



The Formation Logic, Existence of Chaos and Its Governance Strategy of the Culture of "Fan communities"

Danni Wang

Wenzhou University, Wenzhou, China

E-mail: 2764002949@qq.com

Abstract. with the development of internet and new media, forced by capital logic and fan sentiment, fan following has become more and more common, and some extreme collective rites and mindless consuming behaviors among fans have occurred. I will discuss the governance of this mess from three aspects: society, fans, and celebrities.

Keywords: 'fan communities'; Generative logic; The existence of chaos; Governance strategy

1 Introduction

In the digital age, star chasing is prevalent among various age groups, but at the same time it has spawned a capital-controlled "fan communities" in which fans have gradually shifted from simply admiring their idols to mechanically being "data women." The social public has many opinions about the "fan communities", (primarily consisting of two sorts: one is comprehensive support, regarding such fanatical following as emotional sustenance and dramatic contribution to social and economic development, only beneficial and harmless; Another One vehemently proposes that star-gazing is a waste of time and effort, and rather disapproves of the way through which "fan communities" works. In fact, none of these is fair. In order to analyze the essence of "fan communities", we will analyze the logic and existing problems of the culture of "fan communities" through literature analysis and case analysis, and put forward the corresponding strategies to govern and regulate the phenomenon of "fan communities" accordingly.

2 The Logic of how Abnormal Fan Communities has Formed

2.1 Rapid development of the Internet and new media

Before social media became deeply involved in people's lives, star-chasing was mostly an individual activity. Because of the slow spread of information, fans usually get information about their idols through traditional sources such as books, newspapers, radio

and television. Their love of idols is private and small, and it is difficult to be assembled into a larger fan base. With the rapid growth of social media, barriers between fans and media have been broken down, allowing fans of different regions, industries, and ages to transcend time and space to form "fan communities" with focused goals, a clear division of labor, and an exclusive discourse system that collectively and integrally expresses their love for their idols.

As early as 2005, the online fan community has been on the rise, and meanwhile Baidu Post Bar[1] is the main gathering place of the fan community, according to incomplete statistics, at that time ,Li Yuchun ,the champion of Super Girl[2] had more than 50 Baidu Post Bars. [3], in which Fans share stories and tips about stardom, organizing voting and publicity, and planning events. Beginning in 2016, Weibo started the trend to separate public channels from the interest circle, launching a hyper-chatty community with both microblogging topic features and interest circle categories. [4] With the development of network technology, the superlative section has become more and more detailed, including posts, celebrity dynamics, film and television productions, archaeological Amway, output Amway, variety interviews, and so on. Supertalk has managers such as big presenters and small presenters. There are specific requirements for applying to be an administrator, and you can only apply to be an administrator if the experience value reaches a certain value. Specific ways to accumulate experience such as check-in, posting, etc. The same star can have different superlatives, such as wallpaper superlatives, archaeological superlatives, amway superlatives, etc. Each Hyperbole has a different focus. Wallpaper Hyperbole tends to post photos of celebrities, archaeological Hyperbole tends to post past celebrity statements and variety shows. Amway Hyperbole tends to post videos, photos and more that fans edit. The rise of stickers and hyperbole has made physical distance from fans less important, allowing fans to connect and interact with their idols through online media, which has also made it easier for fans to find like-minded chasers.

2.2 Data labour driven by capital logic

Star development, can not the support behind the commercial capital. The formation of a show or TV show, for example, whether it's a script, prop, behind-the-scenes crew or paying a star's salary, costs a lot of money. Capital sees the commercial value of a star and chooses to invest in particular celebrities. At present, the commercial value of the "fan communities" stars is determined by the commercial capital behind the star idol, the interests of the Internet's technology elite and the voice of fans, and other core interests, such as the number of celebrity fans, the star's ranking on the Internet's major lists, fans' purchasing power, etc. With the announcement, which emphasizes the regulation and supervision to the turmoil of so-called "fan communities", by Cyberspace Administration of China, the industrial chain of "flow-only theory" came to the end, the cancellation of the "fan communities" and "data women workers." [5] But we found that there were still a lot of "big Vs" who were getting some sort of chart or making their own charts to get their fans' [6] attention. In order to improve the commercial value of the stars, fans gradually issued the "fan communities" systematism, group,

consistent practice, formed a detailed division of labor within the organization, including data group, advocacy group, purification group, anti-gang group. Specifically, the task of the dataset is to vote, post, click and retweet day after day; Promotional groups include editing videos and writing texts. Each day, the group gives fans a cleansing task they should perform, such as asking them to browse a tweet for more than 15 seconds, or tweet with a specific entry. They also heat searching terms that contain positive content, such as celebrity endorsements, artwork, etc., and subject negative content, known as "dark material." In short, following the logic of commercial capital, dinner-circle fans have evolved different forms of "data labor" to create "traffic", creating a new kind of fan economy on the one hand, and obscuring and even distorting the emotional relationships between fans, fans, and idols on the other.

2.3 Fan emotion-driven group identity

Fans "pit themselves" for emotional needs and fall for stars. Different fans have different points of origin for their emotional needs, some because of their star looks, others because of their careers, experiences, etc. Yang, for example, many fans like her because of her "koi" constitution. Many people like her with the expectation that things will always go wrong in their lives, but they always want to have a smooth ride. Although the forms of demand are different, the mechanism of their development can be basically summarized as two, self-projection and self-compensation. Self-projection psychology, which first appeared when Freud proposed the concept of "projection", "projection" refers to the discovery of feelings, thoughts or desires in others and belongs to a psychological protection mechanism". [7] In this context, self-projection is when a person becomes a fan because a star happens to have the qualities or experiences they have. Specifically, someone likes a star because they've been an extra for more than a decade, because they've had the occasional opportunity to struggle to become an actor familiar to the audience, and because they've had a similar experience of going through a lot of trouble to get to a higher position in the company. Some people like him because they and a certain star are school bullies. Some people like a star because they feel like they fit in with his three views. These are the effects of self-projection. Self-compensating psychology is divided into two kinds: conscious and blind. Conscious atonement is when a fan compensates for a defect in a particular aspect of himself by following the star. Blind recompense often leads to overcompensation. Self-recompense is when a star has qualities and experiences that people don't have but want. Some became fans of the star because of his high face value, others because the star had a good career.

In short, both self-projection and self-recompense represent a psychological mechanism / process by which a "passerby" becomes a fan, which is actually a process by which a fan develops social identification with a star. As Charles Margrave Taylor put it, "identification" is "the process of establishing a sense of self in an intersubjective relationship and gaining a sense of belonging and direction within the tension of a universally valid sense of value commitment and special identity." [8] The "fan communities" is actually an identification with the inner group and a rejection of the outer group, and it's a result of the way the fan base is generated.

3 The existential chaos of the "fan communities"

3.1 Extremisation of fan group rituals

Collective ritual is the basic state of the operation of the "fan communities", which includes the activities of the circle such as response, control, anti-gang and anti-CP, as well as the intergroup conflicts with other groups such as internet name-calling, private students, public welfare assistance, patriotic action and so on.

Collective rituals have three distinct characteristics. One is that the collective has a clear purpose – all action presupposes the development of idols. Whether it's Amway Hyperbole, Archaeology Hyperbole [9], Wallpaper Hyperbole or Anti-Hyperbole [10], the core purpose is to make your idol more known to "passersby" [11], increase your idol's profile, increase his or her resources, and make his or her star journey more successful. Second, the collective has a reasonable division of labor and rules. At present, the fan of "fan communities" has a clear division of duties and responsibilities, forming a complete organizational structure with responsibilities such as support department, investment department, anti-gang department, propaganda department and public welfare department. [12] There are some potential rules for the midterms. For example: "CP fan" [13] cannot "dance" [14] in front of the Lord, that is, fans using CP can not be known to the star and his fan. Third, the collective interior is highly stratified. In hyperbole, fans can choose whether to sync what's in a hyperbole to a tweet when they post, and if they don't, what's posted is only visible to people who are a little into it. There is also a "closed hyperscript", meaning that even if passers-by click into the hyperscript, they will not be able to see the contents. To enter the Closed Hyperloop, you must first apply to be a fan of the hyperloop, answer a pre-set question, and get permission from the Hyperloop "moderator" to become a member. So, as Collins says, barriers to outsiders are another component of the chain of interactive rituals. [15] Passersby need to follow a certain process to join a group and complete certification to become a fan, reflecting the layering of the "fan communities."

The radicalization of fan groups is a gradual process. At first, fans feel for their idols only out of some emotional need. However, never mind that different stars have different fan bases, the same star has different fan bases, and each fan base has different languages and values. In order to enhance identity within a group, fan groups tend to establish clear boundaries through strict manipulation to exclude individuals who do not share the group's meaning and values. The screening process also enhances the sense of belonging and identity of the members of the group entering. [16] In order to avoid being kicked out of the group, fans consciously or unconsciously pander to the group's demands and norms, a process that drives some fans into a frenzy and leads to the radicalization of the fan group in certain communal rituals.

3.2 Blind fan consumption behavior

Fan consumption behavior refers to the behavior of fans who support their idols by crowdfunding, "casting" [17], "kryptonite" [18], etc., and buying a lot of peripheral products such as their idols' albums and endorsements.

There are two main features of fan spending. First, it is driven and guided by the logic of commercial capital. Capital captures the fan mentality of "all for idol development," setting up many mechanisms by which idols can be developed only by spending money, triggering blind spending by fans. For example, in "Youth Has You 3," the race is set to buy a brand of milk to get extra digital coupons to vote for idols. Fans buy a lot of milk in order to get their idols out of the way, and then consume so much milk that it's hard to consume the hired help to pour it out, leading to mindless consumption. Secondly, it is influenced by the social consumption culture. Baudrillard points out that a consumer society is one based on "consumption" rather than "production," and generalizes this as a "consumer society" mediated by "symbols." [19] Nowadays, luxury cars and villas can be found all over the Internet, and many of them become famous depending on showing off their wealth. This kind of social atmosphere caused some people to conform and compare psychology. It's reflected in the fans, it's the "kryptonite" more fans tend to get other fans. Being in the same fan base, it seems like the only way to stay in the queue is to see individual fans who are initially reluctant to spend "kryptonite" spend money on their idols, when other fans are paying to support them and this spending has become a recognised form of stardom.

There are three important reasons for the blindness of fan consumption. First, fan identity mission driven. Passers-by become fans, there's a certain threshold. When such thresholds become the default consensus among the "fan communities" fan base, fans have a sense of mission to be "idol-centric." For example, buying endorsements from the star can boost sales and, in turn, commercial value. Secondly, emotional necessity drives. In "Meal Loop," fans often find emotional satisfaction in supporting their idol's spending.

On the one hand, fans prove who they are by buying the star's merchandise. On the other hand, the way a fan buys a product and what kind of product he buys partly reflects his values, so what a fan buys is not a product, but an identity, and fan consumption deepens that identity. [20] Finally, capital malfunctions. Marx, a young man, discovered and explained the physical damage and spiritual destruction caused by the alienation of labor in the traditional capitalist society. [21] With the development of science and technology and media, the issue of alienation has invaded many fields such as social culture. With the intervention and operation of capital, stars are packaged into elaborate "products", and fans have become more than simple admirers of idols, but gradually evolved into tools of consumption. Obviously, under the operation of capital malformation, fans have also become susceptible to emotional inducement and blind consumption of the victims.

4 Governance Strategy of the "Fan communities"

4.1 Governance strategies at the social level

1. Lead people to think rationally about dine-in culture and provide an inclusive environment

In addition to controversial behavior such as picking up airplanes[22], hitting the charts and buying celebrity endorsements, fan behavior toward idols can also be socially beneficial. For example, in early 2020, in the face of the sudden outbreak, our fan groups donated more than 6.83 million yuan to provinces, institutions and units. As much as that, there are tons of donations. In addition to medical protective gear and everyday medical supplies, fans have donated a variety of supplies with people's needs in mind. Visible, "fan communities" culture has a positive energy side, the public should give "fan communities" the space for healthy development, rational view of "fan communities" culture and fan groups.

2. We will improve relevant laws and regulations in the field of entertainment and strengthen supervision of the industry

In September 2021, the Central Propaganda Ministry issued the Circular on the Comprehensive Administration of Cultural Activities (hereinafter referred to as the Circular), which aims to tackle the mess of the "fan communities." [23] The Notice specifically forbids grooming fans, specifies the online behavior of talent agencies, and strengthens the management of celebrity fan groups, support groups, and other accounts. From the central network letter office to carry out the special operation to clean up the mess of the "fan communities" [24], to the issuance of the circular, the state has demonstrated the importance and management of the "fan communities". Of course, since the practice of "fan communities" is constantly developing, relevant management and policies and regulations must be constantly improved. All parties should improve the regulation rules and clarify the responsibility of supervision, at the same time, to stimulate the positive forces of the operation of the "fan communities".

3. Improve the ability of network platform operation and management and improve the monitoring mechanism

The online platform is the main platform for fan group activities and the main beneficiary of the "fan communities" event. In 2021, platforms such as Weibo have removed star lists from their dedicated "fan communities" governance campaigns, and apps such as Netease Cloud Music and QQ Music have started limiting the number of digital albums each user's account can buy, giving a powerful boost to the "fan communities" governance process. Therefore, the network platform should continuously improve its operating ability, establish and improve the monitoring mechanism, actively cooperate with the ministry of communications, network information office, general administration of radio and television and other departments to carry out various "fan communities" governance actions, and take due social responsibility.

4.2 Star-level governance strategies

1. Strengthen Self-Education and Improve Professional Literacy

At present, the film and television industry in our country, actors do not act, using high technology in the face of the stand-in to pick pictures in place of their own acting but still receive sky-high wages of bad behavior, set up a very bad image for fans. In fact, actors should focus on improving their acting skills, singers should focus on perfecting their singing skills, constantly improving their professionalism, and play their positive role in leading by example, etc.

2. Proactive voice in time to guide fans

Stars, as public figures, have a powerful influence on the fan base. However, only stars who know how to educate themselves and can shoulder social responsibilities such as "enlightening thoughts and edifying emotions" are eligible to guide their fans. Therefore, the star should know how to create a positive image, when the "fan communities" negative words and deeds, the star should stop fans irrational behavior in a timely manner, active voice, prevent the occurrence and spread of vicious events, leading fans to the positive direction of sunshine, health and kindness.

3. Output quality work to deliver "positive energy"

For better or for worse, most fans will watch the star because they like him or because they want to increase the amount of airtime. However, if the works are full of inappropriate remarks and vulgar views, it is easy to lead young minds astray. Therefore, stars, whether in song, film, television or variety show, should strive to export high-quality works of art and convey the correct three views.

4.3 Fan-level governance strategies

1. Get the fan-star relationship right

Fans need to realize that "star-fans" are interactive, progressive relationships. Ideally, stars will strive to improve and produce better work based on the presence of fans. Fans can get better because there's something beautiful about a star that inspires an inner drive to keep going. In other words, a healthy fan-star relationship is a win-win relationship that helps fans meet their own needs at star-studded events and helps idols realize their self-worth.

2. Carry out healthy and sensible fan activities

Fan events can also contribute to a certain extent to socio-economic development. However, only healthy and reasonable fan activities are permitted and accepted by society. For example, fan behavior such as "malicious reporting" and "tearing each other apart" is unhealthy and undesirable, while benign "meet-and-greets" promoting a star's work and "doing the public good" in the name of the star or his fan base are legitimate and permissible. In short, healthy and reasonable fan activities are in line with the laws

of social development, and help fans find their self-worth and create a positive social and cultural environment.

3. Nurture a rational and peaceful consumption mindset

In the process of merging commercial media with deep capital, the emotional migration of fans to idols can be exploited commercially and become a tool of the "fan economy". [25] As a result, fans should pursue stars according to their own needs and means, rather than spending most of their money on them without thinking rationally. Irrational consumer behavior is likely to inflame group conflict, cause conflict, and is not conducive to the smooth operation of society. And rational and peaceful consumption mentality, while promoting social and economic development, the realization of socialist core values to the "fan communities" values of the correct guidance.

5 Conclusion

All in all, it is the radicalization of fan collective rites and the blindness of fan consumption behavior that cause the mess of "fan communities" today. At this stage, although the country has put forward a relatively perfect "fan communities" governance policy, but some "fan communities" problems are still deeply rooted, its victory requires the joint efforts of all sectors of society. The author believes that through the cooperation of society, celebrities and fans, we can reduce the prejudice against the "fan communities", create a good "fan communities" culture, and make the "fan communities" create more social value.

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