

# *Fan Culture Research*

## *- Take Three Idol Chasing Chaos as Examples*

**Qianwen Guan<sup>1,a,\*</sup>**

<sup>1</sup>*Knowledge First Empowerment Academy, 9888 Bissonnet, Suite 290, Houston, Texas, 77036,  
United States of America*

*a. GqwYuYan@163.com*

*\*corresponding author*

**Abstract:** With the rapid development of the Internet and the promotion of entertainment industrialization, the love of stars is rising rapidly in a new cultural form - "fan culture" and developing rapidly among teenagers. More and more fans at a younger age express their love for idols in their own way, but because the teenagers' own cognitive and psychological construction is not complete, they will make some crazy actions, such as: In order to help the idol to be able to spend money on the list, in order to maintain their own idol wanton "attack" others ignore laws and regulations, spend savings to buy idols around, and even make some extreme behaviors in order to close contact with idols: tracking, candid photos, installation of locators, etc. These crazy star-chasing behaviors not only seriously endanger the social public order but also have a negative impact on the growth of teenagers and the development of stars. In this paper, the phenomenon of star-chasing in the current group of teenagers is taken as the starting point, and through the method of questionnaire survey, based on the experience and views of star-chasing in different groups of teenagers. This paper aims to study the views and psychological cognition of the teenagers with star-chasing experience between 12 and 18 years old. To understand the mental health problems behind young people's crazy star-chasing, and help them establish a correct star-chasing and consumption concept.

**Keywords:** idol, youth, fans' culture, mental health

### **1. Introduction**

With the rapid development of the Internet, idol stars are gradually becoming more and more entertainment industrialized [1]. Under these influences, the public's love for stars is also gradually becoming crazy, among which the youth group is particularly prominent [2]. In order to chase favorite stars, they often make some crazy moves, causing adverse effects that have aroused widespread attention in society [3]. Some sociologists believe that idol worship is a special social psychological phenomenon. Teenagers often think that idol stars are perfect and have fantasies and love for them, which makes them easy to get lost. Self, the emotion for idol stars has gradually changed from love to obsession and madness. What's more, they will make some crazy moves in order to chase stars, such as: in order to let their idols get a good ranking, through a large number of brand-made yogurt, use the QR code on the bottle cap to vote, and the purchased yogurt will be destroyed. Some fans will open the yogurt packaging in the supermarket for free, steal the QR code and put it back on the shelf,

causing serious waste. At 2023 Shanghai Hongqiao Airport, in order to welcome their idols at the airport, fans had a fierce physical conflict with airport security personnel, which seriously disrupted the order of the airport and blocked the public security personnel who settled the dispute, causing a negative impact. In order to get closer to the idol, some fans will follow the star she likes, knocking on the star's hotel door in the middle of the night, installing a tracker in his car, installing a camera in front of his home, etc., which seriously affect the star's private life.

At the same time, a new economic model was also born - "fan economy [4]", which is to use fans' love for idols to guide fans to emotional consumption, so as to realize the individual's sense of existence, belonging and satisfaction in the group. Some people take advantage of their fans' worship of idols by making low-cost photos and peripherals to sell to fans. Let fans buy the products commercial endorsements of celebrities and the peripheral products produced by the company. Induce fans to spend a lot of money to vote and use online media to narrow the distance between idols and fans, so that fans have the illusion that idols are created by themselves, change the value concept of fans, and believe that the success of idols is closely related to their support. At the same time, the competitive relationship between different fan groups is easy to cause comparison behavior, which intensifies the "consumption" of fans. Fans prove the idol's ability to carry goods and traffic monetization ability to advertisers, investors and other so-called "gold owners" to improve the idol's business value. These slogans of "powering electricity for love" seriously endanger the personal growth of teenagers. At the same time, fan culture has seriously affected the social order and national development.

Most of these groups are mainly teenagers. They are generally in the transition from children to adults, with psychological activities different from children and adults. They lack a basic view of money, life and world, and face the dual pressure of society and family, which leads to a higher demand for the spiritual world. They need to determine their self-worth and seek self-development through the recognition and attachment of different idols.

At the same time, they also have a certain material foundation, which can easily meet their spiritual needs. The cultural impact of different world forms brought by the Internet era has a great impact on contemporary teenagers, making them worship and pursue their own virtual objects or real idols. "Fan Culture" and "Fan Economy" encourage them to participate in all kinds of capital and energy investment, such as planting flags, and making data. He was led to overconsumption for idols, distorted the social value of public figures, and turned into a "revelry" of consumerism. The bottomless payment for idols is correct and firm, without thinking and rationality, and blind and impulsive consumption behaviors are carried out under the urging of sensibility. These chaos, on the surface, are the irrational behavior of fans, but the internal reason is to take advantage of the value defects of teenagers to induce teenagers to consume blindly for idols; unreasonable support. In a sense, idolatry is the product of the psychological contradiction movement of teenagers, and it is also a common psychological phenomenon unique to this stage.

## **2. The mental health nature of teenagers chasing idols**

Adolescence is known as the "second psychological birth [5]" in the process of life development. It is a turning point of the most ups and downs, turbulence and restlessness in life. It is marked by the transformation of individuals from biological experience to personal and social experience. There are four psychological reasons for the phenomenon of chasing stars in teenagers: the first is the crowd psychology. Teenagers are in an imperfect period of psychological maturity and development. Although their autonomy has developed, they are psychologically eager to get the recognition and sense of harmony from the people around them. Their views on themselves are always related to the group's image "we", that is, the typical image of their peers. Therefore, when they feel that their behavior or speech is contrary to the thoughts of the people around them, or their thoughts lag behind

popular topics, they will try to participate in the behavior of the group to overcome the loneliness caused by separation from the group; the second is imitation psychology, and one of the most obvious personality characteristics of teenagers is the table. Acting personality, they feel that they are the focus of attention no matter when and where, so they feel like stars on the stage in their clothes, words and deeds, which are attracted by the attention of the public. And the stars in real life are exactly the real protagonists on the stage. [6] Through their masked stage self-display, they attracted the attention of countless fans, and then formed a fanatical worship. In order to be able to converge with it and achieve a similar "stage" effect, it is quite common among teenagers to one-sidedly imitate the behavior of others and make themselves the same as others. The second is the psychology of belonging. Multiple pressures from individuals, families, schools and society aggravate the sense of alienation and loneliness of teenagers. There is a stronger inner need for belonging and love. In the star-chasing family, there are not only peers who have the same feelings as themselves, but also the same voice. At the same time, in the music, film and television or other activities of stars, teenagers can also make themselves intoxicated in order to obtain a temporary peace and comfort in the heart. This process helps to relieve the psychological loneliness of teenagers and enhance A sense of belonging and identity; finally, the psychology of love. [7] Due to the physiological development of teenagers, they gradually germinate curiosity and yearning for the opposite sex, and most of the youth idols are often handsome men and beautiful women, which is very easy to attract the attention of many adolescent men and women. This often makes teenagers who are not deeply involved in the world form a perfect image, become the object of love in their thoughts, and even reach the level of madness and obsession.

It is precisely because of this psychological state that teenagers become more obsessed and fanatical about star-chasing performance. Their insistence on the "idol-only justice theory" makes it impossible for young fans to accept any criticisms and doubts. In the idol-centered information cocoon room, the acceptance of objections is very low. They maintain the popularity of idol-related topics through attacks such as comments, reports, insults, defamation, etc., and "protect" their own stars, and do not hesitate to exceed the bottom line of the law. With the rise of emerging idols, the group of young fans is growing, and the deviation of fan values has an impact on the development of mass culture. At the same time, the accompanying economic problems are constantly highlighted, causing serious harm to the healthy growth, psychological construction and social order development of teenagers. Therefore, these problems are worth exploring in depth.

### **3. The correct guidance for teenagers to chase idols**

As an effective guide of value symbols, idols should establish a positive, lively and interesting image, and win glory for the country. Inject new vitality and possibilities into the fan economy, showing a positive, positive and rational side. Compared with entertainment stars and sports stars, although scientists and social workers often serve as role models, idols set an example under the premise of abiding by discipline and law to assume social responsibility, actively respond to social concerns, actively require fans to regulate, guide fan groups to take responsibility, and establish good social value. Secondly, it is urgent for the fan group to self-standardize, deal with the explicit crisis of low age, vulgarity and impulsiveness of the fan group, and improve the ideological and moral education and media literacy education of the triangular linkage of society, family and themselves. Consumer education is missing in youth and adult education. The impact of personal consumption behavior on individuals, the impact on the family, and the deep correlation with society is less education. Most of them focus on the popularization of the basic knowledge of ideological and moral education in middle school, and there is no continuity of education. At the same time, self-awareness education is also very important. We should start from the following two aspects. First, let teenagers realize the meaning of self-existence. Second: Let teenagers realize the relationship between themselves and

society. For teenagers, personal self-knowledge must start with the relationship between self and society, because self always exists relative to others. Therefore, we must let students know that self and society are of mutual value, and to pursue some illusory and ethereal self-realization that has nothing to do with social interests, which can only eventually lose themselves in chaos, lose personality, and eventually cause the disconnect between the individual and society, and lose the meaning of personal existence.

Finally, the best way to eliminate barriers with teenagers is to communicate. Teachers and parents should master the following principles when communicating with teenagers: First of all, they should learn to listen. Real listening is to understand the inner world of teenagers as a friend, and then help them reduce or eliminate all kinds of psychological and physical confusion and stress. Secondly, we should pay attention to equality and respect, which requires teachers and parents to put down their high airs, learn to put themselves in the other's shoes, and look at the questions they face from the perspective of the physical and mental characteristics of teenagers. Thirdly, we should pay attention to the communication strategy. Communication should start with the issues that teenagers are interested in, but do not directly involve sensitive topics. We should follow the good inducement and inspire teenagers to tell their confusion so that they are no longer lonely, but a responsible member of the social family. They feel that the real belonging is not the idol they worship, but the family, school and society. Finally, it is necessary to strengthen the education of young people's morality, outlook on life and values. A definite outlook on life can not only play the role of life orientation, but also define the life attitude and value orientation of teenagers, so as to achieve a correct understanding of society. In the selection of role models, we need to take into account the characteristics of diversity, so that students can draw different personality qualities from them.

#### 4. Conclusion

Based on the particularity of adolescent idolatry, we should proceed from the principle of the objective law of adolescent growth, treat adolescent idolatry behavior dialectically and rationally to explore the regularity of this behavior, scientifically guide adolescent behavior from the perspective of adolescent mental health, and strengthen ideological and moral construction. They should not blindly blame them to help them correctly understand the positive role of idolatry. Establish correct life values, consumption concepts and correct life attitudes, and cultivate qualified modern construction talents, so that our society can develop more continuously, effectively and harmoniously.

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