Identity and Behavior of Fans Who Love with Hate

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Abstract. Some fans in China follow stars those they love while they sometimes abuse and insult them. In terms of the reasons for their attitude and behavior, attention should be paid to the contradiction between ideal and reality, the contradiction between attachment and autonomy. The materialization of stars and the uncertainty of identity and relationship also resulting in their contrary behavior. The measures taken by them when they try to rebuild their identity can be categorized into four kinds of performance strategies. These fans are a small typical part of fans in China, but their perception to the difference of social and gender status provides a glimpse at the social emotion.

Keywords: fans who love with hate, fan culture, identity, performance strategy

1. Introduction

The broadcast of the TV program called Super Girls brought fans in China into the public's vision. The development of the internet strengthened fans, and the behavior of fans caused disputes over them. In recent years, the identity and the behavior of fans have become more diverse than before in China, and there are even fans who love with hate.

Love-haters are always active in social media like Weibo and Douban, and the way they communicate with each other make it difficult for others to understand the topics of their conversation. So, in order to accumulate data and learn about their culture and daily life, the author first chose one large fan community and took part in fans' activity for one year, using the method of internet ethnology and participant observation. Then, the author tried to contact with some influential love-haters and their followers in the fans' community and invited them to take some interviews. Finally, the author took in some groups where there were many young women who may be suitable for the research in Douban, and posted for more interviewees.

In terms of choosing interviewees, based on the former investigation, firstly, the author found that love-haters often follow stars who are streamed. Secondly, many stars have love-haters, whatever their gender. Lastly, love-haters are mostly women between twenty to thirty years old. Meanwhile, to learn about the features of love-haters and the environment that they are faced with comprehensively, the author also invited fans who were not love-haters to do interviews. So, the interviewees mostly consisted of women who were in their twenties to thirties. Furthermore, the author set some questions that were only known to those who were active and experienced in fan community. The author designed the outline for the interview according to the existing knowledge, and executed the interviews through semi-structured interviews. The author also used the outcome of the interviews to improve the outline and the interviews, which not only contained the basic information and activities of love-haters, but also include some other questions that the author were interested in.

The author finished the interviews through Tencent Meeting, and the interviews were recorded with the permit of the interviewees. The author got the texts of the interviews with the help of Tencent Meeting, and checked the authenticity of the texts one by one. Based on the texts, the author extracted the key words and themes, and analyzed and compared the answers of love-haters and non love-haters. The basic information of the interviewees is provided in Table 1.

Table 1. The basic information of interviewees

Interviewee	nature	gender	age	Job/Student
CY	Non-love-haters	female	22	Undergraduate student(grade 4)
XH	Non-love-haters	female	22	Employed(employed)
JO	Non-love-haters	female	21	Undergraduate student(grade 3)
SR	Love-haters	female	18	student
UU	Love-haters	female	19	student
YY	Love-haters	female	30	employed
LI	Non-love-haters	female	22	postgraduate
ZZ	Non-love-haters	female	20	Undergraduate student(grade 2)
MU	Love-haters	female	24	gap
WY	Love-haters	female	22	postgraduate
TT	Love-haters	female	21	Undergraduate student(grade 4)
XY	Non-love-haters	female	24	employed
PP	Love-haters	female	21	Undergraduate student(grade 3)

Data resource: arranged by the author according to her interview record

2. Love-Haters and the Review of fans' Researches

2.1. Destroy and Protect, Two Dimensions of Love-Haters

2.1.1. Destroy the Hidden Rules in fans' Community

Typical love-haters often send ugly pictures of stars they follow, call the negative nicknames of them, insult them, and spread the negative gossip of them. Such behavior is often seen as offensive, and degrading to the image of stars. So many people can't accept or understand love-haters. It's often agreed that fans must show their love and affection for stars, which can be seen as a hidden rule in fans' community. Love-haters disobey this rule.

CY: Through following stars, I can feel love. So I think love-haters are offensive. Some love-haters of ENHYPEN are really rude. Once I watched a show of them, and I found they were insulting the stars when I expected them to share similar emotion with me. I couldn't understand, I thought it was meaningless to offend those who were far away from you and didn't know you.

2.1.2. Destroy the Public Virtue

In June, 2021, the central department of internet information started a movement aimed at negative phenomenon in fans' community. In Weibo, there is a topic called cleaning the lovers, which responds to the movement. During this topic, some netizens try to break the halos of stars or cartoons or other things some people like. They send some ugly, vulgar pictures or messages not only to reach the goal, but also to boycott people who are influenced by halos which they think are fake. Many of them e are love-haters. In July, 2023, the central department of internet information proposed a draft about stopping some accounts from accepting and publicizing anonymous subscription. These accounts are called toilet on China's internet, and are similar to cleaning the lovers, which is often where love-haters gather to insult stars. When love-haters express their opinions, they often disobey the public virtue.

2.1.3. Guard the Rights of Fans

Sometimes, fans are too tolerant to stars. Whatever the stars have done, they often think the stars are perfect, or attach little importance to the mistakes made by the stars. Their blind love make them lose basic valuation about some problems. However, love-haters just reject such blind love, and are sometimes more objective to stars.

XH: love-haters sometimes are more objective, and show more autonomy. They are not afraid to expose the flaws of the stars, compared to fans who emphasize more on the interest of the stars.

In fact, fans' community in China which is based on the technology and algorithm of the platform is more like an organized factory than a utopia imaged by scholars. Under the control of the rule of love, promotion of the stars' brokerage firms and the capital behind the stars, some behavior like sending posts in Weibo with topics related to the stars has been transformed from a selection to a duty. Stars are not perfect products, and are born with the threat of value's being threatened. Controlling fans with the rule of love is beneficial for the image of stars, and for organizing and regulating fans, and are finally beneficial for the capital behind the stars [1]. Fans who want to criticize stars will face the stress from the community, which impair their rights to comment on the products of stars industry. In contrast, love- haters break the rule and reserve their rights.

JO: Some influential fans often persuade other fans to pay for the stars, especially in some fans' community of certain stars. They will require that every fan, with a job or with out a job, should contribute to the selling of the goods endorsed by the stars they love, or they will say that the stars treat them well, so fans should pay back, or they will say the stars are worthy of fans doing so. These are some typical scripts.

2.2. The Review of fans' Researches

It's difficult to define stars. Researches are often about the identity and the performance of stars [2]. Many scholars put forward that the idols and stars are extension of fans' identity [3], are closely related to fans' ideal self and real self [4]. When studying the performance of fans, scholars concentrate on the features of the text, the language they use, and the factors contributing the success of their performance, the difference of performance between different genders [5-8]. Scholars also pay attention to the consumerism [9], the technology [10], the influence of internet capital [11] and the operation of power in fans' community [12].

Researches on fans' identity explain the establish and collapse of the relationship between the fans and the stars, but they can't explain why some fans choose to unfollow the stars, while love-haters still follow but insult the stars. The differentiation of fans go with the strengthening of fans, scholars have already learned about fans who only follow one star, who follow the group, who shipper two stars, and who anti some stars, but scholars haven't paid enough attention to love-haters. What are the features of love-haters? What are the reasons for their features? Andreas Reckwitz proposes that the universal rules in industrial society has been replaced by the rule of uniqueness [13]. Items, individuals, groups are all being influenced by this rule. In such society, emotion should not be neglected. Love-haters' behavior may exactly represents the influence of rule of uniqueness on them, and emotion is also an important dimension that should be emphasized when studying love-haters.

3. Double-Edged Contradictions Threaten Original Identity

3.1. The Contradiction Between the Ideal and the Reality

People often think love-haters' lack of respect for the stars result their behaviour, but it's no doubt that sometimes they also show love for the stars. So, the question is, what lead them to behave controversially? In order to solve this question, we must learn about their inner motivation. In the interviews, the author found that fans may change to love-haters because of disappointment. The authenticity and the credibility of stars' image are crucial for fans' identity. Stars should behave successfully to maintain their outer image, so as to sustain their relationship with fans. Fans have expectations for stars' looking, temperament, morality[14], they also pay for the romantic fantasy provided by stars, and are motivated to make progress by stars. It's hard for stars to maintain their image because they're highly exposed to the public, which should have make their image vulnerable. However, fans sometimes also contribute to stars' performance, and the reason is that their identity for themselves are to some extent connected with the perfection of the stars' image. Taking sina Weiboas an example, it's a typical factory where fans work. The fans' community in this platform is organized to a certain degree, with influential fans acting as persuasive leaders. When stars fail the performance, they will act as groups to fulfill the related topic with other content to cover the information which has negative consequences on the stars' image. For example, they will put forward the fans' comments under the negative posts of marketing accounts as the comments are usually sequenced according to the thumb-ups they get, which will make fans' comments more noticeable. Some fans protect the stars they love to maintain their identity which is mixed with their identity for stars and how the stars' image is accepted by those who are not fans, while some fans separate their identity for themselves with identity for stars, and some love-haters regard the negative reports as opportunities to motivate the stars to improve themselves. Some love-haters think this is because they have deeper love for stars.

SR: In my opinion, he has changed a lot. He would be uneasy if he said something wrong in the past, but now he is more like a mansplainer, and he often tries to domesticate fans in his live streaming.

UU: I watched some others' reaction, it was from a different perspective. I was a little bit choked, and confused, and I couldn't accept that feeling. He was not perfect, some people hated him. The reason for my happiness might was that I just knew a small part of him. I thought I needed to be more objective, and that was the beginning of my following him with insulting him. It allows me to free myself from anxiety, and it prevents me from being criticized, and it also help me stay sober. He did something that I can;t accept, but I still love him.

YY: I saw someone kept digging something negative about her, trying to persuade her not to do so any more. I thought that was right. These fans were telling the truth. I had known that she was not careful about her career before I saw those fans' posts, but after that, I wanted her to change her attitude to her work. I thought she could be better.

3.2. The Contradiction Between the Autonomy and the Affection

Fans not only become love-haters because of the failure of the stars, but also because their inner eager for better self. Eva Illouz thinks the contradiction between the autonomy and the affection is inherent [15]. People want to keep their autonomy and their value while they want to be close to others. Social media, brokerage firms make fans feel they can control stars to strengthen the link between fans' identity with their identity for stars. Fans also want to strengthen their power over stars. This kind of control come from the possibility of realizing their ideal self, real self and ideal relationship that fans find on stars. This is executed by the brokerage firms behind stars through setting characters for stars. What's more, this kind of control can foster their affection for stars. Apart from fulfilling the negative topic with other content, responding to the stars' posts and the posts about the products they endorse, buying the products they endorse to show the stars' commercial value are also important to enhance fans' feeling of controlling the stars. Meanwhile, these all contribute to the stars' stream, and the stream of stars is also taken into consideration when people who make films and television plays need to select some stars to cooperate with [16], or when advertisers want some stars to be endorse their products [17]. That is to say, fans' behavior is also reinforced in practice.

LI: Stars who are more streamed are more likely to be main characters in TV series, and will have more opportunity to cooperate with better actress and actors, and to cooperate with other stars with high streams.

In organized fans' community, fans' affection for stars are accompanied with some hidden rules and duties. Fans are expected by the public to show undoubted love fore stars, and this is also a hidden rule in fan's community. However, this rule is necessarily contradicts with fans' autonomy. When stars fail their performance, the contradiction will be heat up.

SR: non-love-haters have their rule. You are fans, so you shouldn't criticize the stars. If you criticize the stars, then you are haters, you are love-haters, you don't really love them. It's like cult. They are afraid to criticize the stars, or they think the stars they love shouldn't be criticized, people, especially fans, shouldn't do this.

Moreover, most fans of stars are female, so their identity for male stars and female stars are different. Fans identity for stars may be influenced by their sexual orientation, and most female fans are attracted by man. Some female fans claim themselves as mom-fans, they say their love for stars is similar to moms' love for their kids. However, when male stars' performance make their social gender prominent, the fans' mom-like love may be changed, and they will be attracted by male stars [18], because opposite gender attracts each other. So female fans' identity for stars is also enhanced by this kind of attraction, which is absent on most female fans' identity for female stars. This may explain why fans think the insulting behavior of female stars' love-haters is severer.

ZZ: female idols' fans also consist mostly of female fans. These fans have more strict requirements for idols' looking and the outcome of the TV series they attend. They seem to whip to female idols to move on. I think many love-haters of male stars are like washing underwear with cold faces, which is a very hot meme in the Red. They know the stars they follow are terrible, or the stars have amours, but they can withstand this. They seem to b love-haters, but they just think the flaws of the stars are no big deal, which indeed help the stars to maintain their fans. I think love-haters of male stars tend to love stars and their dogs, or go to self-deception.

4. Carnival Performance to Rebuild Identity

People often think love-haters are neurotic, but the author found the rational consideration and choice behind their behavior. Some researchers categorize the strategies to stigma into circumstances-focused strategy and problem-focused strategy [19]. Pashe proposes the theory fo meaning system to explain groups' different reaction to different social status. Hall, enlightened by Pashe, propose that there are three kinds of codes for texts according to three kinds of meaning systems. The codes are hegemony codes, negotiation codes and confronting codes [20]. Enlightened by these opinions, the author categorizes the performance strategies foe love-haters into four types, performance strategy to abreact, to confront, to negotiate and to escape. The first kind of strategy focuses on the circumstances and abreacting their emotion, and the other three strategies focuses on problems and solution for them.

4.1. The Performance to Abreact

The texts used by love-haters is special. They not only reflect fans' inner contradiction, but also suggests the circumstances like the unequal income distribution in the real world. The texts below are the examples.

Stopping going to school, to be Huang Xuancheng (unrequited love for a female idol) (burning to fall in love with a female idol) (removing beard with laser) (be easy to be hooked up) (taking off windbreaker quickly) (shouting loudly) (straykids everywhere all around the world!!!) (defending teammates) (spraying perfume angrily) (taking off trousers quickly) (be pegged by an elder female idol) (be afraid to have stalking fans) (having a smell of Okinawa)

Once hear you call Huang Xuancheng directly, it gives me the jumps. What's problem with you? How dare you call him directly? He bullied others in campus, his mbti is infp, he brought books in a heavy rain, he cries only three time in his whole life, he wrote a poem for mosquitoes, he is talented in art, he likes licking feet, he is a boy from Australia, he is in the softest place in female blob fish, his name is too heavy, you can't afford what's behind the name, please call him Sheng Jingshi with respect.

The language used by love-haters is carnival-like. The form of it doesn't obey the rule of traditional language, and the content is mean, the emotion is strong. The content mainly comes from the circumstances and elements which bring attack or expose the star's flaw. The content in the brackets can be altered to other elements, which make re-write possible for other love-haters, and make it convenient for spreading [21]. In the second text, the feature of melodramatic literature which is popular on the internet is also melted. The melodramatic literature refers to those dramatic and exaggerated words. Love hates utilize this form of words not only to satire the star, but also to satire fans who adore stars dramatically and blindly. In the meantime, the replaceable of words also offer convenience for the spreading of rumour, which deepen the estrangement between love-haters and non-love-haters. Moreover, choosing to be Huang Xuancheng instead of going to school reflects that the difference in social status between stars and fans also threaten fans' identity for stars, which further strengthen fans' autonomy to combat with their affection for stars.

MU: I think I can't put myself in the equal place with him, because he is such a popular and charming male star with so many fans. I think he is powerful than me, which make it difficult for me to doubt him at first.

Performance strategy to abreact is sometimes used as a king of revenge to the stigma of love-haters. For example, eunuchs in Ming dynasty revenged the scholars of that time for the insults and social exclusion that they suffered from. Tyrant ruled people for the lack of legibility and authority [22]. Love-haters, boycotted by other fans who comply with the rule of love, are related to insulting and other bad behavior. Love-hates has already become a stigma of them, which lead them to strike stars and other fans aggressively.

Anna Freud proposes a defensive mechanism for individuals as identifying with people who attack them. Children may try to imitate those who harm them, transforming from the threatened ones to the threatening ones. Then, they will find a substitute to execute revenge. Similar things sometimes show in love-haters [23]. These love-haters can't neglect the disappointing meaning of negative nickname for stars and the authenticity of stars' bad news. But they also fail to make a clean break with stars. They love the stars while the stars seem to be the origin of their pain, so when they suffer from this kind of pain, they will abuse the stars as a revenge. Of course, if this kind of pain is not activated when the stars behave successfully, they can still feel fulfilled as their desire that they cast on the stars is realized.

4.2. The Performance Strategy to Confront with Others

Love-haters act in this way to express their opinions and value which are contrary to the norm in fans' community. They will point out the flaws of the stars and other fans' insensible love for stars.

PP: It would be more sensible if they dreamed for a more handsome male star. I saw them praised the star for his good looking. I begged them not to do so. I think sometimes being fans will make fans blind, and it's like, my husband is not ugly, he just has a special looking that some people can't understand.

MU: I can't believe the stars I follow are absolutely good. They are in such an environment, they contact with so many people, there are so much allure. They are more likely to make mistakes than us. I think I can't merely speak highly of them.

Sometimes, love-haters will act like non-love-haters. They will imitate the non-love-haters to criticize or boycott love-haters, and other love-haters will cooperate with them. However, they are not intended to hide their real identity, for explicit clues in comments are usually easy to be find. In fact, they try to change the criticism from other fans into jokes in order to satirize them back, as well as to emphasize their identity as love-haters. This is like their carnival, which represents their disagree with rules in fans' community, and to ease the stress from the fans' community.

SR: Sometimes we will performance, we will say, "wow, he is so handsome, we have only met once this year, and we can't go back out there". We think other fans are so funny.

UU: Usually we simply act like non-love-haters. There are some clues to let some people guess, and we will gather and make self-mockery like "love-haters are always immoral, they always have no jobs, I shouldn't be love-haters". Some funny posts like this.

4.3. Performance Strategy to Negotiate

Love-haters and non-love-haters' opinions vary in the meaning of the negative nickname for stars. Stigma must be based on the disparaging common sense in some circumstances. Its effectiveness need the ones who give the stigma and the ones who receive the stigma to come to an agreement on its meaning. Some stigma is not agreed in the public, and is not disparaging literally. For example, some stars' faces are soft, or are fat. Haters will call them as mantou. Only fans of stars who have been criticized for their soft or fat faces can receive mantou as a negative stigma. So, some love-haters try not to reach an agreement on words like this, or to change the meaning of the stigma.

SR: stigma, we all use it. You know what's toilet? Toilet in sina Weibo. Toilet-users all use it. We like to call him octopus, we think it's cute.

WY: I think we use stigma just for fun. When I followed NCT, I didn't see a lot of people who can't accept it.We all used it, and it had already represented love. The border was blur, at least for us.

MU: To swirl and twirl. He did this, so I accept, I don't want to care. Just join them and have fun.

TT: Taking cant in Douban as an example, we may choose one or two word in an idol's flaws, and change it to a reduplicated word. Then we use it as the idol's stigma for fun in this group. You use it, and we know you are in the same group with us. We use it to identify each other.

4.4. Performance Strategy to Escape

Some love-haters don't change the negative meaning of the stigma or use the stigma to harm the stars. They realize the pain brought by the stigma, but they try to escape from the threat it brought for their identity for stars. They also try to become love-haters to escape the bias for female fans. This kind of strategy, without influencing the link between the stars and the fans, is impossible to force the stars and the brokerage firms behind stars to solve the problem of breaking down of set character for stars.

UU: If he laughs at a fan, I know it's wrong, and his haters will criticize him. I will feel afraid for this. To escape from this, I will say, "This happens as expected, after all he is an old white man". Then i will feel relax. It shows the possibility for me to be sensible, and I can flee from insensibility. If others can see my objective comment, it doesn't matter if they can't see, I hope people will not misunderstand me. Through this, I can return to a peaceful heart, and I will be comfortable.

PP: I think fans of male stars will be called mom of male-babies because they often defend him unconditionally. If you are love-haters or treat him as a daughter, people will not be like "you are female but you still love male?" I was a male star's dreaming-girl, and you would find, he was terrible, but you were sincere, it really hurt. But if you treat him as a daughter, you can abuse him with his flaws, so you can avoid the danger of the collapse of his set character and of the house.

These four kind of strategies are all their experiment on rebuilding the identity of fans and self under the contradiction between the ideal and the reality, between the autonomy and the affection. However, under the logic of stream-first, and the opinion popular as bad role models is also popular, as long as love-haters are still fans, they will be incorporated to develop the fan- economy and the stars industry.

5. The Deep Reason for Love-Haters Phenomenon and the Measures to Be Taken

5.1. The Materialization of the Stars

The materialization of the stars is the root of the necessity of fans' inner contradiction and the the twist of the link between the stars and the fans. brokerage firms behind the stars provide stars as products to make profit. Stars is faced with different needs from different individuals as products, which decide the vulnerability of stars' set character, and further decide the contradiction between the ideal and the reality.

Karen Danielsen Horney think our inner contradictions are inevitable parts of our life. However, for most people who have confusing feeling and belief and who lack happiness, it's difficult to make a clear cut with things that we want [24]. For love-haters, they have contrary belief for humans and for things. Althusser thinks "human" is a "myth" in bourgeois ideology. Reckwitz thinks, in society features uniqueness, it's a law to show individuals' authenticity. It's obvious that many of them are indeed chasing after this kind of authenticity. Meanwhile, in this process, they are influenced by the "myth", and make "humans" and "things" the opposite [25]. When they see "humans" in the stars, their affection for stars is activated, and when they see "things" in the stars, they will be anxious to maintain themselves as "humans". The materialization of the stars is inevitable, so is the contradiction between the desire for autonomy and the affection.

SR: I don't know why I choose to be love-haters instead of not follow him. If you see that his status is improved, it will recall the first sight with him, it is precious, because the vulnerability he used to have can't be replaced. Every time I recall the past, I think nobody can beat him.

ZZ: HYBE is promoting a new female group which share similar style with new jeans. It's like assembly line, and the girls seem to b e dolls in the show window unlike humans. You will feel you don't follow a real human, instead, you follow a fake human which is merely a product and is not worthy to be loved.

Moreover, the brokerage firms are trying to instill the idea that money represents love into fans, in order to make profit through stars. This results in the phenomenon of forcing fans to pay for the stars in fans' community. In this case, fans also want to buy the right to control the stars. This is a vicious circle.

WY: The stars depend on fans to get income, fans are their demiurge. Without fans, the stars are nothing.How could he support his company? How could he sustain his career? So they should treat fans better.

Furthermore, the fans' expectation for the stars' looking, temperament,character, and morality is often related to the stars' bodies and personality. When fans try to make both the materialization of the stars and the humanity of them prominent, they tend to insult the stars. The common sense that the stars should release some of their right as public characters, and the fans' emphasize on their autonomy and their freedom about individual preference and hobbies, all contribute to their insulting the stars. Even

sometimes stars try to defend themselves, their words and behavior, due to their nature of products, will also be mixed with their set character. So laws are the only measure that can be taken to regulate love-haters' behavior.

XY: The stars are merely products, they must know their position. They serve the public and rely on the public to get income. As long as the words are not insults and personal attacks, they'd better accept.

SR; They don't need to express, although their expression can please some fans. They will compliment the stars for this.

5.2. The Uncertainty of the Identity and the Relationship

For one thing, some people equal love-haters as haters, while many love-haters reckon themselves as fans, and they have many frictions with each other for this. This results from the uncertainty and the subjectivity of the identity of fans. Unlike identity in the workplace, which is defined based on the duty accompanied with the position, there is no fixed standard to identify fans originally. For example, when there are some controversial individuals in fans' community. Other fans may identify these controversial individuals as haters hidden behind fans' identity according to their posts about other stars, and this is completely subjective. Individuals identify fans based on their personal experience and preference, and there is no legal authority to define individuals as fans. Although fans are faced with stress from others and the group in fans' community, they still can choose to leave the community.

For another, fans choose to become love-haters when the stars fail to fulfill their expectation, because of the uncertainty and the lack of the contract in their relationship with the stars. The relationship between the fans and the stars is based on affection with the support of the internet, and It's a mimicry of the intimate relationship [26]. The stars and the fans seem to reach an agreement on this relationship. The fans gives their love and support and the stars fulfill their expectation as return. However, It's established without a contract, and there is no confirmed punishment about the default. So, when the fans think the stars disobey the contract, it depend on themselves about how to make the stars pay the price.Moreover, the paradoxical agreement is fake from the source. The real value made by the stars belongs to their brokerage firms but not the fans. Even the fans are pleased by the stars, this is in the end beneficial for the stars and the brokerage firms. In Hollywood film industry, the film-makers employs the stars to attract the investment and the fans, as well as to break the law that the price rises while need decreases. Film-makers utilize the stars' image to make profit, which is based on the stars' marketable image and their monopoly on the stars' image. After the Paramount Pictures, brokerage firms of stars appeared, the brokerage firms replaced the film-makers to gather and cultivate the stars. The audience receives the image of the stars while the image is in fact controlled by the brokerage firms [27]. The contracts often make it difficult for the stars to compete with the brokerage firms, and the fans only have limited influence on the brokerage firms. It's often seen in the sina Weibo that the fans express their dissatisfaction about the arrangement of the stars' work to the stars' studios or to the brokerage firms, but they often need to wait a long time to get feedback. The reason is that their control of the stars are fake. Moreover, the fans identity for stars are mixed with their identity for themselves, so they seem to voluntarily act out of their own opinions and own interest. However, the brokerage firms are the ones that have real control of stars' image. Fans' action are often manipulated by the brokerage firms and the internet capital, which is often neglected. Furthermore, many frictions in fans' community also result from the right to control the stars' image. Love-haters and other fans, when choose to link with the stars, should recognize the fake source of the agreement.

6. Conclusion and Discussion

Love-haters' expression, which is often beyond the rules in the fans' community and the society, often make people disgusted. They may be seen as haters while they think they are still fans. The direct reasons are the contradiction between the ideal and the reality, between the autonomy and the affection. Love-haters apply different strategies to deal with the contradictions. The deed reasons are the materialization of the stars, the uncertainty of the identity of fans, and the uncertainty of the relationship between the fans and the stars. This also affect other related problems in fans' community. Moreover, the difference in social status and in power of gender also shouldn't be neglected. In terms of solution to love-haters harmful behavior like insulting the stars and other people, systematic measures like laws are more reliable than utilizing the power of the stars. When it comes to fans, the contrary nature of the stars and the real right to control the stars should be exposed to them. Fans should also recognize the manipulation of the technology, the brokerage firms, the internet capital and the advertisers. Of course, in fans' whole life, they may change their identity for the stars continuously, so we can be optimistic about the love-haters.

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