [11]. The direct nature of social media allowed Trump to quickly gather a large following, and his frequent and outspoken tweets sparked widespread controversy and discussion. The deliberate use of social media to shape online sentiment and intervene in real-world social issues has significantly impacted crucial political activities such as public opinion and elections, serving the purpose of political intervention.

However, Trump's social media activity has also been accompanied by controversy and disagreement. His tweets often contain strong personal opinions, making them susceptible to causing social divisions. These statements sometimes lead to criticism, protests, and even legal disputes, becoming the focus of social discussions. Trump's social media activity not only captures the attention of his supporters but also draws widespread attention from the media and the public, as his statements can potentially influence national policies, international relations, and public opinion.

The case of Trump's celebrity social media highlights the powerful impact of social media in shaping celebrity images, influencing trends, and triggering social discussions. His social media activity not only generates discussions and influences but also raises important questions about freedom of speech, political influence, and social media platform censorship. This case underscores the undeniable role of social media in modern politics and society, while also prompting profound reflections on platform rules, political discourse, and public discussions.

3.3.2 The movie "The Little Mermaid". "The Little Mermaid" is a popular Disney animated film. The case study focuses on how celebrities use social media to promote the movie. Celebrities share content like stills, posters, and opinions about the film, which fans engage with by commenting, sharing, and liking [12]. This leads to wider dissemination of the movie-related content and sparks discussions on social media. Celebrities' involvement increases the movie's influence on social media and generates more interest. Their social media activities serve as promotional tools and help them connect emotionally with fans. Positive opinions from celebrities can influence fans'

decisions to watch the movie and create a stronger emotional connection. However, celebrities need to follow platform rules when sharing movie-related content due to copyright restrictions and promotional limitations. The case study highlights the significant role of celebrity social media influence in shaping the movie's image, sparking trends, and strengthening emotional connections with fans. It also emphasizes the impact of social media on modern culture and the entertainment industry, while reminding people to be mindful of platform rules, information dissemination, and the complexities of celebrity influence.

4 Comparison of Multimedia Diversity in China and Abroad

The media industry development in China and Western nations exhibits significant disparities in investment, technology, and structure. Western countries embraced merger and acquisition strategies, notably in the 1990s, rapidly diversifying and globalizing the media sector, enabling efficient international information dissemination. In contrast, China's media industry has been slower in adopting industrial mergers and acquisitions, resulting in gradual diversification [13].

Western media industries prioritize technological innovation, extensively employing advanced visual effects in film production to deliver captivating experiences. China's film industry has room for technological improvement, granting Western media a competitive advantage in visuals and technology. Furthermore, Western media industries feature open, diverse structures, allowing greater creative exploration, fostering diversity, and driving innovation. Conversely, Chinese media content emphasizes cultural preservation and national identity, subject to government regulation and censorship.

Nevertheless, both Chinese and Western media industries share commonalities. Globalization fosters communication and integration between them, creating a more diverse media landscape. Additionally, both regions witness the decline of traditional media and the ascent of new media, compelling Western nations to invest in new media development, while China's media sector must enhance technological innovation and content diversification for accelerated growth.

5 Discussion

Celebrities on social media play a crucial role in setting trends. By sharing their opinions, fashion choices, and lifestyles, celebrities inspire their fans to follow suit and become trendsetters [14]. For example, a specific outfit or beauty method shared by a celebrity on social media can quickly be imitated and integrated into mainstream culture. Their comments, actions, or viewpoints often become the focus of public attention, rapidly sparking extensive discussions and reactions. Controversial or attention-grabbing topics spread quickly on social media, eliciting resonance or opposition from the public and creating a significant social impact. Most importantly, social media information from celebrities is likely to influence fans' decisions and behaviors. Fans see celebrities as idols and trust their opinions and recommendations. This influence is

not only seen in consumer decision-making but can also extend to other areas such as political viewpoints or social issues.

With the widespread popularity of celebrities, their recognition can capture fans' attention. However, this influence can be swayed by celebrity business partnerships, giving rise to trust issues among consumers. Secondly, when celebrities are in the public eye, their words and behaviors might be widely emulated. If celebrities behave irresponsibly or immorally, such imitation could yield adverse consequences. Additionally, blindly following the conduct and preferences of celebrities could lead to the neglect of individual needs, causing fans to forfeit their capacity for independent thought during the emulation process. Lastly, excessive commercialization may result in the dilution of the authenticity of celebrity endorsements, leaving fans fatigued. McLuhan's perspective emphasizes the importance of exercising control over media [15]. Regardless of the direction in which social media is evolving, it is crucial to recognize the significance of controlling its reach.

6   Conclusion

In conclusion, the analysis of the impact of social media celebrities on the emotional values, opinions, and sentiments of the public, both on an individual and societal scale emphasizes the important role these celebrities play in shaping various aspects of fan behavior. Through positive interactions on social media platforms, celebrities influence consumer decisions, shape lifestyle choices, and even impact societal attitudes. The personal insights shared by these celebrities through direct interaction and sharing create a sense of connection and reliability, leading fans to imitate their preferences and behavior. This phenomenon goes beyond simple endorsement and extends into the realms of cultural and behavioral influence. As social media platforms continue to evolve, understanding the complex relationship between celebrities and fans becomes crucial for celebrities to maintain their influence. This highlights the dynamic interaction between media personalities and their followers, showcasing the profound impact of digital-age consumerism, social interaction, and cultural evolution. However, the rapid development of social media trends may lead to changes in celebrity influence, which may be difficult to predict or study in the long run. In the future, researchers will conduct longitudinal studies to track changes in public sentiment over time in response to specific social media interactions of celebrities, which will provide a deeper understanding of lasting effects.

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