



# Research on Influences of Pan-entertainment on Adolescent Values in the New Media Era

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**Abstract.** With the rapid development of new media, pan-entertainment, as a cultural phenomenon, has a profound impact on the values of young people. With hedonism as its core, pan-entertainment is shallow in content and diverse in form, often aiming at the pursuit of instantaneous sensory stimulation and psychological satisfaction. Pan-entertainment has a serious negative impact on teenagers' aesthetic view, consumption view and struggle view, including the formation of aesthetic deformity, consumption alienation and negative attitude towards life. To solve these problems, this paper puts forward a series of governance strategies, such as strengthening network governance, improving school education and enhancing adolescent immunity, in order to help adolescents establish correct values.

**Keywords:** Pan-entertainment, Adolescent Values, New Media Era, Influences, Countermeasure

## 1 Introduction

With the rapid development of new media in recent years, massive information has appeared in the public's vision. In order to compete for use's leisure and entertainment time, new media presents video, text, pictures and other content in an entertaining way, and under the impetus of commercial capital, the entertainment phenomenon has evolved into normal. With the influx of various cultural trends of thought under the background of market economy, entertainment has gradually become a tool of capital, driven and served by capital. In order to achieve proliferation, capital uses network media and other technical support to extend the boundaries of entertainment to politics, education, news and other fields. Entertainment is generalized, entertainment content is vulgar, entertainment form is sensory, entertainment information is fragmented, and entertainment value is nihilistic [1]. At the end of 2023, the Ministry of Youth Rights and Interests of the Central Committee of the Communist Youth League released the results of the Fifth National Survey Report on Internet Use by Minors. The survey report shows that the scale of minor Internet users in China has been expanding. In 2022, the scale of minor Internet users has exceeded 193 million, and the Internet penetration rate of minors has increased to 97.2%. As shown in Figure 1, 51.0% of teenagers use

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P. Dou and K. Zhang (eds.), *Proceedings of the 2024 International Conference on Social Sciences and Educational Development (ICOSSED 2024)*, Advances in Social Science, Education and Humanities Research 912, [https://doi.org/10.2991/978-2-38476-382-5\\_4](https://doi.org/10.2991/978-2-38476-382-5_4)

Figure 1, 51.0% of teenagers use the internet on a weekly basis, 29.1% use the internet every day, and only 2.2% of teenagers never use the internet. From the perspective of teenagers from different age groups, the frequency of using the internet increases as they reach higher school age, with 33.6% of high school/vocational college students using the internet every day. Teenagers usually have flexible information media use technology, but have a low level of media literacy, which leads to teenager's poor discrimination of information while contacting various media platforms. At the same time, adolescence belongs to the key stage of individual consciousness awakening and value shaping [2]. When facing the information of vulgarity and material enjoyment in the phenomenon of pan-entertainment, some teenager's values are prone to adverse changes. The phenomenon of pan-entertainment unconsciously affects the formation and shaping of teenager's correct values.

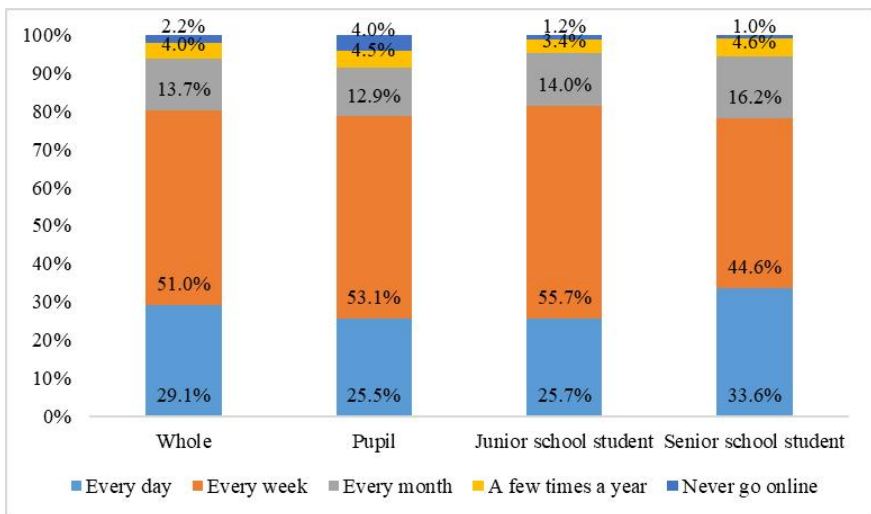


Fig. 1. Internet use frequency of teenagers (figure credit: original)

Therefore, it is necessary to deeply analyze the characteristics of pan-entertainment and its impact on the values of young people, and take effective governance strategies to help young people resist the impact and harm of pan-entertainment.

## 2 Concept and Features of Pan-Entertainment

### 2.1 Concept of Pan-entertainment

With hedonism as the core and modern media as the main carrier, pan-entertainment is a phenomenon that tries to relax people's nervous tension and achieve pleasure

through dramatic performances with shallow and empty content, even in a vulgar, funny and playful way.

“We have shaped our tools, and our tools have shaped us.” Technological updates bring about changes in the media, and the media has a powerful force to shape the new culture of society. With the support of different media, social culture will present different patterns and then affect the audience. It can be seen that the generation of pan-entertainment is closely related to the rapid development of new media technology. New media has gradually replaced traditional media, providing technical support for the dissemination of entertainment information and entertainment discourse, objectively contributing to the formation of pan-entertainment illusion [3]. Network new media transcends the limitations of time and space, integrating text, pictures, sound and images, which greatly reduces the cost of entertainment, so that each individual can become a participant and producer of entertainment. However, new media technology is a double-edged sword, which can not only meet the rational entertainment needs of human beings, but also become a tool to create entertainment flooding. Some medias, driven by “Traffic First”, are keen to push star gossip, gossip and so on. This makes some audiences unconsciously involved in the carnival craze and immersed in it for a long time, which leads to their spiritual nihilism, lack of self-worth and passivation of rational thinking. With the help of new media technology, in order to cater to the needs of some consumers, such as information seeking, time entertainment, psychological stimulation and so on, various APPs are in chaos, and entertainment has gradually evolved into foolish happiness within a certain range [4]. The trend of pan-entertainment is finally generated by business promotion, technology empowerment, individual psychological catalysis and coupling with various trends of thought.

## 2.2 Features of Pan-entertainment

First, decentralization. Pan-entertainment is keen to show events in various fields of society in an entertaining way, and advocates that “everything can be entertained”. Pan-entertainment does not have a perfect theoretical system, nor does it have a clear dominant theory and political proposition. In order to draw in the distance with the public, it uses the narrative way of “decentralization” to cover up its nihilistic essence with the appearance of entertainment.

Second, visualization. The development and wide application of new media has promoted the formation of a unique network visual symbol expression culture, including video, short video, expression package, catchwords and so on. These intuitive visual symbols can make the network group have super influence and appeal [5]. The pan-entertainment is to use these network visual symbols as the main way of expression to construct an immersive entertainment experience scene, which has a very strong sensory stimulation and makes people indulge in the soul.

Third, personalization. By collecting and analysing user behaviour data, such as browsing history, search records, click-through rate, viewing time, etc., the platform can build user portraits, that is, label the user's age, gender, interests, consumption habits and other characteristics, in order to more accurately predict what users may be

interested in. Using machine learning and data mining technology, the platform can develop personalized recommendation algorithms to recommend content that users may be interested in based on user portraits.

### **3 Impacts of Pan-Entertainment on Teenagers' Values**

#### **3.1 Impact on Aesthetics View**

Aesthetics mainly refers to “people's grasp of the aesthetic value of objective things and phenomena, which is embodied in people's judgments, evaluations and behavioural tendencies from the aesthetic point of view”. It is an important part of aesthetic education. The new era should be a new era of high aesthetics, and the development of network technology has better satisfied people's diversified aesthetic needs. However, under the influence of pan-entertainment, vulgar aesthetic tendencies, such as spoofing ugly videos and non-nutritious network divine songs, have been prohibited repeatedly, eroding the aesthetic values of young people. At the same time, influenced by the aesthetic culture of new media, some college students may have aesthetic deformities, regard “European-style big eyes, nose and pointed chin” as the only standard of beauty, advocate externalized beauty, and neglect the pursuit of internal truth, goodness and beauty, which may lead to the aesthetic crisis of college students, the simplification and vulgarization of aesthetic taste [6]. Influenced by pan-entertainment, Zhou Chuna, one of millennials in Shanghai, chose plastic surgery because she was not satisfied with her appearance. Her experience warns us that the pursuit of beauty should not be blind, let alone neglect physical and mental health. Figure 2 is what Zhou Chuna looks like after plastic surgery. Since she was 13 years old, she has persistently pursued beauty, searched all kinds of plastic surgery institutions, and eventually performed more than 300 operations on her face, costing more than 4 million yuan. At the same time, due to the excessive number of operations, her eye nerves have been damaged, unable to open and close her eyes as freely as ordinary people, and unable to make normal expressions. Her face would tingle at the slightest touch. Every touch would plunge her into the abyss of pain again. Zhou Chuna once warned people about the risks of cosmetic surgery with her own experience in a program. The pan-entertainment has brought the huge impact to the young people's aesthetic view, has caused the bad phenomenon of some young people's “morbid esthetic”.



**Fig. 2.** “Plastic surgery maniac” named Zhou China (figure credit: <https://baijiahao.baidu.com/s?id=1792847700443664389&wfr=spider&for=pc>)

### 3.2 Impact on Consumption View

The trend of pan-entertainment gave birth to the concept of entertainment consumption. The expansion of material desire, advocating fashion and sensory experience have become new spiritual sustenance, and excessive consumption, hedonistic consumption and star consumption have become a new way of life. Influenced by this idea, some teenagers have alienated their consumption concept and immersed themselves in the consumption behaviour of value symbolization [7]. Under the influence of the trend of pan-entertainment, hedonism has developed and stimulated people's desire for consumption, which may lead to some unpredictable problems while pursuing material satisfaction. Such as: the use of credit cards, Ant Credit Pay, Ant Cash Now and other advanced consumption tools. The consumption concept under the pan-entertainment doctrine is often associated with immediate gratification and short-term pleasure. In the pursuit of immediate happiness and satisfaction, adolescents may neglect long-term financial planning and the sustainability of consumption, leading to excessive consumption and even financial distress. The pan-entertainment strengthens the fan culture, especially the idolatry phenomenon. In order to support their favourite idols, many fans spend a lot of money to buy albums, peripheral goods, concert tickets, and even participate in various support activities. This kind of consumption behaviour often goes beyond the scope of rationality and becomes an emotional input and spiritual sustenance. A video of a group of people being hired to open milk bottle caps one by one and pour milk into ditches went viral on the internet in May 2021, which is the famous “pouring milk” incident (Figure 3). Some teenagers bought a lot of milk in a short time in order to vote for their idols. In their eyes, milk is no longer a material to meet the basic needs of life, but a tool to support idols and express loyalty. This extreme consumption behaviour is a great disrespect for the fruits of lab or. CCTV’s report and criticism of this phenomenon is a powerful response to the negative impact of pan-entertainment on consumption.



**Fig. 3.** The “pouring milk” incident caused by pan-entertainment (figure credit: [https://www.sohu.com/a/627160658\\_121461936](https://www.sohu.com/a/627160658_121461936))

### 3.3 Impact on Struggle View

In recent years, the dregs of the pan-entertainment trend of thought have risen, which has had a serious negative impact on the struggle concept of young people. In the subculture of teenagers, “lying flat” and “enjoyment” are regarded as a pursuit, and some young people move closer to “Buddhism”, thinking that “life is almost OK” and “why suffer themselves” [8]. Being aggressive and striving for progress is the ideological attitude that young people should have. However, the popularity of pan-entertainment has made some young people indulge in all kinds of sensory entertainment and material enjoyment, which is far away from the mainstream value pursuit and positive attitude towards life. In the new media era, everyone is from the media. Influenced by “lying flat culture”, some teenagers use words, pictures and expression packages containing “lying flat culture” on the Internet to vent their negative emotions caused by the pressure of study, life or work (as shown in Figure 4). Although “lying flat culture” is a minority culture among teenagers, it is easy to attract teenagers to follow suit and participate, and has a negative effect on their ideals, beliefs and value orientation. In the short run, “lying flat culture” has a strong digestion of people's endogenous motivation and intrinsic value drive, which has a direct impact on the spirit of struggle of the mainstream culture of youth. In the long run, under the combination of cultural patterns and business models of media communication, the cultural structure of "lying flat culture" will magnify the negative social mood of young people, resulting in the prevalence of non-marriage, the decline of birth population, the aggravation of aging, the lack of social vitality as a whole, and seriously affecting economic development and social stability.



**Fig. 4.** Teenagers’ “lying flat” cartoon in the context of pan-entertainment (figure credit: <https://www.zhihu.com/question/595123150/answer/3028910768>)

## 4 Strategies for Addressing the Negative Impact of Adolescent Values

### 4.1 Strengthen Network Governance

In the era when everyone is from the media, everyone can become a publisher and disseminator of information. The virtuality of cyberspace and the characteristics of low threshold cause the information of cyberspace to be mixed with mud and sand, which promotes the development of pan-entertainment, so it is necessary to supervise the content seriously [9]. In order to create a clear cyberspace, China launched the Operation Qinglang to strengthen network governance, regulate self-media behaviour and curb the spread of bad information. At present, there are still many network programs that spread vulgar information in order to attract the audience's malicious hype. In this regard, to further improve the information audit system, improve access standards, strict checks, layers of audit, artificial intelligence technology can be used to make up for the lack of manual audit, strictly prohibit information with pan-entertainment tendencies into cyberspace. The dissemination of information in cyberspace should also be strictly controlled. While cyberspace provides people with a platform for information exchange, it also creates opportunities for the dissemination of some bad information. To resist this phenomenon, it is necessary to strictly control the information disseminated by the network media platform, screen and effectively filter the vulgar and negative pan-entertainment information in the network space, and create a positive and healthy network environment for teenagers. For example, the “Anti-Garbage Special Activities” carried out by Weibo, through the way of machine and manual double investigation, the relevant information is investigated and managed, and the supervision of information content is strengthened. At the same time, Operation Qinglang also advocates self-media practitioners to improve their own literacy and play a positive guiding role. Under the background of pan-entertainment, self-media should consciously resist vulgar, vulgar and vulgar

content, disseminate positive and beneficial information, and guide the public, especially young people, to establish correct values.

## **4.2 Improve School Education**

School is the main position of values education and an important place to resist the influence of pan-entertainment. Schools should strengthen the education of values and guide teenagers to establish correct world outlook, outlook on life and values. Schools should change their thinking and infiltrate core values into education and teaching. We should give full play to the role of the main field of classroom education. Ideological and political course has an important value leading role and is an important field for core values education, but it cannot simply “enter the textbook” and “enter the classroom”, but more importantly, it can enhance student’s theoretical identity and promote the theory to “enter into the mind” [10]. We should integrate the cultivation of core values with the goal of school construction and development, take core values as the principle, formulate and revise school charters, improve the overall design of schools, promote system construction, promote the systematization of core values education in an all-round way, and contribute to the formation of correct values for young people. By offering relevant courses, organizing thematic activities and carrying out social practice, we can help teenagers realize the limitations of pan-entertainment and cultivate their ability of independent thinking and critical thinking. The content of pan-entertainment in cyberspace impacts campus culture and hinders students from establishing correct values, so we should give full play to the important role of campus spiritual culture in the process of cultivating students. Schools should strengthen the construction of school spirit, class spirit and style of study, constantly endow them with new connotations of the times, and condense a positive spiritual culture. The construction of campus spiritual culture also needs the power of example. By widely disseminating the advanced deeds of students in schools, students can consciously regulate their words and deeds in a positive atmosphere and shape correct values.

## **4.3 Enhance Adolescent Immunity**

Under the influence of pan-entertainment, some teenagers go astray without knowing it. Teenagers should learn to think rationally, improve their ability to identify wrong ideological trends, and deeply analyse the essence and harm of pan-entertainment with dialectical and scientific methods. Faced with the miscellaneous network information, teenagers should not lose themselves in it, but should rationally analyse and deal with it, consciously say no to the pan-entertainment information, at the same time, actively and consciously abide by the relevant laws and regulations of the state in the process of disseminating information, and stay away from the pan-entertainment doctrine. Teenagers should consciously stay away from low-level entertainment, actively pursue elegant culture, constantly deepen their understanding and recognition of excellent Chinese culture, consciously draw wisdom from it, cultivate noble moral sentiments, enhance their own cultural taste, and strive to be the

"leader" of the mainstream culture who faithfully inherits, actively promotes and dares to innovate. Teenagers should actively carry forward the national spirit and the spirit of the times, inherit and carry forward the correct values contained therein, and provide nutrients for the establishment of correct humanistic values. By enhancing cultural self-confidence, we can enhance our ability to distinguish and resist various erroneous social trends of thought such as pan-entertainment, as well as negative and decadent cultures. Teenagers should actively participate in social practice activities, such as social research, voluntary activities such as helping the elderly, visiting scientific research institutions, etc. In the process of social practice, they should deepen their theoretical knowledge, broaden their horizons and improve their comprehensive quality. Teenagers should strengthen self-management, correctly understand the essence of entertainment, actively choose positive entertainment content, understand what they should entertain and how they should entertain. Teenagers should have rational and moderate entertainment, and effectively avoid the negative impact of indulging in pan-entertainment information.

## 5 Conclusion

At present, the phenomenon of pan-entertainment is becoming more and more intense with the help of new media. The wrong values it spreads also seriously affect the physical and mental health of adolescents, especially the most significant harm to the values of adolescents. Some teenager's aesthetic outlook, consumption outlook and struggle outlook have gone astray, which has a negative impact on themselves and society. As the vane of the whole social values, it is very important to ensure that the youth group has the correct value orientation. In order to prevent the phenomenon of pan-entertainment from distorting the values of young people, efforts should be made in all fields of society. The government, schools and individuals should strengthen their understanding and resistance to the phenomenon of pan-entertainment, so as to provide a good environment for the growth of young people.

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